

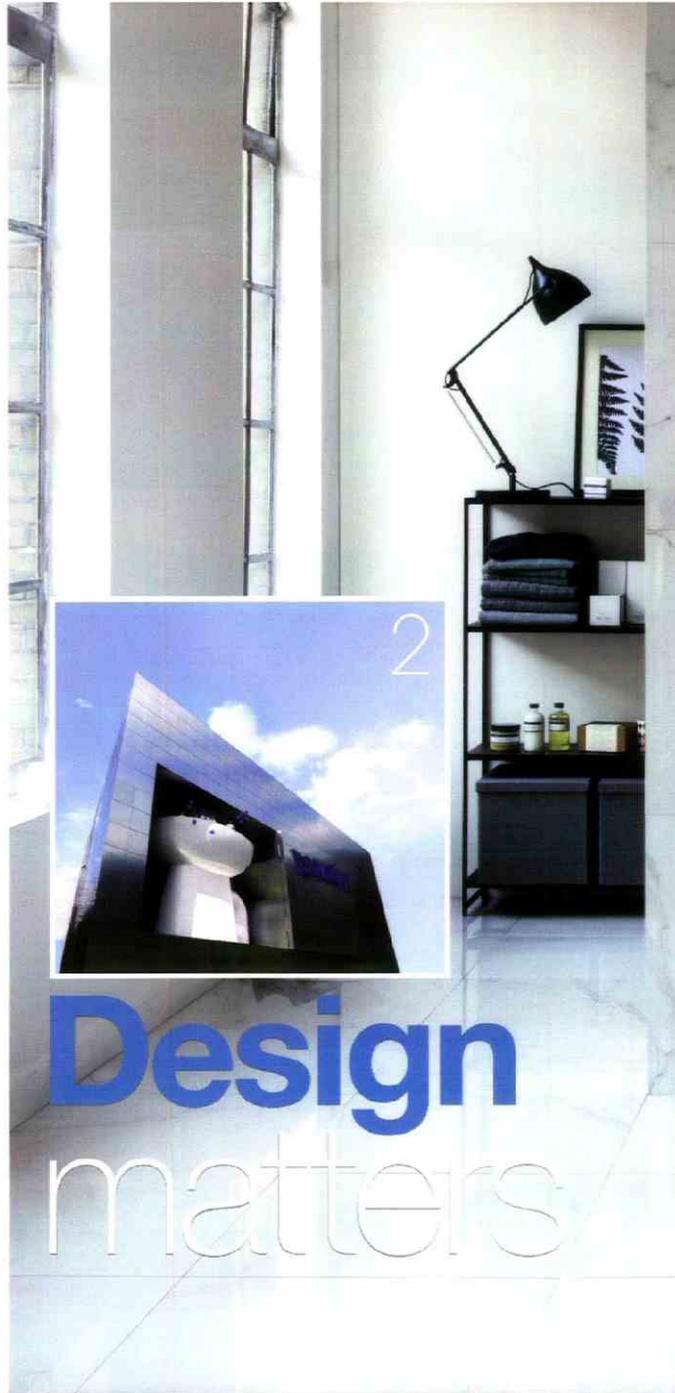


CEO of Duravit Frank Richter talks about the importance of design throughout the 200 year history of the company, its DNA and looks for future bathrooms

Q Having been established for 200 years, how has Duravit developed during this time?

A Early on in the company's history, Duravit started out as a ceramics specialist before going on to become a manufacturer of sanitaryware products. Today, Duravit is a leading international manufacturer of designer bathrooms. Duravit has carefully managed its brand, which is synonymous with noistically-designed bathrooms. In fact, we see ourselves as interior designers for bathrooms as living areas. And we have played a key role in establishing the new significance of bathrooms for over 30 years.

In the late 1980s, Duravit worked with Dieter Sieger to present its first designer series for the bathroom, Giamo. Yet this was only the beginning, and the first complete designer bathroom, created with Philippe Starck, revolutionised the sanitary industry when it was launched in 1994. Today, numerous internationally-renowned designers are working for Duravit. A brand new addition for 2017 is Cecilie Manz.





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1. CEO OF DURAVIT

Frank Richter

2. DURAVIT HQ

Situated in Hornberg in the Black Forest area of Germany, the Duravit Design Centre is a trapezium building which features a giant toilet as an observation platform and was conceived by Philippe Starck. It features product exhibitions and plays host to seminars, workshops and even an area to experience products in action.

3. DURASQUARE VANITY

Launched at ISH this year, the metal console in the DuraSquare range is height adjustable and is available with an optional towel rail on the right or left-hand side. Reflecting the trend for personalisation in the bathroom, it comes in a chrome or matt black finish with a choice of coloured or patterned glass for the shelf.



