

Michael Rauterkus (ed.)

WATER ENJOYMENT

VOLUME 6

Special Luxury Residential Edition



*Pure Freude
an Wasser*

GROHE

Michael Rauterkus (ed.)

WATER ENJOYMENT

Special Luxury Residential Edition

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EDITORIAL



MY VISION IS TO
REVOLUTIONISE THE WAY
WE CONNECT WITH WATER

Michael Rauterkus
CEO
GROHE AG

ICONIC, INSPIRING AND DRIVEN BY DESIGN,
OUR INNOVATIVE PRODUCTS MAKE GROHE THE
BRAND OF CHOICE FOR PROMINENT ARCHITECTS
AND CLIENTS AROUND THE WORLD.



GROHE SmartControl

Dear Reader

It gives me great pleasure to introduce the sixth edition of this annual publication "Water Enjoyment", celebrating iconic architecture from around the world. The projects featured within the book are testament to the exciting era of change we're experiencing, where great design has created a truly global language, but also where the incredible diversity of culture and aesthetics across our planet is being explored and celebrated.

At GROHE we are proud to be at the heart of this changing global landscape, where the future of technology is already transforming our idea of the home into something smarter and yet also more personalised. We are passionate about the

ways in which digital advances and innovative design are improving our own intimate relationships with where we live, down to the most personal of daily routines. As a forward-looking company we have always been at the forefront of advancing water technology– but we are also steeped in history. At this juncture it is exciting to see a stronger interest than ever before in the ancient rituals and knowledge that surround bathing culture across the globe being explored and improved upon to create outstanding water experiences for today's consumer. Take our latest innovation, the Spalet shower toilet, inspired by the growing demand for tailored intimate care and higher-than-ever standards of personal grooming. We

have drawn on the expertise and ideas that have been at the heart of Japanese bathing culture for centuries by applying our own engineering expertise and design excellence. It's just one example of our ethos of combining the best aspects of traditional water culture with the latest cutting-edge technology. The result is a genuinely progressive product that will revolutionise the cleaning routines of consumers before the day has even begun.

Smarter products are only part of the story however. A better term might be 'smart luxury', where technological advances are used to produce indulgent, emotional experiences in the home. Take our latest innovation, 3D showering, where the intuitive push-button GROHE SmartControl with memory function delivers an ideal shower immediately, with no water wasted, offering customers a comfortable, sensual, ecologically

smart shower that is also simple to control. The opening part of this publication focuses on the luxury residential market and includes a feature of globally relevant studies that outline the insights suggesting a change in values has arrived. Michael Seum, GROHE's VP Design, also explains how these changes have an exciting impact on product design.

As the world's leading single-brand sanitary fittings manufacturer, we are honoured to see our products specified in such striking examples of iconic architecture. From hotels and residential developments to sports facilities and hospitals, this book illustrates the diversity of our product portfolio and the reach of our expertise.

Many of the projects included have been designed to achieve the highest levels of sustainability and to set new standards in resource efficiency. The Edge in Amsterdam has accomplished the most sustainable office building in the world and has now been honoured with the highest rating ever awarded by the global certifier for sustainable real estate Building Research Establishment (BREEAM).

It's not just new-builds that can benefit from GROHE EcoJoy™ products. Castilla Termal Monasterio deValbuena in Spain, the beautiful 12th century hotel and spa, was recently renovated to include GROHE Eurocube with EcoJoy™ in the bathrooms to complement its spectacular location. When not hosting the World Economic Forum, The Davos Congress Centre is keen to ensure its guests have a complete solution in personal comfort and care. The Centre has recently upgraded its bathrooms to include the new Sensia Arena Spalet, offering complete personal cleaning.

At GROHE we know the importance of paying close attention to the needs and aspirations of all our customers, and innovating to meet them. As Masters of Technology we excel in design, technology, and sustainability, meaning we are perfectly equipped to provide products that exceed all expectations – both today and tomorrow.

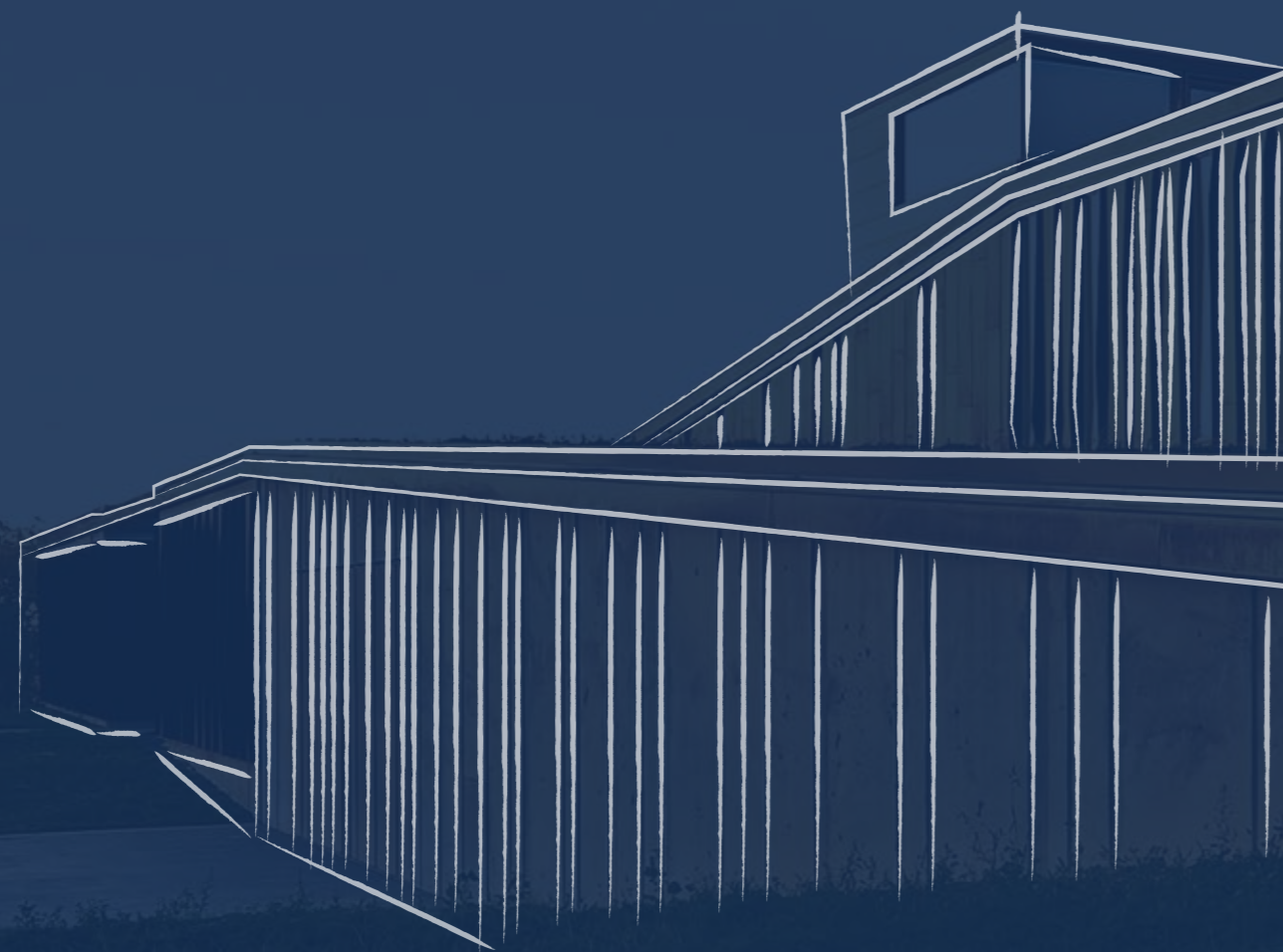
As you leaf through this book, I am sure you will be inspired by the spectacular projects from around the world. Some of them you will be familiar with, others may be new to you, but all of them are united by a shared value. Products designed and manufactured by GROHE.

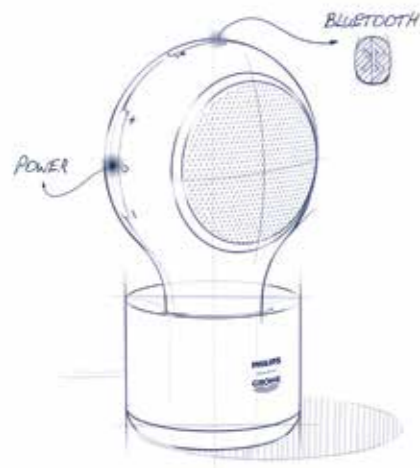
Michael Rauterkus
CEO GROHE AG

LUXURY RESIDENTIAL

Defining how the luxury residential market is changing and showcasing some spectacular homes that embody some of these shifts in values

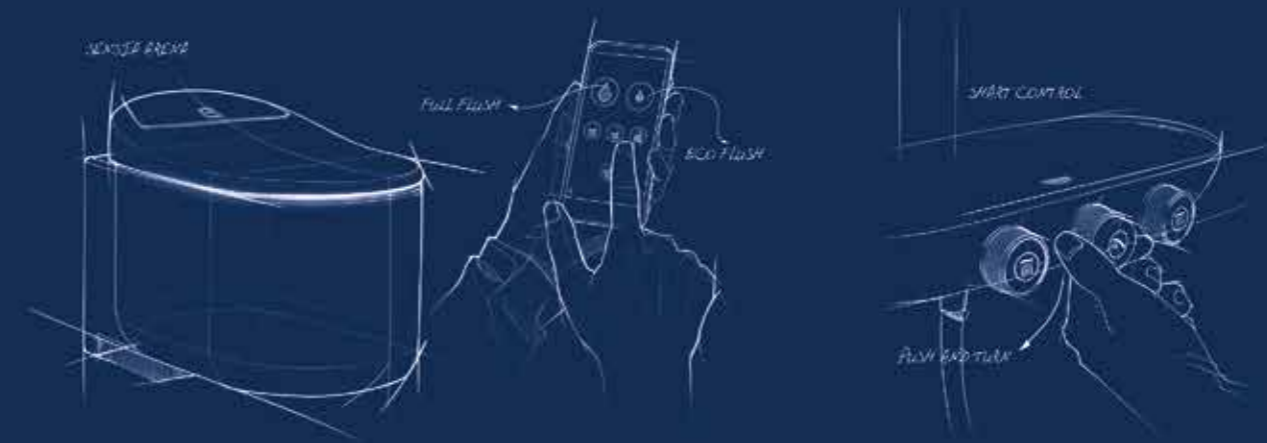
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CREATING AN EMOTIONAL CONNECTION IN THE HEARTS OF OUR CUSTOMERS

Interview with Michael Seum, Vice President Design at GROHE, discussing how the luxury residential market is changing and the exciting impact this has on product design.



