



Awarded for the outstanding product design: the Rosenthal vase collection Phi by Designer Cairn Young. The Phi Vase City transforms cubic shapes into a skyline.

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Exceptionally unique: iF Design Award for Rosenthal vase collection Phi

The sculptural handwriting of the British Designer Cairn Young and his preference for three-dimensional designs characterize the Rosenthal vase collection **Phi**. Now the iF International Forum Design GmbH has honored the series for its unique product design with the **iF Award 2020**.

"Ever since my father gave me a flipbook as a child, I have been fascinated by how static objects can be made to look as if they are moving," says Cairn Young. Phi shapes triangles into frosty flowers, crystals transform into snowflakes and cubic shapes form a skyline. Thanks to the five sculptural objects **Freeze**, **Spindrift**, **City**, **Manhattan** and **Snow**, the iF award 2020 joins the series of more than 500 Rosenthal design prizes.

As an internationally established label, the iF Design Award honors outstanding design achievements in seven disciplines, ranging from product design to architecture and professional concept. This time, with more than 7,200 entries from over 50 countries, it is one of the most coveted awards in the design scene.

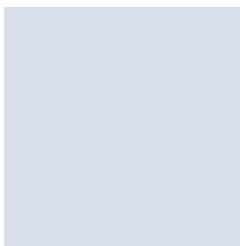
Rosenthal may have one of the longest traditions of Germany's companies, but is also one of the most modern. Just as we did when we were originally founded 140 years ago, Rosenthal develops products equally for discerning end customers and for exacting professional clients from the restaurant and hotel 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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