

**“EVERY
BATHROOM
NEEDS A
DREAM.”**

AXOR[®]

hansgrohe

DESIGNER VISIONS FOR YOUR BATHROOM



As head of the Axor brand and grandson of the Hansgrohe founder, Philippe Grohe combines the visionary spirit of the international designer elite with the experience gained through over 100 years of bathroom expertise.

”

How does water affect our wellbeing? Why do we shower for longer than the minute it takes us to get clean? What is it that actually makes a good bathroom?

We join a number of extraordinary designers and architects of our time to focus on these questions. Creative designers use their dream bathrooms to give us their perspective of the bathroom as a living area and an answer on how life in the bathroom can be made a little better and more beautiful. Their different design styles and ways of thinking give rise to a plethora of solutions – together with a

vast range for selection. After all, there is not simply a universal bathroom solution for all, but an individual solution for each and every one of us.

Be inspired by our designers' innovative strengths and discover your very own feel-good bathroom with the Axor brand.

Yours,

A handwritten signature in black ink, appearing to be 'J. Fluck', written in a cursive style.

”

THE AXOR DESIGNERS

ANTONIO CITTERIO

The gentleman of design from Milan represents an elegant, timeless style with his two bathroom collections.

Axor Citterio / **Axor** Citterio M, Page 22_27

PHILIPPE STARCK

One of the most famous designers, he is regarded as both a genius and an enfant terrible. He surprised the sanitation sector in 1994 with the first living room and bathroom in one.

Axor Starck, Page 18_21

PHOENIX DESIGN

Bathroom design made in Germany. Tom Schönherr and Andreas Haug have already won more than 400 design awards and shaped several Axor collections with their Phoenix Design studio.

Axor Steel / **Axor** Uno² / **Axor** Carlton / **Axor** Montreux, Page 40_43



RONAN UND ERWAN BOURULLEC

The French designer brothers use their revolutionary approach to redefine individuality in the bathroom. Their bathroom collection's motto is "Feel Free to Compose".

Axor Bouroullec, Page 36_39

JEAN-MARIE MASSAUD

The French designer represents the symbiosis between man, nature and space. In doing so, he draws his inspiration from nature.

Axor Massaud, Page 32_35

PATRICIA URQUIOLA

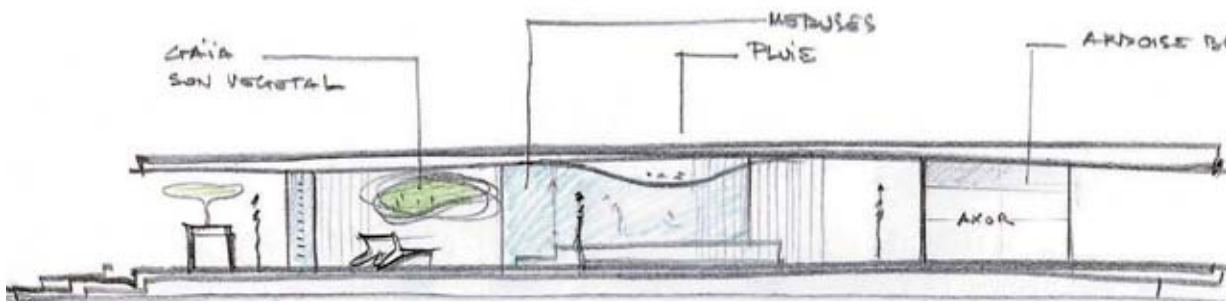
The Spaniard gives us her feminine perspective of the bathroom. As a master of style mix, she combines old with new and playful with floral.

Axor Urquiola, Page 28_31



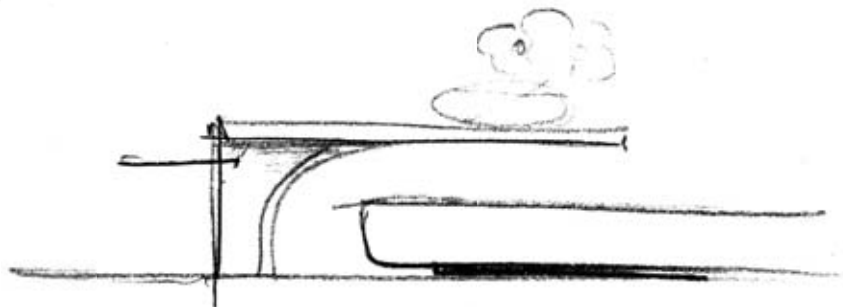
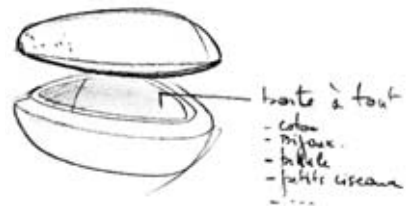
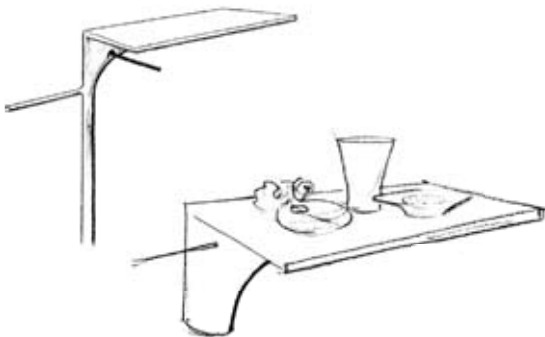
MAK- ING- OF

AXOR MASSAUD.