Industrial designer Michael Seum is GROHE's Vice President of Design taking over from Paul Flowers in June 2015. Born in America, he is an award winning designer whose international design career spans large corporations; acclaimed design studios and entrepreneurial start-up brands such as Procter and Gamble, Whirlpool (USA & Italy), PepsiCo Sports and Nutrition, Minimal and WiMo labs. At GROHE Michael is responsible for delivering insight-driven, meaningful solutions that capture the spirit and imagination of GROHE consumers throughout the world.

1. Michael, what's your future master plan for winning over the hearts and minds of consumers and their interior designers in these markets with products that tick all of the functional and emotional boxes?

We want to create experiences that go beyond the actual product. The goal is to create a strong emotional connection in the hearts of our customers, through design and experiences. That is the focus. We'll achieve this by working with a deep understanding of their needs and a constant monitoring of trends – where design, architecture, technology and even society as a whole are going. I am always aiming to embed a sense of meaning and purpose in both individual products and the brand as a whole and I love that at GROHE the whole organisation understands that capturing the hearts of our consumers is our goal.

2. Your design philosophy ensures that the sense of purpose and meaning of products and experiences do not get lost even in today's mass-producing global economy. So how can demanding clients and their interior designers in the luxury segment identify the high-end water enjoyment

products with perfect features for their luxury bathrooms and kitchens? What makes the difference between perfect mass-market product design and water enjoyment products for a luxury lifestyle?

The possibilities for designing for luxury living are at an all-time high, as the number of super-affluent individuals grows worldwide. It's an exciting opportunity for designers and the GROHE design team as it allows us to really push boundaries and explore the idea of products that previously might not have been practical to develop. The difference, as the saying goes, is in the attention to details. Details are of the utmost importance in all our products, for all GROHE consumers, but for the higher-end market details take on a new meaning – they want absolutely everything to have been highly considered, and that includes ways to make products even more personal to them. In fact, later this year we will introduce an extension of our new Essence line of products that will enable personalisation of colours, finishes and materials. This level of personalisation really elevates the Essence line to a bespoke experience, allowing designers and consumers to bring new and luxurious possibilities to their bathroom designs.

3. Michael, you have had extensive experience in multiple facets of design, ranging from product packaging, brand experiences, user testing and ethnographic research to interaction design, defining strategies and envisioning future concepts. What qualifies as "luxury water enjoyment" in the residential property sector?

Consumer perceptions of what the bathroom is or can be have evolved very quickly over the last decade, to the point where bathrooms can be envisaged as a luxury or luxurious space. So GROHE



products are going well beyond the rational expectations of consumers – they also have to embody the emotional needs we have in our homes, needs like calming, relaxation, privacy and personal wellbeing. And speaking of emotional needs, our ever-expanding range of luxury F-series customisable shower systems is the ultimate in home luxury wellbeing experiences. The F-series really allows a consumer to create their own personalised experience by incorporating steam, chromatherapy and sound therapy, creating the ultimate luxurious escape from our hyper-connected lives! And going beyond great design let's not forget the obsessive attention to the quality and craftsmanship of our products. Luxury is also something you feel, it's a tactile experience from the way a faucet turns, how the materials feel in your hand, right down to how it sounds. It's about carrying those brand values through every layer of the bathroom experience for our customers.

4. What about digital technology in bathrooms and kitchens? Is this the new standard for the feeling of luxury water enjoyment?

With products like the F-digital series GROHE has led the industry in the digital bathroom and kitchen revolution, and I now see the conversation shifting to being about the 'Smart Home'. I certainly believe that digital will become standard in many bathrooms, but at GROHE we think that 'Smart' is broader than that. It's about creating new, smarter water solutions that save water, energy and effort while enhancing the customer experience. And although digital will be important in that, it can also be something as 'simple' as the new GROHE SmartControl shower function, an elegant analogue solution.

5. What opportunities do you see for future high-end developments in luxury bathrooms and kitchens? Are there currently any product categories and solutions in particular that you believe are ripe for a new luxury style?

We're seeing a real expansion in interest in wellness and body care in the bathroom, with items and rituals that were once culturally specific to one region now in demand across the world. The new GROHE Spalet shower toilet that we've developed is a great example. We've created a product experience that offers a wonderful symbiosis between different bathing cultures, offering a product that uses Japanese expertise in ceramics combined with our distinctive design aesthetic to create a really luxurious user experience that can also be completely tailored to the individual. That's where I see luxury design going... and it's great to know that at GROHE we're already there.

FINEST HOMES WATER ENJOYMENT

DEFINING THE SHIFT IN VALUES



What will define individual perceptions of luxury in future bathrooms? How will the needs of people in different regions of the world differ when it comes to furnishing their luxurious residential homes? What will define long-term luxurious living trends and how can GROHE strike a strong emotional chord in the hearts of its customers, bringing luxury water enjoyment to all types of exquisite homes? The following compendium of globally relevant studies outlines insights that suggest people's values are changing.

The sense of luxury in different regions of the world and cultures can differ greatly or even be diametrically opposed. This also applies to the finest homes. However, global studies provide valid information about the direction in which the demands and values of buyers, owners and users of residential estates are moving. For the teams of architects, investors, designers, and decision-makers who rethink and create luxury home furnishings with passion, enthusiasm and expertise, demands and values are not the only important issues. During the design process, there are always some key facts on their 'luxury compass' that help them understand what values and possibilities are at issue.

Let's have a look at the potential. Today, approximately 150 million people worldwide feel the need to surround themselves with luxury products and are in a position to do so. The starting price of a luxury residential property is two million dollars on average worldwide. In Beverly Hills, the minimum price for a luxury home is eight million dollars. The new watchword for the high-end category is 'trophy houses' – properties that sell for 10 million dollars or more. Incidentally, luxury residences are not slow sellers. After they are listed, the finest homes sell faster than any other types of homes worldwide, within an average of 31 days (according to Christie's global study 'Luxury Defined').

A CHANGE IN VALUES AND HUMAN LONGINGS

But what kind of feeling about luxury impacts people's desires when they furnish their homes? Here is an example. Major changes since 2008 have

significantly altered the understanding of luxury in Europe and the US. Quality of life and self-determined time as immaterial values have increasingly gained importance compared to the luxury provided by material values. Today, people want things to be more understated, more discreet, more comprehensive and hence 'quieter' (source: Brand Trust study "New Luxury and Brands Reloaded"). A different picture emerges if we have a look at China, where luxury is still something new. In China, there is a 'fast and extroverted' lifestyle, and distinction plays a greater role.

The growing disparity in perceptions of luxury in different cultures and the resulting changes in values are spawning new challenges for global brands like GROHE. In future, the task will be to gain an even deeper understanding of the values and requirements of people from very different socio-cultural contexts and, of course, of the common ground between them as human beings, wherever they may live. At issue, in a nutshell, are innate human longings for emotional security, health, wellbeing, and shared harmony – and individual realization.

THE BATHROOM – THE HEART OF NEW LIVING SPACES

The representative study "Das Bad 2034 – Mittelpunkt neuer Wohn- und Lebenswelten" (The Bathroom 2034 – The Centre of New Living Worlds) conducted by the Zukunftsinstitut Frankfurt am Main shows in which scenarios these yearnings are addressed and how they are put into practice in bathrooms. The study shows the extent to which bathrooms, bedrooms and living rooms will merge in future, particularly when it comes to the bathrooms of wealthy people.

SCENARIO 1: THE INDIVIDUALISED MULTI-FUNCTIONAL BATHROOM

The former cross-generational bathroom will have a smart-home design in 2034. The concept is: every user can turn his initial "blank bathroom" into his own personal bathroom by means of modular and open systems. All he has to do is enter the bathroom, and all of the elements will switch to his favourite settings, ranging from room temperature, music and coloured lights to the height of the washbasin and toilet. Preferred surfaces such as wood, stone or tiles will be realistically projected on other surfaces. In addition, the individual furnishings can be used in many ways: the bathtub will transform into seating furniture, the washbasin into a place to put on makeup, and the mirror into a news monitor.

SCENARIO 2: THE BATHROOM AS HEALTH CARE CENTRE

The bathroom will become the heart of individual health management, with various elements of the room taking on monitoring functions. They will save and check physical and vital data and edit them for the user. The toilet will check urine levels, the toothbrush will collect information from saliva, and people will be able to determine their blood levels easily using non-invasive methods. Health will become visible and tangible, and the user himself will be able to check and improve his health thanks to hands-on applications, because the bathroom will be able to slip into the role of a gym. Internet-based technologies will complete these 'health-care centre' functions of the bathroom. The user will be connected online to the nearest pharmacies, will be able to get medical advice via live chats, or can simply ask the web for the best restaurants for a healthy and balanced meal during his lunch break.

SCENARIO 3: 100% SUSTAINABLE ENJOYMENT WITHOUT THE GUILT

Sustainability and resource efficiency are critical issues in society, and they will be taken for granted twenty years from now. By 2034, awareness of these matters will have increased to such an extent that bathrooms will have a positive ecological balance owing to their high level of resource efficiency. They will function autonomously with a neutral energy cycle and will be independent modules for home construction that will no longer necessarily be dependent on public water and energy supplies. The zero-emission bathroom will enable users to take several showers in the course of a day or to fill up their whirlpool without burdening the environment. The bathroom itself, as the user's own small power plant, will be a system for heat recovery and water treatment. Untreated water will be converted into methane gas and will be used to generate heat. There will hardly be any waste water thanks to the vacuum toilet. In terms of design, too, sustainability and naturalness will be in demand. Eco-friendly facets of bathroom products will range from carbon-neutral manufacturing processes throughout the entire lifecycle to recycling. As building materials, natural materials like wood and mud are again on the rise. They provide a comfortable indoor climate and are hygienic, free of pollutants and compostable.

