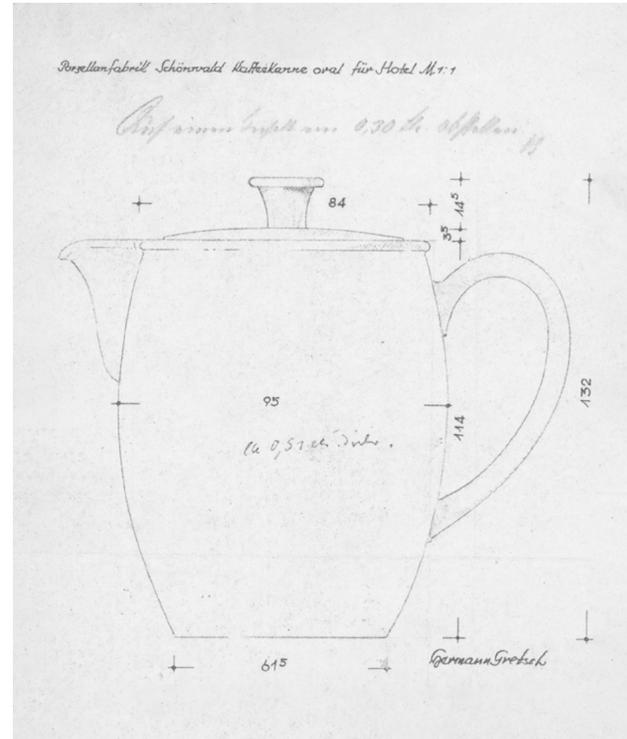


AN ICON – NOW REFRESHED.



FORM 98



MOMENTS – FRESH VISION FOR A DESIGN ICON

In 2026, **FORM 98** celebrates its 90th anniversary – a milestone that highlights the enduring significance of this design classic. First introduced in 1936, it was a pioneering achievement: the first hotelware collection in which every piece was formally matched. Designed by Hermann Gretsch, **FORM 98** set new standards in functionality, aesthetics, and serial production. Its clear, timeless design remains relevant to this day – still produced in its original form and perfectly meeting the demands of modern gastronomy. Time to rethink the icon – with a fresh appearance and a familiar character. Discover the decor concept **MOMENTS**.



90 YEARS – A TRIP DOWN MEMORY LANE

Discover a collection that simply brings joy: With its flexible mix & match options, you can create new table arrangements again and again, combining simplicity with distinctive character. It provides the perfect stage for any kind of dish, enhances the presentation of your creations, and delivers visual highlights – whether in a restaurant, café, or on Instagram. This timeless appeal is no coincidence: **FORM 98** by **SCHÖNWALD** has proven itself as a design classic from its very first design to the present day. A look at the key milestones shows how this collection developed its unique charm.

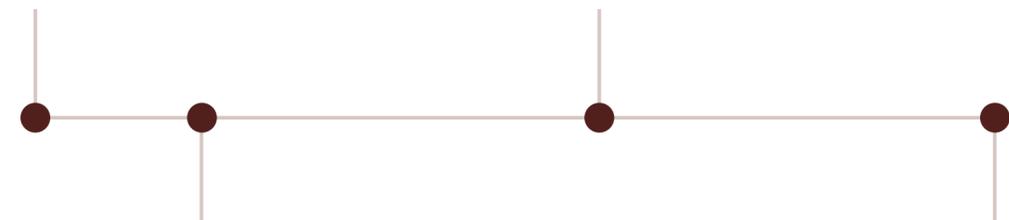


1936

The launch of **FORM 98** marked the beginning of **SCHÖNWALD**'s journey in design expertise. The first pieces of the collection featured simple dinner plates, bowls, cups, and mugs. From the very beginning, it perfectly merged design and functionality.

1980

Over the years, the range was greatly expanded: platters, as well as new cup and jug shapes, were added, all harmoniously aligned with the original design. Easily adaptable to modern colors and patterns, **FORM 98** has proven to be an ideal foundation for creative decoration and contemporary reinterpretations.



