

TableWare

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Crystal

WE TAKE A LOOK INTO
THE CURRENT CRYSTAL
MARKET AND ITS
OFFERINGS



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شركة محمود سعيد لصناعة الزجاج

MAHMOOD SAEED GLASS INDUSTRY CO.

Augarten: new flagship store in the heart of Vienna

The exciting new retail outlet leads the company forward in their homeland of Austria

Augarten are pleased to showcase their brand new flagship store, which opened earlier this year in the heart of Vienna. The striking store will be the brands main leading store, proudly standing in their home city of Vienna, in Austria.

The new store, located in Spiegelgasse 3, is also close to 'Graben' – one of Vienna's most luxury shopping areas. Phillip Bruni – the designer who created the company's well-known 'Pinocchio' tumbler vase for Augarten, designed the space. He designed this store not only as a retail outlet but also as a design 'hot spot' that pushes the boundaries of more traditional retail environments.

Leading straight from the Manufactory itself, the store leads customers straight into the imprinting and striking retail store. The combination of materials like fine wood, leather, glass and a floor

made of steel - makes this shop extraordinary.

Look above your head and in store you will see an impressive 20,000 porcelain pieces hang from the ceiling. The shop also holds unique design features such as the hot-rolled steel sheet the floor and furniture adorns, reddish brown leather on the walls and desk and a customized presentation table. The shelves with highly polished mahogany surface and Alcantara upholstery. All this cries out for a very exclusive store.

Augarten without question is built on porcelain. As an extremely precious material – its properties



feature a number of almost contradictions. Its strong and yet fragile, white and pure, yet can be transformed with a lick of paint of any colour under the sun. However, what actually handmade porcelain precious makes so special is the work, time and energy that goes into each piece. Numerous handgrips are, making the handmade porcelain so unique and exclusive.

To illustrate the almost unimaginable expense in the porcelain production, the manufactory has a presence in the store. The work process in creating the porcelain is documented on the walls. This serves to raise awareness of the material and is hope to create an emotional connection between the product and the customer.

The steel base provides an exciting bridge between craftsmanship and elegance. The leather invites for probing, for and for an up close look at the products.

The areas largely held in grey provide the right contrast. Perfectly balanced light brings the true brilliance and the pure white of

the Augarten porcelain to life.

The striking shards of the sea on the ceiling not only creates a magical atmosphere in the interior of the shop, but let young and old press their noses at the window displays. By the time a gust of wind let the pieces dance and rings out gentle tones, the dusty image of porcelain crumbles and the white gold shines in new brilliance.

Augarten porcelain is world-famous for its delicate and graceful shape, its clean lines and exquisite details. Combining sophisticated craftsmanship, artistic design and the latest technical equipment, Augarten uniquely blends time-honoured tradition with a contemporary approach to art. The finest porcelain is still produced and painted by hand in our manufactory at Augarten castle just as it has always been.

Located at the geographical crossroads of European cultures and as one of the oldest European names in porcelain, Augarten Wien has symbolised the continuity of timeless Viennese tradition, art and culture for almost 300 years now.

Augarten will be showing at the forthcoming 100% Design show, happening from 22-25th September in London. For more information, visit the shows website www.100percentdesign.co.uk www.augarten.at

