

TableWare

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Vivid Bloom

Lush peonies trail across a polygon pattern, delivering strong accents and giving the collection a mix-and-match look.



“Working with Arzberg is great. They are one of the most important German design brands in porcelain with a long history of great design. We are so happy Tric still exists, and does so well, and it’s lovely to work on the Tric form again and create new developments for it.”

Michael Sieger, creative director of Sieger Design, whose designs bring together items in isolation to form a practical whole, united through colour and form.



A study in contrasts

Arzberg is taking its 21-year-old design classic Tric to even greater heights with the introduction of an exciting new décor from original collection designer Michael Sieger

It is 21 years ago since the porcelain design classic Tric was conceived by Arzberg, the German porcelain design brand, which is renowned for aesthetics, functionality and a high degree of artisan expertise.

Designed for Arzberg by Michael Sieger, the designer and creative director of Sieger Design, the Tric form has gone from strength to strength over the last two decades, winning international awards, including the Red Dot Design Award in 1998, and selling successfully across the globe in both retail and hospitality.

Tric, with its geometric profile, conical shape and many colourways, epitomises the ideal combination of style and quality without sacrificing functionality. The collection is the perfect partner to everyday dining – uncomplicated and flexible to use, it is also highly versatile, with its various soft and bright tones, which can be mixed on the table with varying degrees of wildness.

Utilising further the philosophy of Tric as flexible and versatile, and tapping into the trend for mixing and matching, Arzberg has brought Michael Sieger back to the table,

creating a brand-new on-trend décor for the Tric series.

Michael Sieger says: “The eclectic trend for mixing and matching different decors and styles has been trend-facing for a few years now, and we decided to create this décor with this trend in mind.

“Tric is a colour concept and the idea with it has always been about playing with it, personalising it, and mixing and matching to create unique and different tablesettings.”

Enter Vivid Bloom, a colourful motif that is both matte and glossy, graphic and opulent, bringing Tric to life in 2018 with exciting contrasts.

In Vivid Bloom, lush peonies trail across a polygon pattern, delivering strong accents, and giving the collection a mix-and-match look.

“We wanted to play with contrasts and so selected an exciting mix of patterns, which play with clearly graphic elements and opulent floral motifs. The design is modern graphic, yet not too simple, featuring white and pink peonies for a poetic feel,” says Michael. “It is all about urban meets bohemian.”

Some pieces boast only geometric patterns, while others combine

graphic patterns with florals, giving consumers the option to mix different cups with different saucers, for example.

The contrasts don't stop with the motifs, however.

Further contrast arises in the matte and shiny surfaces that are on offer.

“Depending on the version, matte and glossy colours alternate individually, creating a small, yet versatile selection of pieces, which can be combined in constantly new ways, from breakfast to dinner,” adds Michael.

The new motif concept precisely corresponds to the fundamental principle of Tric, which has embodied the ideal combination of style and simplicity for over 20 years.

It also taps into a more international style, and both Arzberg and Michael Sieger believe it is a décor that is both “commercial yet unique”.

Keeping it simple, Vivid Bloom is a basic assortment, consisting of two bowls, a soup plate, a dinner plate, a breakfast plate, mugs, coffee cups and espresso cups, as well as two gift-boxed sets – the mugs and espresso cups feature four different designs.

www.arzberg-porzellan.com



Fast facts: Tric

- There are 13 different colours in the Tric series, including white, as well as the new Vivid Bloom décor.
- The bestselling colours are classic and include White, Cool, Hot (Red) and Blue.
- For 21 years, Tric has been one of the bestsellers in Arzberg's portfolio.
- The main markets for Tric are Germany, the Netherlands, Belgium, Austria, Switzerland, and Italy, but with the new pattern, Arzberg is aiming to enter new markets and address new target groups.