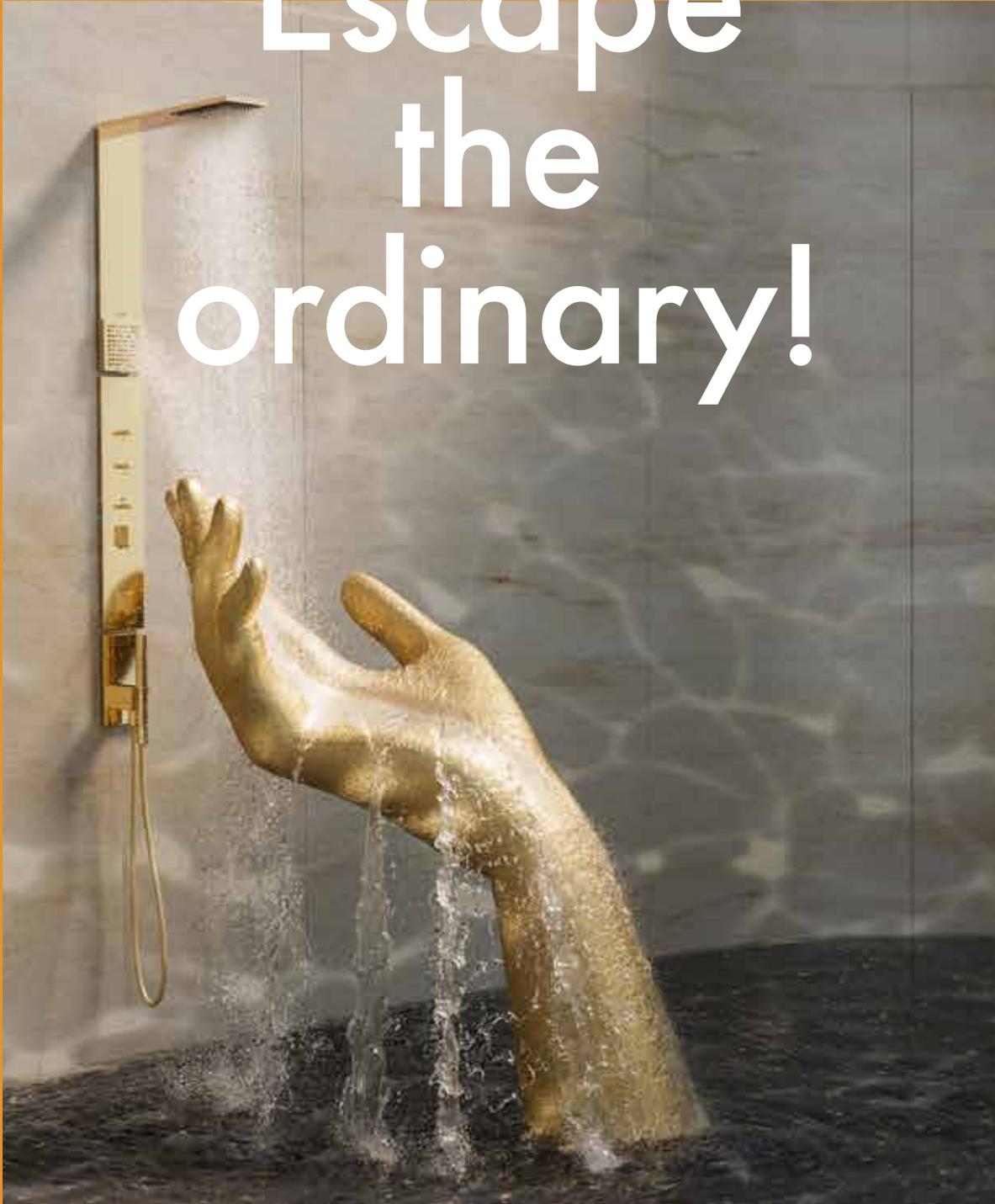


AXOR

Escape  
the  
ordinary!



