



The decors of the Rosenthal "Magic Garden" collection show the evolution from seed to blossom.

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Stylish metamorphosis: Rosenthal Magic Garden

Rosenthal Magic Garden/Design: Sacha Walckhoff

The apothecary gardens (Latin: *hortus medicus*) were the inspiration for the joyful **Magic Garden** collection that the Designer Sacha Walckhoff, also Creative Director of the French couture label Christian Lacroix, designed for Rosenthal. **Three independent décors - Black Seeds, Foliage and Blossom** - symbolize the three development stages of a garden: from seeds and seedlings to shoots and finally full bloom.

It all starts with the seedling symbolized by the **Black Seeds** décor, an elegant black and white graphic pattern imagined from the shape of the Roucou seed. Then come the first spring shoots evoked by the **Foliage** design inspired by the volutes of the young leaves of Volubilis. Finally, the summer bloom is represented by **Blossom**, a happy and multicolored décor that mixes Cornflower, Camomile, Eglantine, Dandelion, Mulberry flower and Marguerite Dorée.

Sacha Walckhoff (*1962) has been the Creative Director for Christian Lacroix since 2010 and is also responsible for the French label's Home Collection. In cooperation with manufacturers such as Kartell, Roche Bobois, Moooi, Designers Guild and Vista Alegre, he creates furniture, carpets, textiles and porcelain collections. Since 2014, the French-Swiss designer has been

developing his own vocabulary through several projects for companies such as Taiping, Edition Van Treeck, Savoir Beds, Pulpo and Verreum.

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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