

Press Information

Salone del Mobile 2018: New dimensions in bathroom design

AXOR and hansgrohe Impress Trade Fair Visitors with New Products and an Anniversary Celebration



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From 17 to 22 April 2018, industry professionals and design-conscious consumers were able to discover the numerous innovations of the two brands who shared a booth divided into two brand worlds at the Rho exhibition centre. The AXOR design brand celebrated its 25th anniversary on 18 April at “Cracco”, a new restaurant in the Galleria Vittorio Emanuele in Milan.

Schiltach, April 2018. Last week Milan was the stage for the international interior furnishings and design industries: the Salone del Mobile, the world's premier trade fair for furniture and design, attracted more than 400,000 visitors. AXOR and hansgrohe, the two brands of the Hansgrohe Group, impressed journalists, architects and designers with cutting-edge bathroom and kitchen innovations. From 17 to 22 April 2018 industry professionals and the design-conscious public were able to explore the two brands' many innovations at a booth divided into two brand worlds at the Rho exhibition centre. Outside their trade fair booth, the AXOR design brand invited guests on 18 April to “Cracco”, a new restaurant located in the Galleria Vittorio Emanuele on the occasion of the brand's 25th anniversary. A total of 390 guests, including long-standing design partners such as Antonio Citterio, Jean-Marie Massaud, Barber & Osgerby,

Phoenix Design as well as Werner Aisslinger and Toan Nguyen, gathered to celebrate together with international journalists and architects.

“With our strong brands AXOR and hansgrohe, we have consistently and steadily made a name for ourselves as a leader in innovation, quality and design,” Thorsten Klapproth, Chairman of the Executive Board of the Hansgrohe Group explains. “For decades, delivering good design has been a top priority – ‘beauty is a point of honour’ is one of our maxims. But we go far beyond aesthetically pleasing design: we think of water in the bathroom and kitchen in completely new dimensions, adding functional value, thereby creating an emotional water experience. This is deeply anchored in our company’s DNA,” Klapproth states.

AXOR: 25 Years of Making Bathrooms More Individual

For 25 years, AXOR (www.axor-design.com) has been a pioneer in the development and manufacture of avant-garde design objects for luxurious bathrooms and kitchens. The brand’s taps, showerheads and accessories are manifestations of AXOR’s claim to perfection in design and function. Reason enough to celebrate its 25th anniversary at the very centre of the international design scene with the premiere of AXOR MyEdition. The new collection of taps was created in collaboration with the Stuttgart-based Phoenix design studio and is a statement of personality, self-expression and individual creativity. A variety of surface colours and materials give the tap its exceptional look, and together with a new and sensuous way of experiencing water, they create the point of departure for a personalised AXOR MyEdition.

hansgrohe: An Exceptionally Gentle Showering Experience and New Materials for the Kitchen

With its many award-winning innovations and designs, the premium brand hansgrohe (www.hansgrohe.de) shapes the flow of water in the kitchen and bathroom – spaces where people spend the time they treasure most and experience precious moments in interaction with water. For example, in the shower, when the innovative shower spray technology “PowderRain” envelops the body in a warm and misty summer rain. This experience is made possible by a new series of shower heads, which hansgrohe presented for the first time to an international audience at the Salone. In addition, the brand introduced granite to their kitchen sinks, giving them a warm and pleasing look, a stylish colouring, and an exceptionally robust suitability for everyday use.

About the Hansgrohe Group – the Original from the Black Forest

With its brands AXOR and hansgrohe, the Hansgrohe Group, based in Schiltach/Southern Germany, enjoys a reputation as a leader in innovation, quality and design within the bath and kitchen industry. The Hansgrohe Group brings form and function to water with taps, showerheads and shower systems. The 117-year history of the company is marked by innovations such as the first hand-held shower with multiple spray types, the first pull-out kitchen tap, and the first wall bar to hold a hand-held shower. The company holds more than 16,000 active property rights. The Hansgrohe Group stands for long-lasting quality products. With 34 subsidiaries and 21 sales offices supplying products in more than 140 countries, the company is a reliable partner to its customers around the world. The Hansgrohe Group, its brands and products have won numerous awards, including more than 500 design prizes since 1974. Sustainable production of resource-conserving products is central to the company's business activities around the globe. The products of the Hansgrohe Group are featured in projects around the world, such as the luxurious ocean liner *Queen Mary 2*, and the world's tallest building, the Burj Khalifa in Dubai. The Group's high quality standards are ensured by five wholly-owned production facilities: two in Germany, one each in France, the United States and China. In 2017, the Hansgrohe Group generated a turnover of EUR 1.077 billion. It employs about 5,000 people worldwide, about 60 percent of whom work in Germany.



Find out more about the Hansgrohe Group and its brands AXOR and hansgrohe on:

www.facebook.com/axor.design

www.instagram.com/axordesign

www.facebook.com/hansgrohe

www.instagram.com/hansgrohe

www.twitter.com/Hansgrohe_PR



iF Design Leader in the Sanitation Industry

In the current ranking of the International Forum Design (iF) of the best companies in the world for design, the Hansgrohe Group, with its brands AXOR and hansgrohe, ranks 6th among 2,000 listed companies. The 1040 points earned by the Schiltach-based fixtures and shower specialist outperform famous brands such as Audi, BMW or Apple and reconfirm the company's leading position in the sanitation industry.

www.hansgrohe.com/design

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Image Overview

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The German-Iranian architect and designer Hadi Teherani, congratulates AXOR at Ristorante Cracco in Milan.

Long-standing AXOR design partner Antonio Citterio congratulates AXOR on its 25th anniversary last week in Milan.

Hansgrohe's design partner Jean-Marie Massaud with Olivier Sogno, Vice President Brand Management at Hansgrohe SE (left) at the AXOR anniversary celebration in Milan.

Berlin-based designer Werner Aisslinger in conversation with Olivier Sogno, Vice President Brand Management and Jan Heisterhagen, Vice President Product Management at Hansgrohe SE.



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Chairman of the Executive Board of Hansgrohe SE, Thorsten Klapproth talking to AXOR design partner Jay Osgerby of the London-based Barber & Osgerby design studio.

On the occasion of its 25th anniversary, AXOR presented the new AXOR MyEdition collection at its trade fair booth.

Visitors at the hansgrohe booth were fascinated by the premium brand's new PowderRain spray.