Why we're longing for new worlds  
of experience right now

Escape the ordinary! Why we're longing for new worlds of experience right now

© HANSGROHE SE. ALL RIGHTS RESERVED

# AXOR

## CONTENT

1.  
Escaping from reality does us good –  
making the case for escapism
2.  
The bathroom as an escapist retreat
3.  
The megatrend of immersion in other  
worlds
4.  
Disconnect! Physical versus virtual  
experiences
5.  
Sources

# AXOR

1.

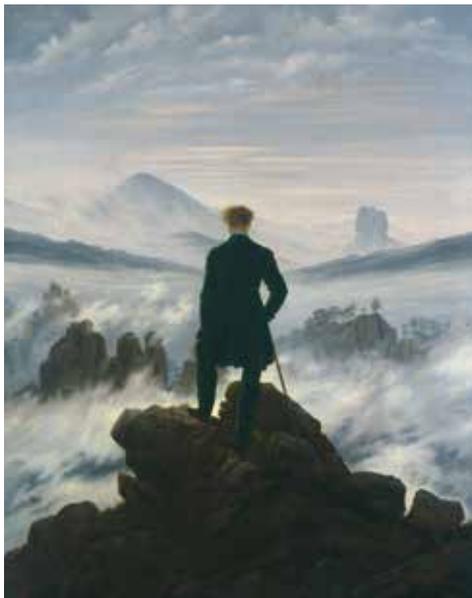
Escaping  
from reality  
does us good  
– making the  
case for es-  
capism

# AXOR

When the world seems to be out of joint, people have an overwhelming need to retreat from their seemingly threatening or chaotic reality: This behavior is called escapism and can otherwise be described as the conscious or unconscious departure to other more comforting worlds. An ambivalent term that is currently undergoing an interesting transformation: In a positive sense, today it is increasingly also understood as a strategy for mental relaxation, while it is used negatively to describe avoiding problems and running away from reality. Psychologists and neuroscientists from Oslo<sup>1</sup> to Canada and the USA<sup>2</sup> are currently also researching the positive aspects of escapism and mind-wandering. They believe that, when used moderately and consciously, escapism has the power to promote creativity, relieve stress, and lead to a better emotional and cognitive state. Almost as an effective antidote to external pressure, daily routine, and monotony, which can force thoughts into a linear and therefore predictable direction.

“Just as man needs bodily rest for the body’s refreshment, because he cannot always be at work, [...] so too is it with his soul, whose power is also finite and equal to a fixed amount of work. [...] Weariness of the soul must needs be remedied by resting the soul: and the soul’s rest is pleasure.”<sup>3</sup>

Thomas Aquinas (1225–1274)



© Wanderer above the Sea of Fog, Caspar David Friedrich, BPK Bildagentur

We all know about having brainwaves under the shower. Neuroscientist John Kounios and psychologist Mark Beeman have proven in multiple studies that the brain works in a kind of resting state (default mode network), particularly in hazy moments of relaxation and distraction, such as during a shower. This increases the likelihood of a eureka moment.<sup>4</sup> In an international survey conducted by cognitive scientist Dr. Scott Barry Kaufman on behalf of Hansgrohe, 72 % of respondents said they came up with their best ideas under the shower. 14 % even said they take showers for the sole purpose of developing creative thoughts and insights.<sup>5</sup>

In art, architecture, and design, by contrast, escapism – or disconnecting from the world – has always been a vehicle of creativity that can lead to new, important movements and creations, particularly in periods when reality is perceived as especially difficult. In light of the social unrest after the French Revolution, industrialization, and Napoleon’s campaigns across Europe, Romantics took refuge in the solitude of nature and their own world of emotions.