VORRE GRIS
PRIMAVER.

3 GALETS.



**HOW IS A COLLECTION ACTUALLY CREATED?
HOW DOES A BATHROOM DREAM BECOME
A BATHROOM COLLECTION?**

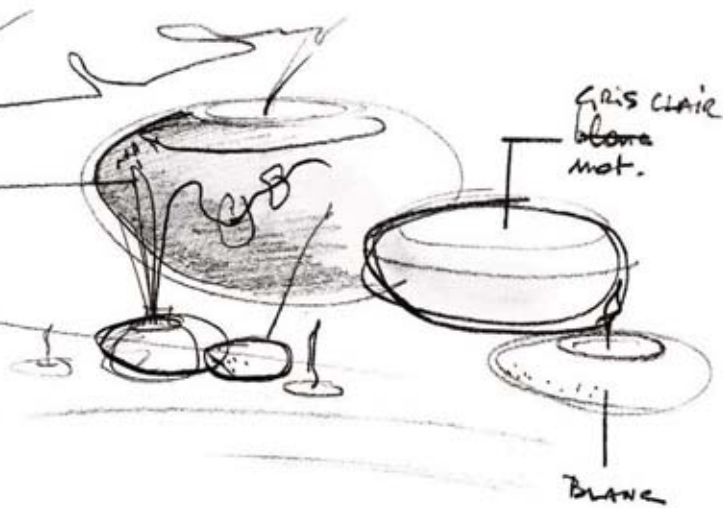
All new Axor collections start with the designer's personal vision. In Jean-Marie Massaud's idea of the perfect bathroom, the resident brings the experience of nature into the home. For Axor, the designer first sketched his bathroom dream in the Axor WaterDream project. He then designed the entire bathroom collection, for which he was inspired by nature. The mixer's shaft is based on

a blade of grass, the towel rack cites Massaud's philosophy as a branching tree, the vase celebrates the ritual use of water and the oval box and candlestick resemble pebbles that would caress the hand.

In addition to the design aspect, the technical dimension also plays a key role. Function follows form. The water flowing out of the mixer should be clear, pure and beautiful like a natural waterfall - this was the requirement that the designer set for Axor and his development team. How could

this idea become a reality? The "function follows form" principle required a completely new mixer design. The interior workings of the mixer had to be designed so that the water flowed quietly and smoothly out of the spout. To create the elegant water jet, the experts from the Hansgrohe spray laboratory had to integrate highly sophisticated technology into the extremely slimline plate.

The result is clear: a mixer from which a beautiful waterfall flows; a particularly pleasant haptic experience that also uses little water.



- 1 The water runs evenly along parallel tracks.
- 2 Small bridge pillars slow the flow rate of the water jet.
- 3 Stabilisation rims on the outer right and left prevent the eddying of the gentle flow.
- 4 A silicon lip makes it easier to thoroughly clean the mixer.

The wash basin's geometry has been precisely tailored to the water jet.



EQUAL- ITY AND MODER- ATION

After intensive discussions between the designers and the development team, all of whom are regarded as equals, the Axor collections finally reach the production stage. Here in Schiltach, Germany, in a specially designated plant for the Axor designer brand, state-of-the-art German engineering meets years of tradition. The Axor collections are created - with more than 5,000 different products. Workmanship marked by design and technology. It takes a great deal of handicraft and moderation to turn the designers' visions into reality.

Their high standards give rise to many different production stages. These include precisely casting and cutting the mixers or subjecting the square-edged surfaces to even more intensive processing to ensure that they are optimally chrome-plated. The moulding blank is refined like a raw diamond in many individual stages until the final aesthetics are achieved. Even the base of the Axor Massaud mixer is hand-polished until it acquires a brilliant shine. The mixer therefore travels from the casting department to the polishing and electroplating departments all the way to the final assembly stage.

▼ 1. Casting department



▼ 2. Polishing department



▲ 3. Electroplating department



▲ 4. Final assembly

ALONE, A GEM. TOGETHER, A HARMONIOUS COLLECTION.

