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Vortex VISIONARY

Not only is it destined to become an iconic must-have, as far as we know the Axor Starck V mixer is the first tap you can wash in the dishwasher. In this exclusive interview, its designer **Philippe Starck** explains his inspiration and thinking

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ore than just a great new design, the Axor Starck V mixer with its whirling vortex combines the practical delivery of water to the washbasin, with the emotional aspects of dynamic, swirling water. Axor is Hansgrohe's designer brand and known for producing products that reflect the vitality and emotionality of water.

Philippe Grohe, grandson of the company's founder Hans Grohe, says: "Undoubtedly, the vortex causes amazement – but people are also fascinated by its technical sophistication, such as the detachable and easy-to-clean spout or the low water consumption."

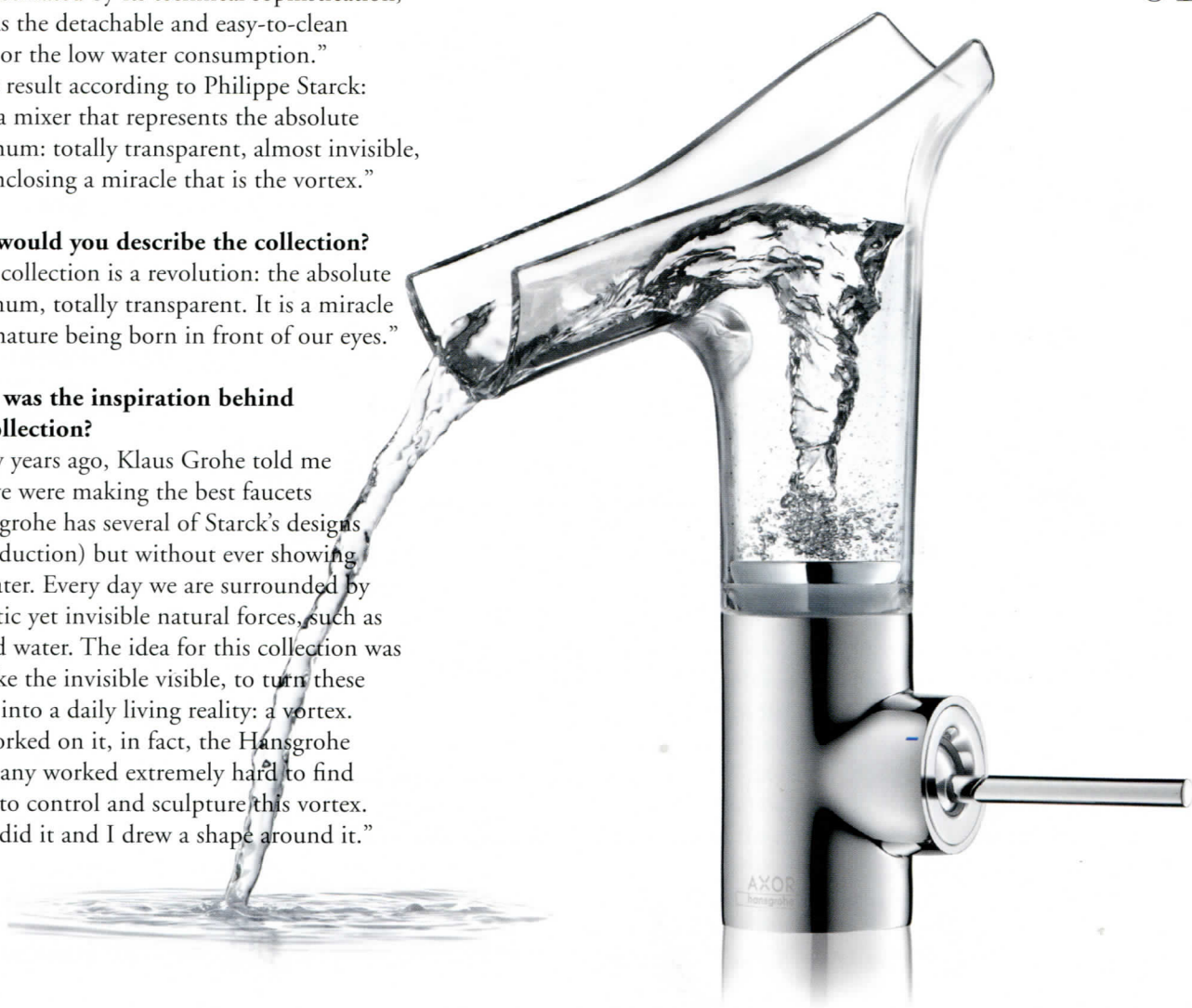
The result according to Philippe Starck: "...is a mixer that represents the absolute minimum: totally transparent, almost invisible, and enclosing a miracle that is the vortex."

How would you describe the collection?

"This collection is a revolution: the absolute minimum, totally transparent. It is a miracle from nature being born in front of our eyes."

What was the inspiration behind the collection?

"A few years ago, Klaus Grohe told me that we were making the best faucets (Hansgrohe has several of Starck's designs in production) but without ever showing the water. Every day we are surrounded by fantastic yet invisible natural forces, such as air and water. The idea for this collection was to make the invisible visible, to turn these forces into a daily living reality: a vortex. We worked on it, in fact, the Hansgrohe Company worked extremely hard to find a way to control and sculpture this vortex. Klaus did it and I drew a shape around it."





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What special features does this collection have?

“For the first time, we have the opportunity of really experiencing water. With the Axor Starck V only the water and the air, ‘the vortex’, matter. That is the reason why I have tried to make the design around it as minimal as possible.”

What is your usual design ethos?

“There are only two kinds of design: the useful one and the useless one. To be useful a design has to impact people’s life and their environment.”

“With the vortex, we see and more directly experience the water. And as water becomes a living reality, we are more conscious of the force and also of the fragility and the poetry of this fluid.”

“I believe that this faucet will participate to raise people’s ecological awareness. It is a strong eco-logical and eco-nomical statement.”

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The mixer is produced by Hansgrohe’s designer brand Axor, from an organic material, crystal glass, which is sustainable and durable. With a flow rate of four litres per minute, Axor Starck V saves water without compromising your experience. The open, rotatable, and detachable spout offers additional comfort: flexible installation of the mixer body in combination with the washbasin and easy cleaning in the dishwasher. The Axor Starck V comes in 12 standard finishes, plus individual finishes on request. Price on request. Available in UK from October 2014. hansgrohe.co.uk; starck.com