<sup>1</sup> Frode Stenseng from the University of Oslo has recently researched the positive aspects of online video games such as *Fortnite* among adults with disabilities (2024) and how joggers use their sport for active escapism (2023). <https://www.ntnu.edu/employees/frode.stenseng> | <sup>2</sup> Mills, Raffaelli, and Christoff have investigated the correlation between mind-wandering and cognitive flexibility, particularly in relation to creative problem-solving: “Is an off-task mind a freely-moving mind? Examining the relationship between different dimensions of thought”. In: *Consciousness and Cognition*, no. 58/2018, p. 20-33. | <sup>3</sup> Thomas Aquinas, *Summa Theologica*, II-II, Q. 168, A. 2. | <sup>4</sup> John Kounios, Mark Beeman: *The Eureka Factor: Creative Insights and the Brain*, Windmill Books, 2015 | <sup>5</sup> <https://www.pmmag.com/articles/96968-hansgrohe-study-the-brightest-ideas-begin-in-the-shower>, 2015

# AXOR



The Surrealist Manifesto by André Breton, published in 1924, laid the theoretical foundations for Surrealism, a movement that continued to have an effect far into the 1960s.<sup>6</sup> Inspired by Sigmund Freud's theories and devastated by two world wars, artists like Salvador Dalí, René Magritte, and Giorgio de Chirico withdrew to dream-like and inebriated experiences, using motifs from the subconscious, freed from rationalism and the laws of physics.



© BigCityPipeDream, Hayden Williams

“Customers are looking for a sense of discovery and escapism from the everyday, thus they relate to spaces that transport them away and take them on an adventure”

Torquil McIntosh and Simon Mitchell  
Co-founders of global design studio Sybarite<sup>7</sup>

And today? The global situation is making people turn to escapism again. Since the COVID-19 pandemic, 3D artists have been mesmerizing millions of followers, originally on Instagram, with new imagery that brings Romanticism and Surrealism into the digital age. With imagined surreal landscapes, architecture, and interiors in dreamy pastels, they opened windows into another world: Flawless places of longing that brought comfort to people in lockdown and prompted enthusiastic comments.<sup>8</sup> Renderings – in other words computer-generated graphics and animations – have long been used by architects and interior designers to visualize spaces before construction begins. However, this young generation of digital artists is going a step further and creating places in a utopian world that neither can nor should be built.<sup>9 10</sup>

<sup>6</sup> Didier Ottinger, Marie Sarré: *Surrealism*, exhibition catalog, Centre Pompidou Paris, 2024 | <sup>7</sup> VML Intelligence: *The Age of Re-Enchantment*, global trend report, 2023. | <sup>8</sup> Florian Siebeck: “Räume träumen” (“Dreaming Spaces”) in: *Frankfurter Allgemeine Quarterly*, issue 2/2020 | <sup>9</sup> Masha Erman, Robert Klanten: *Living in a dream: Dreamscapes, imagined interiors and architecture in digital art*, Gestalten publishing house, 2024 | <sup>10</sup> Robert Klanten, Elli Stuhler: *Dreamscapes and Artificial Architecture: Imagined interior design in digital art*, Gestalten publishing house, 2020

# AXOR



What started as a distraction during the pandemic has evolved into a number of successful companies today, and their dream worlds have been successfully sold as virtual NFT (non-fungible token) artworks or used commercially by big brands: New York-based design studio "Mue" was hired in this way for Apple ads, Amsterdam-based "Color C" for Cassina, German digital artist Constantin Prozorov for Louis Vuitton, Argentinian Andres Reisinger for Audi, Frenchman Benjamin Guedj for Porsche, and Spanish studio "Six N. Five" for Cartier.



© Sentimental Vacation, Invitation to Daydream, Mystical Reality, The Mue Studio

AXOR

2.

# The bathroom as an escapist retreat

# AXOR



Monolithic, oval shower head with beveled edges, minimalist square escutcheon and shower arm – a key element of the new AXOR bathroom concepts.

Very few other rooms have been enhanced more over the last few decades than the bathroom: From the once purely functional, sterile wet cell to a luxurious, holistic world of experience that affects all the senses. A place where we can be completely ourselves, where body and mind can relax. A kind of “selfless” space where we can welcome ourselves and withdraw from the world, “a bit like the old French idea of a boudoir, with a comfortable, warm atmosphere.”<sup>17</sup>

In the most intimate of all living spaces, cocooning is taken to extremes. At the same time, custom furnishings and the number of bathrooms have become discreet status symbols that allow the resident, hidden from the eyes of the public, to express their personality, preferences, and wealth.