Freestanding mirror



Shut-off valve



Diverter valve



Concealed thermostat



Basin mixer



Wash bowl



Towel racks



Vase

Toothbrush tumbler



Candlestick



WHAT MAKES A BATHROOM COLLECTION?

A bathroom collection starts with a basin mixer and far from ends with a bath tub. In addition to the typical products such as the wash basin and bath tub along with the thermostats and valves, the designer's philosophy is always found throughout the entire collection. The individual elements all come together to create harmony in the bathroom. Axor therefore develops monolithic products from mixers to accessories in line with the designers' sketches and desires. The Axor Collections contain

a plethora of individual products - often up to 80 items that all epitomise their designer's style and make life in the bathroom that little bit more special. The broad range of individual lifestyles are therefore reflected in the different bathroom collections - from a minimalistic living room to bathrooms inspired by nature. With Axor Massaud, for example, a candlestick or a vase in a typically organic design round off the special room experience. In other collections, this effect is created by elements such as a multi-functional room divider or space-saving shelves.



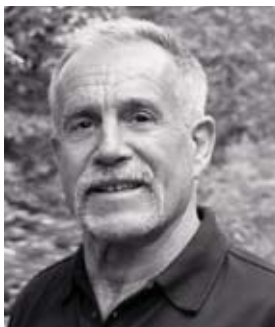
Jean-Marie Massaud's philosophy of "nature-inspired design" is based on the idea of harmony between man, water and space. However, the interaction of design, technology and the careful use of our resources shapes every Axor project. In this regard, we value the precious commodities of water and energy. It is no wonder that this is also why the designers chose to work with Axor.

It is most likely our location in the Black Forest that teaches Hansgrohe to respect nature, on which we have always been reliant. It is therefore extremely natural for us to responsibly use the elements of water and energy. In this regard, Hansgrohe has always regarded itself as a crusader of environmental protection - long before "sustainability" became a corporate buzz word.

The company was one of the first in the sector to promote resource-conserving technologies. Sustainability is a central topic that covers multiple aspects, including ecological, economical and social responsibility. A bathroom in which people should enjoy a sense of wellbeing for more than 20 years has per se high demands in terms of sustainability: a design that will outlive all fashion trends, durable materials and excellent innovative strength in matters of quality and technology.

“WHAT MATTERS IS CREATING HARMONY BETWEEN MAN AND WATER, THE ELIXIR OF LIFE. LUXURY IS USING LESS WATER AND LESS ELECTRICITY.”

Jean-Marie Massaud



◀ Klaus Grohe, son of the company founder and long-standing Chairman of the Executive and Supervisory Boards, was one of the first people in the industry to promote low-consumption water utilisation systems. For him, water is far more than just a consumer good: "Water is an elixir of life. It therefore deserves our full respect and consideration."



EXAMPLES OF OUR GREEN COMMITMENT:

1987
First water-saving shower: 50% less water consumption than previously

1993
Largest photovoltaic plant in Germany: production of own solar power

1994
Solar tower in the Offenburg plant: pioneering eco-architecture and generation of own power

2001
Pontos grey water recycling system: shower and bath water recycling for reusing water

2008
First Water Symposium: expert lectures and workshops about water as a resource

2009
EcoSmart technology: reduction of water consumption through a flow limiter

2010
Axor forum in India: "The added value of design in terms of sustainability"

TOP OF THE WORLD

For many years, Axor collections have been incorporated into outstanding architectural projects all over the world. Truly impressive architecture for everyone's enjoyment. Types of properties that could not be more different, yet that all have several things in common: a high demand for quality, innovative designs and a respectful use of water. Axor is therefore equally at home in outstanding office buildings, luxurious high-sea yachts, exclusive private apartments and many other international projects. Private building owners find special solutions for creating their own individual bathroom experiences, while the exclusivity of the design and the intelligent use of water are often decisive factors for public building owners and architects.



Stores:
189

Collection:
Axor Starck

Architect:
Adrian Smith, Chicago/USA

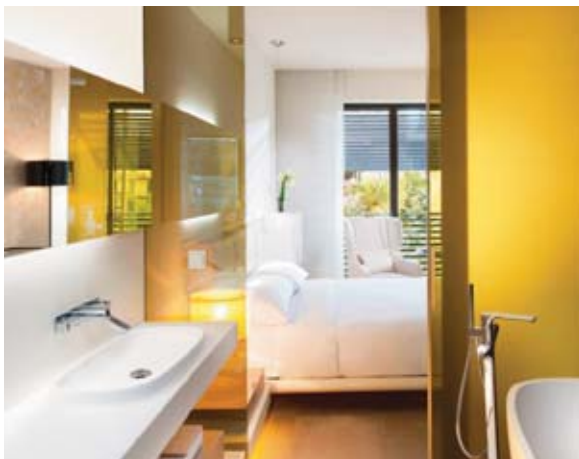
BURJ KHALIFA DUBAI

The prestigious architectural work towers over the Gulf metropolis like a native six-leaf desert flower. When the Khalifa Tower was inaugurated in January 2010, it broke all records. Currently the highest building in the world, it has 189 storeys, 900 apartments, 37 office levels and houses the Armani Hotel with 160 rooms and suites. More than 5,000 Axor Starck mixers play their part in the record.

