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## Radically contemporary: Rosenthal magazine wins German Brand Award

Selb. **More than 500 design awards** that Rosenthal has already won for its outstanding products are now joined by an award for excellent brand communication: **The customer magazine "Radikal Zeitgemäß - Rosenthal X Walter Gropius", designed on the occasion of the 100th Bauhaus anniversary, has now been honoured with a German Brand Award.**

On 116 pages, the elaborately designed magazine illustrates the connection between Philip Rosenthal and Bauhaus founder Walter Gropius. The simple, elegant cover of the magazine picks up on the Bauhaus principle "Less is more". A circle is punched out of a black coloured paper, through which the neon-coloured interior of the magazine shines as a shining plate.

Contentwise the magazine convinces with interviews and stories that show the whole range of the Rosenthal design world.

Rosenthal commissioned the German-Brazilian designer Rafael Bernardo with the layout of the magazine, who has already excelled with the design of the multi-award-winning book on Philip Rosenthal's 100th birthday.

### The German Brand Award:

Presented by the German Design Council and the German Brand Institute, the German Brand Award honors the most innovative brands and best strategies for consistent brand management and sustainable brand communication. The goal of the German Brand Institute is to strengthen the importance of the brand as a decisive factor for the success of companies in the national and international competitive environment. With the German Brand Award, the

foundation presents a unique award for outstanding brand management.

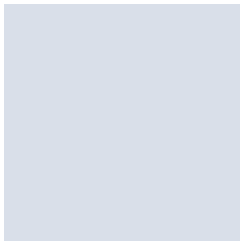
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Rosenthal may have one of the longest traditions of Germany's companies, but is also one of the most modern. Just as we did when we were originally founded 140 years ago, Rosenthal develops products equally for discerning end customers and for exacting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