

MADE IN
BERLIN
2009

22 – 27 APRIL 2009
SALONE DEL MOBILE MILANO
ZONA TORTONA, VIA BUGATTI, 13

CREATE BERLIN
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SIX DESIGNERS
MILAN | ZONA TORTONA MAP + TIPS
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tradition and
modern art



Passionate about Designer Art Toys and traditional craftsmanship André Fischer founded his company Zeitgeist Toys in 2007. Ever since then the Berlin based designer has created art toys out of high grade materials and in the meantime he is selling a unique collection of limited art toys, each one a unique piece of art made in Berlin.

Beyond that his art objects made of high gloss polished pewter were used by numerous renowned international artists and designers as a kind of canvas for their own designs and interpretations. Makiko Minagawa, head textile designer and close ally of Issey Miyake



for more than 30 years, and Chiaki Murata, designer of the Xbox 360, beside many other artists still accepted the challenge and gave these art toys their own distinctive expression. The results are unique pieces, each a treasure for aesthetes and collectors.

At the Zona Tortona Design 2009 in Milan for the first time ever handmade porcelain art toys are on display as the first results of a close collaboration with the world leading Königliche Porzellan-Manufaktur Berlin (KPM, Royal Porcelain-Manufactory Berlin). Especially the symbiosis of an age-old tradition of porcelain craftsmanship and their puristic modern design language is a compelling novelty. The porcelain art toys are indeed made of exactly the same high quality material as all other KPM figurines.



Amidst the idyllic tableware the striking surprise: a fragile porcelain designer art toy attracts attention, standing as natural next to a timeless tea setting. The tableware classic URBINO - designed by the famous porcelain designer Trude Petri in 1931 - stands like no other tableware for the „new objectivity“ style of Bauhaus. Painted with

the corresponding gold or platinum rim decor the +EYE White Knight integrates itself perfectly into the harmony of the timeless URBINO service, all handmade in Berlin.

www.zeitgeisttoys.com
www.kpm-berlin.com

Porcelain is revered by connoisseurs as „white gold“. This passion was also shared by Frederick the Great, the Prussian king who in 1763 gave KPM its name and its symbol: the royal blue sceptre.

The king was especially fond of the decor bleu mourant or dying bleu created in 1784. Frederick had a predilection for this delicate matt blue, which also set the tone in his private apartments in the Sanssouci palace of Potsdam. Even today, the creation of this shade of blue from a special formula remains a closely guarded secret at KPM. Each +EYE White Knight individually hand painted by master painters with a historic decor like the bleu mourant expresses Prussian elegance in modern times.

