



FÜRSTENBERG
1747

Porzellanmanufaktur FÜRSTENBERG

Manufactured porcelain for lifestyles of today and tomorrow

Fürstenberg, 2020 – Since 1747, the FÜRSTENBERG porcelain manufactory has produced porcelain that also always reflects the time in which it is created: the spirit, the attitude to life and the aesthetics, as well as the manual and technical possibilities. Whether tableware ranges, giftware or individual designer pieces – every item of porcelain from FÜRSTENBERG has all the qualities it needs to become a classic.

Accordingly, for 270 years Germany's second-oldest manufactory, in Fürstenberg in Lower Saxony, has been creating and producing ranges that have become icons of dining culture. Classics such as ALT FÜRSTENBERG from 1750, GRECQUE from 1840 or WAGENFELD from 1934 are ranges which, even today, still lend contemporary charm and exclusivity to seemingly everyday objects. This claim to authenticity and substance is also applied by FÜRSTENBERG to each new design – whether created in its own studio, like the double-walled TOUCHÉ cups range, or in cooperation with internationally renowned designers.

In 2017, FÜRSTENBERG presented its Fluen tableware design, which was developed with the Swiss designer Alfredo Häberli. This creative collaboration with the internationally renowned designer has resulted in the creation of an elegant, cosmopolitan porcelain including matching accessories and objects, which is distinguished by its flowing lines. Häberli has embellished the classic, white form with the addition of two patterns. Fluen was awarded with the German Design Award 2018.

Together with the Vienna design studio EOOS, FÜRSTENBERG has developed the OMNIA tableware which, with just four pieces, easily copes with all culinary eventualities. OMNIA is therefore the answer to present-day lifestyles – the essence of modern dining culture. OMNIA was distinguished with the Red Dot Award in 2016 for its high design quality.

The AURÉOLE tableware collection was created in collaboration with the Korean master ceramicist Kap-Sun Hwang – a refined form, which moves apparently weightlessly between ancient Asian porcelain tradition and modern European craftsmanship and was distinguished with an “Honourable Mention” in the 2014 Red Dot Awards.

In its latest design co-operation, FÜRSTENBERG proves that porcelain is about more than sophisticated dining. Together with Studio Besau-Marguerre, the porcelain manufactory developed the side table and wall board PLISAGO in pleated look, both completely made of high-quality manufactory porcelain. The extravagant designs bring the elegance and refinement of porcelain into modern living worlds. The side table PLISAGO was awarded the German Design Award 2019 in gold in the category Furniture.

As well as being deeply rooted in European porcelain art and its creative collaboration with artists and designers, it is FÜRSTENBERG's craftsmanship that characterises its quality most of all. Perfection



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down to the last detail is only possible because, even today, the majority of porcelain manufacture is still based on handwork. That's why, at FÜRSTENBERG, the saying that "a cup passes through 100 hands" is as true today as it ever was. For these are people who, with curiosity, hunger for innovation and love of porcelain as a material, craft timeless works of art.

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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 98 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
- 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 re-opened 2017 after a comprehensive restoration

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

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