

Fashion photographer Joachim Baldauf brings aesthetics and wit to his photographs

Oct 27, 2020 09:00 GMT

Over the Rainbow: Rosenthal dedicates a collection to the environment

The rainbow is the most beautiful gift of nature and the main motif of the new porcelain collection #331_RAINBOW of Rosenthal and 'zoeppritz since 1828'. The two traditional German companies can look back on a total of 331 years of company history, a fact that is briefly and concisely reflected in the collection name #331. The focus of the cooperation is the preservation of our environment. Partner of the project is the international organization Plant-for-the-planet, which is committed to reforestation worldwide. By selling the #331 collection, 4500 trees are planted and the education of children and young people as international climate ambassadors is supported.

The design of collection was created by Jan Alt, Art Director of 'zoeppritz since 1828'. A restrained tone-in-tone pattern of historical logos tells the long history and the development of both brands. As a colour contrast to this and as a sign of modernity and openness, a rainbow unfolds on porcelain and textile objects in the first collection. The rainbow has always been a symbol of harmony and peace, but also stands for nature conservation and the connection between heaven and earth. At the same time, it reminds us of our duty to preserve and protect nature.

The meaningful collection is put into the right light by German star photographer Joachim Baldauf. He is one of the most important advertising and fashion photographers of our time. His extraordinary way of staging attracts additional attention to the project #331.

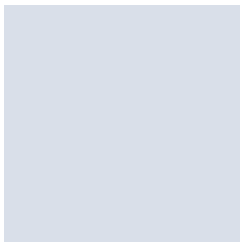
Rosenthal may have one of the longest traditions of Germany's companies, but is also one of the most modern. Just as we did when we were originally

founded over 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.

Contacts



Barbara Stockinger-Torelli

Press Contact

Pr Manager

barbara.stockinger-torelli@rosenthal.de

+49 170 413 8510