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4. LUV

Created by Danish designer Cecilie Manz, the Luv collection (pronounced Louvre) has been manufactured using DuraCeram, which allows the creation of fine forms and precise edges. The original vision was a bowl filled with water on a table, which inspired the design language

5. FIRST DESIGNER SERIES

Giomo was the first designer bathroom series created for Duravit by Dieter Sieger in 1989, which featured ceramics and furniture, and was followed by Darling. His sons took over the business of Sieger Design in 2003 and have since developed 2nd Floor, Darling New, X-Large and Happy D.2

Q Does Duravit have its own DNA?

A Our aspiration is to make designer bathrooms come alive. This is guaranteed by the highest quality, original design and comfort-enhancing technology. This brand essence defines our DNA worldwide, and it distinguishes everything we do. For us, the bathroom of the future is the ideal combination of these three core competences, and in order to continuously advance our expertise in these areas, our product management works closely with research and development departments, both inside the company and externally, as well as with our designers.

Q What is it that accounts for Duravit's quality?

A Duravit is universally recognised for its long tradition and outstanding expertise in the field of ceramic processing. We have been involved in the production of top-quality and precision ceramics since the time our company was first established, and in this area in particular, close collaboration with our R&D team has allowed us to create a continuous stream of innovations, including Duraceram, HygieneGlaze 2.0 and c-bonded, a process that makes it possible to seamlessly combine ceramics and bathroom furniture.

Our product development combines software-supported simulation techniques with a series of tests conducted on physical models. In the areas of bathroom furniture and wellness technologies, too, Duravit's quality is evident in the combination of craftsmanship with high-tech. This combination in every area is certainly one of the most significant factors.





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Q Does Duravit have a uniform design language?

A Duravit has a precisely formulated and recognisable design language that is unique, and which is clearly based on fundamental archetypal forms. We are contemporary without being trendy, more straightforward than opulent, and always timeless. We integrate comfort-enhancing technology, but never at the expense of design, with the result that we have been able to create a consistent design language that extends beyond the individual products in the bathroom. In the Duravit design language, everything fits together to create a whole.

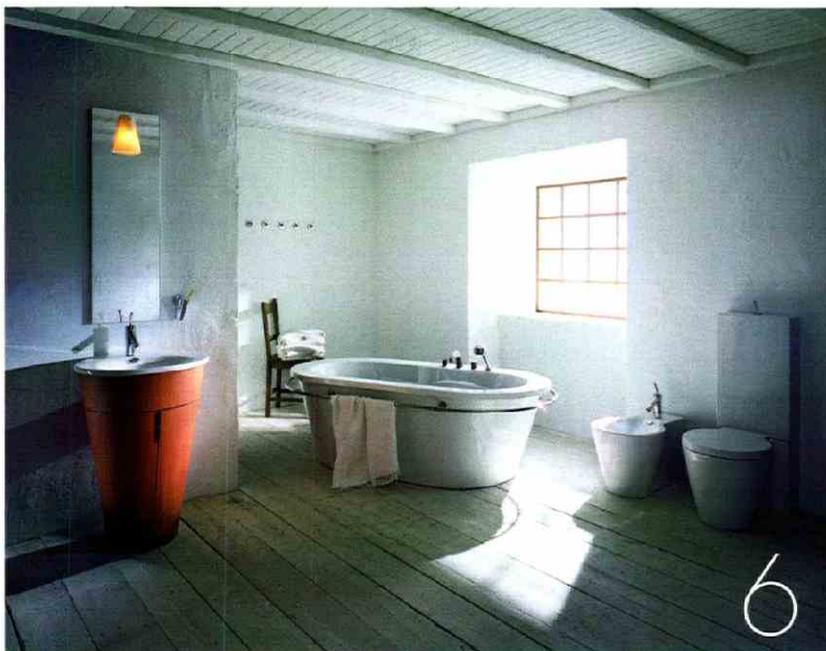
Q How much technology does the bathroom of the future need?

A We always put ourselves in the user's shoes, and we never accept technology for technology's sake. Comfort-enhancing technology should be sustainably integrated into an appealing overall design, and should generate added value on a daily basis. Duravit continually develops innovations in all areas, from engineering materials to flushing technology and electrical engineering for light, sound and whirl system. The look, feel, acoustics and usability play an important role here, too. It is this unique interplay, paired with our innovative prowess that makes it possible to intelligently digitise the bathroom. This is how Duravit is able to satisfy the current and future demands of our customers.

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6. PHILIPPE STARCK

The first complete designer bathroom for Duravit was created by Philippe Starck in 1994, which featured the "Starck Barrel", and to this day is one of the company's best-selling products. The collaboration has continued with Starck 2, Starck 3, Starck X and most recently Me by Starck and Cape Cod.

