

Press Information

Axor Starck V: Experiencing the Vitality of Water Axor and Philippe Starck Introduce the Vortex Phenomenon to the Washbasin Mixer

Schiltach / Milan, April 2014. New achievement in water design: Axor, the designer brand of Hansgrohe SE, is introducing a revolutionary washbasin mixer. Growing out of Axor's relentless drive for products that reflect the vitality and emotionality of water, the brand's first transparent mixer, Axor Starck V, was brought to life in collaboration with Philippe Starck. Its official presentation takes place at the Axor flagship store DURINIQUINDICI in Milan from April 7 – April 13.

“The vortex phenomenon has occupied my father Klaus Grohe for several years”, explains Philippe Grohe, Head of Axor. “His intuition that water could visibly be brought to the foreground through the vortex, was the starting point in the development of Axor Starck V. In our long-time friend Philippe Starck, we not only found the perfect design partner to create a shape around the vortex, but also a valuable sparring partner in the developmental process. Ultimately, the realization of the project was not made possible by creativity and determination alone, but by technical know-how and over 100 years of experience in handling water.” 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.”

Connecting with Water through the Vortex

For more than 20 years the human interaction with water and space has been at the core of Axor's innovations. Axor Starck V will be one of the most prominent translations of this idea yet: with the beauty and dynamism of its vortex, the mixer bridges the gap between the functional and emotional aspects of water at the washbasin, transforming it from a basic commodity to a valuable resource.

Organic Design and the Aesthetics of Transparency

The organic, transparent design of Axor Starck V gives it an exciting, yet subdued presence. Besides serving the technical function of making water visible, transparency aesthetically fuses the mixer body with its surroundings, thus, in essence dematerializing it. The openly designed spout contributes to the natural water experience: before the eyes of the user, the upward, swirling motion of water through the mixer's body and its “free-fall” into the washbasin trigger a feeling of joy and happiness.

Experiencing Water through Technology and Innovation

True to the Hansgrohe principle of producing highly aesthetic, functional and sustainable bathroom products, Axor Starck V shines with a multitude of innovations that together are certain to define a whole new category of washbasin mixers. For

example, the mixer is produced out of the organic material crystal glass, which is sustainable and durable. With a flow rate of 4 l/min, Axor Starck saves water without compromising the user 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.

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
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Product Overview

Axor Starck V

- Axor Starck V is available as a Single Lever Basin Mixer (9/2014), a Two-Hole Basin Mixer (3/2015) and Single Lever Basin Mixer for Washbowls (3/2015)
- Chrome and white (powder coating) finishes; twelve standardized special PVD finishes; further finishes are available upon request through the *Axor Manufaktur*
- Flow Rate of 4l/minute
- Minimum water pressure of 1.5 Bar needed to activate the vortex
- Crystal Glass: scratch- and detergent-resistant; dishwasher-proof
- Removal of glass spout: EasyClick-In connection between body and spout for easy cleaning and spare part handling
- SafetyStop: allows removal of spout without turning off the cartridge
- Swiveable spout: allows for a better view of the vortex; adjustment of the water spray to minimize splashes, flexible installation of the mixer body in combination with the basin
- Variable positioning of the mixer body to allow the joystick cartridge on the left or right

Picture Overview

Axor Starck V



Axor_Starck_V_Group
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Axor_Starck_V_SingleLever_Chrome_Water
Axor_Starck_V_SingleLever_White_Water
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The organic, transparent design of Axor Starck V give it an exciting, yet subdued presence. Besides serving the technical function of making water visible, transparency aesthetically fuses the mixer body with its surroundings, thus, in essence de-materializing it. The openly designed spout contributes to the natural water experience: before the eyes of the user, the upward, swirling motion of water through the mixer's body and its "free-fall" into the washbasin trigger a feeling of joy and happiness.



Axor_Starck_V_SingleLever_White_
Handle_Left
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Axor Starck_V_TwoHole_Chrome_
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The Axor Starck V washbasin mixer is available in three varieties: single-lever basin mixer, two-hole mixer, and single lever basin mixer for washbowls. Besides the standard chrome body, a white powdered coating is also available. Beyond that, twelve standardized PVD finishes are available through the Axor Manufaktur. Axor Starck V is a natural fit for a wide range of different bathroom environments, adding striking features to any of them.



Philippe Grohe_Portrait_BW
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Philippe Grohe_Portrait_Color
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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.



Philippe Starck_Portrait_BW_1
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Philippe Starck_Portrait_BW_2
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Philippe Starck is an internationally acclaimed French creator, designer and architect. This untiring and rebellious citizen of the world, who considers it his duty to share his ethical and subversive vision of a fairer planet, creates unconventional places and objects whose purpose is to be "good" before being beautiful. An enthusiastic advocate of sustainability, this visionary never ceases to push the boundaries and criteria of contemporary design. He recently developed the revolutionary concept of "democratic ecology" by creating affordable wind turbines for the home, soon to be followed by innovative wooden prefabricated ecological houses and solar boats. He himself lives, with his wife Jasmine, mostly on an airplane, and in Paris, Burano, and on his oyster farm in the southwest of France.

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