

## Press Information

ICONIC AWARDS 2020: Innovative Interior for hansgrohe Rainfinity

### **hansgrohe Rainfinity Win “Best of Best”**

Highest award for hansgrohe: On 12 January 2020 at the international furniture fair, **imm cologne**, the premium brand of the Hansgrohe Group was honored with the Best of Best distinction in the *2020 ICONIC AWARDS: Innovative Interior* competition. The new Rainfinity family of showers came out as a winner in the “Bath and Wellness” category. Olivier Sogno, Vice President Global Marketing accepted the coveted award celebrating the world’s best interior design.

“Rainfinity entices with its distinct design language that makes for an unmistakable shower experience and fits every modern bathroom. It also features a functionality that has been thought through down to the last detail and ensures an exceptional showering experience. The shoulder shower is a very interesting feature which is integrated into the shelf and meaningfully supplements the product line”, said the jury.

“We are very pleased and honored to have been awarded with the Best of Best distinction. By bestowing this award on us, the jury confirms our innovative achievements and recognizes our design process,” says Marc André Palm, Head of Global Brand Marketing for hansgrohe. “We are extremely proud of this because with Rainfinity hansgrohe is setting groundbreaking standards in the bathroom and creating products for discerning wellness enthusiasts and design aficionados.”

### **hansgrohe Rainfinity – Showering in a New Dimension**

With the shower family Rainfinity, hansgrohe has developed a new archetype that looks progressive, yet familiar. It combines new efficient technology and real user requirements in an innovative way. The overhead shower offers a more intense showering experience, which is perfectly adapted to the body shape. For the first time, a shoulder shower is included in the

range of the showerpipe, overhead-and hand-held showers. Surfaces: matt white as a trend color in interior design.

**About ICONIC AWARDS: Innovative Interior**

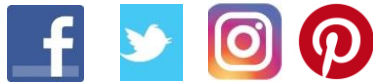
The goal of the ICONIC AWARDS: Innovative Interior is to discover and honour the best achievements in all areas of interior design. The competition is aimed at all companies in the furniture industries, as well as their partners in the areas of interior design. Furniture, lights and fixtures are no longer seen individually, but as design elements that form part of the overall composition. This approach results in landscaped interiors which have been designed down to the smallest detail to create the highest level of atmosphere and personal expression. Each of the individual elements that make up these holistic living environments – from the lights to the door handles, from the tableware to the room dividers and textiles – are designed with the greatest care and effort.

hansgrohe stands for innovative solutions for kitchens and bathrooms that combine intelligent functionality, outstanding design, and enduring quality. Based in Germany's Black Forest region, the internationally active Hansgrohe Group sells premium products for showers, shower systems, bathroom and kitchen taps, and kitchen sinks under the hansgrohe brand.

hansgrohe stands for great moments with water since 1901. With its many award-winning products, this traditional brand shapes the flow of water in the kitchen and the bathroom. Because this is where people spend the time they treasure most and experience precious moments in the interaction with water.

hansgrohe stands for Smart Living applications that enrich people's everyday lives and offer them more functionality and safety in their homes.

## hansgrohe. Meet the beauty of water.



Find out more about the hansgrohe brand at:

[www.facebook.com/hansgrohe](http://www.facebook.com/hansgrohe)  
[www.twitter.com/hansgrohe\\_pr](http://www.twitter.com/hansgrohe_pr)  
[www.instagram.com/hansgrohe](http://www.instagram.com/hansgrohe)  
[www.pinterest.de/hansgrohe](http://www.pinterest.de/hansgrohe)



## iF Design Leader in the Bathroom Industry

In the current 2019 ranking of the International Forum Design (iF) of the best companies in the world of design, the Hansgrohe Group, with its brands AXOR and hansgrohe, ranks in the TOP10\* among 4,215 listed companies.

The Black Forest-based showers and fixtures specialist outperforms famous brands such as Apple, Audi or Daimler and reconfirms the company's leading position\* in the bathroom industry.

At the iF DESIGN AWARDS 2019, eight AXOR- and hansgrohe-branded products received an iF DESIGN AWARD 2019.

For further information on our design awards, please visit [www.hansgrohe-group.com/en/about-us/claim/design/awards](http://www.hansgrohe-group.com/en/about-us/claim/design/awards).

\*[www.ifworlddesignguide.com](http://www.ifworlddesignguide.com)

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