SCENARIO 4: EXTERNAL CLEANING MEETS INNER BALANCE

As an ultramodern private spa, the bathroom in 2034 will provide additional life energy and bring

body and soul into harmony. As a result, it will offer an experience like watching a 3D movie. With sound, moods created by lighting, essential oil scents and projected natural scenery, the bathroom will take the user on an adventure into another world. Whether steam room, lounge or massage bathtub – the body will be pampered while the mind breaks new ground. Instead of unwinding in a purely passive way, people will be able to develop their personalities through new meditative experiences. Virtual realities will have a therapeutic effect, and the bathroom will make coping strategies available to the user to alleviate stress and prevent burnout. With the help of digital themed worlds, the room will be transformed into a yoga studio or spa lounge and will be geared to the person's biorhythm with its diverse functions. Its architecture will open up to the bedroom, and the wholesome atmosphere of the 'selfness' bathroom will induce restful sleep.

LUXURY WATER ENJOYMENT – GROHE DEFINES THE CHANGE IN VALUES

We can rest assured that these scenarios will become reality in the finest homes. With a view to the future development of luxury bathrooms,

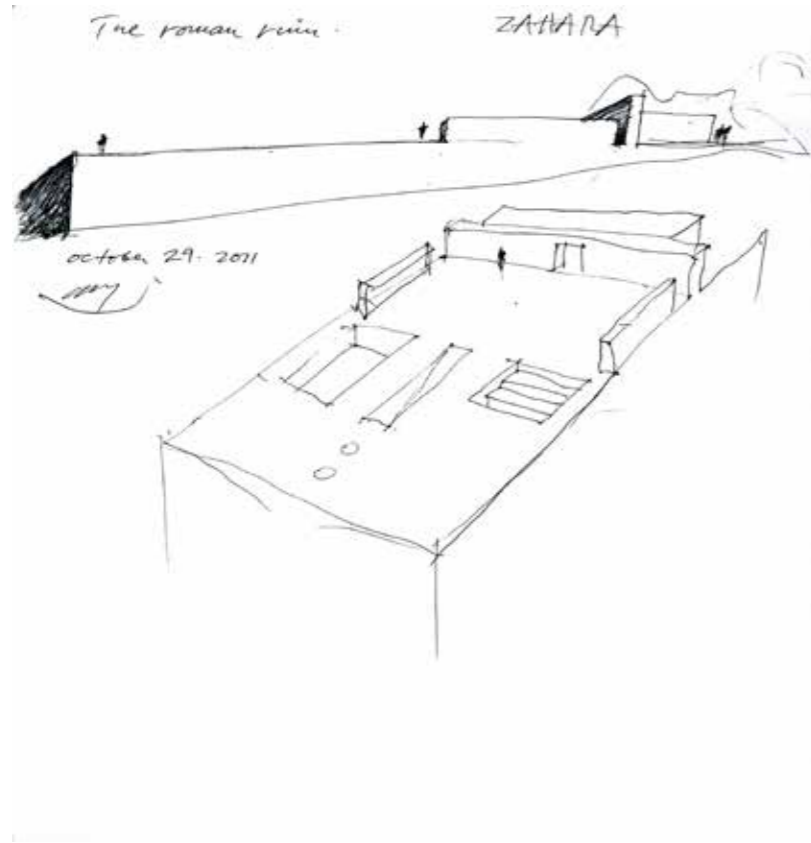
GROHE is a pioneer and innovator driving this value shift. On the one hand, GROHE is defining the present and future of Luxury Water Enjoyment in all of the finest homes worldwide. On the other, GROHE is making fascinating product ideas for Luxury Water Enjoyment accessible to the large target groups of water connoisseurs across the globe. After all, most of today's consumer goods used on a day-to-day basis were once luxury products for a small circle of people. This includes cars, mobile phones, mechanical watches, chocolate, champagne, cashmere, silk, air travel holidays, and even innovations for kitchens and bathrooms. Today's luxury will be accessible to people in the mass markets of tomorrow. As GROHE defines the change in values of Luxury Water Enjoyment segments, it is also developing innovations that will make outstanding comfort and resource-saving management of water and energy in bathrooms and kitchens feasible all over the world. Or, as Michael Seum, Vice President of Design at GROHE puts it: "Our goal is to strike a strong emotional chord in the hearts of our customers ... a wonderful symbiosis between different bathing cultures."



CÁDIZ
HOUSE OF
THE INFINITE

1

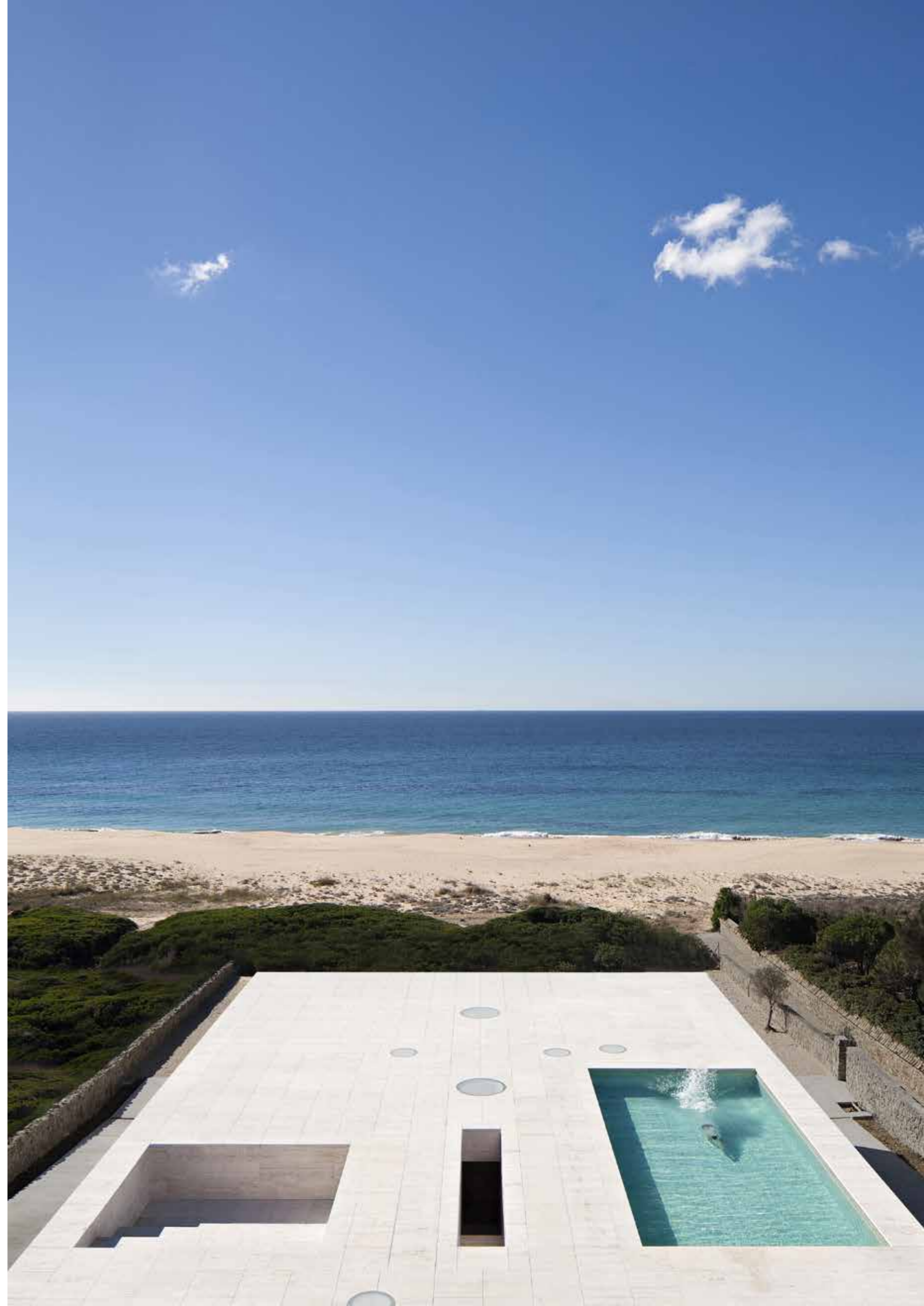




The villa in its minimalist setup is made from travertine, a nod by the Spanish architect Alberto Campo Baeza to the material used by the Roman settlers who were responsible for the expansion of the city of Cadiz almost two thousand years ago. Baeza imagined the house as "an acropolis, where the gods descend to converse with humans." The house, indeed, resembles an archeological site, since half of the building is sunk deep in the desert and the accessible flat roof features detached walls which look like ruins.

Inside, the design of the house remains austere yet modern, and the mainly open floor plan helps animate local occasions and enhances the vast living space. The House of the Infinite is clearly modern and seems to be timeless. Thus, in the bathroom, Baeza opted for GROHE fixtures from the Rainshower Classics range because of their "simple lines and good finishes" that would match his designs.

