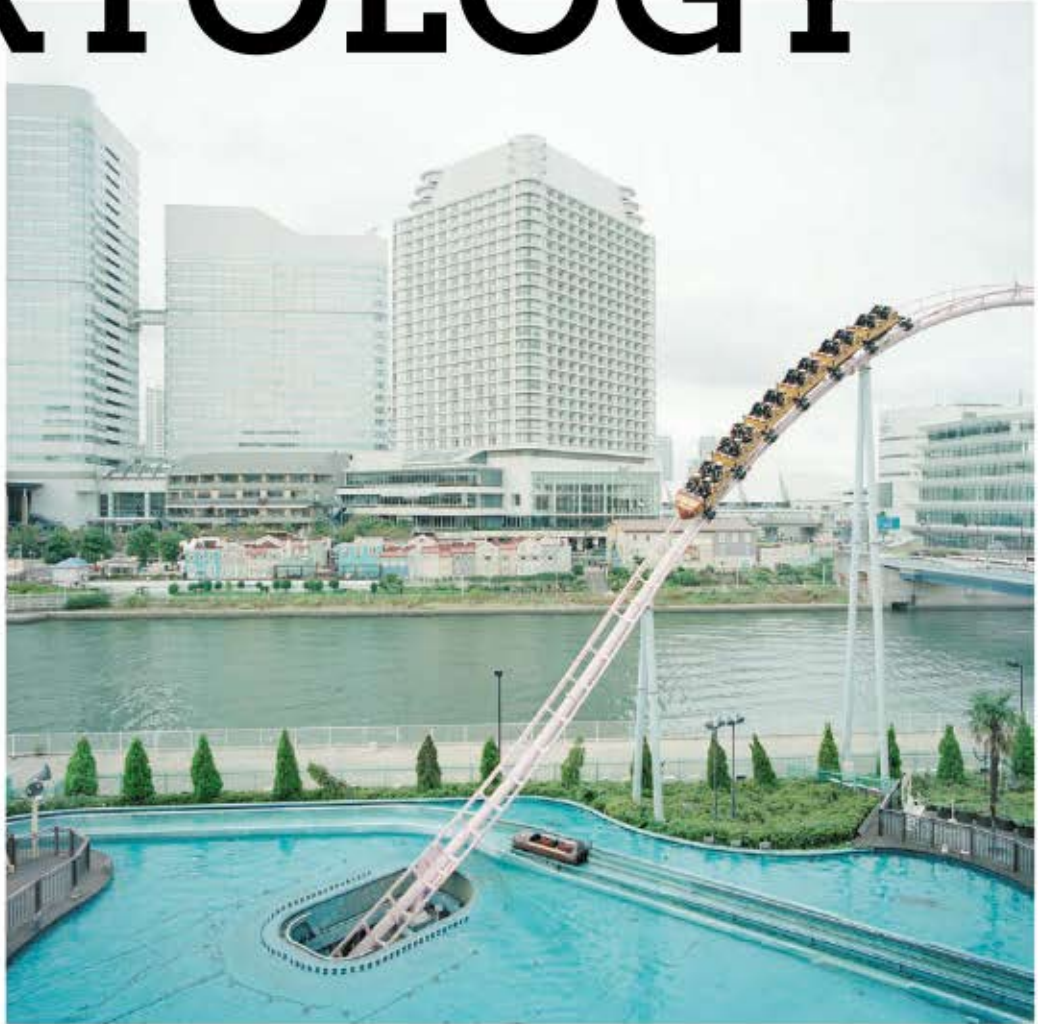


# ARTOLOGY



Paul Hiller • Overnight Legends • COS Company Portrait  
Master of the Sublime • Out of the Blue • Mountain King • Vertu  
Sophie von Hanau • What is Art? • Bespoke Paper Works



Text: Mark Robinow  
Images: Maret Loopalu

They still exist in Munich: the small exclusive locations, insider tips for connoisseurs and the grand old names, representative for Munich as much as the Oktoberfest, the art galleries or the distinctive skyline of the Bavarian capital. These include such old companies as the world famous delicatessen Dallmayr, the former court jeweler Hemmerle, and, indeed, the company "Prantl".