“Quiet luxury embodies a refined elegance that whispers rather than shouts. It’s about curated simplicity, where quality materials and thoughtful details elevate the everyday experience.”<sup>19</sup>

Kerrie Kelly  
(Vice Chair of the NKBA, the US National Kitchen & Bath Association)

“Quiet luxury” or “stealth wealth,” which initially described a new wave in luxury fashion, is all about understated, low-key clothing and is characterized by high quality materials and artisanship. It has now crossed over to interior design, in particular to the most private sanctuary of them all – the bathroom – as described by *Vogue*<sup>18</sup> and on the website of influential American lifestyle expert Martha Stewart.



@Courtesy of Arclinea

<sup>17</sup>A conversation between trend expert Oona Horx-Strathern and Mateo Kries, Director of the Vitra Design Museums: “We have to re-evaluate the relationships with our homes.” in: <https://www.vitra.com/magazine> | <sup>18</sup><https://www.vogue.com.au/vogue-living/design/quiet-luxury-interior-design/image-gallery/d06e25f113fb97ddff4eef1cd2b862d0> | <sup>19</sup>Nina Derwin: “Meet Quiet Luxury—the Latest Home Design Trend that’s all about effortless sophistication” in: <https://www.marthastewart.com/quiet-luxury-design-trend-8613172>

# AXOR



© Bathroom designed by Craig Hutchinson, photography by Helen Cathcart

Investing in the bathroom can also add significant value to a property.<sup>20</sup> Realtors from the USA to the UK to China have observed that, alongside the number of bedrooms, the number of bathrooms and their furnishings have now become one of the key selling points and pricing factors in the high-end property market.<sup>21</sup> British architecture and design critic of *The Financial Times* Edwin Heathcote even speaks humorously of the inflation of the bathroom<sup>22</sup>, which ranges from American luxury villas with 42 bathrooms for 21 bedrooms to those in the townhouses of the upmarket boroughs of London.

“These conflicting ideas of purification, evacuation, opulence, minimalism and the need for a subtly sexualized shrine to self-administered luxury and the retreat to the sanctuary of the bath waters make for one of the most symbolically loaded of modern rooms.”<sup>23</sup>

Edwin Heathcote

<sup>20</sup><https://typeset.io/questions/how-does-number-of-bathrooms-impacts-house-prices-2sug6fddz3> | <sup>21</sup><https://www.mooreandyork.co.uk/news/why-do-bedroom-and-bathroom-counts-affect-property-values/> | <sup>22</sup> Edwin Heathcote: “Flush with cash – why do the super-rich need so many bathrooms?” In: *Financial Times*, 06/16/23, <https://www.ft.com/content/63c92d1e-c2ae-47c7-b083-90633942d057> | <sup>23</sup> Edwin Heathcote: *The Meaning of Home*, Frances Lincoln, 2012

# AXOR

In its current Trends Outlook Report, the American Society of Interior Designers (ASID) writes that warm color palettes are making their way into bathrooms, followed by faucets in matte, high-quality metallics, which are neither prone to water spotting nor fingerprints, as well as vintage details, biophilic elements, and durable, high-quality materials that remind us of nature.<sup>24</sup> According to this report, the bathroom has become the “spathroom” featuring more and more spa-like amenities.

Since the 2000s, award-winning German-Iranian architect and interior designer Yasmine Mahmoudieh has been experimenting with avant-garde bathroom concepts, especially in hotel design. She is now taking it a step further: In her latest bathroom and spa designs, she has even developed sound, fragrance, and dimmable light systems to round off the multisensory experience.



© Yasmine Mahmoudieh

In this private spa concept in a hotel suite, Yasmine Mahmoudieh uses recycled wood and wall elements made of organic, moss-like fibers and mycelium. Nature can also be heard and smelled via a sound and fragrance system.