2



3



4



5



Architect

Alberto Campo Baeza
Estudio Arquitectura Campo Baeza
Madrid, Spain

Address

Cádiz, Spain

Date of completion

2014

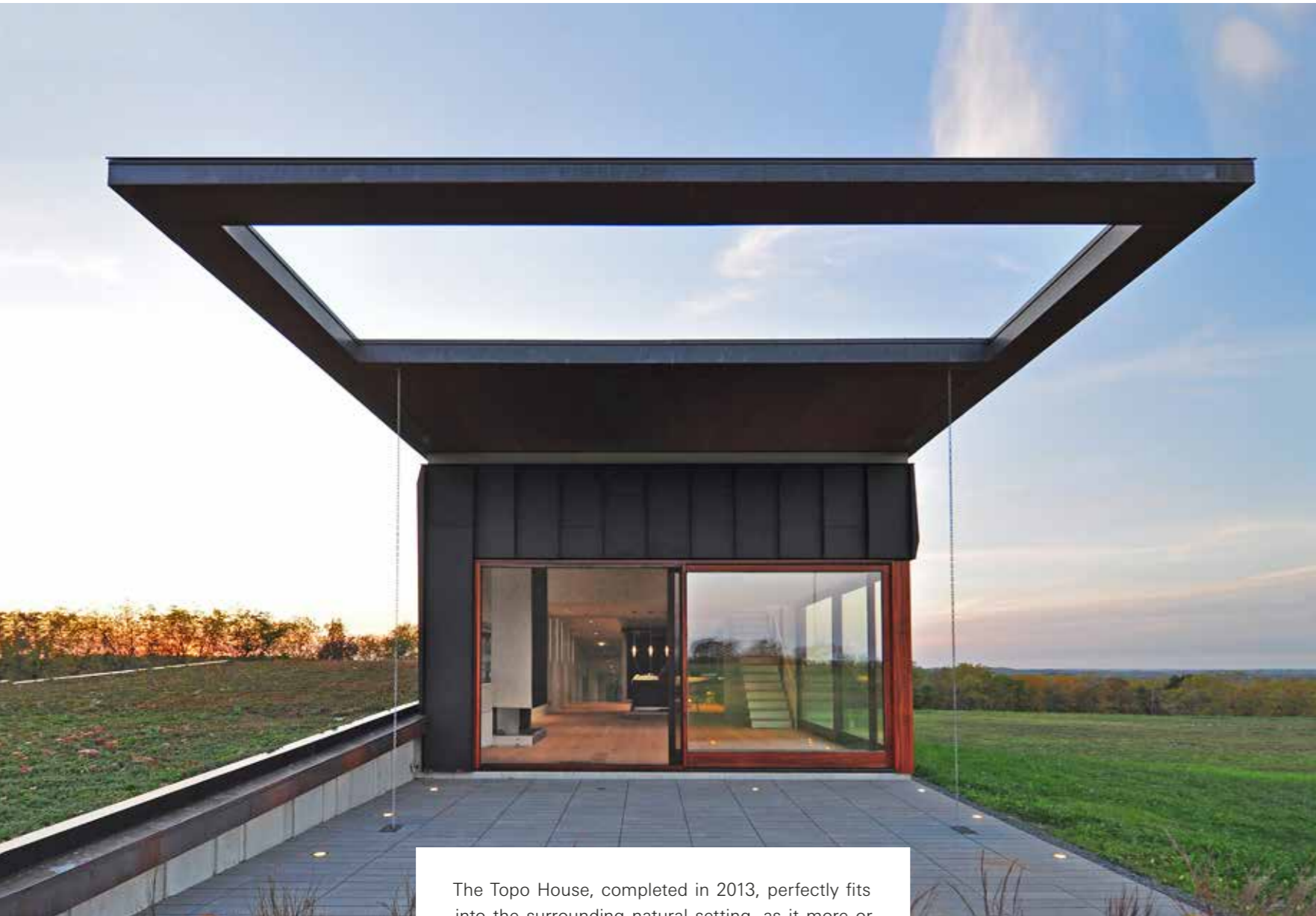
Area used

900m²

- 1 The roof platform with pool ensures an infinite view to the endless ocean.
- 2 The house resembles an archeological dig, as it is nestled deep in the desert.
- 3 Floor-to-ceiling windows cover nearly all of the 20-metre length of the building's seaside façade.
- 4 Sparse design and concessions to comfort for moments of rest and contemplation.
- 5 Freestanding walls on top of the roof platform evoke the impression of ancient ruins.

1
WISCONSIN
TOPO HOUSE

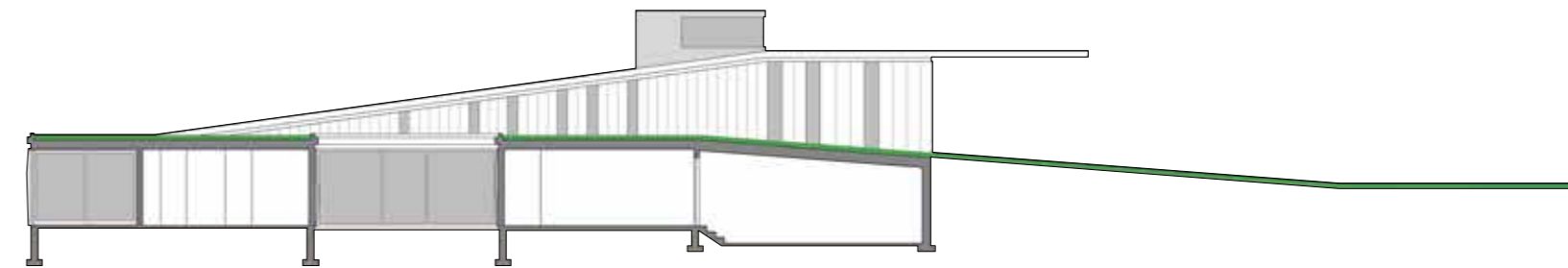
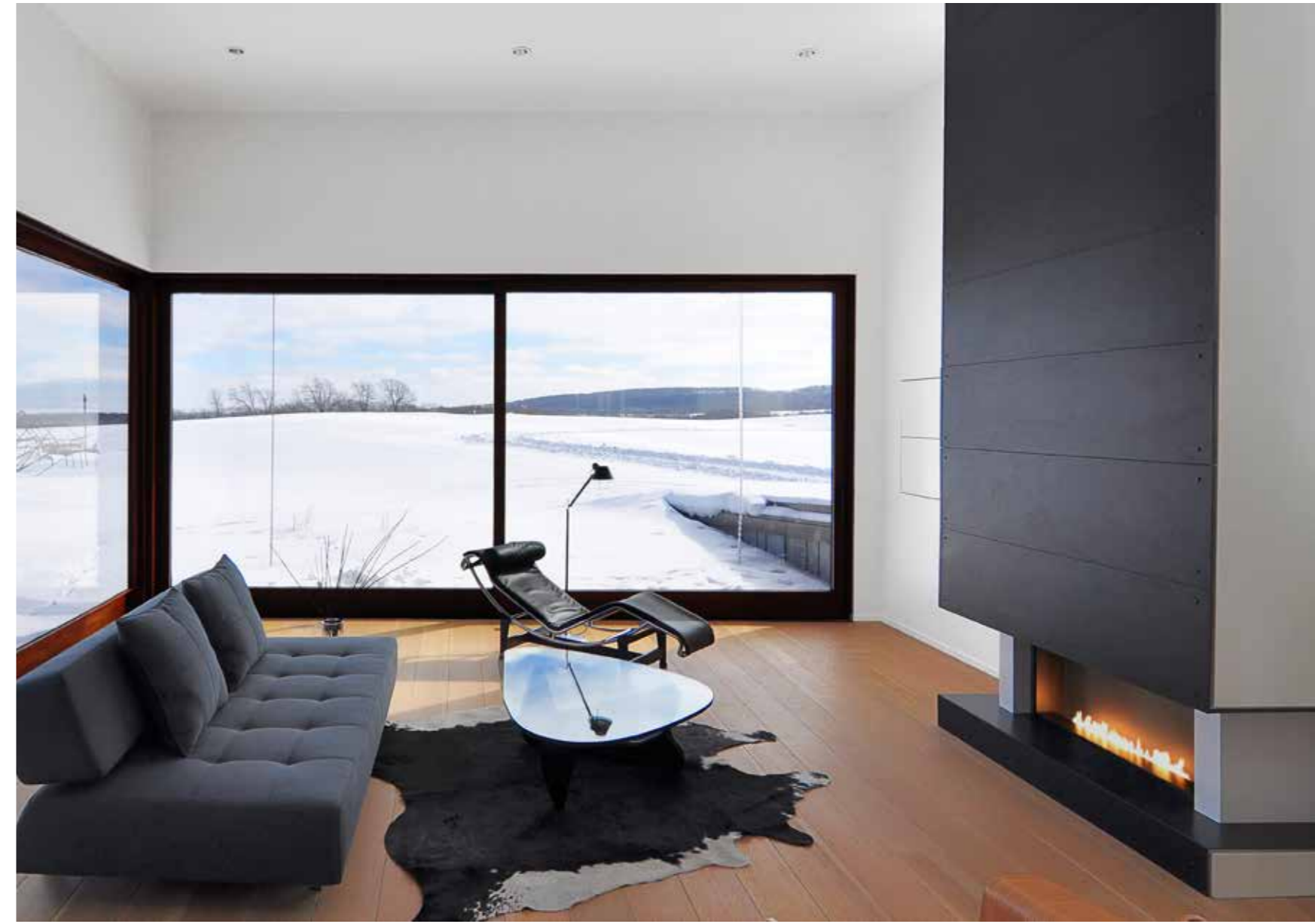




The Topo House, completed in 2013, perfectly fits into the surrounding natural setting, as it more or less directly blends in with the rolling hills of Wisconsin. The house rises into five interconnected open levels with an “observatory” at the top, providing a panoramic view of the surroundings. This unique building clearly shows how a house can merge with its context so that the boundaries between landscape and architecture are blurred.

The exterior skin of the house features 190 aluminium fins that appear to change colour depending on light and shadow. Moreover, the fins also serve as a kind of rain screen protecting the building. As the house is equipped with a closed-loop geothermal system, its narrow footprint captures cool cross breezes in summer, limiting the need for air conditioning.

- 1 The Topo House, built by the architects Brian Johnsen and Sebastian Schmalig, seems to pop up from Wisconsin’s “driftless area”.
- 2 The roof extends beyond the house, providing shade for the living room and a terrace.
- 3 The minimalist design of the living room is in perfect harmony with the surrounding rural setting.
- 4 The kitchen uses GROHE’s Minta kitchen faucet whose angled shape is the ideal choice for the rectangular structure of the house.
- 5 The bathroom features faucets from the GROHE Atrio line, which impresses with its striking design but without being too brash.
- 6 On top of the house sits the glass “observatory” which allows for panoramic views of the surrounding scenery.





Brian Johnsen and Sebastian Schmaling

Architect
Johnsen Schmaling Architects
Wisconsin, USA

Address
Blue Mounds
Wisconsin, USA

Date of completion
2013

Area used
307m²

CYPRUS LIMASSOL MARINA

Limassol Marina is an exciting new destination for living, yachting, dining and shopping in the eastern Mediterranean. Located in the heart of the most vibrant city in Cyprus, it combines elegant residences and a superyacht marina with an enticing mix of restaurants and shops, a spa and fitness club.

