

## Press Information

### **“Haute Couture for the Shower”**

**World premiere for the Axor Starck ShowerCollection: design star Philippe Starck and Axor from Hansgrohe present a complete program for the shower at the Milan Furniture Fair**

*Milan, April 16, 2008.* The real star at the world premiere of the Axor Starck ShowerCollection today, Wednesday, at Milan's Museum Minguzzi were neither the grand master of design Philippe Starck nor Axor brand manager Philippe Grohe. Attention of all media representatives from 25 countries was chiefly focused on a small, perfect square measuring 12 x 12 centimeters: the basic element of the new shower collection developed by Philippe Starck and Axor, the designer brand of Hansgrohe AG ([www.axor-design.com](http://www.axor-design.com)). “The Axor Starck ShowerCollection,” said Philippe Starck, “is a complete program, a genuine system consisting of a whole lot of small, square objects that can be combined to form an infinite range of totally flexible solutions. This is what we call *Haute Couture* for the shower.”

Shower, thermostat, lighting and speaker modules as well as shelf units conform to the same square shape and the same austere design, as are the control elements such as faucets and mixers. All the modules can be combined freely in any arrangement, and in any number. Used as a free-standing individual solution or combined in a group, whether in a horizontal or vertical arrangement, centered in space or distributed in an asymmetrical design – the result will always be new and highly individual living environments in the bathroom. “In the Axor Starck ShowerCollection, we succeeded in developing not so much individual products, but an entire concept for the bathroom as a living space that provides the ultimate in creative freedom,” Philippe Grohe sums up. “It meets people's growing need for individual well-being and, based on esthetics of wellness, turns taking a shower into a satisfying experience – esthetically, functionally, technologically, and especially emotionally.”

The designer brand Axor and Philippe Starck can together look back on 16 years' highly successful collaboration. Their first joint collection, the Axor Starck Classic released in 1994, represented a revolutionary milestone in bathroom design, and it remains a bestseller to this day.

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Caption:

“*Haute Couture* for the Shower”: In the Axor Starck ShowerCollection, presented to the public today, Wednesday, by design star Philippe Starck (left) and Axor brand manager Philippe Grohe at the Milan Furniture Fair, a small, perfect square ushers in a great and flexible concept. “With the Axor Starck ShowerCollection, everyone can use their creativity to the full and create an infinite range of highly individual solutions,” said Philippe Starck. “This creates genuine esthetics of well-being, and after all, feeling well is a highly individual concern. Simply be creative – just mix it!”

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Axor, the designer brand of Hansgrohe AG, has a reputation as the ultimate in quality and perfect, innovative design for exclusive bathrooms. With a vast number of independent, comprehensive collections, developed in cooperation with internationally renowned architects and designers such as Antonio Citterio (Milan/Hamburg), Philippe Starck (Paris/London), Jean-Marie Massaud or Phoenix Design (Stuttgart/Tokyo), Axor provides unlimited freedom, facilitating the creation of highly individual bathroom solutions and personalized interior designs. Axor collections can be found at the Burj Dubai as well as the Yoo Apartments in Manhattan, at the Bulgari Hotels in Milan and Bali and on the Queen Mary II, at the Grand Hyatt in Shanghai and at the Else Club in Moscow. The Axor brand manager is Philippe Grohe (41), the grandson of the company’s founder Hans Grohe.

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With its innovative technologies Hansgrohe AG will be partner of the German Pavilion „wunderbar“ at the International Exhibition EXPO 2008 in Zaragoza which centres on the theme “water and sustainable development”. Let us show you the better usage of the resource water. Visit the German Pavilion from June 14 until September 14 or at [www.hansgrohe.com/expo2008](http://www.hansgrohe.com/expo2008).

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