

Press Information

Philippe Grohe presented the Axor ShowerProducts for the first time in the fall of 2013

Elegance and Magic: Axor Presents Unique Shower Products for the Modern Bathroom with Front and Nendo

Schiltach/Frankfurt, March 2015: Axor, the designer brand of Hansgrohe SE, presented its shower products with Front and Nendo for the first time in the fall of 2013. The innovations developed together with the Swedish design trio Front and the Japanese design studio Nendo impress with their austere yet unique design.

“With the Axor ShowerProducts designed by Front, our focus is on intuitive use: despite their sophisticated aesthetics, the individual components provide concrete benefits,” says Philippe Grohe, Head of Axor. “With the Axor LampShower designed by Nendo, we succeeded in opening the traditionally isolated bathroom towards the living room through the addition of an elegant piece of furniture,” the grandson of the company’s founder Hans Grohe explains.

Axor LampShower Designed by Nendo: Increased Comfort for the Bathroom

Oki Sato, the creative brain behind the Japanese design studio Nendo, magically fuses light and water with the new Axor LampShower. “Neither a lamp nor a shower, it is a hybrid,” says the 36-year-old Sato. The lightness of the visual design and the combination of light and water impart a heightened sensual dimension on the shower. Contributing to this

effect are the wide-rimmed shower crest and the warm ambient lighting. “The natural blending of light and water in the new Axor LampShower gives the bathroom a cozier feel, and, by doing so, it contributes significantly towards decreasing the pace of our increasingly hectic lives,” explains Philippe Grohe. The Axor LampShower is available in ceiling- and wall-mounted versions. In addition to the standard chrome finish, the products can be individualized with the application of a range of special finishes through the Axor Manufaktur.

Axor ShowerProducts Designed by Front: the Industrial Appeal of the Shower

The new Axor ShowerProducts designed by Front allow us to experience water pathways in their most original form. “With our product we want to draw attention to the hidden aesthetics of technology in a particularly elegant way, turning pipes, joints, valves and funnels into a charming design object,” explains Charlotte von der Lancken. In this way, a simple funnel becomes a well-proportioned showerhead, for example. “Front show us how traditionally purpose-specific components of a shower can be transformed into a visually appealing design object,” adds Philippe Grohe. A total of five Axor products for the shower zone bear the signature of Front: a hand shower, a shower set consisting of a hand shower, a wall bar and a shower hose, an overhead shower as a ceiling- or wall-mounted version with two different spray types, and a showerpipe consisting of a thermostat, a height-adjustable overhead shower and a hand shower.

Product Overview

Axor LampShower 1jet with shower arm length 428mm: Horizontal pivot angle 150°

- Power supplied via a connecting cable (7m) and 12 V adaptor
- Lamp controlled separately outside the shower via a light switch
- LED light source (5 watt)
- Shower face diameter 275mm (removable)

Axor LampShower 1jet with ceiling-mount connector length 73mm:

- Power supplied via a connecting cable (7m) and 12 V adaptor
- Lamp controlled separately outside the shower via a light switch
- LED light source (5 watt)
- Shower face diameter 275mm (removable)

Axor hand spray 1jet:

- Flow rate 9 l/min
- Bundled, parallel shower jet

Axor shower set:

- Hand spray 1jet
- Flow rate 9 l/min
- Wall bar 90cm with height-adjustable slider
- Shower hose 160cm

Axor overhead shower 2jet with ceiling-mount connector length 139mm:

- Diameter 240mm
- 2 jet types: Rain (17 l/min) and RainAir (16 l/min) – switching by Select push button

Axor overhead shower 2jet with shower arm 448mm:

- Diameter 240mm
- 2 jet types: Rain (17 l/min) and RainAir (16 l/min) – switching by Select push button
- Angle adjustable by a maximum of 18°
- Horizontal pivot angle 150°

Axor Showerpipe:

- Overhead shower diameter 240mm
- 2 jet types: Rain (17 l/min) and RainAir (16 l/min) – switching by Select push button
- Overhead shower pivot angle maximum 18°
- Overhead shower individually height-adjustable by 300 mm
- Shower arm pivot angle 160°
- Thermostat technology for easy and accurate temperature preset
- Intuitive operation
- Hand spray 1jet (flow rate 9 l/min)

Axor, the designer brand of Hansgrohe SE, successfully realises "*Designer Visions for Your Bathroom*". In cooperation with Axor, leading architects, interior and product designers develop their vision for the bathroom as a living space. The Axor Collections offer a great number of unique and sustainable solutions to create personalised bathrooms of the highest aesthetic and technological levels. To date, Axor design partners include Ronan and Erwan Bouroullec, Antonio Citterio, Front, Jean-Marie Massaud, Nendo, Phoenix Design, Philippe Starck, and Patricia Urquiola. They all contribute towards making life in and around the bathroom a little more meaningful and beautiful. The Axor brand is headed by Philippe Grohe, grandson of the company's founder Hans Grohe.