Documented since 1797, the company Fr. Ant. Prantl (Fr. Ant. stands for Franz Anton) makes the finest hand-crafted stationery in its own workshops in London and Munich, as well as exquisite leather accessories. The retail store in Munich's Luitpoldblock alone is worth a visit. Beneath portraits of Bavarian kings, deer antlers and the old tin crest of the court purveyor, you'll find a permanent exhibition of printed items out of the archives of the company, from business cards for the FC Bayern, stationery of the last Shah of Persia, to color and writing samples from 200 years of company history.

Prantl's core business is still – as it was over 200 years ago – the client-attuned production of complex printed business cards, business stationery, invitations to christenings, weddings and family celebrations. Traditionally, handmade leather goods and accessories are also on offer by this traditional company.

*Fr. Ant. Prantl*  
*Higl. Bayer Hoflieferant*

Production is still where it always was: in its own workshops just outside of Munich. The royal House of Wittelsbach, which Prantl has now been supplying for seven generations and to whom it owes the Bavarian royal coat of arms in its logo, is still a client. In the middle of the 19th century the company first became a royal Bavarian court supplier. In addition to the German nobility, many famous artists such as Richard Strauss, Kandinsky, and the brothers Thomas and Heinrich Mann were among the customer base of the house. Since his arrival to "shining Munich" Thomas Mann wrote his notes and works on original Prantl paper. He even mentioned the company in his diaries: "On the said sheet of the house of Prantl ... I wrote the Confessions of Felix Krull".

Does anyone today still write long letters or commission elaborate invitations for family occasions in print? "Thank God yes", says Prantl's owner Jan-



*Bestake Paper Works*



Christoph Kaiser-Seisser, particularly so-called family printed materials are more and more important for us: christenings, birthdays, weddings, anniversaries as well as funerals and the like constitute 65% of our company's turnover.

Since 2012 Prantl has had an office in London, which is headed by Clemens Stromeyer and two experienced printing experts. Its customers include, among others, the Queen of England. In spite of strong competition on the island, the London branch is growing rapidly. Due to the very individualized personal attention and good contacts, the company can operate discreetly and quietly. It's trump card – in London as well as in Munich – is its own manufacturing facilities.

The entire team in Munich as in London agrees on the company's market strategy for the future. It is primarily based on the soon-to-be multilingual and completely revamped online store, the largest of its kind in Europe. "Here we woke up quickly and were the first." Otherwise, the team proceeds very carefully, slowly and selectively. Prantl's printed materials and merchandise are available only at selected retailers like Ludwig Beck, where there is a "Prantl Corner" at Loden Frey, at Quartier 206, and at luxodo.com, the luxury online shopping portal.

Despite all the tradition in design and craftsmanship Prantl managed a very

contemporary coup a few years ago. The internationally renowned illustrator Kera Till - who operates her own fashion blog in Vogue - is responsible among other things for the new, young signature of Prantl. Her correspondence and greeting cards Edition "Kera Till for Prantl 1797" is one of the bestsellers. Kera Till can choose her clients. The big international fashion houses such as Hermes stand in line to work with her. "We are proud to be working with her", says Konstantin von Berg, who is one of the directors of the company since 2012 and divides his time between London and Berlin and also takes care of the local regulars in Berlin.

"In order to maintain a variety of print proposals and constantly have new designs for the online business and our



left: one of Prantl's infamous bespoke invitations, Bottom left: The art of embossing – the royal Bavarian coat of arms, bottom right: Prantl's leather boxes





Leather bag and  
leather cases by Prantl



online configurators, it is important to work with young designers and graphic artists. The classics have a home at Prantl, yes, but you must also constantly surprise with something new, and it must remain Prantl anyway, that's the trick", von Berg says proudly. "Everything must change so that it remains as it is", reads one of the hand-folded cards in the window. This sentence seems to work very well at Prantl! Let's see what the next 200 years bring.



Prantl Munich  
Luitpoldblock,  
Brienner Strasse 111  
DE-80333 Munich  
Tel. +49(0)89.22 34 36  
muenchen@prantl.de  
www.prantl.de

Prantl 1797 UK  
Worlds End Studios,  
132-134 Lots Road,  
London SW10 0RJ  
Tel. +44.(0)20.73 49 72 25  
anthony@prantl.com  
www.prantl.com