

Press Information

“Haute Couture for the shower: The Axor Starck Shower-Collection”

The aesthetics of a modular set, or: “From Ready-Made to Tailor-Made”

Milan/Schiltach, April 2008. “The collection consists of a complete program, an actual design system – similar to a mosaic or a puzzle made up of a whole lot of small, square-shaped objects – that can be combined to form an infinite range of totally flexible solutions. This is what we call Haute Couture for the shower.” This is how the French designer Philippe Starck describes the aesthetic value of the Axor Starck ShowerCollection, where a small, perfect square ushers into a great and flexible design concept. The fact that this latest co-production Axor, the designer brand of the company Hansgrohe AG with which he can look back over a successful sixteen-year collaboration in bathroom design, has its world premiere at the Milan Furniture Exhibition as part of the Fuorisalone program is no accident. Because the “Salone del Mobile” attracts creative talent from around the globe, the people who design the living environment of the future and the architecture with which we live. And here the bathroom – as is evident at the Milan Furniture Exhibition – plays an increasingly important role.

Perfect modularity – “Just mix it!”

The reason for this is that the bathroom is undergoing a change, from a purely functional place for ablutions to a wellness space designed to take care of body, mind and soul. People are spending more time in the bathroom once again, not merely for reasons of hygiene, but to enjoy relaxation, recreation and a sense of well-being. This makes the bathroom a fundamental part of individual living. Replacing conventional and rather banal interior design concepts with their standardized simplemindedness is the desire for more diverse yet harmonious space solutions that go beyond the individual product. “This does not mean that the product itself is going to be less significant – its functionality, its aesthetics, its emotional power will continue to be of importance,” explains Axor brand manager Philippe Grohe, “however, the individual product is embedded in a design or interior space concept. Now that we have developed new, holistic approaches to bathroom design with our Axor Starck, Axor Citterio or Axor Massaud bathroom collections, we are shifting our focus on to the shower. For this reason, the Axor Starck ShowerCollection is a comprehensive system of modular structure that provides a solution for each and every

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requirement – it is, if you like, a construction kit consisting of the most diverse range of elements that can be combined to create an infinite number of solutions thanks to its consistent underlying design philosophy. Like all our other collections, the Axor Starck ShowerCollection therefore provides the ultimate in freedom for creative design.“

The basic element of the Axor Starck ShowerCollection is a 12 x 12 centimeter square that can perform a range of different functions: shower, thermostat, lighting or speaker modules, as well as shelf units conform to the same square shape and the same austere design, as are the control elements such as faucets and mixers. Their minimalist clear lines and geometrical precision create an air of tranquility in the shower and focus attention on what matters: the enjoyment of the water.

All the modules can be combined freely in any arrangement, and in any number. Used as a free-standing individual solution or combined in a group, whether in a horizontal or vertical arrangement, centered in space or distributed in an asymmetrical design – the result will always be new and highly individual living environments in the bathroom.

This is especially true since technical refinements provide even greater flexibility. For example, the shower module can be used not only to create a range of different overhead showers, but by allowing the jet to be adjusted horizontally or vertically, it also performs outstandingly as a variable lateral shower module for the neck and shoulder regions. “With the Axor Starck ShowerCollection everyone – and especially architects and interior designers – can use their creativity to the full and create highly individual solutions. “Ready-made simply becomes tailor-made, as prefabricated modules are combined to form individual custom solutions“, says Philippe Starck. “This creates an aesthetic of well-being, and feeling well is a highly individual concern. Just be creative – just mix it!”