1940

FORM 98 was awarded the Gold Medal at the Triennale di Milano—recognizing its innovative, functional, and thoughtfully designed form, which stands as a milestone in the history of hotel porcelain.

2026

FORM 98 is now considered a cultural icon. To celebrate the anniversary and give this design classic a fresh look, the modern decor concept **MOMENTS** was developed in collaboration with Norwegian designer Ellen Harbo.

BEYOND THE SURFACE

The connection with **SCHÖNWALD** porcelain isn't new—Ellen had previously created décor concepts for our hotel tableware in Norway. Her fresh perspective brought new ideas and gave the collection a distinctive signature. Discover more insights into her design of **MOMENTS** in the full interview.



FORM 98 has been around for almost 90 years and is considered one of SCHÖNWALD's design icons. What stood out to you when you first saw it?

Ellen: What struck me most was its timelessness. You rarely come across a design that remains relevant for nearly a century. Many products feel dated after ten or twenty years, but FORM 98 still looks fresh and elegant. That's the mark of true design quality. At first, I wondered how I could add something new without disturbing that balance. Could a playful décor fit onto such a classic? The more I worked with it, the more I saw how flexible the shape really is. It carries color and line work naturally, almost as if it was waiting for it. That realization gave me a lot of freedom as a designer.

What motivated you to join this anniversary project?

Ellen: Honestly, the respect I feel for the original form. You don't want to "over-design" when something is already this strong. My motivation was to find a way to keep the form in the spotlight but give it a new layer of life. I liked the challenge of bridging past and present, honoring the heritage while making it appealing for today's guests. For me, design is about creating relevance. If a young diner today looks at the plate and feels it belongs in their world, then I've done my job. That balance between respect and renewal was my biggest motivation.

Where did you draw your inspiration?

Ellen: I always travel with my eyes open. I take endless photos of food and tables, and when I looked back, I realized most of the plates I photographed were simple brasserie designs; lines, stripes, nothing complicated. That simplicity is powerful. It frames the food without distracting from it, and it looks great in photos.

But I didn't want to stop there. I wanted to bring in some playfulness, a little surprise. So I added color accents and experimented with rhythm; lines that sometimes frame the edges, sometimes cut across. I wanted the pieces to work individually, but even more when placed together on a table. To me, that's when it comes alive: when you see a mix of plates and suddenly the whole story appears.

How did you approach the challenge of respecting the heritage while bringing in a contemporary and forward-looking interpretation?

Ellen: For me, the shape always comes first. It tells you how much decoration it can carry. If the shape is very strong, you don't want to cover it up. For example, the teapot is such a beautiful, iconic form that I kept it minimal; just a single line to underline the form without stealing its character. Other pieces, like the oval plates, are more understated. They risk blending into the background, so they can handle bolder patterns. There I worked with vertical lines and rings to make them stand out. It's all about respect; listening to what the shape "wants" and then adding a voice that complements it.

Can you walk us through your design journey and the key turning points along the way?

Ellen: My process usually starts very freely. I almost go into a bubble where I try not to censor myself. Everything is allowed at the beginning; I just play. Later, I step back and edit.



"Each piece has its own personality, but together they create a calm, connected table."

Ellen Harbo – Graphic Designer
Format Design Studio

With FORM 98, one of my early ideas was to keep the more expressive designs only for the small plates. I felt the larger ones needed to stay quieter. But when I showed the drafts to Marina, she suggested extending the bolder designs across all sizes. At first I wasn't sure, but once I tested it, I could see she was right. The larger plates carried the energy beautifully. That was a real "aha moment" for me.

It also reminded me that collaboration is part of the creative journey. As a designer, you sometimes need to let go of your first instincts and trust the perspective of people who know the product deeply.

In your view as a designer, what role does tableware play in shaping the atmosphere of modern hospitality today?

Ellen: I think it's becoming more important than ever. Guests no longer come just to eat; they want a complete experience. The table is where they spend the most time, and it's also the most photographed part of the evening. If the porcelain doesn't fit the concept, guests feel it immediately, even if they can't put it into words. And if it does fit, it creates harmony, a sense of calm. It also shows up in photos that end up on Instagram or other platforms. In that way, porcelain isn't just functional; it becomes part of the restaurant's story and marketing. That's a big shift.

