



FÜRSTENBERG
1747

Fluen tableware collection

Porcelain like a flowing movement

Design: Alfredo Häberli

Fürstenberg, January 2017: it started with the idea for a pure form: contemporary, elegant and poetic. In the new Fluen tableware collection, created by Alfredo Häberli, Swiss designer for the porcelain manufacturer FÜRSTENBERG, poetry and precision are fluidly combined.

Fluen porcelain is like a gentle, flowing movement. "It's about flow, about transitions of shapes. I have tried to produce quite gentle lines, really flowing lines, and in this way to bring almost no design to the concept. You can see this quite well in the pasta bowl, which is distinguished by its continuous, gentle movement," says Alfredo Häberli.

Fluen is a universal tableware service, which appears both functional and purposeful, while also being intuitive and organic. In Fluen, unobtrusively designed vessels meet striking individual pieces. This means that Fluen adapts to varied, modern lifestyles and meets the requirement for a timeless porcelain.

Alongside its white form, Fluen also has two patterns which also originate from the hand of Alfredo Häberli. Shifting Colors is a colourful design, based on coloured surfaces which – when one is laid over the other – give rise to a new colour. Vibrant blue, powerful gold and gentle pastel tones combine into a fascinating unity.

Fine Lines is an elegant pattern which, with extremely fine lines in subtle shades of anthracite, through various shades of brown to light beige, creates refined structures. The extraordinary pattern catches the eye, leading it along the form and so emphasising the flowing design of Fluen.

Both patterns can be combined individually with the white form.

Collaboration with internationally renowned designers has long been a tradition at FÜRSTENBERG. Alfredo Häberli and FÜRSTENBERG combine passion for designs that are rooted in tradition while simultaneously reflecting the time in which they are created: the spirit, the lifestyle and the aesthetic. This is also played out in Fluen, with Alfredo Häberli's own childhood memories and the innovative spirit of a cosmopolitan present day: "If I were to set a theme for my various works, it would be precision and poetry. Precision, which is perhaps the Swiss in me, and perhaps a little technocratic. And poetry, which is the South American in me, the sensitivity, where the colours also come into play. Like with the patterns for Fluen."



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Fluen is available for preorder immediately. Delivery from end of May 2017.

Alfredo Häberli

Alfredo Häberli was born in Buenos Aires in 1964. When he was thirteen years old he came to Switzerland with his family and completed his Industrial Design degree at the Zurich School of Art and Design in 1991. His thesis was awarded the school's respected degree prize for design. In that same year he opened his own studio. Today he is an internationally renowned designer located in Zurich, from which he not only designs furniture, lighting and accessories for numerous leading design companies, but also creates exhibitions and interiors for shops, restaurants and hotels. In all his designs, Alfredo Häberli aims to combine tradition and innovation along with humour and curiosity. This results in products from many different categories with powerful expression and great emotion.

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 108 employees
- Managing Director: Stephanie Saalfeld
- 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
- 2015 turnover: a total of 5 million euros
- 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 is set to re-open on 5 March 2017 after a comprehensive restoration

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

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