

Feb 10, 2017 08:30 GMT

Porcelain trends at Ambiente 2017

Trends 2017: stage-worthy performances, homage to nature and objects of affection

Rosenthal's trend experts have analysed presentations, exhibitions and events in fashion, architecture, art and product design and condensed it all into three key trends for 2017 that are also reflected in the latest porcelain collections.

Stage observation: stage-worthy performances

In the fashion and lifestyle segment, shows and product displays are being more and more heavily characterised by productions that evoke the perfection of artistic performances. The focus is not only on the product, but also – and above all – on its personality, instilling in us a unique sense of awe. The interplay of elegance and narcissism, control and release gives rise to a fascinating tension in modern designs. Even the new Rosenthal vase series **Riite**, **Fondale** and **Geode** invite people to arrange their flowers and blossoms in a kind of performance akin to works of art. The vases themselves thus become almost like artistic sculptures – Riite with its captivating glass sleeve, Fondale with its traditional yet futuristic vase design and Geode whose rock-like formation makes it look like a porcelain jewel. The new design **Ode** by Sebastian Herkner also picks up on this idea, turning it into a vase series that calls to mind architectural pillars but with delicate and modern aesthetics.

Nature transformation: homage to nature

Nature and its landscapes are subjected to a constant process of change. Their timeless surfaces so full of life, along with their structures and colours are reflected in a new range of designs as a homage to nature. For instance, the design **Junto** by Rosenthal combines porcelain and ceramic materials with unique, natural colours and glazes, putting them together to create an innovative table landscape. The new Christmas design **A Winter's Night** by Rosenthal meets Versace also pairs naturalistic fir motifs with delicate gold and powerful burgundy to create a thoroughly natural yet modern winter look.

Love relation: objects of affection

‘Love is the strongest and most fragile thing in life’, French actress and singer Vanessa Paradis once so fittingly said. This year, we see this sentiment applied to products and designs alike. The collection **Hearts** by Hutschenreuther, for example, captures the age-old tradition of sticking love messages onto delicate porcelain. This approach combines the handicraft techniques of cross-stitch with contemporary, soft colours and romantic heart shapes that at first glance look like prettily crafted embroidery and at second glance say: I love you.

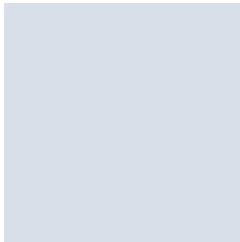
Please explore all of our new products at Ambiente hall 4.1, booth C50/51 or in our digital newsroom, file Ambiente 17 (photos and news).

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.

Contacts



Barbara Stockinger-Torelli

Press Contact

Pr Manager

barbara.stockinger-torelli@rosenthal.de

+49 170 413 8510