



Excellent Design: "Tongue" by Bethan Laura Wood and "Strip" by Zaha Hadid.

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Everything but ordinary: Rosenthal wins two German Design Awards

Frankfurt. In addition to the more than 500 design awards that Rosenthal has already won for its outstanding products, there are now two more: The colourful "Tongue" collection by London designer Bethan Laura Wood and the sculptural "Strip" vase by legendary architect Zaha Hadid each won a **German Design Award for exceptional product design.**

Since 2011, the German Design Award has honoured innovative products and projects as well as manufacturers and designers from the German and international design industry.

Tongue – Gewinner Excellent Product Design - Tabletop

Inspired by the combination of the lid and handle on Walter Gropius' TAC teapot, British designer Bethan Laura Wood created a tea set that is both striking and expressive in homage to the iconic original. The design marries linear architectural forms with the playful frivolity of the 1970s, creating wonderfully captivating pieces. The tea service Tongue is available in the limited-edition colour variants Pelican (Chewing Gum – Hot Coral – Peacock) and Peacock (Mild Turquoise – Peacock – Clay).

Strip – Gewinner Excellent Product Design Luxury Goods

Contrast is key – following this maxim, Zaha Hadid Design created a collection of exceptional design objects, which are in total harmony with the Iraqi-British architect's own design principles: free form, naturally fluid design and extravagant style.

The Strip Collection has a sculptural feel to it. A dynamic vase body in white

and gold, emerges from a rigid square that functions as a base, reaching skyward like a tall building before coming to rest in a perfect round opening.

About the German Design Awards

The German Design Awards constitute the German Design Council's premium international prizes and one of the world's most renowned design competitions. Last year more than 5,400 projects from 63 countries were entered. "Since our founding in 1953, our primary task has been to observe, analyse and evaluate what is happening in design internationally", explained Andrej Kupetz, CEO of the German Design Council. "The winners each year not only exemplify the economic and cultural value of outstanding design, but they also provide direction and are representative of current themes and trends."

Rosenthal may have one of the longest traditions of Germany's companies, but is also one of the most modern. Just as we did when we were originally founded 140 years ago, Rosenthal develops products equally for discerning end customers and for exacting professional clients from the restaurant and hotel trade. Our products stand out with exceptional form, function, quality and craftsmanship and represent a cultural asset "made in Germany", never ceasing to combine innovation and creativity. With its award-winning porcelain design, trendy lifestyle collections and modern, elegant classics, the Rosenthal brand raises the bar time and again for aesthetics and individuality.

Established figures from the worlds of architecture, design and art, but also the hottest newcomers and talents design avant-garde dinner table collections, foster a joy of giving and create sophisticated furnishings. The collections are manufactured in the Rosenthal porcelain factory in Selb and the "Thomas am Kulm" porcelain factory in Speichersdorf, which offer some of the porcelain industry's most advanced production facilities anywhere in the world and deliver sustainable manufacturing with careful use of resources thanks to the forward-looking investments that have been made.

New interior collections and accessories enrich the Rosenthal world by adding designer objects that go far beyond the limits of a conventional table setting and round off the huge product variety.

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