

FLUEN LUMINEA

Metallic meets ginkgo: the new LUMINEA design brings the power of nature to the table setting.

Fürstenberg, September 2023: the most fascinating effects are created by nature. This idea is taken up by the new LUMINEA pattern on the FLUEN tableware series from the porcelain manufacturer FÜRSTENBERG. Abstract ginkgo leaves in delicate shades of green and champagne with a metallic pearl sheen accentuate the gently curved design language of the porcelain. The special feature of the LUMINEA pattern is its slightly raised, silky feel.

Form and pattern

The FLUEN tableware collection, designed for FÜRSTENBERG by Alfredo Häberli, is characterised by soft, flowing shape transitions. The new LUMINEA pattern by designer Friederike Plock-Girmann continues this idea in the contemporary trend for calming nature. "We all sense the longing for nature, which we want to integrate into our lives. Ginkgo leaves, as a biophilic motif, support FLUEN's natural form with their many positive meanings and beautiful aesthetics," is how the designer from Braunschweig describes the inspiration for the new pattern. Selected tableware pieces from the FLUEN collection are decorated with stylised ginkgo motifs in various shapes and sizes. Sometimes a single ginkgo leaf gleams on an oversized stem, as on the side plate, and sometimes a combination of three motifs accentuates the flowing porcelain shape, as on the breakfast plate. The soft colour gradients and the finish of the design harmonise particularly well with the flowing shape.

Metallic highlights

Nature is not simply peace and harmony, but also vitality and strength. The LUMINEA pattern picks up on this aspect with its champagne-coloured metallic finish, with velvety feel and special sheen. LUMINEA is the first design from FÜRSTENBERG to employ this innovative pattern technique. Special, mineral-based effect pigments combine with the porcelain surface during firing to create a metallic shimmer. FLUEN LUMINEA is dishwasher safe.

Modern dining culture

LUMINEA can be combined individually with the white version of FLUEN. The elegant décor with metallic effects fascinates without overpowering the impact of the food being served. Hand-crafted with great passion at Fürstenberg in Lower Saxony by our experienced artisans, LUMINEA really brings light, bright interior styles to life.



FÜRSTENBERG

1747

Friederike Plock-Girmann

The qualified industrial designer Friederike Plock-Girmann from Braunschweig discovered her passion for porcelain while studying at Braunschweig University of Art. While she was there, the FÜRSTENBERG porcelain manufactory enabled her to realise her first design for a teapot in the manufactory's model-building department. After university, her path led her to the automotive industry, where she was responsible for the colour and trim of the Volkswagen brand worldwide for over two decades as a member of the management team. She was then responsible for design at Volkswagen subsidiaries R-GmbH, Accessories and Motorsport in the interdisciplinary Lifestyle & Performance department, where she was able to translate her sensitivity for colours and materials into a holistic approach for interior, exterior, product and graphic design. Her creations are always about making innovative, authentic design a lasting experience for customers. Since 2021, Friederike Plock-Girmann has been teaching aspiring product designers in the subjects of colour and material, as well as ceramic design, at Hannover University of Applied Sciences and Arts.

FÜRSTENBERG

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.

Reproduction for press purposes free of charge.

Press contact:

Porzellanmanufaktur FÜRSTENBERG GmbH

Marketing and Communication

Meinbrexener Str. 2

37699 Fürstenberg, Germany

T +49 5271 401-153

F +49 5271 401-4153

presse@fuerstenberg-porzellan.com