

Press Information

Axor, Citterio, Massaud, Starck: All good things come in fours

The designer brand of Hansgrohe AG is presenting new concepts for individual well-being in the bathroom

Milan/Schiltach, April 2008. The bathroom is changing and becoming noticeably more important in people's concept of living and quality of life, but also in the design of architecture. Axor (www.axor-design.com), the designer brand of Hansgrohe AG, is playing an active part in this process of change by repeatedly providing pioneering impulses. This is also very apparent from the brand's appearance at this year's international furniture exhibition in Milan. "Diverse and very exciting," is how Philippe Grohe, Axor brand manager, announces the presentation in Italy's design capital. The global designer brand from the Black Forest will therefore be showing no less than three comprehensive collections, developed in cooperation with the internationally renowned design stars Antonio Citterio, Jean-Marie Massaud and Philippe Starck, between 16 and 21 April 2008 at the "Salone del mobile" (Hall 14, Stand F22) and as part of the Fuorisalone programme (Museum Minguzzi, Via Palermo 11).

The collections Axor Citterio M, Axor Massaud and the Axor Starck ShowerCollection also represent three different concepts of design and space. All are concerned with achieving a sensation of well-being in the bathroom environment. "Axor has never been focused on individual products alone," explains Philippe Grohe. "Instead, our emphasis has always been on holistic, visionary approaches to bathroom design. We aim to open up entirely new creative opportunities for versatile and individual styling solutions in the bathroom."

While Axor is presenting the two latest bathroom collections of Axor Citterio M and Axor Massaud at the exhibition centre in Rho-Però (Hall 14, Stand F22), to an international audience, the brand-new Axor Starck ShowerCollection will be celebrating its world premiere as part of the Fuorisalone programme. In a separate event, Philippe Grohe and Philippe Starck will be presenting the shower collection to the public on 16 April 2008, from 6.30 p.m. (press preview: 5.30 p.m.) at the Museum Minguzzi, Via Palermo 11. The Axor Starck ShowerCollection can also be viewed on subsequent days, between 11 a.m. and 9 p.m. at the Museum Minguzzi.

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During the international furniture fair in Milan, you will find Axor at the following locations:

- Museum Minguzzi, Via Palermo 11, open daily between 11 a.m. and 9 p.m.
- Milan exhibition centre Rho-Però: Hall 14, Stand F22, open daily between 9 a.m. and 6 p.m.

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 Philippe Starck, Antonio Citterio (Milan/Hamburg), Jean-Marie Massaud or Phoenix Design (Stuttgart/Tokyo), Axor provides unlimited freedom and so allows 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.



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.

Further information:

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