HOTEL MANDARIN ORIENTAL BARCELONA

- Architect: Carlos Ferrater, Barcelona/Spain
- Interior designer: Patricia Urquiola
- Collection: Axor Urquiola
- Rooms: 98

The Mandarin Oriental hotel is located on the elegant Passeig de Gràcia shopping street, just a stone's throw away from Gaudí's famous Casa Batlló. Born in Spain, the award-winning designer Patricia Urquiola uses her interior design concept to highlight the Asian roots of the Hong Kong hotel group and reinterprets the luxurious oasis with her European perspective. Her characteristic style mix can be seen in every corner: abstract flowers blossom on an orange silk rug, gold leaf clouds adorn the ceilings and golden grilles resemble the wrought-iron gates of Barcelona. The Axor Urquiola collection harmoniously blends into bathrooms.



ESTADIO OMNILIFE GUADALAJARA/MEXICO

- Architects: Jean-Marie Massaud and Daniel Pouzet, Paris/France
- Collection: Axor Massaud
- Spectators: 45,000

The volcano-shaped, multi-purpose stadium blends into the landscape. Instead of designing a typical stadium, Jean-Marie Massaud designed a new human and economic system that respects the landscape and the environment. Cars have been banished beneath the stadium. The multi-use stadium, with a seating capacity of 45,000 and children's play areas, beauty salons, a climbing wall and roller blade track is becoming a meeting place for families. The nature-inspired architecture is also reflected in the design of the Axor Massaud collection.



OTHER AXOR REFERENCE PROJECTS AROUND THE WORLD

BARVIKHA HOTEL

Moscow/Russia

- Architect: Project Meganom, Moscow/Russia
- Interior designer: Antonio Citterio and Partners, Milan/Italy
- Collection: Axor Citterio

BULGARI HOTELS & RESORTS

Milan/Italy, Bali/Indonesia

- Architect: Antonio Citterio and Partners, Milan/Italy
- Collection: Axor Citterio

HEATHROW AIRPORT TERMINAL 5

London/UK

- Architect: Roger Stirk Harbour and Partners
- Interior designers: David Davies, Stuart Baron
- Collection: Axor Massaud

HOUSE BUYS

Leopard Creek/South Africa

- Architects: Silvio Rech and Lesley Carstens Architecture & Interior Architecture, Johannesburg/South Africa
- Collection: Axor Massaud

YOO APARTMENTS

New York/USA

- Architects: Smael Leyva Architects (Broad Street), Perkins Eastman Architects (19th Street)
- Interior designers: YOO by Starck (Broad Street), Jade Jagger for YOO (19th Street)
- Collection: Axor Starck

SUNSEEKER YACHTS

Poole/UK

- Shipyard: Sunseeker International limited, Poole/UK
- Collection: Axor Starck Shower-Collection and Axor Massaud

Further reference projects can be found on our website.



The principle of reduction can be seen in the basic shapes and clear functions. Whether for the wash basin, shower or bath tub, the many different Axor Starck bathroom mixers are all simplistic and uncompromising: there are no distractions.



In today's hectic world, people yearn more and more for tranquillity and simplicity. Axor Starck therefore focuses on the basics: the enjoyment of water.





“ It is **not** about **how** things look **but** the **feelings** that they **inspire.** ”

Philippe Starck



Philippe Starck is the enfant terrible of international renowned designers. He caused a stir in the bathroom in 1994 with the first “joystick” mixer. He has already created four collections for Axor.





**HAUTE COUTURE
FOR THE SHOWER.**

"Just mix it" is the motto of the Axor Starck ShowerCollection. The modular design can be used to transform the shower into a tailored-made spa. The simple, customisable system comprising shower heads, mixers and accessories provides almost endless design freedom. 12 x 12 cm squares can be arranged in line with our visions: whether in a linear or a free pattern - anything is possible.

“THOSE WHO ENJOY CELEBRATING THE DAILY RITUAL OF WASHING SHOULD DO SO WITH BEAUTIFUL PRODUCTS.”

Antonio Citterio

The Italian designer and architect Antonio Citterio is regarded as the gentleman of design. He is influenced by Italian design like no other, and also influences it in return. He loves focusing on existing styles in his creations - for example, Axor Citterio plays tribute to 1930s Italian design trends.