The luxurious Limassol Marina provides a unique and convenient lifestyle, combining yachting and waterfront living and was designed by a world-renowned team of architects and engineers. The project's master planner was Xavier Bohl who has been practising town planning, architecture and landscape for marinas and resorts. His philosophy promotes "gentle architecture" with local particularism.

1





Xavier Bohl

Architect
Atelier Xavier Bohl
Port Grimaud, France

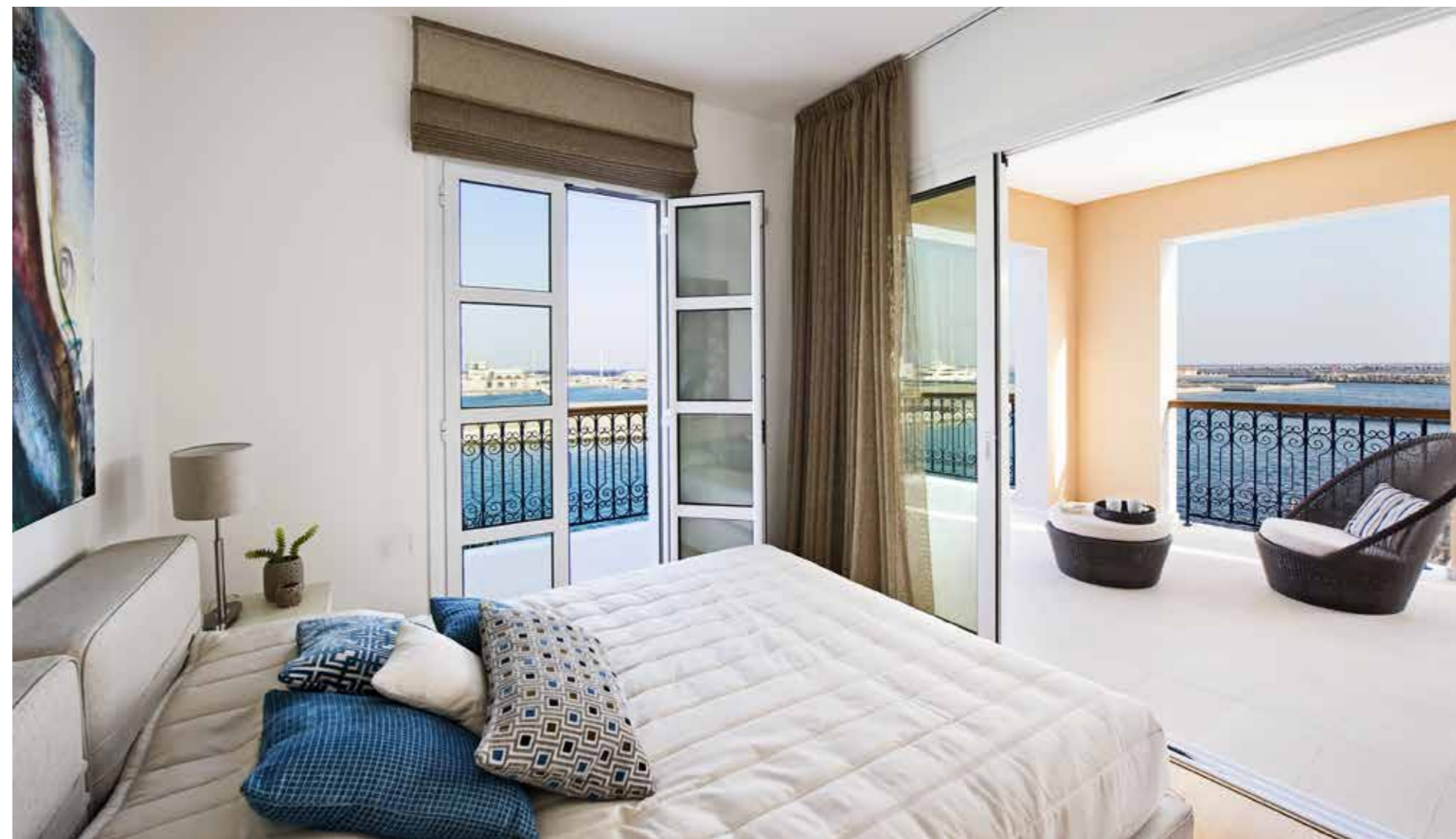
Address
Limassol, Cyprus

- 1 Limassol Marina offers 162 luxury apartments and 74 villas all with their own private berths or direct access to the beach.
- 2 The Mediterranean flair is also reflected in the interior design of the stylish apartments.
- 3 The bathrooms use GROHE's Allure and Cosmopolitan lines, enhancing the luxurious design of the apartments and villas.
- 4 The bedroom ensures an unrestricted view of the marina and the sea.

3

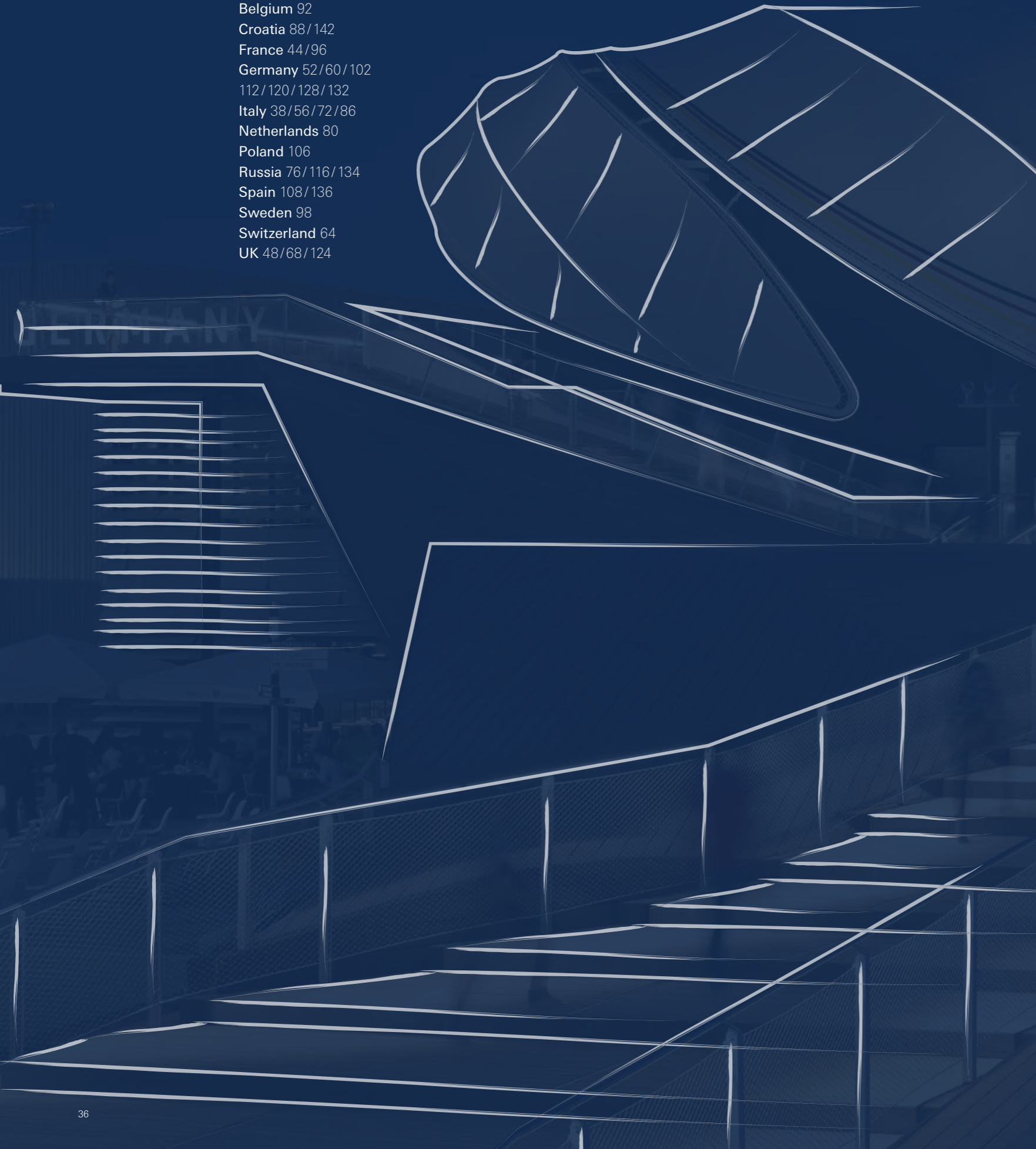


4



EUROPE

- Austria 144
- Belgium 92
- Croatia 88/142
- France 44/96
- Germany 52/60/102
112/120/128/132
- Italy 38/56/72/86
- Netherlands 80
- Poland 106
- Russia 76/116/134
- Spain 108/136
- Sweden 98
- Switzerland 64
- UK 48/68/124