A pouring spout set is just one of the products added to the AXOR One collection



AXOR has been supporting the evolution of the bathroom into a personal wellness retreat since as far back as 1993. With the most renowned designers of our time, including Philippe Starck, Antonio Citterio, Patricia Urquiola, Barber Osgerby, and Jean-Marie Massaud, the designer brand offers product solutions and technical innovations that meet the highest quality standards and sustainability requirements.

Traditional details like the trusted cross handle add to the options offered by the AXOR One additions by Barber Osgerby

<sup>24</sup> ASID 2024: Trends Outlook Report, www.asid.org

AXOR

3.

The mega-trend of immersion in other worlds

# AXOR

© Louis Vuitton Menswear Fall 2020, Justin Sutcliffe for Lightroom



© Vogue courtesy of Condé Nast, Justin Sutcliffe for Lightroom



What began in the world of video games – immersion in virtual reality through a mouse, joystick or VR headset – has become a megatrend that has now spread to many other areas: From art exhibitions, dance performances, fashion shows, restaurants, stores to movies, everything is becoming immersive with the aim of opening up an extraordinary world of experience to the visitor via new, multisensory adventures.

© CHANEL Spring-Summer 2015 Haute Couture Show Landscape, Justin Sutcliffe for Lightroom



In London's Lightroom, *Vogue* is currently hosting an immersive runway premiere; the Festival de Cannes gave the top award to *Colored* in the new Immersive Competition in 2024.

# AXOR

© Jacquemus, Selfridges, Random Studio



Increasingly, surreal worlds of wonder can be found in store and hotel design: In 2023, *Frame* magazine gave its Best Retail Design award to pop-up store “Le Bleu” in London department store Selfridges: A bathroom and swimming pool changing room designed by French fashion designer Jacquemus and Dutch design agency Random Studio as an interactive and scented cabinet of curiosities where people can splash about.



A global study by VML, one of the largest international creative agencies, gets to the heart of it: We are living in the “age of re-enchantment.”<sup>25</sup>

In her *Lifestyle Forecasting Book 2026*, renowned trend forecaster Li Edelkoort predicts that rediscovering child-like wonder with all our senses will also cross over to private home design. According to her, the “interior child,” a word play on “inner child” and “interior design,” will long “to reinvent rituals and rethink design, seen from a naive perspective with an optimistic character [...] culminating in a period of simple shapes and happy colours, authentic finishes and improvised colours, narrative stories and illustrative colours.”<sup>26</sup> She adds that, in future, the freedom of fantasy and the desire to play will encourage increasingly individualistic and positive, comforting interiors.

<sup>25</sup><https://www.vml.com/insight/the-age-of-re-enchantment-report>, May 2023 | <sup>26</sup>Li Edelkoort: “Home & Interior” in: *Lifestyle Forecasting Book 2026*. [www.edelkoort.com](http://www.edelkoort.com)

# AXOR



© Ushi Tamborriello

The "Gretel and Hansel" bathroom concept by Swiss interior designer Ushi Tamborriello and her team fits the bill perfectly: The 15 sqm bathroom, inspired by the Black Forest (the home of AXOR) and the *Grimms' Fairy Tales* characters, combines storytelling and interior design. The swimming pool ladder is a surprising and playful way to access the rear shower area. Hansel and Gretel's different personalities are reflected in the choice of AXOR collections. They play with contrasts such as round/linear, high gloss/matte, light/dark, marble/wood to create harmony through their duality. The options for individualization and for creating a totally unique bathroom fairy-tale world are pretty much limitless thanks to the combination of a diverse portfolio of colors, surface finishes, and materials – the AXOR Signature service also crafts special one-off pieces and personal one-of-a-kind items.

# AXOR

“Nature brings us freshness,  
truth and clarity. Nature is obvious.”