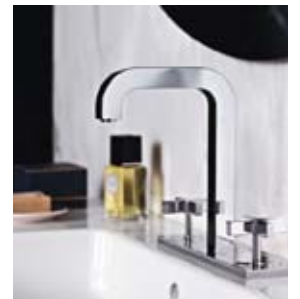
WHAT DOES LUXURY REALLY MEAN?

Antonio Citterio plays tribute to the element of water with a particularly elegant, minimalist collection: The true richness of the highly precisely formed surfaces and edges together with beautiful details only become evident on a second glance. With a classic and elegant design and outstanding workmanship quality, the mixers are almost works of art. A pleasantly timeless collection with an aesthetic concept based on the idea of "being good to yourself".



**LUXURY AT A
SECOND GLANCE**

Axor Citterio lets us truly enjoy the time we spend in the bathroom. In a bathroom that cultivates both living and personal hygiene. Antonio Citterio intentionally separates his dream bathroom into two areas: the functional area with the toilet and the feel-good area with a feel-good room experience created through natural light, highly refined materials and an open atmosphere.





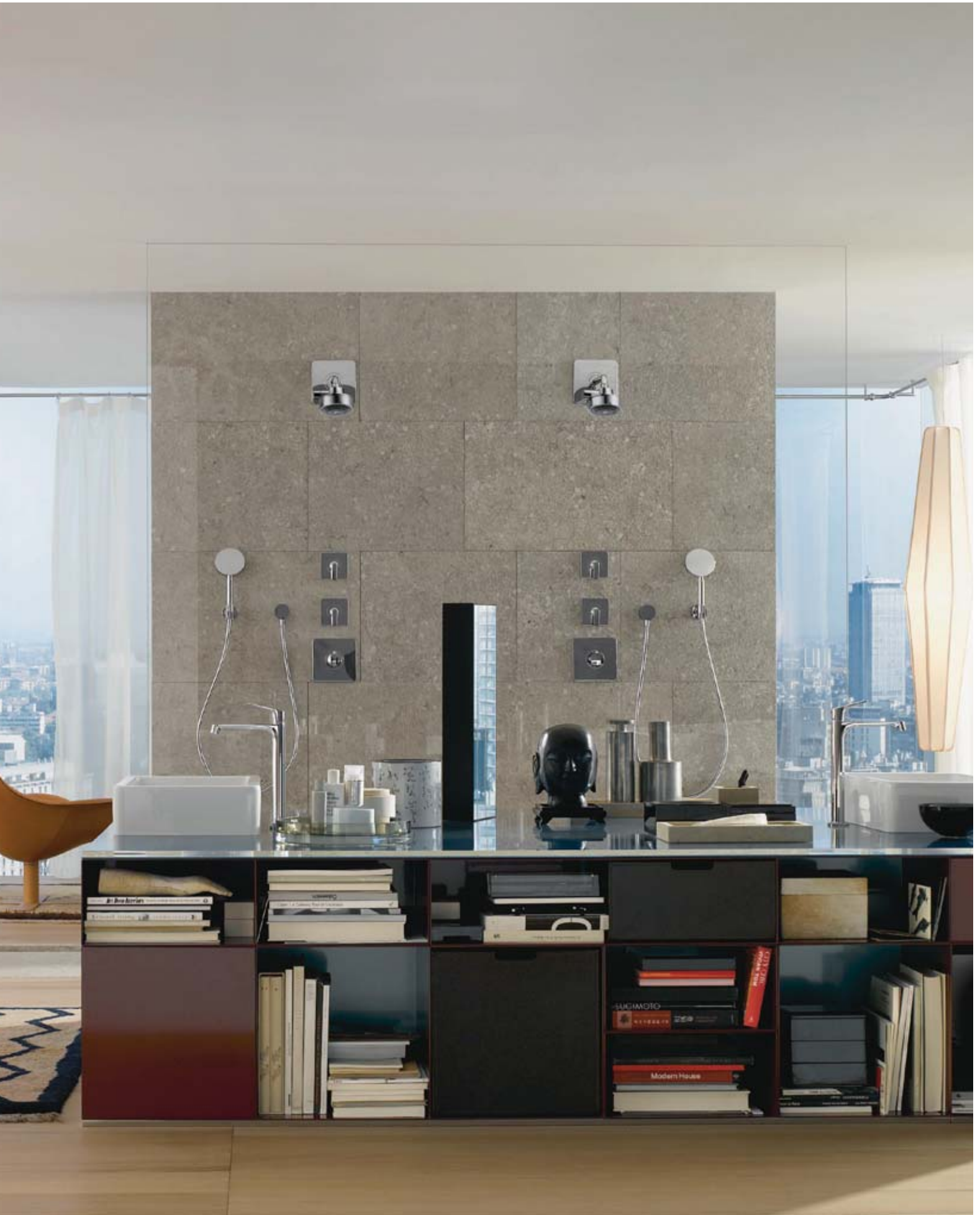
WHAT DOES A BATHROOM COLLECTION INSPIRED BY MODERN CITY LIFE LOOK LIKE?

