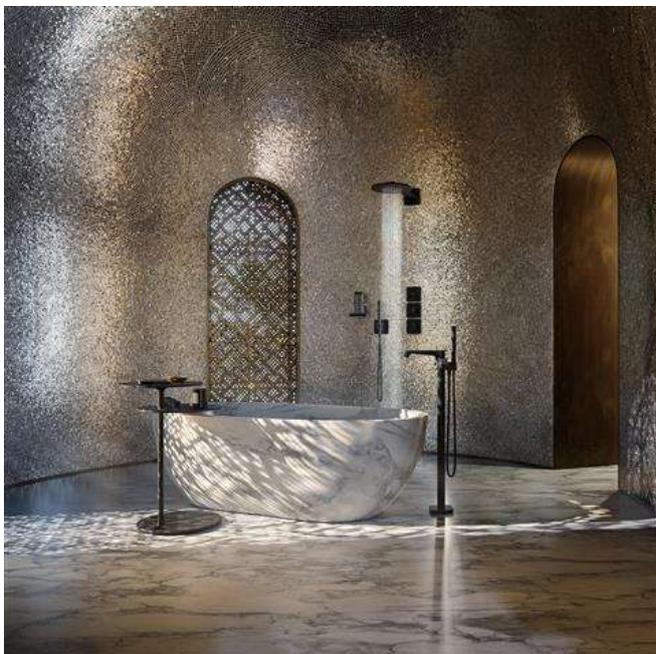


Press Information

A Place of Regeneration

AXOR x Hadi Teherani: The Bathroom as a Source of New Energy



For more than 25 years, AXOR has partnered with world-renowned designers, working together to shape water-related spaces that express the unique personality of the user. In recent years, individualisation has emerged as one of the megatrends in interior design, as consumers seek out more personal expressions of luxury, style and well-being in their homes.

To help architects and interior designers better understand their clients' personal evolving desires and develop distinctive and sustainable long-term solutions, AXOR has launched the **DISTINCTIVE** project. **AXOR DISTINCTIVE** is a unique exploration of individualisation in personal living spaces, that brings together the most important insights and perspectives on the topic of individual luxury.

Hadi Teherani approaches his architecture and design projects holistically. Born in Teheran and raised in Hamburg, Hadi Teherani is a prolific and versatile designer whose works can be found in Germany and all over the world.

His sustainable and holistic approach to architecture and design has seen his work gain international recognition. His bathroom concept for the **AXOR DISTINCTIVE** project has been designed to reflect his own individual idea of this space - in its daily use, its design, and its furnishing.

Hadi Teherani explains: "It [the bathroom] is a space where I can retreat, throw off the stress, and come out reborn. I see the bathroom as a space where I can clean myself—in a metaphorical sense as well. This space protects me, offers me security, but at the same time, it doesn't restrict me but rather gives me a feeling of space and infinity."

"Human beings have always built cocoons in which they feel protected and could find shelter—whether made of snow, earth, or stone. The primal form of housing if you like. Enveloping but not narrowing. And this is what I take up in my vision of a bathroom."

Hadi Teherani's concept features the form of a cupola placed in the centre of a house or a hotel suite. In an open layout, the circular room is accessible from several sides with four window openings and round arches facing each other. In the centre, an organically formed bathtub is the focal point, alongside a spacious shower area and a generous, oval double washbasin. The concept is inspired by the public baths in the Middle East, which usually cover an area of hundreds of square metres, formed out of several individual cupolas accommodating the reception area, the dressing rooms, the main bathroom, the fountains, and the toilet.

Teherani chose this particular architectural style for his personal idea of a bathroom as it symbolises openness and secureness. He said: "The vastness comes from the high arched ceiling with a glass mosaic that stretches across the room like the sky. When you lay here in the bathtub placed in the centre of the room you get the feeling of looking into the vastness of the starry sky."

The semi-circular openings lend additional generosity to the concept, but also help to create a place of retreat. This effect is amplified by the materials used - light marble surfaces in the shower area and a dazzling, silver glass mirror mosaic that extends from the floor to the cupola.

AXOR Citterio E taps, AXOR overhead and hand-held showers, as well as AXOR Universal Softsquare Accessories in Matt Black form a striking contrast. Teherani describes the products as fulfilling the role of functional jewellery, and comments: "The taps crown the bathroom concept with their timeless elegance and transport the water to the washbasin. The overhead shower is a recharging area for new energy and the bathtub tap is the water source at the bathtub."

In material, layout and furnishing, Hadi Teherani's bathroom concept is an expression of individual experiences and personal preferences, holistic thinking, and detailed planning—all seamlessly combining both modernity and history.

"The passages offer the possibility to add more cupolas with a steam bath or an extra shower area and thereby extend the bathroom. This concept is, so to speak, the basis, with the primary areas that are needed in a bathroom: washbasin, shower, bathtub. The design allows one to complete the bathroom according to personal ideas or to equip it with taps and showers in special finishes. This type of individualisation is a further form of luxury."

For more information: www.axor-design.com/int/inspiration/bathroom-concepts/hadi-teherani

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Notes to Editors

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.

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