

Press Information

Fuorisalone 2015 in Milan

Freedom in Industrial Design: Axor Introduces New Axor WaterDream with ECAL/University of Art and Design Lausanne

Schiltach/Milan, April 2015. Axor, the design brand of Hansgrohe SE, will be unveiling the first creative approaches in response to a new vision of freedom in industrial design at Fuorisalone 2015 – a universal fixture base that allows bespoke spout designs to be attached using an easy click-in system. This charming combination of industrial fixture components and unique spouts is on display from April 13-17, 2015 at the Axor showroom DURINIQUINDICI in Milan's Via Durini 15.

For more than ten years Axor has been dealing with the question of how best to achieve the greatest freedom in industrial design. In a continuous dialogue with ECAL, the renowned University of Art and Design in Lausanne, Switzerland, the design brand has developed a conceptual answer to this question, and moreover, produced crafted and hand-blown glass spouts – the Axor WaterDream 2015.

„With ECAL we found a very creative partner that understands industrial production processes“, Philippe Grohe, Head of Axor, explains. „Our technical innovation, a new fixture base, served as the starting point for the design students in creating their own, personal spouts. We are now very much looking forward to presenting the result of our collaboration to a design-savvy audience in Milan“, Philippe Grohe concludes. And Alexis Georgacopoulos, Director of the renowned University of Art and Design in

Lausanne adds: „We regularly receive the opportunity to work with world-famous brands – especially in the field of industrial design. The Axor WaterDream project is a perfect example because it has allowed our students to conceptually experiment with what they have learned, without losing sight of the innovation“.

Complete Freedom in Design with the Axor U-Base

The key to complete freedom in industrial design is the Axor U-Base – an innovative fixture base that guarantees the quality of an industrially produced product. From standardized spouts to bespoke original pieces – the latter of which are supported by the Axor Manufaktur, an exclusive service area within the Axor production facilities in the Black Forest – the Axor U-Base allows countless combination possibilities.

The Axor WaterDream

For more than 20 years now Axor has been developing alternative visions for the bathroom as a living space. In this regard, the focus is also on providing additional scope for creative development, for breaking down established behavior patterns, and for conducting an open, interdisciplinary dialogue – with various internationally renowned design partners. Following on the heels of Phoenix Design, Jean-Marie Massaud, Patricia Urquiola, the Bouroullec brothers, Front and Nendo, Bachelor and Master students of ECAL are now presenting their own personal Axor WaterDream.

About ECAL/University of Art and Design Lausanne:

Enjoying international renown and featured regularly among the world's top ten universities of art and design, ECAL is directed by Alexis Georgacopoulos. The school currently offers six Bachelor programs (Fine Arts, Cinema, Graphic Design, Industrial Design, Media & Interaction Design, Photography), five Master programs (Art Direction, Fine Arts, Film, Integrated Innovation for Product & Business Development, Product

Design) and two Master of Advanced Studies (MAS) in Design for Luxury & Craftsmanship and in Design Research for Digital Innovation (with EPFL+ECAL Lab). ECAL also offers a one-year Foundation Course to prepare students for entrance to the different Bachelor's programs.

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 sanitary 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 sanitary industry.
www.hansgrohe.com/design

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