

# Table Storm

**Still going strong after over 20 years: for the best-selling TRIC collection, sieger design created the new decor Vivid Bloom**

**TRIC, the multifunctional dinner service from Arzberg, is one of Germany's top-selling porcelain collections. In spring 2018, an eclectic new decor by sieger design was unveiled - over 20 years after the modern classic first stunned the world with its innovative new designs.**

To mark the milestone anniversary, Arzberg commissioned sieger design to create a new decor for TRIC. Following a detailed market and product range analysis, the agency team plumped for a high-contrast pattern mix intended to add a dash of graphic flair to the often-monochrome colour palette.

Vivid Bloom has a highly eclectic style. The interplay of feminine floral elements and masculine polygon patterns contrasts opulence with geometrism, creating an exciting mix-and-match look. Alternating matt and gloss colours reinforce this clash of design styles, which lends the decor a complex, sophisticated character. The broad colour spectrum features a total of 18 different shades, with the vibrant peonies standing out with particular vividness.

Each piece is individually designed and can be harmoniously combined either with other pieces in the same decor or with unpatterned products. This diversity and flexibility are true to the spirit of the multifunctional TRIC collection, whose hallmark is its exceptional versatility.

Originally launched in spring 1997, TRIC was developed in the space of just nine months under the working title "Table Storm". The ambition was nothing less than to usher in a whole new era of refined dining. It was designed to cater to customers' expectations: a versatile dinner service that was simple and flexible to use, store and cook with. Michael Sieger saw great potential in multifunctionality and in mixing shapes and materials. The newly launched porcelain range was complemented by practical accompanying pieces in plastic, glass and stainless steel.

In the 1990s, sieger design developed an innovative integrated strategy for TRIC covering product development, marketing and communications. The agency team's work involved designing the exhibition stand for the collection's premiere as well as the packaging and a variety of catalogues.

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