

## Press Information

### Water – Space – Man

#### Axor puts its trust in all-encompassing design and room concepts

*Schiltach, February 2008.* ‘We’ve been observing for quite some time now that the bathroom is subject to radical changes. This is a process that will certainly last for a while and will continue to hold our attention,’ states Philippe Grohe, Director of the designer brand Axor from Hansgrohe AG ([www.axor-design.com](http://www.axor-design.com)). The times when the bathroom was a functional room used exclusively for physical hygiene and accordingly was given very little consideration in terms of architecture and interior design are long gone: Instead, this room has been shaped by a virtually ubiquitous and identical, banal arrangement of technically functional plumbing fixtures along the wall. In the last couple of years, the bathroom has developed more and more into a living space in which people can find peace and quiet away from the hectic pace of their daily lives. This is all the more true since wellbeing and water share such a close connection – we recuperate in harmony with the element of water. In addition to its impact on product design, this transformation of function and significance is having a steadily increasing influence on the room, its size and structure: The bathroom cries out to be redesigned – a major challenge for architects and planners, but also for designers and the plumbing industry.

This holds even truer in light of the fact that every person defines wellbeing differently, which of course requires a corresponding custom design in the wellness area that is the bathroom. To meet this requirement, Axor offers a variety of designer collections with extensive product ranges, making innumerable solutions possible for the various challenges inherent in bathroom design. ‘For us, Axor is about more than the individual product,’ emphasizes Philippe Grohe. In this spirit, the design and room concepts from the designer brand open up new, all-encompassing approaches to furnishing modern bathrooms.

### From function to emotion

The brand first proved its visionary role with the collection designed by Philippe Starck in 1994. But Axor Starck was not only revolutionary in terms of design and technology. The Axor Starck bathroom from 1994 with its clear, cozy accents such as wooden floorboards, plastered walls, and a large window, underscores the shift away from the conception of the room as merely functional. This was the beginning of a more home-like atmosphere in the bathroom, ushering in the development of the bathroom into a living space. In 2003, Axor and Antonio Citterio presented the Axor Citterio collection to communicate for the first time the concrete and deliberate segmentation of the bathroom into the "Need Space" and the "Desire Space". In this case, the bathroom was also deliberately opened up to the bedroom – an enlargement of the living space of the bathroom, and a practical joining of two intimate rooms. In 2006 and 2007, Axor turned its focus together with French designer Jean-Marie Massaud to the emotional side of designing the living space of the bathroom, and to our original connection with nature and the element of water.

### Product and room expertise

The modern bathroom is characterized by a holistic concept of the room. For this reason, in addition to the line of classic fixtures and accessories in the designer collections, Axor also presents an all-encompassing bathroom concept. This is a blueprint from the respective designers and architects in which all of the elements have been coordinated with each other down to the details, both stylistically as well as spatially. During the design process, Axor and the creative thinkers grapple very intensely with the subject of the bathroom, allowing Axor to profit from the expertise of world-renown architects and designers with whom the brand collaborates. The results are bathroom recommendations that aren't just the stuff of dreams. Thanks to the all-encompassing approach in which everything is coherent and harmonizes – from the Axor fixtures and accessories to the selection of the materials for the floors and walls to the room planning – they inspire people to turn ideas into a concrete reality.

"Anyone who truly wants to provide solutions in the bathroom for the new needs of modern man has to be persuasive not only with product expertise but also with room expertise. At the same time, they have to develop new visions in a dialog with creative designers and architects," says Philippe Grohe, expressing what Axor demands

# AXOR®

hansgrohe

of itself. Ideas about the bathroom and its development revolve around the connections "water – man – space". This focuses on an important quality-of-life issue. "We don't need fixtures, what we need is water," is how French architect and designer Jean-Marie Massaud, creative thinker for the new Axor Massaud collection, summarizes what he expects of design. This also epitomizes the Axor philosophy that bathroom products should not be viewed merely as functional objects. For Axor, the goal is to develop design and room concepts that go beyond the purely functional aspects, as well as to come up with different varieties of style.

\*\*\*

The high-end brand name Axor, member of the Hansgrohe Group, is known as the byword for design and quality in the exclusive bathroom. With a large number of independent and extensive collections that were developed together with internationally renowned architects and designers such as Antonio Citterio (Milan, Hamburg), Philippe Starck (Paris, London), Jean-Marie Massaud (Paris) or Phoenix Design (Stuttgart, Tokyo), Axor opens up broad vistas of design for a large variety of individualized bathroom solutions and spatial visions. Philippe Grohe (41), grandson of the company founder Hans Grohe, is the head of the Axor brand.

More information: Hansgrohe AG  
- Press Office -  
Beatrix Pfundstein / Dr. Carsten Tessmer  
Phone: +49 (0) 7836/51-1215 / -3009  
Fax: +49 (0) 7836/51-1170  
E-mail: [public.relations@hansgrohe.com](mailto:public.relations@hansgrohe.com)  
[www.axor-design.com](http://www.axor-design.com)

Hansgrohe AG  
Public Relations  
Auestraße 5-9  
D-77761 Schiltach

Phone  
+49/(0)7836/51-1215  
+49/(0)7836/51-1226  
+49/(0)7836/51-1297  
+49/(0)7836/51-3009  
Fax  
+49/(0)7836/51-1170

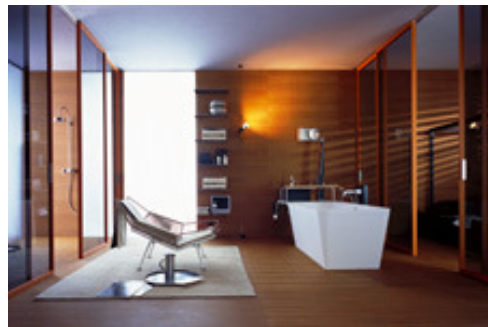
[info@axor-design.de](mailto:info@axor-design.de)  
[www.axor-design.com](http://www.axor-design.com)

Reproduction free of charge.  
Proof and voucher copy please.

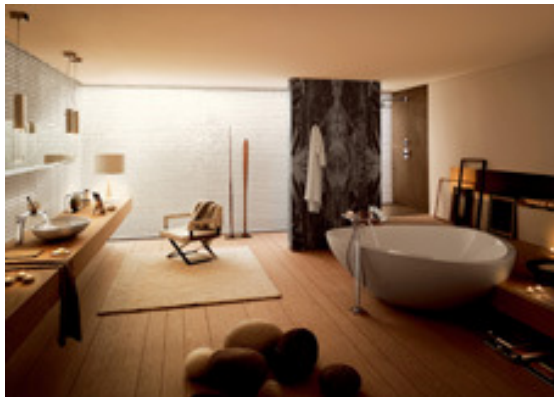
## Axor Design and Room Concepts



The Axor Starck bathroom from 1994 – the shift away from the conception of the room as merely functional



Axor Citterio – concrete and deliberate segmentation of the bathroom into „Need Space“ and „Desire Space“



Relaxation in harmony with the elements – Axor Massaud



Philippe Grohe, Axor Brand Manager

Hansgrohe AG  
Public Relations  
Austraße 5-9  
D-77761 Schiltach

Phone  
+49/(0)7836/51-1215  
+49/(0)7836/51-1226  
+49/(0)7836/51-1297  
+49/(0)7836/51-3009  
Fax  
+49/(0)7836/51-1170

info@axor-design.de  
www.axor-design.com

Reproduction free of charge.  
Proof and voucher copy please.