Heavenly shower pleasure – the Axor Starck ShowerHeaven

The Axor Starck ShowerCollection really does turn the shower into a place of well-being: into your own private spa. In this sense, the large Axor Starck ShowerHeaven is the highlight of the exclusive ShowerCollection. Covering nearly one meter square, this luxurious overhead shower creates a truly divine shower experience, a unique showering pleasure. This effect is due not only to the shower’s dimensions, which remain unmatched to date, but – and this also goes for the smaller version measuring 720 x 720 – it is also the quality of the water jets, perfected in the Hansgrohe Research Laboratory, that turns having a shower into an intense experience for all your senses. You can choose between a full laminar jet, a soft rain consisting of voluminous water droplets enriched with air, and the impressive whole-body jet where the water rains down on you softly from more

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than 500 nozzles. The clean lines, the geometrical shape that avoids all elaborations, and the pleasantly understated visual impact of the stainless steel ShowerHeaven give it a discreet appearance, in spite of its large dimensions. The Axor Starck ShowerHeaven blends into the architecture of a room in a decidedly unobtrusive fashion.

Space within a space – the Axor Starck ShowerCabin

The same can be said about the discreet presence of the 140 x 100 centimeter Axor Starck ShowerCabin, an all-glass unit that harmoniously blends into the surrounding space. Fully pre-assembled and easy to integrate, the ShowerCabin represents the sum of the square modules in the Axor Starck ShowerCollection. The cabin delights with its geometrical precision, high-quality materials and technical refinements. The cubist design of the cabin is the logical extension of the design into the third dimension. The softly backlit glass rear walls underscore the lightness of its presence. The extremely austere profiles highlight the strikt elegance of its shape. A technically sophisticated unit and a complete, self-contained design piece, the Axor Starck ShowerCabin is almost like a ready-made piece of furniture – ready for quick and easy integration into a space.

“In the Axor Starck ShowerCollection, we succeeded in developing not so much individual products, but a concept for the living space bathroom that places the shower at the centre of attention”, Philippe Grohe sums up. “It meets people’s growing need for well-being and turns taking a shower into a satisfying experience – aesthetically, functionally, technologically, and especially emotionally.”

Axor Starck ShowerCollection – the individual products:

Showers:

Axor Starck ShowerHeaven
in the following versions:
970 x 970 mm with built-in lighting
970 x 970 mm without built-in lighting
720 x 720 mm with built-in lighting
720 x 720 mm without built-in lighting

Shower module 120 x 120 mm

Control units:

Thermostat module
Handshower module
Shut-off valve

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Trio/Quattro

Accessories:

Light module
Shelf, short
Shelf, long
Loudspeaker

Philippe Starck:

Few designers have been as prolific as Paris-born Philippe Starck. An extraordinary mix of rock star, mad inventor, romantic philosopher and leading-edge creator, Starck has been, for more than 30 years, present in our everyday, creating objects that are „good“ before they are beautiful, and iconic destinations that transformed the perceptions and realities of our daily lives, touching the deepest wellsprings of our consciousness to evoke response and reconsideration. Website: www.starck.com

Axor, the designer brand of Hansgrohe AG, has a reputation as the ultimate in quality and perfect, innovative design for exclusive bathrooms. With a vast number of independent, comprehensive collections, developed in cooperation with internationally renowned architects and designers such as Philippe Starck, Antonio Citterio (Milan/Hamburg), Jean-Marie Massaud or Phoenix Design (Stuttgart/Tokyo), Axor provides unlimited freedom and so allows the creation of highly individual bathroom solutions and personalized interior designs. Axor collections can be found at the Burj Dubai as well as the Yoo Apartments in Manhattan, at the Bulgari Hotels in Milan and Bali and on the Queen Mary II, at the Grand Hyatt in Shanghai and at the Else Club in Moscow. The Axor brand manager is Philippe Grohe (41), the grandson of the company's founder Hans Grohe.



With its innovative technologies Hansgrohe AG will be partner of the German Pavilion „wunderbar“ at the International Exhibition EXPO 2008 in Zaragoza which centres on the theme “water and sustainable development”. Let us show you the better usage of the resource water. Visit the German Pavilion from June 14 until September 14 or at www.hansgrohe.com/expo2008.

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