MILAN
BARCELÓ MILAN

1



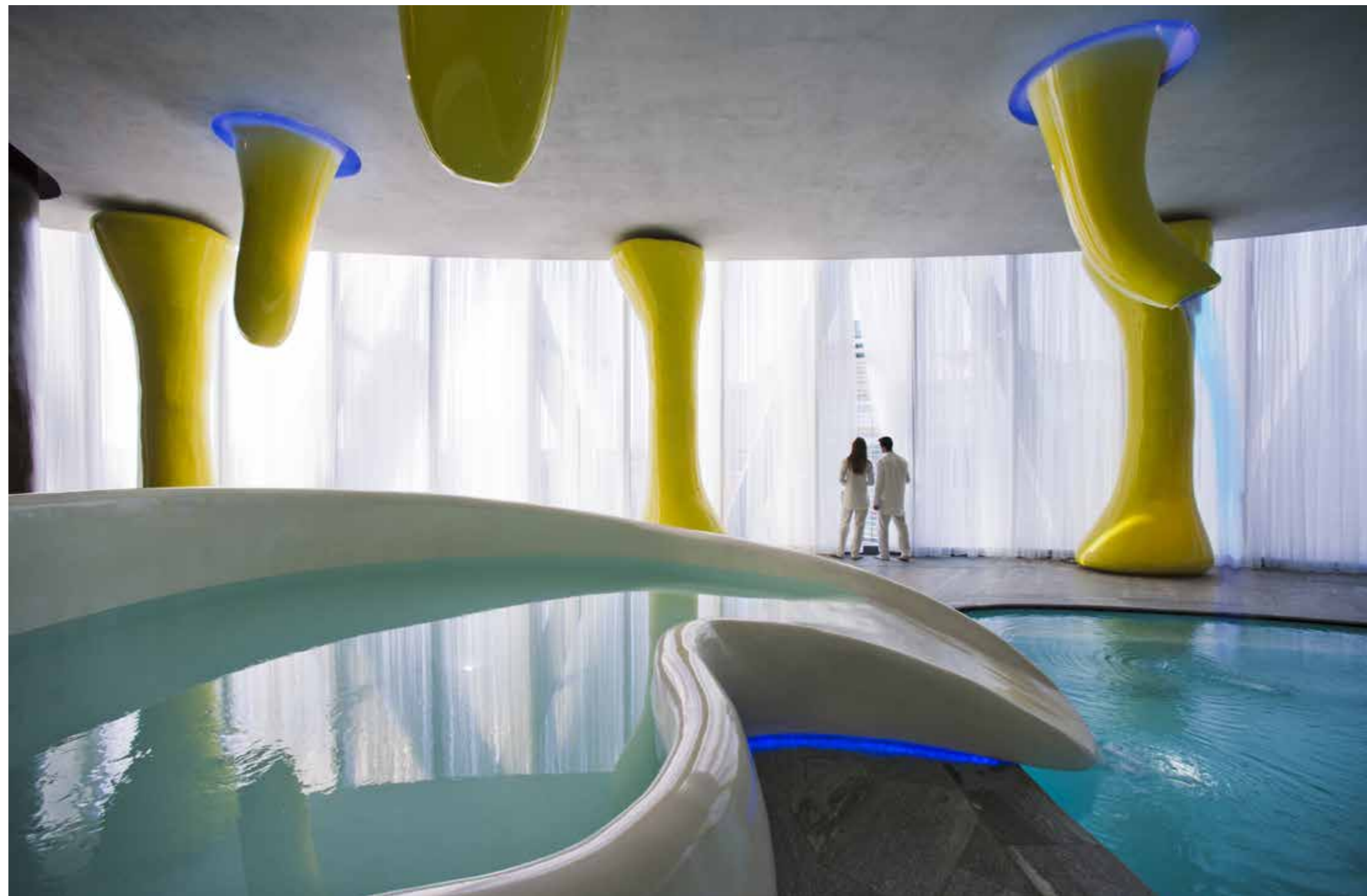
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3



4



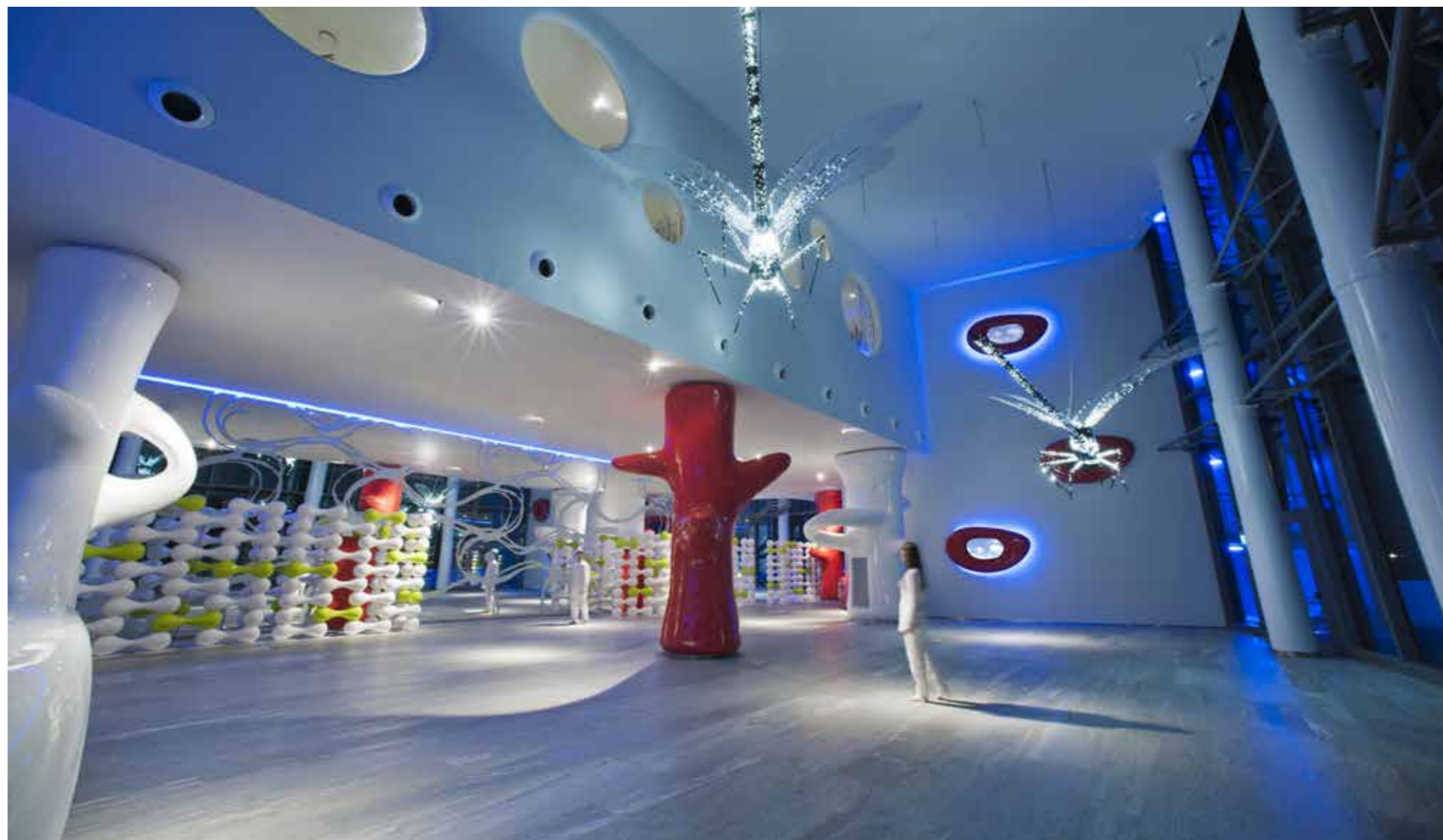
Barceló Milan, completed in 2012, is located on Via Stephenson, near the trade fair facilities and close to the site of Expo 2015. The new hotel was created to re-examine, unhinge and completely renew the criteria of the whole industry and its promotion and communication strategies.

The Italian interior architect and designer Simone Micheli, who is one of the top five architects in Italy, has obtained the prize "International & Property Award 2015" in the category "European hotels with more than 200 rooms" for his work on Barceló Milan interior design, lighting system, heating system and air conditioning.

The hotel does not want to be a business hotel or a super-design hotel: it is a three-dimensional manifesto of the union between architecture, sensory experience and design excellence, for the synergy between iconic furniture and the private experience of whoever occupies this space.



- 1 The Betulle restaurant of the Barceló hotel evokes the feeling that you are dining in the middle of a forest.
- 2 The hotel provides seven multifunctional rooms for meetings and events in an attractive and colourful atmosphere.
- 3 Barceló Milan impresses with imaginative use of space and rooms with design elements in an avant garde style combining high-tech and natural materials for which GROHE faucets and the Rainshower Cosmopolitan line fittings are the perfect match.
- 4 Guests can pamper body and mind in the spa which was designed by Simone Micheli according to the principles of colour therapy and aromatherapy.
- 5 The interior design is the clearest example of Micheli's innovative approach, which creates aesthetically pleasing effects by the use of ergonomics and the multifunctionality of the spaces.
- 6 The décor of the rooms employs harmonious and innovative combinations of colours, and mirrors and lighting systems, creating a unique atmosphere.
- 7 The Tondo is a restaurant with design elements in bright colours and dreamlike shapes, creating a glamorous ambience.



Simone Micheli

Architectural project

Giancarlo Marzorati

Interior Design

Simone Micheli, Firenze and Milan, Italy

Address

Via Stephenson 55, Milan, Italy

Owner

Alinvest - Gruppo Liuni

Client

Barceló Hotels & Resorts

Date of completion

2012

Area used

15,000m²

1

TROUVILLE-SUR-MER MGALLERY CURES





3



2 The Cures Marines 5-star hotel is nestled in the right wing of the Casino in the heart of Trouville. This 20th century neoclassical building was designed in the Belle Époque style. It is just a stone's throw away from Deauville and has been the jewel in the crown of sea water treatments since its creation in 1912.

A renovation project provided Cures Marines with a facelift in the style that was typical of grand buildings at the beginning of last century. Inspired by the first sea-bathing spas, the Cure Marines Institute revives guests possessed of a desire for well-being. The hotel has 103 rooms available including seven suites.

- 1 The hotel and spa is a classic three-wing building displaying a neoclassical front elevation.
- 2 The bathrooms feature faucets from GROHE's Essence line which employs modern technology and which is definitely an eye-catcher among GROHE fittings.
- 3 The interior designer Jean-Philippe Nuel has provided the hotel with his distinctive elegance and precise touch.
- 4 The frescoes are inspired by decorative pieces found on site.

4



Jean-Philippe Nuel

Architect
Mercure Engineering
Paris, France

Interior Design
Jean-Philippe Nuel
Nogent-sur-Marne, France

Address
Boulevard de la Cahotte,
Trouville-sur-Mer, France

Date of completion
2015

Number of rooms
103 including 16 suites

LONDON MARRIOTT PARK LANE

1



Located within a late-Edwardian apartment building, the 5-star Marriott Hotel in London's Park Lane is now, after an extensive renovation, a leading luxury hotel in London. The renovation project, led by the interior design firm RPW, included, among other things, the transformation of 152 guest rooms and the redesign of the lobby. The result is a blend of modernity and historical authenticity.

