



# Graceful golden days

## Ca d'Oro, the new MY CHINA! dinner service decor

**Minimalist and nonetheless opulent - with Ca' d'Oro, the finest burnished gold refines pure black and white contrasts. The new decor, which is named after the famous palazzo in Venice, plays on architectural elements and ornamentation. For the market launch in 2014, the SIEGER by FÜRSTENBERG dinner service was showcased in cities such as Paris, Frankfurt, New York, Moscow and Riga.**

Geometric interplay - the MY CHINA! Ca' d'Oro decor features classic stripes, squares, circles and other patterns that either harmonise or form contrasts. Gothic architecture inspired Michael Sieger to include the form of the quatrefoil, a decorative element - often found in intricate tracery - that bears an abstract resemblance to a flower. Ca' d'Oro, the "golden house" that lends its name to the collection, is the famous palazzo on the banks of the Grand Canal in Venice, this floating city that was once the designer's second home for a few years and a place to which he still feels attached in many ways. He got married there and it is still home to many of his friends: "For me, Ca' d'Oro symbolises precious time and treasured moments spent in the company of family and friends - and enriched by beautiful objects."

Ca' d'Oro is dedicated to all those who appreciate precious materials. The delicate band of gold is applied and burnished by hand to each and every one of the 35 pieces, and lends warmth to the otherwise understated decor. Although the plates, bowls, cups and tea accessories harmonise with each other, their patterns form exciting contrasts - especially when flat and tall products are combined. The striped espresso cup, for example, can be placed on a small saucer with a star motif. It goes without saying that the cylindrical and coupe-shaped Ca' d'Oro pieces can also be combined and showcased with other MY CHINA! decors, in particular Treasure Gold.

The dinner service unites the quality of handmade brand-name dishes with universal functionality. The diameters and dimensions of the individual pieces have been coordinated so that they can be mixed and matched in a host of combinations - and with a wall thickness of just two-and-a-half millimetres. Porcelain manufacturer FÜRSTENBERG handcrafts and decorates the beautifully shaped products with precision and using traditional techniques.

Alongside the new MY CHINA! Ca' d'Oro decor, Michael Sieger also designed two goblets and a hand-tufted rug of the same name. Apart from concept development and product design, Sieger design is also responsible for marketing, press and public relations, and the full spectrum of communication activities. To coincide with the market launch, a new product brochure and various short films were some of the media produced. The photo shoot was held at Harkotten Castle.

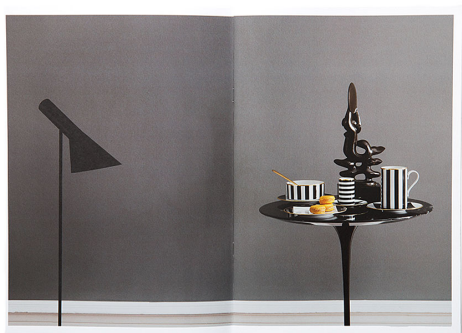
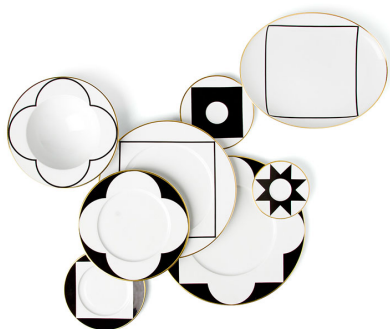
For more impressions:

[www.sieger-germany.com/en/Ca-d-Oro](http://www.sieger-germany.com/en/Ca-d-Oro)

[www.youtube.com/SiegerGermany](http://www.youtube.com/SiegerGermany)



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