Philippe Starck

In the bathroom, the metaphorical term of immersion comes into its own in a very concrete and natural way: Water is an immersive medium in itself. Immersing ourselves in it, or washing, has not only been a practical act of purification across cultures throughout the history of humanity, but it is often also a spiritual ritual associated with the idea of rebirth and renewal.<sup>27</sup>



© AXOR Massaud



© AXOR Starck V

Water is the source of life. Water is precious and deserves the deepest respect. Water can invigorate, calm, and pamper us – and it amazes us time and time again. Whether in the crystal-clear body of the AXOR Starck V, where a lively but resource-efficient water vortex dances around, or in the AXOR Massaud faucets, where the spray turns into a waterfall, AXOR is immersed in the nature of water and celebrates it in all its forms.

<sup>27</sup>Stefan Bauer: “Wasser als Symbol in Mythos und Religion” (“Water as a Symbol in Myth and Religion”) in: *Forum* no. 258, p. 43ff.

AXOR

4.

# Disconnect! Physical versus virtual experiences

# AXOR



© Getty Images, David Trood

People who have ever undergone the extreme physical experience of an ice bath will have a crystal-clear understanding of the superiority of tactile or haptic stimuli over virtual experiences.

Perhaps this explains the ice bath trend. Today it's the equivalent of Kneipp therapy for the TikTok and Instagram generation, with millions of social media users filming themselves plunging into the cold water and commenting on uploaded videos. Extreme athlete Wim Hof and, more recently, wellness influencers such as Hollywood star Gwyneth Paltrow popularized it, for example through Paltrow's Netflix series *The Goop Lab*, in which she swears by the health-enhancing effect of cold baths and showers. Ice baths are often also lauded as a kind of "mental reset," as they can bring the person's attention into the moment and therefore act as a mindfulness exercise.<sup>28</sup>

## "No touch is casual"<sup>29</sup>

Antonio Citterio

In an increasingly digital and virtual world, genuine feelings are becoming fundamentally important, as experimental psychologist Martin Grunwald writes in his award-winning book *Homo Hapticus: Warum wir ohne Tastsinn nicht leben können* (*Homo Hapticus: Why We Can't Live without our Sense of Touch*). In it, he warns of a world full of touchscreens, which cannot be used to touch the world in a literal sense. The Leipzig-based pioneer of research on human haptic perception argues the case for moving away from the primacy of the visual experience in marketing and product development. Instead we should consider the sense of touch as the most elementary and infallible of all the senses. He believes the often subconscious act of feeling an object can tip the scales in favor of making a purchase in under a second.<sup>30</sup>

What's more, with water in particular, he claims each person will have made their first formative discoveries of the substance as a small child and memorized a concept of it: "Water comes in the form of puddles, streams, lakes, and seas. It comes out of the faucet or bucket, it flows into the bath tub, and when it rains, it's everywhere and comes from above."<sup>31</sup> He adds that it can be hard, soft, hot or cold. It can support us, or when we submerge ourselves in it, it can leave us struggling for breath. The experience with water is multifaceted, but always concrete.

<sup>28</sup> A new wellness study by McKinsey, which surveyed more than 5,000 consumers in China, the UK, and the USA, values the global market at 1.8 trillion US dollars, with growth rates of up to 10 percent per year. Astoundingly, according to the survey, millennials and Gen Z in particular already spend more money on fitness and mindfulness/mental health products and offers than older respondents. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/the-trends-defining-the-1-point-8-trillion-dollar-global-wellness-market-in-2024> | <sup>29</sup> Said in an interview at the Salone del Mobile in Milan, 2024: <https://www.lovethatdesign.com/article/in-conversation-with-antonio-citterio/> | <sup>30</sup> Martin Grunwald: *Homo Hapticus: Warum wir ohne Tastsinn nicht leben können* (*Homo Hapticus: Why We Can't Live without our Sense of Touch*), Droemer (paperback), 2023, p. 135, p. 141 | <sup>31</sup> Martin Grunwald: *Homo Hapticus: Warum wir ohne Tastsinn nicht leben können* (*Homo Hapticus: Why We Can't Live without our Sense of Touch*), Droemer (paperback), 2023, p. 57

# AXOR

Could this explain why the bathroom is still one of the least interconnected rooms? Around 20 years ago, various futurists predicted intelligent mirrors featuring integrated LCD screens that display the news while people brush their teeth or read out their latest e-mails, while hidden motion sensors control the water and light. Even though companies like Withings in France have long been selling smart scales with nutrition tips – and soon also toilet scans that analyze urine to provide information on fertility, hydration, and vitamin C levels<sup>32</sup> – the bathroom seems to still be the place where most people want to have a rest from this kind of connectivity and self-tracking and focus on the important things: Themselves, their senses, and the joy of using water.



