

# DESIGN MUSEUM

DESIGN MUSEUM, SHAD THAMES, LONDON SE1 2YD  
TICKETS: Adults £8.50; Concessions £6.50;  
Students £5.00; Under 12s free  
OPENING: 10.00 -17.45 Daily. Last Admission: 17.15  
PUBLIC INFORMATION T: 020 7940 8790 W: designmuseum.org  
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Media Announcement

## PATRICIA URQUIOLA - Purely Porcelain

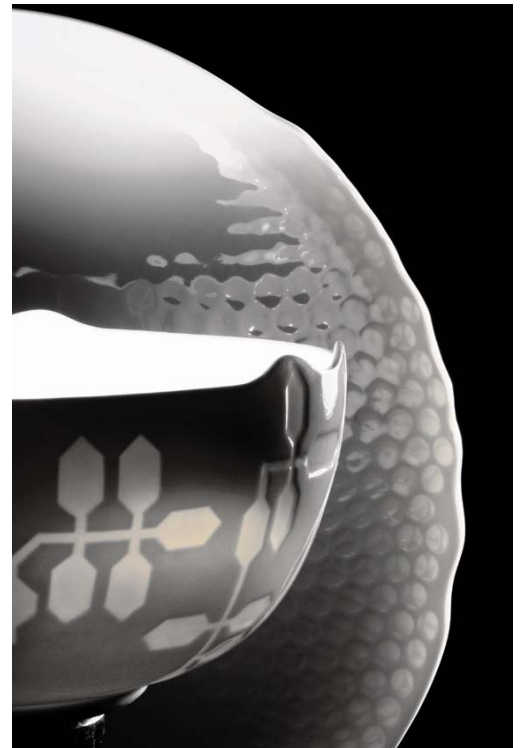
10 October 2008 – 25 January 2009

**Patricia Urquiola**, one of the most active and exciting designers working today, will exhibit **Landscape** her recent porcelain range for the ceramic manufacturers **Rosenthal** at the Design Museum this Autumn. From dinner wares to tea-sets, cutlery to glass, this exquisitely designed collection, which took over two years to develop, combines smooth simplicity with richly textured surface decoration.

Spanish born Urquiola is known for her love of decoration and with **Landscape** she has produced exceptionally fine, translucent porcelain forms, creating ceramic surfaces with a variety of intricate decorations and patterns “The pattern is erratic” explains Urquiola “sometimes filling the form and at other times escaping”. Responding to today’s visual mood, Urquiola has created “a sensual compendium”. **Landscape** is a unique service which combines smooth and textured surfaces, solidity and translucency as well as Western and Oriental ceramic styles resulting in a truly inspiring collection.

**Patricia Urquiola – Purely Porcelain** presents the entire design process, tracing the idea from design concept through prototype to finished product and invites us to see the complex, experimental and collaborative stages that transform a vision into a finished usable product. This collaboration with **Rosenthal** is the first time Urquiola has worked with porcelain. A challenge she has enjoyed, “ceramics are less about problem solving and more about our aesthetic and emotional response to them” says Urquiola.

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## Notes to Editors:

1. Born in Oviedo, Spain in 1961 Urquiola now lives and works in Milan, Italy. She graduated from the Faculty of Architecture at Madrid Polytechnic in 1989 and then studied at Milan Polytechnic. On leaving she worked for Achille Castiglioni in Milan and then in 1990 at De Padova where she was responsible for new product development and by 1996 was head of the Pierre Lissoni Associati design group. She opened her own studio in 2001 focusing on product design, architecture, installation and concept creation. She has designed for manufacturers Moroso, Driade, Kartell and B&B.

2. Media View 9 October 12pm – 2 pm

3. A selection of Landscape goods will be exclusively available for sale in the Design Museum Shop. [www.designmuseumshop.com](http://www.designmuseumshop.com)

4. Rosenthal is a manufacturer of high quality ceramics and through their Studio Line they support leading designers most of whom have concentrated on pure white forms including TAC by Walter Gropius, Drop by Luigi Colani and Moon by Jasper Morrison.



To request further information, images, and interviews please contact Ashley Woodfield at the Design Museum Press Office on 020 7940 8787: email [ashley@designmuseum.org](mailto:ashley@designmuseum.org)