



New Rosenthal Store in Munich.

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## Rosenthal celebrates store reopening in Munich

**Focal point: special experiences and inspirations**

Munich. On 5 October, the Rosenthal store in Munich celebrated its reopening in the new premises of a listed old building in Kardinal-Faulhaber-Straße 5. Rosenthal GmbH presents object design and interior innovations there on over 300 square metres and two floors. As a special feature, the store invites interested participants to take part in unusual experiences such as design and cooking workshops and with the Rosenthal, Rosenthal meets Versace, Thomas, Arzberg, Sambonet and Paderno brands not only covers the large brand range of the Arcturus Group with regard to porcelain, glass and stainless steel but also offers collections for every living space. Numerous products of superior craftsmanship can be found, from sofas and tables, chairs and lamps to pots, kitchen utensils and a Concept Kitchen. And as if this wasn't enough, the store is also a feast for the eyes and tastebuds: Subtle nude shades dominate in the light-flooded interior of the store designed by German designer Kilian Schindler and range from rosé to grey highlighted in contemporary style with brass, concrete, wood and glass. The interplay of matte and gloss surfaces makes reference to the manufacture of porcelain that is available in both a matte biscuit finish and with a glossy glaze.

Various experience areas are intended to guide and inspire customers. On the ground floor, for instance, the Style Guide area illustrates the current colour and interior trends. A Flower Pop-Up Corner in cooperation with flower arranger Bahlmann offers sought-after plants. The store also offers an innovative solution with a view to the stylish and appropriate filling of the extravagant Rosenthal vase objects: Each vase can be bought with a matching flower voucher and redeemed at Bahlmann. A refined selection of

cut flowers offers outstanding inspiration for this. While fine food products by selected manufacturers such as truffles, jams, spices, oils and Bavarian gin create enticement, the Rosenthal customer café invites customers to relax and enjoy a fine selection of coffees and espressos that can also be bought to take home.

In the “living space”, Rosenthal displays selected items from its own furniture collection that are offered in a large number of different fabric and leather variants and were created by the designer duo Diana and Emmanuel Dietrich as well as Sebastian Herkner.

The focus of the upper floor is primarily on cooking, serving and dining. The Concept Kitchen area is functional, young and trendy with its show kitchen, practical and functional kitchen utensils including those from the catering area, and a large dining table that is set in different styles and will whet customers' appetite for both small and large dinners for two or with the whole family. Tastings, cooking demonstrations and workshops illustrate how quickly the kitchen magic can work. Alongside the right chopping boards and spice grinders, fine washing up liquid, kitchen textiles and serviettes by selected young design brands also await discovery here.

Household textiles, candles, gift wrapping paper and selected specialities round off the rich additional product assortment and vary according to season and theme. This ensures that shopping at Rosenthal's Munich store is always a new and inspiring experience.

### **Rosenthal Store Munich**

Kardinal-Faulhaber-Straße 5, 80333 Münche, Germany

e-mail: [rosenthal.muenchen@rosenthal.de](mailto:rosenthal.muenchen@rosenthal.de), Telephone: +4989222617

Opening hours: Monday to Friday 10 a.m. to 7 p.m., Saturday 10 .m. to 18 p.m.

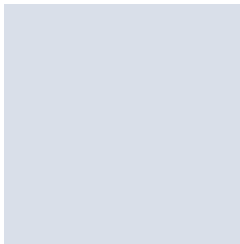
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Rosenthal may have one of the longest traditions of Germany's companies, but is also one of the most modern. Just as we did when we were originally founded over 135 years ago, Rosenthal develops products equally for discerning end customers and for 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](mailto:barbara.stockinger-torelli@rosenthal.de)

+49 170 413 8510