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## New shapes for the set table by designer Carl Philip Bernadotte for the craftsmanship company Mema/GAB

Designer Carl Philip Bernadotte continues to explore silver as a material. He has, in close collaboration with the silversmiths and craftsmen at Mema/GAB in Eskilstuna, designed new and exciting pieces for the successful and entirely handmade cutlery series CPB 2091. Alongside the longed-for starter fork, starter knife and cake server, the designer has drawn a water glass completely made out of silver.

- We gave him a brief to think "new and contemporary" and were both surprised and happy when he presented a drawing of an entirely new water glass in silver since advanced silver craftsmanship is such a strong and distinctive part of our history, says Monica Törnqvist, Marketing Manager at Mema/GAB. We are equally proud that we have such talented craftsmen that can handle the assignment.

The water glass fits in well with the cutlery in the series. The characteristically rounded shape shared by the knife, fork and spoon also appears in the glass. To enhance the exact roundness of the glasses top, the designer has made the bottom an oval shape. The playfulness with symmetry lets the material speak. Simple and aesthetic, just like the rest of the pieces in the popular cutlery series. Prince Carl Philip thinks the collaboration is a dream assignment.

- Silver as a material is extremely exciting to work with because of its tone and lustre, as well as the fact that it grows beautiful with age. The water glass gives new energy to the set table. I am proud over the result, says designer Carl Philip Bernadotte.

Prince Carl Philip has, with the cutlery CPB 2091, drawn a modern icon for the set table. Inspiration is gathered from international cities and architecture. The cutlery is now represented at the National Museums design archives.

Prince Carl Philip was educated as a designer at Rhode Island School of Design in USA and Forsbergs School in Stockholm. The silver cutlery is the first product to be launched under the brand name CPB. The numbers 2091 stands for the year and the model 1.

For more information, high resolution pictures or to lend products for photographing, please contact: Hans Hjelmqvist, Trendgruppen PR, [hans@trendgruppen.se](mailto:hans@trendgruppen.se), telephone +46 823 00 21, mobile +46 70-829 56 61.

## Background

The launch of the cutlery CPB 2091 in 2009 was a milestone in Mema/GABs history. It was the first cutlery the company launched for over 30 years and the designer was none other than Prince Carl Philip. The cutlery has become a sales success and is now sold in Sweden, France, USA and Japan. The series currently consists of table cutlery (knife, fork, spoon), dessert spoon, coffee spoon, starter cutlery (knife, fork), cake server and water glass.

As of autumn 2009, the cutlery CPB 2091 is held in the National Museums design archives with the justification that the design has a modern shape that feels innovative for its genre.

With its international character, CPB 2091 adds an extra essence whether you choose to arrange the table in a traditional or modern and trendy setting.

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## Product information

Product name	CPB 2091
Product fact	830 silver
Pieces	A total of 9 pieces, knife, fork, spoon, dessert spoon, coffee spoon, starter knife, starter fork, cake server and water glass.
Prices	113 €, 83 €, 53 €, 110 € 275 €, 370 €
Retailers	Please contact: Anna Fontana, Customer Service, <a href="mailto:anna.fontana@gense.se">anna.fontana@gense.se</a> , telephone +46 16 15 90 48.

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