



## Press Release

April 2015

### Flora Danica – Royal porcelain art in full bloom for 225 years

Today's fashions and designs are filled with botanical and floral trends. We are fascinated by the unaffected beauty of nature and this same aesthetic forms the foundation of Flora Danica: This year, the world's most exclusive porcelain pattern is celebrating its 225th anniversary as Royal Copenhagen's flagship design. Flora Danica is now only available by special order, giving porcelain aficionados the opportunity to choose from among 3,000 original motifs. Just as they appeared more than two centuries ago, but rooted in new generations and modern traditions.



Blue blood has flowed through Royal Copenhagen's products since the Royal Danish Porcelain Factory was founded in 1775 by Danish Queen Juliane Marie. However, some more than others, for Flora Danica is more than just royal porcelain. It is porcelain created by monarchs for monarchs as an expression of the most complex and sublime porcelain craftsmanship the world has ever known. The original Flora Danica dinner service comprised no less than 1,802 pieces and is believed to have been commissioned by the Danish king for Catherine the Great of Russia. However, the empress died before the pattern was completed, and today Flora Danica has become a national treasure belonging to and used by the Danish royal family.

#### From nature's treasure trove to the halls of nobility

Flora Danica is a feat of craftsmanship, finesse and equilibrium and is still hand-painted today according to the original botanical panels that give the pattern its name. At the time when porcelain manufacturing was taking hold in Europe, society's elite also began developing an interest in the natural sciences and at the request of the Danish king, a complete mapping of the Danish flora was initiated in 1761, resulting in the comprehensive botanical encyclopaedia, *Flora Danica*. The work comprises more than 3,000 drawings of wild flowers and plants, making no distinction between thistles and roses. Everything is of equal value in nature's treasure trove, and the same democratic brush strokes form the foundation of the Flora Danica porcelain pattern, based on these botanical studies, which was put into production in 1790. Botanical artist Johann Christoph Bayer, who had previously worked on the Flora Danica panels, devoted his artistic botanical style,



which was the fashion of the day, to painting most of the pieces in the original Flora Danica dinner service for the Royal Danish Porcelain Factory.

Flora Danica is nature, but it is also antique culture. Inspired by the excavations of Herculaneum and Pompeii in the 1700s, it became popular to decorate with Roman motifs, as can also be seen in the Flora Danica pattern. The gilded edges feature a Roman pattern, adding an extra artistic and historical dimension to the detailed plants with their flowers, leaves, stems, roots and fruit.

### **The winds of history and modern must haves**

For more than 225 years, Flora Danica has been featured on prominent tables all over the world and the winds of history are embodied in every piece. Only a lucky few can boast a table laid with a complete Flora Danica dinner service, but there is also great beauty and utility value in possessing a select few pieces. Especially today, with the eclectic interior design style popularising the mixing of new and old, costly and budget, and singling out must haves for the rituals of daily life, from morning coffee to afternoon tea.

Flora Danica can be ordered by contacting Royal Copenhagen personally for additional information on the more than 3,000 botanical motifs available from Flora Danica's enormous archives. If you would like to create the ultimate porcelain statement, it is possible to personalise each Flora Danica piece with a coat of arms, monogram or other stamp that emphasises Flora Danica's status as the most exclusive porcelain in the world. Naturally.

Flora Danica can be ordered by contacting Royal Copenhagen at:

[floradanica@royalcopenhagen.com](mailto:floradanica@royalcopenhagen.com)

### **For more information on Flora Danica and Royal Copenhagen, please contact:**

Rikke Smidth-Fibiger  
Marketing Manager Royal Copenhagen  
Tel.: +45 2220 7059  
Email: rikke.smidth-fibiger@fiskars.com

For pictures, please go to <http://materialbank.fiskars.com>.