If your décor could speak, what would it say?

Ellen: It would say, "This belongs together." Each piece has its own personality, different colors, different lines, but they're all connected. I worked carefully with tonal values so the colors sit in the same families. That way, even if you mix patterns, the table feels harmonious.

I want guests to feel that calm when they sit down; that sense that everything fits, but with enough playfulness to keep it interesting. The porcelain should never fight the food. It should lift the experience, like a quiet frame around the chef's work.

How would you describe your experience working with BHS tabletop, and what made the collaboration special for you?

Ellen: It was a very positive process. Marina kept me updated all the time, even when there wasn't much happening, and that gave me a lot of trust. I never felt forgotten, which is so important when you're working remotely. Of course, there were challenges. For example, I wanted one of the greens to be darker, but it wasn't technically possible with the production process. That was frustrating at first, but in the end I could see that the result worked beautifully. What I take away is the sense of partnership. Marina brought her porcelain expertise, I brought my design perspective, and together we found the right balance. That's what made the project meaningful for me.



"The timelessness of FORM 98 amazed me – it still feels fresh after almost 90 years."

MIX, MATCH, WOW!

The mix-and-match concept behind **MOMENTS** allows different patterns and colors to be combined flexibly. This creates a lively, individual look that blends classic elegance with modern lightness—perfect for the atmosphere especially sought after in bistros and brasseries.

The trend toward bistro and brasserie-style dining is driven by the desire for stylish comfort, authenticity, and enjoyment. Relaxed yet high-quality settings, nostalgic touches, and Instagram-ready aesthetics invite food-sharing and communal dining experiences. The versatility of **FORM 98** perfectly reflects this relaxed, personal dining culture, turning every table into a stage for creative, shared serving.



PLATES THAT TELL STORIES

Hospitality design focuses on creating cohesive, functional, and aesthetically pleasing experiences in hotels, restaurants, and other guest-oriented spaces. Porcelain plays a central role, combining form and function: stylish plates, cups, and bowls enhance the ambiance, showcase dishes beautifully, and contribute directly to brand identity and the overall guest experience. As Ellen Harbo says: "Porcelain has become part of the story restaurants tell. It's what guests spend hours looking at, and what they share online." **MOMENTS** enables hotels and restaurants to craft elegant, personalized table settings that elevate every dining experience.

MOMENTS IN ACTION – FROM COFFEE TO DINNER DATE

Breakfast Moments

The morning begins quietly – in a boutique hotel or an urban café. A teapot by the window, steam rising, light falling gently on the porcelain. **MOMENTS** accompanies coffee and tea rituals without distraction: reduced, clear, effortless to use. The collection invites playful combinations of shapes and sizes: cups in various sizes, a teapot, breakfast plates, and small bowls. The saucers feature uplifting messages – little invitations to rock the day. Perfect for morning coffee or a leisurely afternoon tea. Everyday rituals become something special.

Sharing Moments

In a cozy bistro or a traditional casual dining restaurant, several guests gather around a table, sharing a variety of small dishes served on elegant oval plates, platters, and larger serving pieces. Appetizer and sharing bowls invite everyone to participate, while the harmonious mix of items creates a cohesive, visually appealing table. Laughter and conversation mingle with the aromas of the food, creating a warm, lively atmosphere. **MOMENTS** transforms dining into a shared experience, where every detail supports connection and togetherness. Made for variety – on the table and in the concept.

All-Day Dining Moments

A classic, reimaged. In a brasserie or an all-day dining restaurant, familiar recipes are served in a contemporary setting. Flat and deep plates, complemented by universal bowls, present each dish with understated elegance. **MOMENTS** is highly mixable and ideal for changing menus, allowing every table to feel fresh and thoughtfully curated. Classic cuisine is given a modern presentation, transforming everyday meals into thoughtful, inviting experiences. Where heritage meets attitude.



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