



- Est. 1936 -

LYNGBY PORCELÆN

PORCELÆNSFABRIKKEN  
DANMARK

## Rejuvenating a porcelain classic

Most people associate Lyngby Porcelain with its signature design, the *Lyngby Vase*. However, the legendary porcelain brand encompasses so much more than a design icon. Since it was founded in 1936, Lyngby Porcelæn has left its mark on Danish porcelain history, and after its reintroduction in 2012, the brand has given birth to both design classics and new creations in porcelain and glass. In 2017, Rosendahl Design Group embarks on a new chapter in the story about this darling of Danish design. With the acquisition of Lyngby Porcelain in autumn 2016, Scandinavia's leading multi-brand design house plans to activate original products from the company's back catalogue as well as supplementing the collection with trendsetting contemporary designs that pay tribute to Lyngby Porcelain's innovative spirit.



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Most design lovers know the Lyngby Vase. The white, cylindrical vase with the characteristic grooves is a symbol of modernism and functionalism in Danish porcelain art. But what few realise is that the Lyngby Vase is synonymous with one of Denmark's largest porcelain manufacturers of its day: Porcelænsfabrikken Danmark – Lyngby Porcelain. Lyngby Porcelain (1936-69) was established in 1936 in Kgs. Lyngby in a factory fitted out with the latest technology. This put Lyngby Porcelain on the industrial cutting edge and enabled it to produce 5.5 million pieces of porcelain a year when production was at its highest. The original products from Porcelænsfabrikken Danmark – Lyngby Porcelain all carry the time-honoured, hand-printed Danmark-Lyngby stamp on the bottom, which Rosendahl Design Group has continued to use since acquiring Lyngby Porcelain.

The factory in Lyngby was also trendsetting artistically. Alongside the classic, painted porcelain, Lyngby Porcelain began experimenting early on with a more modern idiom, and in the 1950s, the company entered into a collaboration with renowned Danish ceramicist and painter Axel Brüel, who became affiliated as an artistic consultant and designer. Lyngby Porcelain created some of its greatest artistic and commercial successes in partnership with Axel Brüel, including Thermodan, the world's first thermo porcelain set, and the Dan-ild kitchenware set, which allowed the busy modern housewife to serve dinner at the table right from the pot in beautiful porcelain pots and ovenproof serving dishes created under the slogan "From Fire to Table". A look at Lyngby Porcelain's comprehensive design archives thus provides unique insights into the evolution of porcelain habits over time. And by the time the factory shut down in 1969, Lyngby Porcelain had

become known as one of Danish porcelain production's most forward-thinking players with a direct influence on contemporary tastes.

### **Visionary functionalism and cult design revisited**

When Lyngby Porcelain was established in 1936, it was with a view to procuring porcelain for decorating. However, times were changing, and preferences turned towards simpler, more functional designs. This new style found its archetype in the Lyngby Vase. With its characteristically minimalist "cogwheel structure", the Lyngby Vase draws clear parallels to both the industrial look and art deco, a distinctive combination that ensured Lyngby Porcelain's legacy long after the company ceased production in 1969. The Lyngby Vase was more than a classic; it became a coveted collector's item among design lovers and first movers, and today it holds cult status. Consequently, it was only natural that the new owners should use the Lyngby Vase to spearhead the reintroduction and revitalisation of Lyngby Porcelain in 2012, before going on to sell the company to Rosendahl Design Group. Now, the Lyngby Vase can be found in many thousands of homes all over the world. At the same time, the vase design has laid the foundation for a range of new categories under the Lyngby Porcelain brand: from glass and tableware to lighting and flowerpots.

### **Design treasure in modern FORM**

With the reintroduction of the Lyngby Vase, Lyngby Porcelain rediscovered a Danish design treasure, just as Rosendahl Design Group has done with the design house's other brands, which together represent a large array of Danish design classics. Key to managing the Lyngby Porcelain brand is the contemporary rerelease of both known and lesser-known products from the design archives supplemented by simple, new designs – and this work is already underway. The Lyngby Vase itself has been interpreted in several different colours as well as in glass, and the decorative porcelain grooves have been adapted to a variety of contemporary functional designs, including the multifunctional Bonbonniere, the indispensable Flowerpots, the ascetically aesthetic Lamp Fitting and the majestic Table Lamp, which already took shape in the 1950s in collaboration with iconic lamp manufacturer Le Klint.

With Thermodan, Lyngby Porcelain has reintroduced Axel Brüel's revolutionary and award-winning thermo porcelain set design in its original form and format. The tall and slim thermos jug is a handsome reference to the classic thermos jug, while the mugs are without handles in a design considered *avant-garde* to this very day. The Rhombe series is also rooted in the archives. The shapes are new yet classic, while the elegant white pattern is a fresh interpretation of the well-known rhombus pattern, allowing the set to take its place beautifully on the contemporary dining table for coffee as well as dinner. Last, but not least, the FORM series caters to the table and the home with simple vases in an abundance of shapes and sizes in delicate, coloured blown glass. As the name suggests, FORM's shape is based on the raw forms, or moulds, which the porcelain painters at Lyngby Porcelain used for their porcelain art, thus establishing a direct link to the excellent craftsmanship, the peerless functionality and the refined authenticity that make up Lyngby Porcelain's history and DNA.

The Lyngby Porcelain collection is available in stores at prices ranging from EUR 25.00 to EUR 535.00 (RRP).

Photos and press releases can be downloaded from [www.lyngbyporcelain.com](http://www.lyngbyporcelain.com)

For the dealer nearest you, please call +45 4588 6633.

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