It reflects the fine art of timelessly modern design. Strikingly slender shapes and an elegant appearance characterise Axor Citterio M. The "M" stands for modernity, metropolis and Milan - the home city of the designer Antonio Citterio. A collection that fits perfectly into different lifestyles with its unique ease and its understated yet highly striking design. And mixers with slender silhouettes that create a real sense of elegance. Antonio Citterio successfully created an extremely special object from a seemingly normal mixer.



MILANO PRO MILANO PRO MODERNITÀ









Can a **BATHROOM** tell a *story*?
YES. We are surrounded by *everything* that
 we have collected along our *walk of life*.

OLD and *new* merge

together wonderfully.

Each individual *element* possesses its
 own **CHARM** and combines with the other
 items in the *room* to create a homely **UNIT**.

Instead of stylised rooms, we live out both
 our **STYLE** and our *privacy*.

In the **TWO** separate bath tubs, for example,
 the *residents* can adjust the temperature to
 suit their personal tastes – while still being
 able to **CHAT** with the other person.



Patricia Urquiola is the Spanish architect and designer with a propensity for the decorative. All of her creations share a feminine touch. She lives and works in Milan.



“The **BATHROOM** comes
alive through many little memories
and *personal* items that make
a **ROOM** a *home*.”

Patricia Urquiola

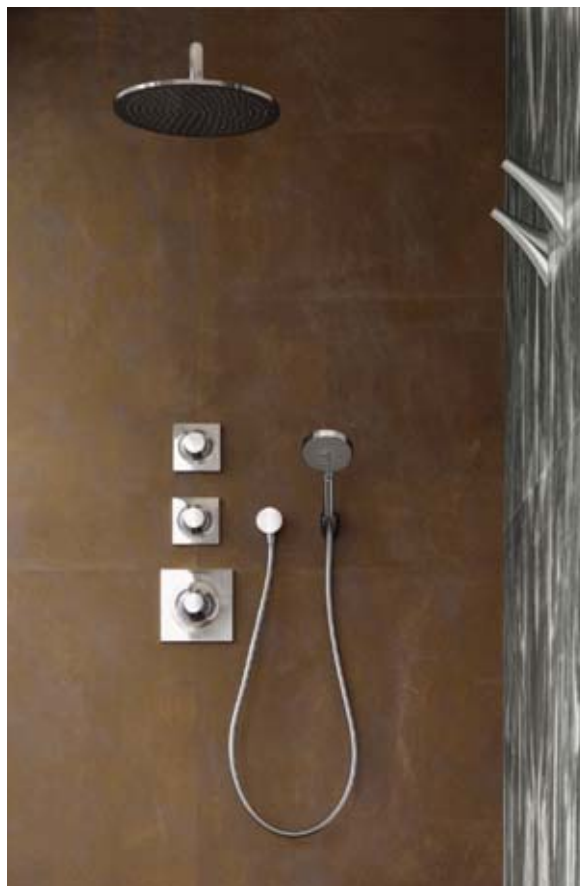


The characteristic design of Axor Urquiola: soft forms that merge with asymmetries and large surfaces. Mixers with a naturally grown appearance. The lively style mix extends from the nostalgic basin and bath tub forms through to the finest of details.









**HOW CAN NATURE PLAY
A STRONGER ROLE IN
THE BATHROOM?**

Water is the source of all life. Axor Massaud gives us a sensual experience of water: the gush spray becomes a waterfall. The towel rack a branching tree. The bath tub a lake. Let's leave hectic everyday life behind and immerse ourselves in nature. Nature-inspired design.



HOW MUCH FREEDOM CAN I CREATE IN THE BATHROOM?

The Axor Bouroullec collection is an open system. The individual elements can be easily combined. More than 70 products offer us the chance to tailor the bathroom to our needs, our aesthetic desires and our space like never before. In other words: to create the best personal solution. The motto "Feel Free to Compose" applies to all bathroom areas: at the wash basin, in the shower and in the bath tub.

The mixer no longer has to remain in its position in the centre of the wash basin; it can now be placed at various different locations above, on and around the wash basin. Options become multi-options.

Axor Bouroullec is characterised by the shelves with a caressingly organic design. They can be used in any area of the bathroom, for positioning a mixer or holding personal items.





FROM NOSTALGIA TO MODERNITY. FROM STAINLESS STEEL TO EMOTION.

Designed by Phoenix Design.

Axor Steel

ORIGINAL STAINLESS STEEL

The brushed stainless steel combines the benefits of a highly hygienic material with a modern, cool appearance. The clear, purist design also adds to the look and feel.





