



A fresh approach to product development at Augarten



Art Director
Claudia Stuhlhofer-Mayr

One year after making its fresh start with a new owner and new management, the Vienna Porcelain Manufactory Augarten, with a history rich in tradition, is really forging ahead. The designer Claudia Stuhlhofer-Mayr has been put in charge of product development, and Augarten is pleased to present “Roses & More”, the first product in a series of new designs which marry the traditional with the modern.



The versatile “Roses & More” bowl is supplied with two lids and can be used to display table decorations or as a closed dish for sweets or jewelry. The new product is available in smart modern white and with Augarten’s best-known patterns “Viennese Rose” and “Maria Theresia”. This versatile product is aimed at both the collector with an eye for the traditional and customers seeking modern elegance.

Claudia Stuhlhofer-Mayr is an internationally successful designer – the perfect art director for the manufactory in Vienna’s Augarten castle. For twelve years now, she has been the only Austrian in the artistic team at Hermès Paris. Her work there includes designing the world-famous silk scarves. The objective of her design work is to combine the traditional with the modern – a similar aim to that of the porcelain designers of the “Wiener Werkstätte” of the 1920s. Thanks to their visionary design, the creations of that decade are still Augarten bestsellers.

Claudia Stuhlhofer-Mayr will also be acting as a contact partner for customers of the manufactory wishing to have customized porcelain products designed for them.



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