



FÜRSTENBERG
— 1747 —

PRÄZISION HAT EINEN NAMEN
PRECISION HAS A NAME

Interview Design Studio EOOS

“This, for us, is the essence”

The Vienna Design Studio EOOS has designed a universal tableware set with OMNIA which skilfully plays on contrasts. The EOOS team, led by its founders Martin Bergmann, Gernot Bohmann and Harald Gründl, by their own admission reach their creative goals through “poetical analysis”. This is a discussion about a personal passion for cooking, a fascination with precision and the number 4 as the essence and inspiring natural phenomena.

How do you start to develop a design for a brand like FÜRSTENBERG?

“We initially tried to capture the overlap between FÜRSTENBERG and EOOS and we have already intensively explored the issue of cookery, preparation and storage in the past when working on the b2 kitchen range for Bulthaup. This and our personal passion for cooking, eating and drinking provided our poetical foundations and motivated us to think about designing our EOOS tableware. Following an initial presentation of 1:1 scale models, we began to consult intensively with the FÜRSTENBERG design department.”

Was there anything special about this collaboration?

“One of the biggest advantages was probably that we were not familiar with porcelain and did not know about factors like industry-standard sizes and volumes. We returned to the basic idea of evolution both in terms of the form and surface. Moreover, at the first FÜRSTENBERG presentation, we were also unbelievably fascinated by the precision and doublewalled design applied. This gave us the idea of creating two identities at the same time: layered and matt on the outside and smooth on the inside, with air in-between. You touch the evolved forms of the grooved structures with your hands and there, at the point where matt and smooth come together, you touch the cup and bowl with your lips. This edge represents one of the most direct physical experiences possible with an object. For us, this edge formulates the essence and precision of FÜRSTENBERG.”

Did you have a specific kind of person in mind when you developed the design?

“Sitting round the laid dinner table with FÜRSTENBERG and feeling that the tableware appealed to us all – that’s what we had in mind.”

The series comprises four components. But why not three or five?

“We tried to cover every conceivable dining situation with one series. This automatically led us to four components: dinner plate, breakfast/dessert/side plate, bowl and mug. This, for us, is the essence.”



FÜRSTENBERG
— 1747 —

PRÄZISION HAT EINEN NAMEN
PRECISION HAS A NAME

Unlike most tableware ranges, the surface of this new series is not smooth and instead features a special grooved structure. What is the idea behind this?

“We are fascinated by evolving sediment layers, lava streams, glaciers and rock layers. These natural and raw surfaces led to the subsequent form of our series. Raw and evolved on the outside, smooth on the inside. We are fascinated by this charged relationship.”

And how did the colour concept develop?

“The colours are also derived from nature and natural phenomena. Think about, for example, lava, glaciers, fog, snow, ice, water, moss, lichen, grass, earth and rock formations.”

Last but not least: do you have your own personal favourite in the new series?

“When you stack all four components together, you get a unique object. The essential structure – that’s our favourite.”

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 2015, 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.

Reproduction for press purposes free of charge

Press contact:

Porzellanmanufaktur FÜRSTENBERG GmbH
Marketing and Communication
Gabriele Kasten, Nicole Becker
Meinbrexener Str. 2
37699 Fürstenberg, Germany
T +49 5271 401-154, F +49 5271 401-4154
presse@fuerstenberg-porzellan.com