Shades of white, dove blue and lavender have contributed to a soothing and sophisticated ambience. Guests find themselves immersed in details like the collection of British artworks on display. The timeless but top-notch selection of materials used throughout the hotel includes silk, leather, solid wood and marble. Last but not least, the entrance vestibules to the guest rooms provide a sense of arrival that feels as appropriate today as it might have done 100 years ago.

- 1 The luxurious refurbishment of the 5-star hotel included lighting designs installed in the entrance, lobby, reception area and meeting rooms.
- 2 The bedrooms are light and bright, with a timeless and luxurious feel.
- 3 The GROHE Grandera collection is both homage to an age of grandeur long past and an affirmation of a modern sensibility, so it perfectly fits into this high-end hotel which used to be an Edwardian mansion.
- 4 The bookmatched marble in the bathroom sets the appropriate stage for GROHE's Geneva volume control trim and Grandera hand shower stick.



2



Elizabeth Lane, RPW Design



Heather McLellan, RPW Design

Interior Design

RPW Design
London, UK

Address

140 Park Ln
London, UK

Date of completion

2015

Number of rooms

157 including 5 suites



Elena Verdera, RPW Design



Alessandro Tessari, RPW Design



3

4

PREROW SCHEUNEN TRIO

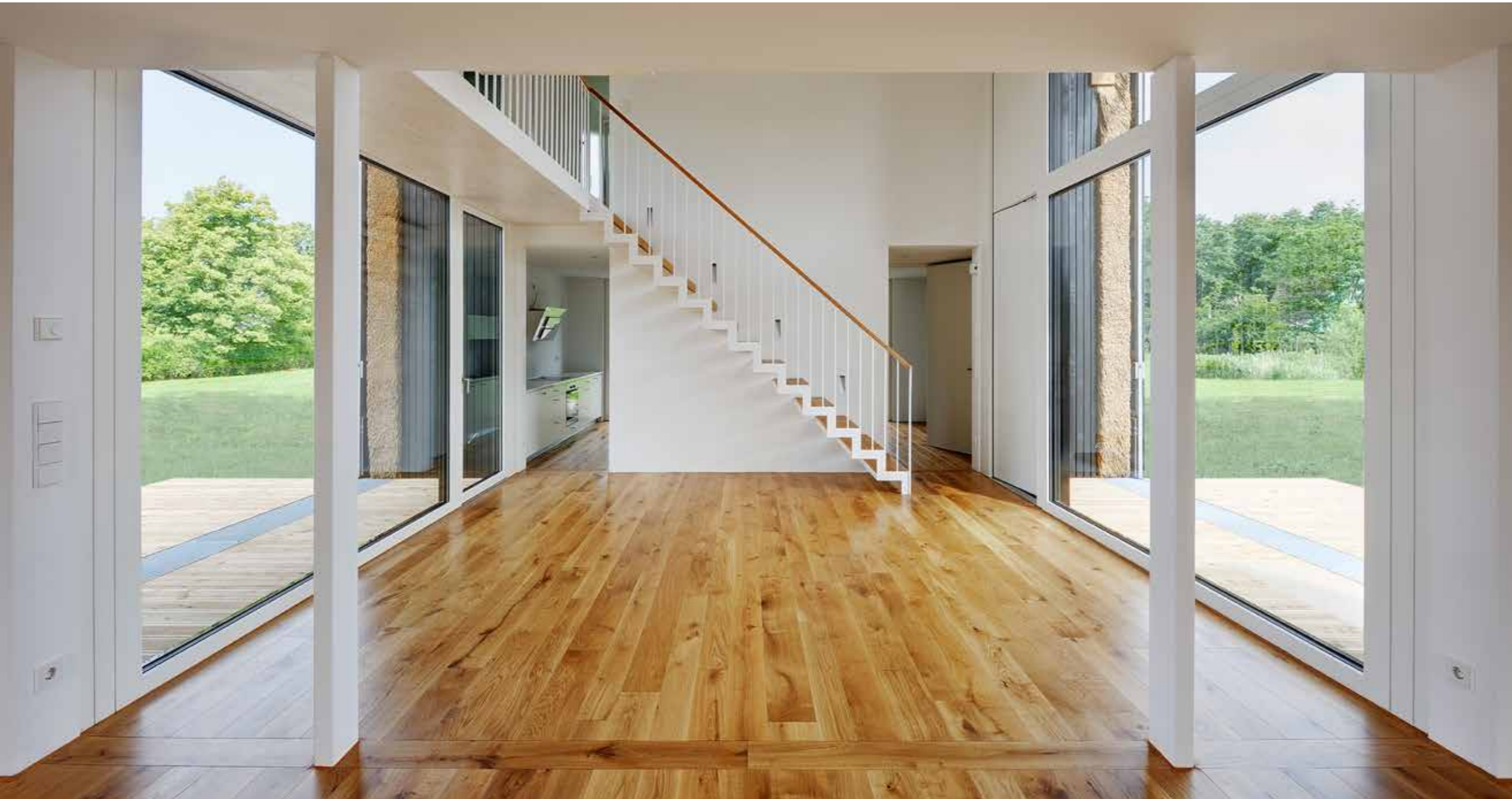
1



The so-called Scheunen trio in Prerow was built by Möhring Architects. The houses, or “barns”, were awarded with the Landesbaupreis Mecklenburg Western-Pomerania 2014 in the category of buildings that cost less than one million Euros. The jury praised the integration of the houses into the cultural building tradition of the region and the architect’s deliberately contemporary design. The windows open on to terraces so that the central rooms of the houses can be expanded. The roofs are covered with common reed, a nod to the traditional roofing in northern Germany.

2





Norbert Möhring

Architect
 Norbert Möhring
 Berlin, Germany

Address
 Grüne Straße
 Prerow, Germany

Date of completion
 2013

Area used
 238m²

- 1 The architects combined regional building tradition with contemporary design.
- 2 The Scheunen trio, showing all three houses.
- 3 The central living room of the house takes up the tradition of the barn floor. The large "barn doors" are also the source of light to the house and ensure adequate incidence of daylight during the morning and in the evening.
- 4 The bathroom is equipped with GROHE Quadra faucets and a Rainshower F-series showerhead, mirroring the rectangular form of the shower tray.

MILAN CITY LIFE

1



In 2004, Studio Libeskind, in conjunction with Zaha Hadid Architects and Arata Isozaki Associates, landed the tender to develop and reconnect the existing city fabric of Milan to an abandoned 246,858m² site, previously home to the city's historic fairgrounds. With a high-rise complex, a huge park, a public square and underground station scheduled for completion in 2016, the first housing parcels have been completed by Studio Libeskind and Zaha Hadid Architects.

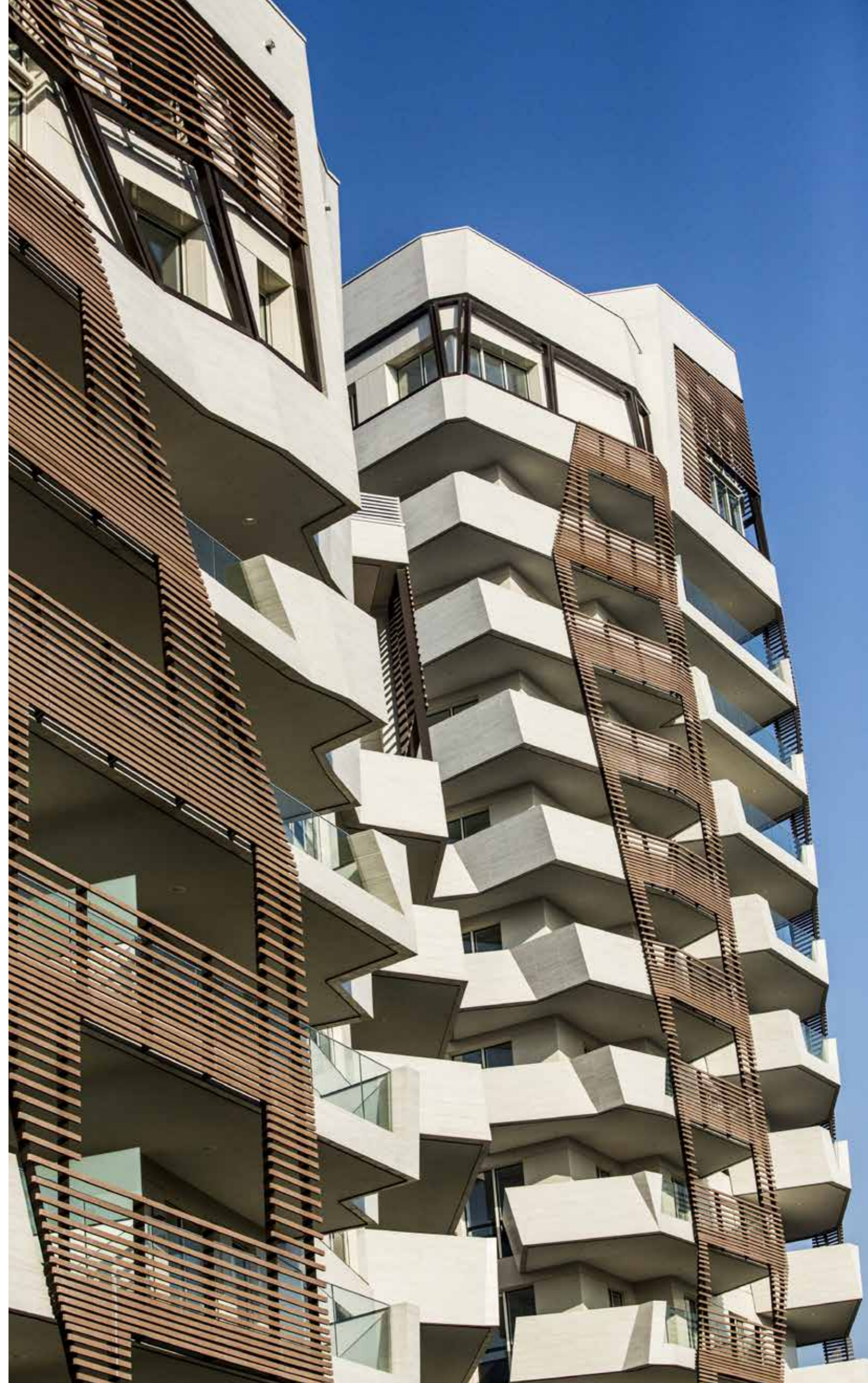
The residences feature faucets from GROHE's Europlus line, such as the single-lever basin mixer, the GROHE Sena hand shower set and the GROHE Essence single-lever bidet mixer. All these fittings are characterised by a timeless aesthetic design and are thus the ideal match for these exclusive residences.

