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New Swedish interior design trend: Lagom – the golden mean

Goodbye Hygge, Hello Lagom.

Lagom is the Swedish expression for “in moderation”, “just right” or “not too much and not too little”. The secret of Sweden's high rankings on international happiness and productivity is all about consistently living somewhere in the middle in all parts of life. Lagom brings the focus back to earth material such as wood and neutral, calm colours.

Rosenthal Interieur dining tabel Fusca/Design: Thomas Feichtner

Impressive yet conveying a sense of lightness, the solid-wood Fusca dining table is perfect for dinner with friends and family. Supported by slim, wooden legs, the straight lines of the table top exude modernity and elegance. With a variety of woods, finishes and shapes, this custom design piece is perfect for any ambiance or environment.

Rosenthal Blend/Design: Christophe de la Fontaine

Distinct and uncomplicated with a fine and reduced structure – the new Blend series by designer Christophe de la Fontaine focuses on the bare essentials: sensual material, subtle structures and only six different items. Together, they form a series of light and airy showpieces that make our wish for haptically unique, virtually ethereal works for every day come true, freeing of us of unnecessary burdens thanks to their multifunctional concept.

Rosenthal Interieur Carpets Faceted/Design: Dorothea Lang und Matthias Zinkl

The interplay of light and shadow turns mono-colour surfaces into multifaceted, complex structures. The Faceted collection picks up on this idea and uses contrasting monochrome, geometrical sections to create three-dimensional-looking carpets with one-of-a-kind effects.

Rosenthal Nightingale/Design: Dante - Goods and Bads

The Nightingale table lamp, designed by Dante – Goods and Bads in collaboration with Rosenthal, quite literally turns the structure and design of a lamp completely on its head: The otherwise normal lampshade of the design piece is rotated 90 degrees, thereby completely redefining the interaction between the light fitting and reflector. The delicate porcelain body is initially reminiscent of an antique lantern, but its thoroughly modern aesthetics shine through thanks to the clear-cut design and soft beam of LED light. A leather band, available in Bordeaux, dark brown or natural, serves as a handle that can be used to change the position of the light and elegantly conceals the wires.

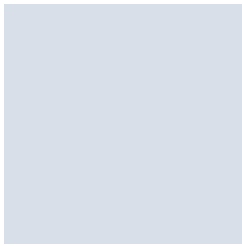
Rosenthal may have one of the longest traditions of Germany's companies, but is also one of the most modern. Just as we did when we were originally founded over 135 years ago, Rosenthal develops products equally for discerning end customers and for exacting professional clients from the restaurant and 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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