

Press Information

Bathroom trends for 2018: natural materials, lots of light and a clearly defined room layout

Authentic, Tranquil and Hygge: The Bathroom as a Place to Wind Down



hansgrohe_Rainmaker_Select_ShowerTabletSelect_700_Ambience_People

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Glass and water are natural bathroom partners: Thanks to their quality glass surfaces, Rainmaker Select overhead shower and ShowerTablet Select shelf units by bathroom specialist hansgrohe smoothly blend the bathroom design into the overall architecture. The Rainmaker Select shower head with its three different spray modes and a 46-centimetre spray disc invites you to enjoy a customised and pleasurable shower experience. The ShowerTablet Select thermostat is a shower control unit that doubles as a spacious shelf.

Schiltach, January 2018. The room for personal grooming, formerly a purely functional space, has evolved into a retreat, a place where we can take a break and relax. Anyone designing a new bathroom nowadays turns to trends that help slow down our hectic lifestyles. The Danes have their own special word for that: *hygge*. “For us Danes, *hygge* describes the feeling of wellbeing and contentment we derive from tranquillity, simplicity and relaxation,” explains Thomas Leth, Area Sales Manager for Northern European countries and Managing Director at

Hansgrohe Denmark. “It’s not for nothing that we’re considered one of the happiest countries.” The 44-year old grew up surrounded by all things bathroom and Hansgrohe. After all, it was his father who established Hansgrohe’s Danish subsidiary in 1987. Thomas Leth understands how to bring *hygge* to the bathroom.



Thomas_Leth

“With a hyggelig bathroom you start off the day happy and end it with a warm feeling of wellbeing—perhaps together with your entire family. It’s the little things that bring cosiness to what used to be a very functional and sterile space: natural and homely materials, friendly textiles, and plants and candles convey tranquillity and inspire us to return to the simple pleasures of life.”

Authentic materials play an important role, from rustic warm wood elements to rough wall surfaces, such as exposed concrete or brick, in combination with vintage accessories and natural accents.



hansgroheMetropol_People06

Natural, rough surfaces create a tactile sensuousness and set the stage for shimmering metallic fixtures and showerheads with a linear, geometric design such as hansgrohe’s new Metropol mixers and Raindance E showers.

A clearly defined, spacious room layout opens up space for freedom of movement. Lots of light, soft colours and practical storage space for bathroom toiletries give the room an uncluttered look and an air of peace and quiet. Seating options and shelves and racks make the room homely. Shower areas are becoming more spacious without being obtrusive. Floor-level showers are on trend: big enough for two, no frames, and minimalist with an almost invisible glass panel as a splash guard.



hansgroheRainSelect_People
RainmakerSelect02

The hansgrohe shower control is a comfortable and elegant control centre for a relaxed shower experience. The unit's mechanisms are hidden in the wall.



hansgrohe_Talis_Select_Ambience_1.jpg

hansgrohe Talis Select mixers score with their unobtrusive design and intuitive touch-button control.

“The serene architecture of the bathroom is ideally complemented with mixers and shower heads that impress with their minimalist design,” Thomas Leth explains. “When nature and water take centre stage, technical elements should be concealed behind a wall or panelling for a clean and uncluttered look. Functions should be clearly recognisable and easy to use. The broad portfolio of hansgrohe brand mixers and showers offers a wealth of designs and features that satisfy all personal tastes and needs. And when bathroom basics perfectly fulfil the user's wishes, the resulting atmosphere is naturally hyggelig.”

Images link:

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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.

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