© BUGATTI



Digitalization is expected to once again take a back seat in the car, too. Matthew Avery, Director of Strategic Development for Euro NCAP, the European voluntary car safety performance assessment program, recently demanded we “bring back buttons.” He wants car models that rely too heavily on touchscreen operation to receive a lower safety rating from 2026. He is convinced this technology is too distracting for drivers and causes accidents.<sup>33</sup>

In the luxury segment, the trend has long been moving toward classic cockpits with instrument clusters. The new Bugatti Tourbillon is a consequential example: As its name suggests, all instruments have been made by a Swiss watchmaker and are reminiscent of the art of mechanical horology. One single screen pops out of the leather-upholstered dashboard, but only if the driver wants it.

<sup>32</sup> <https://www.withings.com/uk/en/u-scan> | <sup>33</sup> <https://kurier.at/motor/news/euroncap-fuer-mehr-analoge-schalter-im-auto/402809701>

# AXOR



AXOR has supported this reverse maneuver to analog, solid virtues and concrete, mechanical engineering for a long time. The AXOR ShowerComposition modules by Philippe Starck get to the heart of it: They are intuitive and can be operated using simple, self-explanatory flip switches or dials – similar to the control panel on an analog HiFi system.



The new AXOR Citterio C shower faucet also speaks this design language: The round knob for temperature control has the same Cubic Cut structure as the other products in the collection. Not only does it make a visual statement, but it is also non-slip, even with soapy hands.

The AXOR ShowerSphere overhead showers, also by Antonio Citterio, are a new addition to the portfolio. Borrowing from archetypal desk lamp design, their two arms can be bent and tilted by hand to suit the individual user while in the shower.

In the bathroom, we don't want to type, swipe or scroll through menus. We want to feel. We want our bodies to sense the water on our skin and we want to be totally at one with ourselves. We want to experience the luxury, be offline, recharge our inner batteries, and relax our soul through simple, specific rituals.

**We want to escape the ordinary!**



# AXOR

## AUTHOR: SILKE BENDER

Silke Bender works as a freelance journalist in Paris. The art historian writes about the beautiful sides of life: Fashion, design, architecture, art, travel, and hospitality. Her writing has appeared in publications including *Icon/Welt am Sonntag*, *AD*, *Atrium*, *Ideat*, *GG* magazine, *Nomad* magazine, *Stern*, *Ideales Heim* (Switzerland), *Encore/SonntagsZeitung* (Switzerland), and in exhibition catalogs for museums and galleries. Her mission: To comprehend the depths beneath the surface. "For me, writing is a method of understanding and a process of refinement."

[www.silkebender.de](http://www.silkebender.de)

## ABOUT AXOR

AXOR conceives and manufactures iconic objects for luxurious bathrooms and kitchens. Developed in collaboration with world-renowned designers—Philippe Starck, Antonio Citterio, Jean-Marie Massaud and Barber Osgerby among them—AXOR products come in a variety of styles. All AXOR faucets, showers and accessories are produced to the highest standards of quality. With an expertise that extends far beyond the products themselves, AXOR inspires and enables architects, interior designers and the design-savvy public.

Together with AXOR, they shape water-related spaces that reflect the unique personality of the user. Part of the Hansgrohe Group, AXOR is a forward-thinking brand dedicated to developing distinctive products, manufactured with excellence.

## AXOR NEWSLETTER

Sign up for the AXOR newsletter and get regular updates on products, designers, ideas, and interior design concepts. Get inspired by AXOR innovations and ideas and receive help with your bathroom planning.