“DESIGN TODAY ALSO REPRESENTS EMOTIONAL VALUES AND HAS BECOME MORE SENSUAL.”

Andreas Haug and Tom Schönherr, Phoenix Design

Axor Uno²

THE CLASSIC MINIMALIST

The understated style of this mixer collection is based on a clear, geometric design with high, slender basic forms. This makes it suitable for all bathroom environments and gives people room to express themselves.

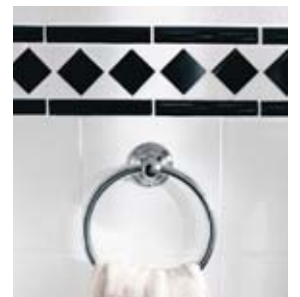




Axor Carlton

A HOMAGE TO THE GOLDEN 20S

With its sweeping shapes, this retro design collection is reminiscent of the days of the glamorous grand hotels of the 1920s. A nostalgic collection with the comfort and convenience of a modern mixer that survives all trends.





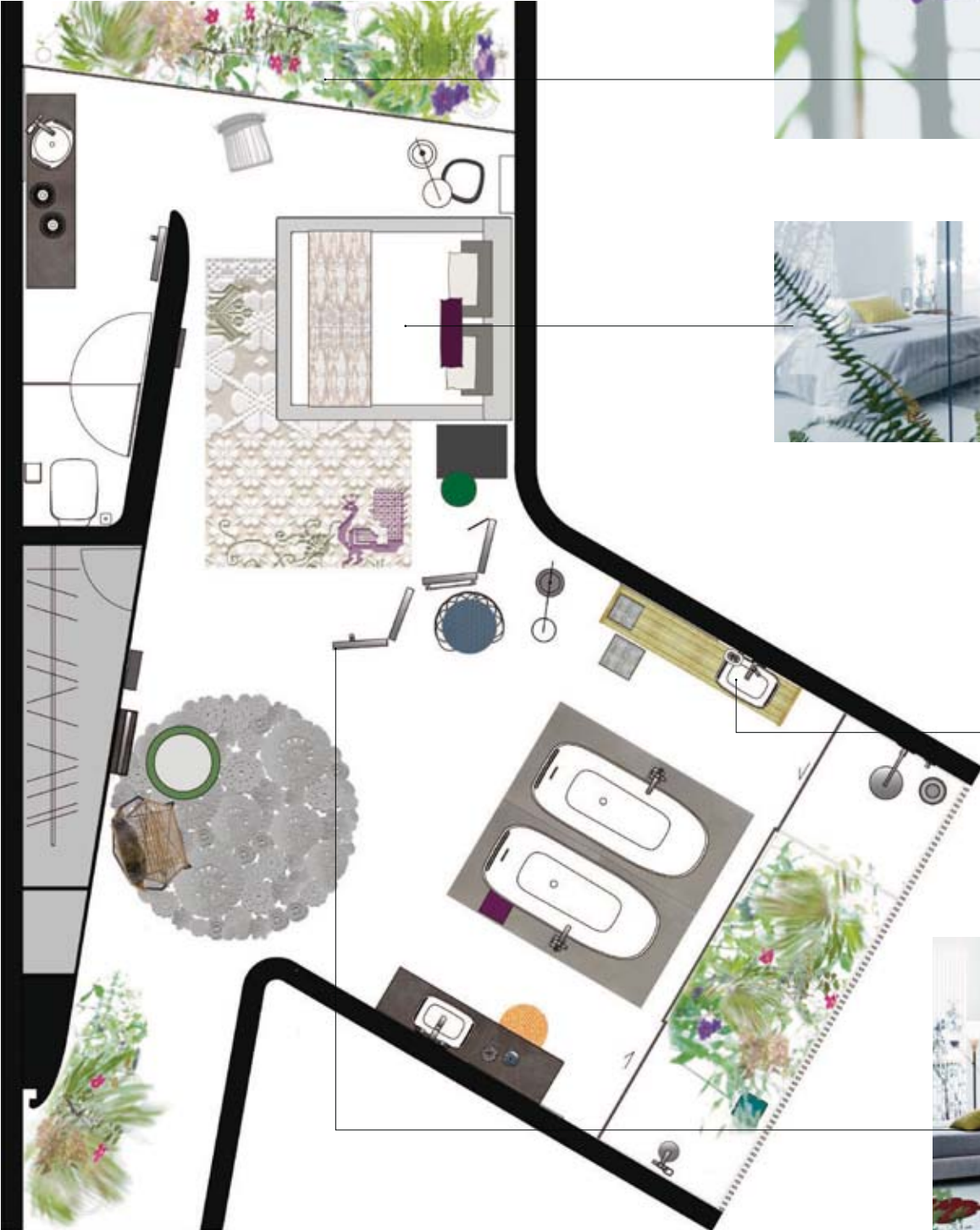
Axor Montreux

NOSTALGIA IN THE BATHROOM

The stylish bathroom collection sends us back to the early 20th century and captures the Zeitgeist of the Belle Époque with its romantic spas. It is both a homage to the sophisticated spa resort on Lake Geneva and a modern collection.



