

## 24/SEVEN

**From the product design to the trade fair stand and beyond - holistic concept development for the versatile SEVEN dining service**

**Ten years after the successful launch of MY CHINA!, the new SIEGER by FÜRSTENBERG dining service was unveiled to the world at Parisian trend fair Maison & Objet in September 2015. Apart from product design, the sieger design team was also responsible for strategic concept development in marketing, the architecture of the trade fair stand, communication (including print), POS systems, and public relations.**

This high-quality dinner service, which comprises just seven pieces, is produced in the workshop of Porzellanmanufaktur FÜRSTENBERG. You can find additional insights and information on the new collection here:

**SEVEN Microsite:** [www.seven-porcelain.com](http://www.seven-porcelain.com)



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## Kontakt

sieger design GmbH & Co. KG  
Schloss Harkotten  
48336 Sassenberg

Telefon +49 5426 9492-0  
Telefax +49 5426 9492-89  
[info@sieger-design.com](mailto:info@sieger-design.com)

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