



**FÜRSTENBERG**  
— 1747 —

PRÄZISION HAT EINEN NAMEN  
PRECISION HAS A NAME ·

The TOUCHÉ cup series

## **TOUCHÉ · LA MER: Immerse yourself and enjoy with all your senses**

**Fürstenberg, Fall 2015 – Schools of fish swim between the waves, pufferfish and octopus enchant with their bizarre beauty and crayfish and sea urchins bustle about. With LA MER – the extension of the cup series TOUCHÉ – Porzellanmanufaktur FÜRSTENBERG whisks you away to the depths of the ocean. The new, highly detailed reliefs boasting various creatures of the deep-blue sea on a mat outer finish of the series' filigree cups are a joy for the eyes to behold – and for the fingers, every time they touch this unique porcelain. The delicate sheen of discreet turquoise celadon glaze on the inside is reminiscent of a fascinating underwater display of light.**

Made of razor-thin manufacturer's porcelain, the TOUCHÉ series captivates thanks to its exceptionally smooth feel and double-walled design with its special insulating effect. The handleless TOUCHÉ cups turn hot and cold beverages into an experience of aroma, taste, aesthetics and sensation – a joy for all the senses. The masterful refinement is truly characteristic of FÜRSTENBERG: with a wall thickness of just 1.2 to 1.5 millimetres, the mug weighs about half of what a regular coffee cup weighs. The delicate material lends the items a virtually "weightless" sensation.

With TOUCHÉ, FÜRSTENBERG not only appeals to the senses, with LA MER it also truly inspires the imagination. The in-house design, each with two different motifs, beautifully adorns the series consisting of three different cup and mug shapes. The cup bears the pufferfish or a crayfish. The mugs are available with the reliefs waves or school of fish. The bowl is embraced by a beautiful octopus and offers up the perfect shape for the round sea urchin. The high-gloss glaze on the inside, with its restrained celadon colour turns the underwater illusion into perfection.

With its ZODIAQUE line, FÜRSTENBERG adds a new mug to the TOUCHÉ series every year with the relief of a traditional sign of the zodiac. Inspired by the Chinese zodiac, the special edition is adorned by the motifs dragon (2012), snake (2013), horse (2014), sheep (2015) and monkey (2016). For 2017, FÜRSTENBERG presents the relief rooster, which symbolizes pride and authority as well as honesty and sociability.

The ZODIAQUE designs were designed with great attention to detail by various artists and elaborately transferred to the cups and mugs by the porcelain makers in Fürstenberg with greatest authenticity and precision.



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All TOUCHÉ cups have a high-gloss glazing on the inside and a matt polished finish on the outside that is sealed and resistant against discolouration. The series is further enhanced by matching white saucers and a breakfast plate.

With TOUCHÉ and the additional reliefs LA MER and ZODIAQUE, FÜRSTENBERG once again demonstrates that technical precision and sophisticated aesthetics are inextricably linked to one another in the world of modern porcelain manufacture.

The cup series TOUCHÉ received the red dot award: product design in 2012.

**Porzellanmanufaktur FÜRSTENBERG GmbH**, founded in 1747, is Germany's second oldest porcelain manufacturer. The product range includes with numerous design awards decorated dinner services, gift items and unique designer pieces for the premium segment. With high standards of passion, creativity, precision and empathy, the majority of the porcelain production is still based on handicraft today. The company headquarters and production site is Castle FÜRSTENBERG in Lower Saxony with a workforce that currently numbers about 100. In 2014, the porcelain manufacturer achieved sales totaling Euro 5 million. Porcelain from FÜRSTENBERG is currently exported worldwide. In Germany, the brand is involved in exclusive cooperations with upmarket hotels and gourmet restaurants. As well as project business with hotels and the gourmet cuisine sector, the company also sells its products in specialist retail outlets and the manufactory sales outlet. This premium brand in the porcelain sector is part of the NORD/LB Group in Hanover, with the district of Holzminden as a further managing partner. Christoph Schulz is the Chairman of the company's Supervisory Board. Stephanie Saalfeld is the Managing Director.

For more information on FÜRSTENBERG visit [fuerstenberg-porzellan.com](http://fuerstenberg-porzellan.com).

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