



- Est. 1936 -

LYNGBY PORCELÆN

PORCELÆNSFABRIKKEN
DANMARK

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Florals in abundance

Florals have long been an international mega-trend. Particularly in the interior design universe, where floral patterns and colours feature prominently on textiles, rugs and wallpapers. Right now, however, the fashion for flowers is taking a detour, focusing on the art of floristry – a discipline that puts renewed focus on the bouquet as a statement piece and interior design object, appealing to the flower arranger in all of us. However, there can be no bouquet without a vase. For that reason, Lyngby Porcelæn is now following through on the flower trend with a new interpretation of the world-famous Lyngby vase that celebrates its roots in art porcelain and is just the thing for flower arrangers with its supersized flower stem motif.



Decorating with fresh flowers is one of the simplest tricks in the interior design universe. With its expressive, strong visual styling, tactility and beauty, an attractive bouquet can completely transform the look of a room and create a sophisticated sense of “home” – which is why many people today make it a priority to include fresh flowers all year round. Unlike the hostess gift or birthday bouquet, “everyday flowers” are usually DIY arrangements composed of bundles of flowers from the market plus a generous helping of creativity and floral romance – and this is where the right vase can work wonders. That is why Lyngby Porcelæn is now launching the design-icon Lyngby vase in a colourful floral version with gold trim,

based on an original painted vase from the 1940s and interpreting the floral motif through the eyes of contemporary mega-aesthetics, where more is more.

Porcelain & brush strokes

Lyngby Porcelæn is one of the most significant players in the history of Danish porcelain. The brand was established in 1936, in Kongens Lyngby. Up until 1969, it produced porcelain dinner services, vases and utility art of high quality – not just in terms of technical production and good workmanship, but also artistically. Concurrently with the industrial production of porcelain, Lyngby Porcelæn had a strong focus on painted porcelain, making this accessible to more and more people and creating a massive demand for elaborate floral patterns on dinner services and utility art alike. Here, Lyngby Porcelæn was able to deliver – so it is something of a paradox that, today, the simple white Lyngby vase has become the signature design of the brand. Throughout the 1940s, the Lyngby vase also acquired floral decoration and gold trim. Bang on trend today, Lyngby Porcelæn has retrieved this from the archive in two sizes, 15 cm and 20 cm.

Just like the iconic original, the decorated Lyngby vase is composed of industrial grooves in white porcelain, forming the canvas for simple wild flowers growing around the front of the vase, with lots of room for details. The intense blue and pink flower heads also give the floral motif an almost Asian appearance. Thus, this spring's new vase design combines several of the hottest trends. And for those who want to turn the floral trend completely upside-down, the Lyngby vase has an additional detail hidden away: the familiar, hand-printed monogram at the bottom, which guarantees that the vase, just like its original flowered siblings, is a true design icon that can be handed down for generations to embellish the home – with or without contents.

The Lyngby Porcelæn Vase with floral print in white, glossy porcelain is available in two sizes (H: 15 cm and H: 20 cm) priced at EUR 69.00 and EUR 79.00 respectively (RRP)

This new product will be in shops from early March.

Images and press releases are available to download from www.lyngbyporcelaen.com

To locate your nearest dealer, please call tel. +45 4588 6633

For further information, please contact:

Geelmuyden Kiese A/S:

Bettina Vestergaard Færgeman

Mobile +45 2384 0963

bettina.faergeman@gknordic.com

Lyngby Porcelæn:

Bente Fallinge

Mobile +45 2516 0761

bfa@rdg.dk