

## Press Communiqué

### **#bauhaus100: A very special anniversary**

Bauhaus celebrates its 100th birthday – ritterwerk congratulates / How an institution for creative free-thinkers paved the way for ritterwerk's success story

**Gröbenzell, 12 April 2019. The Bauhaus story is world-famous. It was founded by Walter Gropius, a genuine pioneer in design and everyday revolution, and is regarded as the most important teaching collective for progressive art, design and architecture of its time. Everyone now looking at the story of the Bauhaus knows that the objective back then was not just to create something artistic. It was much more about intellectual freedom, progress, and breaking away from overly strict societal structures. This “school of modernity” is already celebrating its 100th birthday. The household appliance manufacturer ritterwerk, based in Gröbenzell near Munich, has always seen itself as a proponent of Bauhaus teachings and has never lost sight of these in the development and production of its food slicers, toasters, kettles, coffee machines and blenders. This anniversary is therefore a particularly important date in the company's calendar. “We make sure that our devices not only have a high degree of truth to material, but also that they follow the famous Bauhaus credo of ‘form follows function’”, explains Michael Schüller, the company's managing director. “For years we have been noticing a trend towards disposable products, which definitely needs to be counteracted. And we do that by aiming at longevity, reparability, and timeless design ‘made in Germany’.”**

The foundation of the connection to the Bauhaus was already laid in the 30s, when ritterwerk started to develop and market hand-crank-operated slicing machines for private use. Even back then, the company was already aiming to provide the customer with a kitchen appliance that is functional and easy to operate. These two aims were further developed in the 60s and integrated into the new generation of electrical breadcutters, thanks to the well-known product designer Karl Dittert, who was himself closely connected with the Bauhaus tradition. From 1968, the company was already producing built-in solutions for its appliances, to make even more space in the kitchen and to ensure an even higher degree of practicability. Dittert was a student of Hans Warnecke, who worked in the Werkbund together with founding member Walter Gropius.

So ritterwerk has already been carrying the Bauhaus gene for decades, and even later, when in 2010 the industrial designer Martin Dettinger took charge of the design of ritter appliances, it never lost sight of the central teachings and ideas of the Bauhaus. On the contrary. Since then it has been carefully continuing the design vocabulary of ritter products, and, beyond this, in the sphere of service life, can also guarantee that they are usually still repairable after years of use and thus remain fully functional. The fact that over the course of time some flagship products have been awarded relevant design prizes underlines the company's clearly traceable links with the Bauhaus, which have been maintained over the years. In particular, the ritter product line selected design, which includes the breakfast set available in three colours, the food slicers elexa 7 and amido 3, and the cordless hand blender vertico 7, are regarded as such flagships and have proven internationally popular among fans of Bauhaus principles. But the rest of the food slicer range and of course the practical built-in variants of the ritter brand also correspond to the Bauhaus' ideals, in style and function, in the area of small household appliances.

### **The spirit of the age, “made in Germany”: quality versus disposable goods**

But why is it that an institution born around the last turn of the century is still being talked about by so many people? “Bauhaus not only stands for beauty of form and functionality – it also stands for quality”, says Schüller. “And in this respect we, as a traditional German company, regard the description ‘made in Germany’ very much as a reliable, valuable seal of quality, which is still perceived as such even abroad.” And this certainly seems to be the case. Even if veritable floods of mass-produced, cheap disposable goods are washing over the global markets and there is a measurable trend in this direction – there also exists a counter-movement to this. This is why, even after 100 years of Bauhaus culture, it is absolutely legitimate to produce high-quality products and not to be in any way intimidated by competition from cheap disposable products. Ritterwerk continues to stand for this approach and knows that good quality can come at a fair price. “The fact that our customers seem to see this exactly the same way, and that the interest in ritter products is unabated, shows that we are getting this right”, explains Schüller. “On the hundredth anniversary of this important design school, we therefore have a particular desire to point to our own Bauhaus history, and to renew our promise to continue this tradition in the same way.

**About ritterwerk:**

ritterwerk was founded in 1905 by Franz Ritter. Since then the medium-sized company develops and produces household appliances which facilitate the everyday work in the kitchen.

The medium-sized company, headed by Michael Schüller, develops, designs and produces exclusively in Gröbenzell near Munich.

The company's philosophy 'made in Germany' not only stands for its production site in Germany. It also incorporates high quality standards, sustainability, appropriate materials as well as functional design, thus clearly following the 'Bauhaus' principles of the twenties.

More information at: [www.ritterwerk.com](http://www.ritterwerk.com)