

DATUM tableware collection

DATUM to-go thermo mug made of porcelain with dots design

FÜRSTENBERG, September 2023: dots or a grid? Sometimes it's a question of perspective. The new pattern on the porcelain to-go thermo mugs in the DATUM range from FÜRSTENBERG plays with the senses.

Made entirely of porcelain, the double-walled DATUM to-go thermo mug is the first of its kind from FÜRSTENBERG. With a body thickness of just two and a half millimetres, the cup is unexpectedly light. The double-walled design of the to-go thermo mug keeps coffee and tea hotter for longer. In addition to the glazed white and the satin-finished version in matt white, FÜRSTENBERG is launching the to-go thermo mug with a modern pattern in red, blue or grey. The design – like the DATUM shape itself – comes from Foster + Partners and is an allusion to the company's own architecture. Many of the windows in the architecture and design studio's London building are so-called fritted glass – glass panes with an integrated dot in a grid pattern, which filters the sun's rays. The product designers have transferred this characteristic pattern to the DATUM to-go thermo mugs. Ultimately, it's in the eye of the beholder: are we seeing coloured dots or a white grid?

Modular tableware series

DATUM is the first porcelain tableware series designed by Foster + Partners in collaboration with Porzellanmanufaktur FÜRSTENBERG. The design of DATUM follows a pure and controlled geometry. The plates, cups, mugs and bowls in the series are dimensionally linked, creating an interchangeable and stackable family of tableware. Alongside the clear design language, this modular system also offers exceptional functionality and contemporary flexibility.

Functional geometry

The core concept of the Foster + Partners design team was to explore the relationships between each piece in the tableware collection. The dimensions of the individual pieces are carefully calibrated within a grid matrix creating a direct interplay between them. This formal geometry and its precise execution enable multiple functionalities and efficient stackability. All pieces boast radii of millimetre precision and wafer-thin gradations on the underside, enabling them to be stacked in five different product groups. DATUM is synonymous with systematic functionality in a pioneering design – and keeps enabling new combinations for individual applications. For example, a plate can be used as the lid of a bowl, allowing you to keep food warm or store it in a fridge for later.

Timeless white in two versions

The DATUM porcelain series is available in two white versions: firstly, the classic gloss glaze on the inside and outside, as well as a further version featuring a matt satin glaze on the external faces and a



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gloss glaze on the inside. The interplay between glossy and matt white expresses the unique tactility, purity and reflectivity of the material.

The challenge of manufacturing

Achieving pure geometry represents one of the most technically demanding challenges when handling porcelain. 'Straight geometries and right angles are incredibly hard to achieve in porcelain and DATUM was a tough challenge for our modellers. Displaying their great passion for the art of porcelain, they succeeded in making the impossible happen. This is our hallmark as genuine craftspeople,' remarks Stephan Hofmann, Head of Production at FÜRSTENBERG, explaining the production process. With considerable hand craftsmanship, expertise and maximum precision, the sophisticated design of Foster + Partners comes to life in peerless product quality at the Porzellanmanufaktur FÜRSTENBERG.

Straight aesthetics for today and tomorrow

The DATUM porcelain collection melds pioneering product design and a passion for hand craftsmanship to create an unparalleled whole. DATUM is an exclusive and functional porcelain series with a unique form – and has the potential to become a classic. The interplay between the mathematical logic of the design and the sensuality of porcelain is what gives DATUM its unmatched appeal.

Foster + Partners | Industrial Design

Foster + Partners is a global studio for architecture, urbanism and design, rooted in sustainability, which was founded over fifty years ago in 1967 by Norman Foster. Since then, he and the team around him have established an international practice with a worldwide reputation for thoughtful and pioneering design, working as a single studio that is both ethnically and culturally diverse. The studio integrates the skills of architecture with several other disciplines in a collegiate working environment that is similar to a compact university. These diverse skills make us capable of tackling a wide range of projects, particularly those of considerable complexity and scale.

The practice has never drawn a distinction between architecture and industrial design. The point of contact, the thing that you touch, is as important as the broader vision. The industrial design team established in 1980, has developed a wide range of products from door handles to wind turbines; from a fountain pen to the cabin of an executive jet; from a tap to the fit-out of an ocean yacht. Frequently, products are designed in response to a particular project, but we also work directly with clients on product commissions or with companies to develop new products for commercial manufacture.



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A modern, traditional company: facts & figures

- Foundation: 1747 by Duke Carl I of Braunschweig at the Fürstenberg hunting lodge
- Trademark: the crowned blue "F", which internationally stands for sophisticated porcelain art "Made in Germany"
- Company headquarters and production sites: Castle Fürstenberg in Lower Saxony, currently with 80 employees
- Managing Director: André Neiß
- For end customers: via specialist retailers, the FÜRSTENBERG online shop and in the Manufactory Store in Fürstenberg
- Project customers: equipping of luxury hotels and upscale restaurants in Germany and around the world
- National market: accounts for around 60 per cent of turnover
- International market: accounts for around 40 per cent of turnover
- FÜRSTENBERG as an excursion destination: the castle complex with the Manufactory Store and museum, which was re-opened 2017 after a comprehensive restoration

For more information on FÜRSTENBERG visit **fuerstenberg-porzellan.com**.

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