 [AXOR newsletter](#)

Learn more about AXOR:

-  [AXOR Design](#)
-  [AXOR](#)
-  [axordesign](#)
-  [AXOR](#)
-  [axor.design](#)

# AXOR

## 5. SOURCES

American Society of Interior Designers (ASID): *Trends Outlook Report 2024*, [www.asid.org](http://www.asid.org)

Aquinas, Thomas: *Summa Theologica*, II-II, Q. 168, A. 2.

Bauer, Stefan: "Wasser als Symbol in Mythos und Religion" ("Water as a Symbol in Myth and Religion") in: *Forum* no. 258, p. 43ff.

Derwin, Nina: "Meet Quiet Luxury—the Latest Home Design Trend that's all about effortless sophistication" in: [Marthastewart.com](http://Marthastewart.com), 03/31/2024

Edelkoort, Li: "Home & Interior" in: *Lifestyle Forecasting Book 2026*

Erman, Masha; Klanten, Robert: "Living in a dream: Imagined interiors and architecture" in *digital art*, Gestalten publishing house, 2024

Grunwald, Martin: *Homo Hapticus: Warum wir ohne Tastsinn nicht leben können (Homo Hapticus: Why We Can't Live without our Sense of Touch)*, Droemer (paperback), 2023

Heathcote, Edwin: *The Meaning of Home*, Frances Lincoln, 2012

Heathcote, Edwin: "Flush with cash – why do the super-rich need so many bathrooms?" in: [ft.com](http://ft.com), 06/16/2023

Ingram, Tracey: "How is consumer hunger for escapism playing into experiential design?" in: *Frame* magazine, 03/18/2024

Klanten, Robert; Stuhler, Elli: *Dreamscapes and Artificial Architecture: Imagined interior design in digital art*, Gestalten publishing house, 2020

Kounios, John; Beeham, Mark: *The Eureka Factor: Creative Insights and the Brain*, Windmill Books, 2015

Kurier.at: "EuroNCAP: Weniger Touch, mehr analoge Schalter im Auto" ("EuroNCAP: Less Touch, More Analog Buttons in the Car"), 03/07/2024

McKinsey & Company: *Future of Wellness* survey, 01/16/2024

Mills, Raffaelli, Christoff: "Is an off-task mind a freely-moving mind? Examining the relationship between different dimensions of thought" in: *Consciousness and Cognition*, no. 58/2018, p. 20-33

Miyashita, Nina: "5 ways to nail the quiet luxury decor trend" in: [Vogue.com.au](http://Vogue.com.au), 02/01/2024

Ottinger, Didier; Sarré, Marie: *Surrealism*, exhibition catalog, Centre Pompidou Paris, 2024

Peters, Siddharth: "In Conversation with Antonio Citterio" in: [lovethatdesign.com](http://lovethatdesign.com), 05/14/2024

Siebeck, Florian: "Räume träumen" ("Dreaming Spaces") in: *Frankfurter Allgemeine Quarterly*, issue 2/2020

Stenseng, Frode et al.: "Running to get 'lost'? Two types of escapism in recreational running and their relations to exercise dependence and subjective well-being." in: *Frontiers in Psychology*, 2023

Stenseng, Frode et al.: "Gaming motivation and well-being among Norwegian adult gamers: the role of gender and disability." in: *Frontiers in Medical Technology*, 6, 2024

Oona Horx-Strathern in conversation with Mateo Kries: "We have to re-evaluate the relationship with our homes", [Vittra.com/magazine](http://Vittra.com/magazine), 04/22/2021

VML Intelligence: *The Age of Re-Enchantment*, global trend report, 2023

# AXOR

## IMPRINT

Hansgrohe SE  
Austraße 5-9  
D-77761 Schiltach  
Germany

Tel. +49 7836 51-0  
Fax +49 7836 51-1300  
info@axor-design.com  
www.axor-design.com

In cooperation with Silke Bender  
France cell +33 6 02 12 77 28  
Germany cell +49 171 41 41 259  
silke.bender@berlin.de

November 2024