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Rosenthal wins ELLE Deco International Design Award

"And the Oscar goes to...Rosenthal!"

The outstanding tea set "Tongue" by British designer Bethan Laura Wood for Rosenthal has now been honoured with the Oscar of the design scene - the renowned ELLE Deco International Design Award. The prestigious award, also known as EDIDA, is the most coveted prize for all design creators: 25 editors-in-chief of the international ELLE Deco Magazine nominate their favourites. There are a total of 14 categories: from lamps to furniture to Designer of the Year. **Rosenthal's "Tongue" collection has prevailed over competitors worldwide in the "Tableware" category.**

On the occasion of the 100th Bauhaus anniversary, the **London designer Bethan Laura Wood created a colourful tea set in 2019 as a homage to the Rosenthal classic TAC by Walter Gropius.** Tongue plays with contrasts such as matt and shiny, striking and playful, straightforward and flowing. The design thus combines architectural forms with the coquettish lightness of the 1970s to create a fascinating design. The tea set is a limited edition in two colour variants, Pelican and Peacock.

About the EDIDA

Launched in 2003, the ELLE DECO INTERNATIONAL DESIGN AWARDS or EDIDA is a unique international event where the 25 editors-in-chief of the ELLE DECORATION international network gather to award global excellence in design in 14 categories.

Bethan Laura Wood (*1983) studied product design at the Royal College of

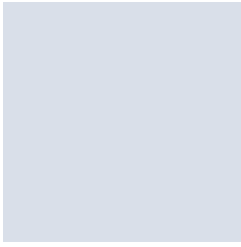
Art in London. Since she graduated in 2009, she has been harnessing her passion for colour, detail and materials to create expressive and exceptionally creative designs in her studio. Installations and works for brands such as Hermés, Bitossi Ceramiche, Kvadrat, Perrier Jouet and Moroso are a testament to her versatility. In addition the Brit has already exhibited her work at the V&A Museum of Childhood in London, the Swiss Institute New York and the Museum of Contemporary Art in Tokyo.

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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