HOW MANY WAYS ARE THERE TO CREATE A UNIQUE BATHROOM?



Bathroom area: approx. 45 square metres



Bathroom area: approx. 16 square metres



These room usage examples have been developed by our general and interior designer Patricia Urquiola. More about her dream bathroom can be found on pages 28-31.



There are endless opportunities to make your own personal bathroom a reality. And since everyone defines “feel-good” differently, personal bathroom planning is extremely important.

How much space do you have? How much privacy do you need? How many people use the bathroom? What functions should be integrated? Should the bathroom be a place of retreat, a compact spa or a spacious living and bathroom area in one? How much time do you want to spend in the bathroom? Do you like plants?

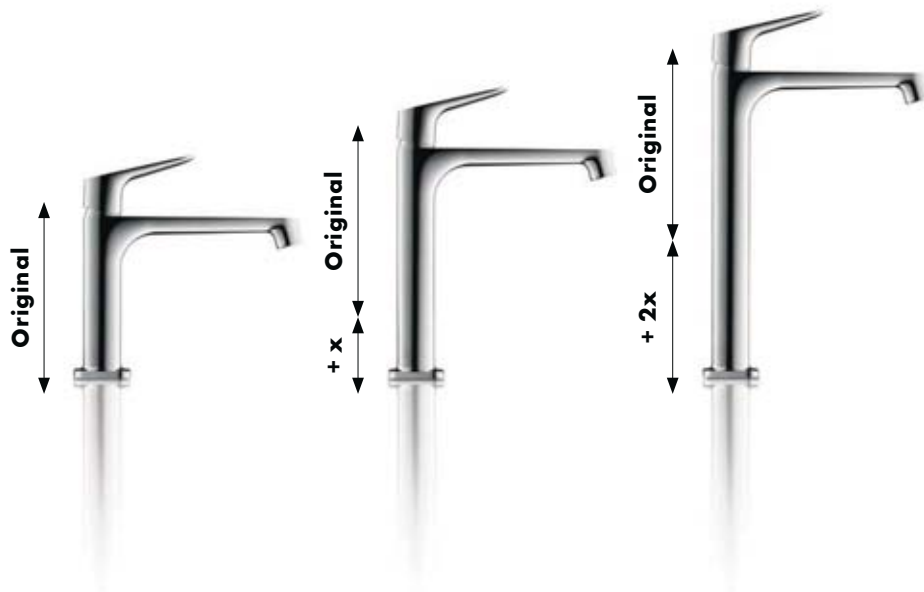
We use our designers’ bathroom inspirations to answer your questions about the bathroom. This includes architectural concepts such as how the room can be intelligently divided up - for both large and small rooms. And their ideas show how specific materials, sophisticated lighting, accessories and other homely elements can also help create aesthetic experiences.

HOW ABOUT EVEN MORE INDIVIDUALITY?

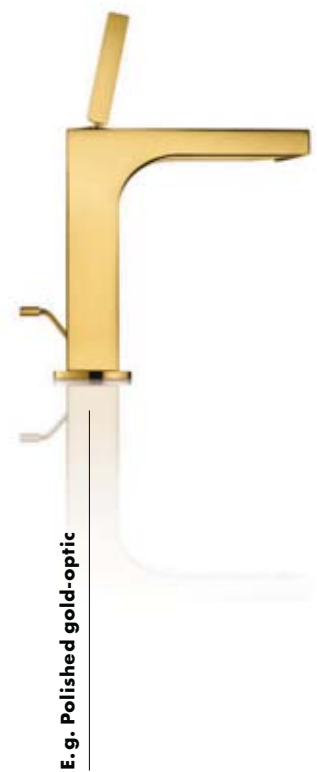
Sometimes even an elaborate product or sophisticated collection requires slight modification to better customise the bathroom. The Axor manufacturing team customises the collections with great attention to detail and with hand-made quality, entirely in accordance with your personal visions and requirements.

Would you like a specific finish? Or do you require a shorter or longer mixer? Would you like your initials to be embossed onto a mixer? The experts in our Axor manufacturing team will be only too happy to fulfil your special desires.

Extend or shorten the mixer



Special finishes



WHAT DOES YOUR DREAM BATHROOM LOOK LIKE?

TO FIND OUT
MORE ABOUT
BATHROOM
DREAMS
AND DREAM
BATHROOMS,
VISIT A DEALER
NEAR YOU,
GO TO OUR
WEBSITE OR
BROWSE
THROUGH
OUR FULL
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