

Jun 11, 2019 07:00 BST

Print Design at its best: Rosenthal launches magazine for Bauhaus anniversary

Selb. Rosenthal is celebrating the 100th anniversary of the Bauhaus design in the best design way with its customer magazine "Radically Contemporary - Rosenthal loves Bauhaus". On 116 pages, the lavishly designed magazine illustrates the connection between entrepreneur Philip Rosenthal and Bauhaus founder Walter Gropius. The architect of the century was commissioned to build the Rosenthal porcelain factory in Selb in the 1960s and developed the service of the same name with his Boston architecture firm TAC: a design that stands among the series of international design classics with its distinctive teapot.

CONTENT + DESIGN

The magazine "Radically Contemporary - Rosenthal loves Bauhaus" focuses on the progressive radiance of the Bauhaus philosophy, which Rosenthal continues to promote, live and represent through international design co-operations. In terms of content, the magazine impresses with stylishly formulated articles, such as an interview with British designer Bethan Laura Wood, who dared a colourful interpretation of the TAC teapot with "Tongue". Rosenthal also offers interesting insights into the work with Zaha Hadid Studio and the artist Andreas Mühe.

Rosenthal commissioned the German-Brazilian designer Rafael Bernardo to design the layout of the magazine. Rafael already stood out with the design of the award-winning book for Philip Rosenthal's 100th birthday. The simple, elegant magazine cover draws on the Bauhaus principle of "less is more". A circle is punched out of black through-dyed paper, through which the neon-coloured interior of the magazine shines as a luminous plate.

In order to also show the analytical side of Bauhaus, a pictogram was

developed for each article that illustrates the perspective of the respective history in the Bauhaus context. Likewise, everyone mentioned in the magazine was arranged alphabetically and placed in a matrix at the end of the magazine, which depicts the distribution of the protagonists within the magazine sections as information graphics. "The visualisation of constellations between the protagonists and the use of generous portraits as a lead story for each article in the middle content section are stylistic devices that focus on the people behind the individual projects and make them shine as doers", is how Rafael Bernardo describes his idea. As a refinement and additional enhancement, a part of the edition was provided with a black or neon-coloured colour section, which underlines the object character of the magazine.

DESIGNER

Rafael Bernardo is a designer and typographer. Having grown up in the Caribbean with German-Brazilian roots, he attended a French primary school, moved to Upper Bavaria at the age of nine, went to a Californian high school for one year at the age of 17, graduated from high school, did community service, did an internship and studied visual communication at the Hochschule für Gestaltung Schwäbisch Gmünd [university of applied sciences] as well as at the Royal Academy of Fine Arts in The Hague. After graduating and three years of professional experience, Rafael Bernardo founded his first creative agency together with two partners. After seven years, he retired as managing director and has since been responsible under his own name for interdisciplinary design assignments in the areas of branding, communication, print, online and videos. At the same time, he devotes himself to free projects and holds seminars on his creative methodology "be water my friend".

The screen prints by Rafael Bernardo from the "Moon River" series are available for purchase as a limited edition at the Rosenthal Store in Munich and at the Rosenthal headquarters in Selb.

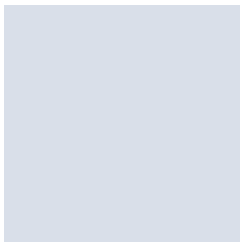
Rosenthal may have one of the longest traditions of Germany's companies, but is also one of the most modern. Just as we did when we were originally founded 140 years ago, Rosenthal develops products equally for discerning end customers and for exacting professional clients from the restaurant and hotel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