Find out more about Axor on:
www.facebook.com/axor.design
www.twitter.com/hansgrohe_pr



Design leader in the sanitation industry

In the current ranking of the International Forum Design (iF) of the world's best enterprises in the field of design, Hansgrohe SE is in 11th position among 2,000 companies. With a score of 740 points, the Schiltach-based bathroom mixers and shower specialist even outperforms such enterprises as Daimler, Volkswagen and adidas and leads the design hit list in the sanitation industry.

www.hansgrohe.com/design

Further information: Hansgrohe SE
- Public Relations -
Astrid Bachmann
Phone: +49 7836 51 - 1297
Fax: +49 7836 51 - 1170
E-Mail: public.relations@hansgrohe.com
www.hansgrohe.com
www.axor-design.com

Picture Overview



Axor_LampShower_by
Nendo_Ceiling_Chrome
Copyright: Uli Maier for Axor /
Hansgrohe SE



Axor_LampShower_by Nendo_Wall_
Chrome_Light
Copyright: Uli Maier for Axor /
Hansgrohe SE



Axor_LampShower_by
Nendo_Wall_
Chrome_Night
Copyright: Uli Maier for Axor /
Hansgrohe SE

Lamp and shower united in an unusual design object produce a soothing atmosphere and an exciting interplay of light and water. With its delicate and "magical" water conduit, the familiar lampshade look also produces a cozy atmosphere in the bathroom.



Ambience_Axor_LampShower_by Nendo_1
Copyright: Kuhnle & Knödler for Axor / Hansgrohe SE



Ambience_Axor_LampShower_by Nendo_2
Copyright: Kuhnle & Knödler for Axor / Hansgrohe SE

The Axor LampShower lets the customary boundaries between spaces disappear. Suddenly the bathroom seems to be a perfectly natural part of the living area. The Axor LampShower is easily combined with shower and bathroom products from a diverse range of Axor collections and styles.



Axor_Showerpipe_by Front_Chrome
Copyright: Uli Maier for Axor / Hansgrohe SE



Axor_Handshower_by Front_Chrome
Copyright: Uli Maier for Axor / Hansgrohe SE



Axor_Overhead_Shower_by Front_Wall_Chrome
Copyright: Uli Maier for Axor / Hansgrohe SE

The Axor ShowerProducts designed by Front impress with their funnel-shaped hand and overhead showers. The type of water jet produced by the overhead shower can be changed by pressing the Select button – the two jet types *Rain* and *RainAir* ensure a sensual water experience. The ribbed handle design of the Showerpipe is convenient and allows for its intuitive operation.



Ambience_Loft_Axor_ShowerProducts_by Front_Night
Copyright: Kuhnle & Knödler for Axor / Hansgrohe SE



Ambience_Classic_Axor_ShowerProducts_by Front
Copyright: Kuhnle & Knödler for Axor / Hansgrohe SE

Thanks to their universal character, the Axor ShowerProducts designed by Front can be combined with many Axor collections and integrated into a diverse range of interiors – from a refurbished bathroom in an old building to a modern loft.



Philippe Grohe_Portrait_BW
Copyright: Alexander Schneider für Axor / Hansgrohe SE



Philippe Grohe_Portrait_Color
Copyright: Alexander Schneider für Axor / Hansgrohe SE

Philippe Grohe, the grandson of the company's founder Hans Grohe, was born in Switzerland in 1967. A trained photographer and economist, he held several positions in the United States before taking on the management of the French Hansgrohe distribution company. In 2001 he returned to the headquarters of the family-oriented company in Schiltach in the Black Forest to head Axor, the designer brand of Hansgrohe SE. A man with a deep commitment to nature, he is also passionate about photography and sports.



Nendo_Portrait_BW
Copyright: Alexander Schneider für Axor / Hansgrohe SE



Nendo_Portrait_WaterDream
Copyright: Alexander Schneider für Axor / Hansgrohe SE

The Canadian-born designer and interior architect Oki Sato and his design studio Nendo are among the rising stars in the international design community. Simplicity, lightness and elegance are characteristic of the creations of this internationally renowned studio. In 2006, Newsweek ranked the then 30-year-old Oki Sato among the "100 most highly respected Japanese"; Wallpaper* and Elle Decor named him "Designer of the Year" in 2012. Among his customers are Cappellini, Kartell, Foscari, Baccarat, Louis Vuitton, Hermès, Tod's, Starbucks and Coca-Cola.



Front_Portrait_BW
Copyright: Alexander Schneider for Axor / Hansgrohe SE



Front_Portrait_WaterDream
Copyright: Alexander Schneider for Axor / Hansgrohe SE

The creative minds behind the Swedish design studio Front are Sofia Lagerkvist, Charlotte von der Lancken and Anna Lindgren. The three designers first met at the University of Arts Crafts and Design in Stockholm and established their design studio in the year 2004. Their creations favor the experimental, surprising and unconventional, and they are invariably carefully thought through. Moroso, Porro, Kvadrat, Moooi, Established and Sons and Swarovski are among Front's customers. Their works can be admired in the permanent exhibitions of many leading museums, such as the Museum of Modern Art in New York.

Copyright: We must draw your attention to the fact that we have only limited usage rights for the images provided, all further rights however belong to the respective photographers. These images may therefore only be published free of charge if they clearly and expressly serve to portray or advertise the performances, products or projects of Hansgrohe SE and/or its brands (Axor, Hansgrohe, Pharo and Pontos). Any other form of publication requires the approval of the respective copyright owner and remuneration must be made in agreement with said copyright owner.