- 1 The façade's design involves continuity and fluidity: the envelope of the buildings is defined by a curvilinear movement of balconies and terraces, opening up into a rich variety of private spaces, both interior and exterior, echoing the landscape below.
- 2 Great care has been taken with the site and the buildings orientation, taking into account environmental and comfort requirements so that most apartments face south-east, and at the same time ensuring the best views from the terraces, towards either the city or the public park.
- 3 The Libeskind residences display a rhythmic pattern and are draped with brise soleils made from new, highly sustainable composite wood. Each building is topped off by double-height penthouses, conceived as villas, with generous terraces, luxury finishes and city views.

2



3



Zaha Hadid



Daniel Libeskind

Architect

Zaha Hadid Architects, London, UK
and Libeskind Design, Milan, Italy

Address

Via Senofonte 2/4 e Via Spinola 8
Milan, Italy

Owner

Assicurazioni Generali S.P.A

Date of completion

2013–2016

Area used

246,858m²

NORDERNEY
INSELLOFT





3

- 1 The main façade of the Inselloft at night with the linking veranda.
- 2 The guest rooms are exceptionally furnished; some of the 35 rooms offer an unrivalled sea view.
- 3 The bathrooms feature GROHE flush plates from the Skate Cosmopolitan line which make a modern contribution to the superbly designed hotel, as GROHE also pays attention to all aspects of design in the bathroom.

2

The Inelloft, an individual hotel for people who fancy stylish design, comprises four historic houses dating back to the early 20th century in Wilhelmine style, and all of them have been redeveloped and provided with a modern look. Moreover, the houses are now linked together by a veranda stretching the entire length of the complex.

A special feature of the hotel is the bakery, as well as a Wine & Deli bar, a design shop, a cinema, spa, sauna and gym. Guests are not confined to their rooms but can meet up in the "Wohnzimmer", the heart of the Inelloft, where they can sip their wine in front of the open fireplace. The hotel was redecorated by brothers Marc and Jens Brune who developed a concept that adequately fits to the air of Norderney and its buildings.

Architect
 Brune & Company
 Marc Brune
 Bremen, Germany

Interior Design
 Brune & Company
 Bremen, Germany
 and Diane Böhringer

Address
 Damenpfad 37–40
 Norderney, Germany

Date of completion
 2014

Number of rooms
 35

DAVOS CONGRESS CENTRE

1

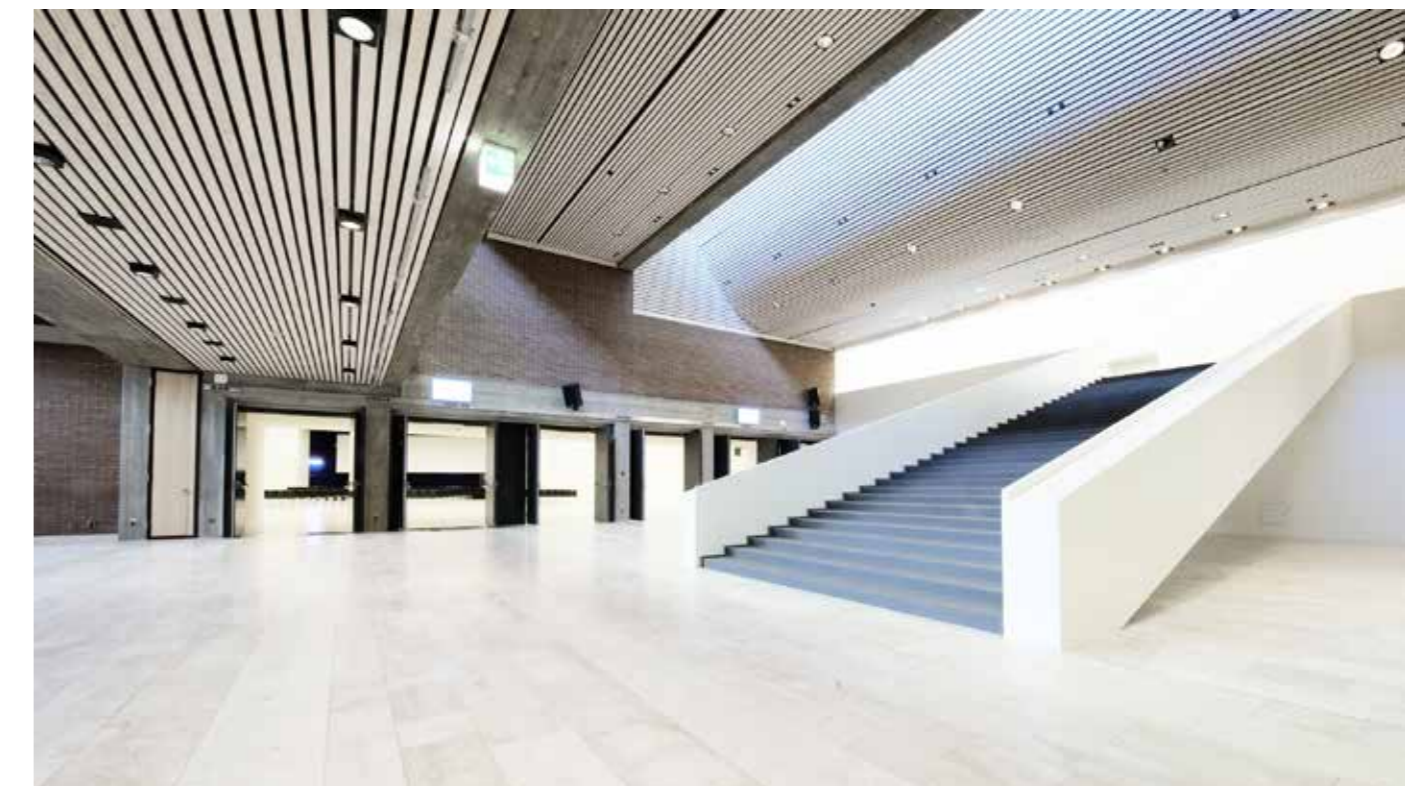


The congress centre, built in 1969, has been gradually extended and underwent its latest extension in 2011 helmed by the architect Heinrich Degelo. The new congress centre now provides an optimal infrastructure for events of all kinds and offers capacity for 5,000 attendees. It has a new plenary hall and a total of 34 meeting rooms, making it the biggest congress venue in Switzerland. The centre works both as a single entity with an entry area for large-scale occasions, and in form of three independent autonomous areas. This is made possible by the foyer, to which the separate parts of the building tie in. One big challenge for the architect was to unify the former jumble into a clear complex that the Kurpark ("spa gardens").

The aesthetic appeal of the centre has also been enhanced by the addition of two washrooms fitted with high qualitative LIXIL and GROHE products and based on an overall concept by the head of design at GROHE. The washrooms were completely remodelled and fitted with the latest sanitary equipment. Since April 2015, GROHE has been part of the global market leader LIXIL Water Technology, with GROHE remaining an independent brand. At the congress centre in Davos, the redesign of the washrooms was also driven by the fact that the washrooms are used by numerous people from different parts of the world on a daily basis, thus the focus was on ensuring intuitive operation and the greatest possible convenience.

- 1 The entrance on Talstrasse to the congress centre at Davos.
- 2 Degelo architects have brought a sense of simplicity and order to spaces that used to be a labyrinth.
- 3 The state-of-the-art washrooms use GROHE's infrared Tectron Skate to complement the contemporary feel.
- 4 The centrepiece of the new plenary hall is the huge honeycomb ceiling, making the structure appear weightless.
- 5 GROHE flush plates are more than an article for daily use – they are pure design. Thus, GROHE's capabilities as a supplier of complete bathroom solutions are now showcased to the international audiences attending events in Davos.
- 6 The minimal design of the faucet from GROHE's Essence line employs modern technology but is still a feast for the eye. The glossy white surfaces of the GROHE basins and the organically shaped Essence faucets dominate the look of the washbasin area.

2





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5



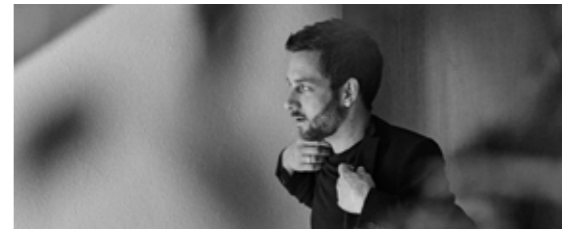
6



Heinrich Degelo, Principal



Sarah Söhnel, Partner



Florian Walter, Partner

Architect
Degelo Architekten
Basel, Switzerland

Address
Talstrasse 49A
Davos, Switzerland

Owner
Landschaft Gemeinde Davos

Date of completion
2011

Area used
11,500m²

EDINBURGH
WALDORF
ASTORIA
EDINBURGH -
THE CALEDONIAN





2

3



4

Waldorf Astoria Edinburgh – The Caledonian has undergone a £24 million investment and renovation programme. Located on Edinburgh’s most popular street, Princes Street, the former railway hotel built in Victorian style is not far from Edinburgh Castle.

Waldorf Astoria Edinburgh – The Caledonian offers luxurious bedrooms and the largest bathrooms of any hotel in Edinburgh. The guest rooms and suites feature shower heads from the GROHE Tempesta line that are designed to withstand the rigours of, year after year of daily use. Tempesta features a wide spray face that gives maximum water coverage and no dead spots.

Address
Princes St
Edinburgh, UK

Date of completion
2012

Number of rooms
241



- 1 Hotel exterior showing the entrance area.
- 2 Versailles Suite with dinner setup.
- 3 The Victorian style can be sensed almost everywhere in the hotel.
- 4 The Alexander Graham Bell Suite has sweeping views of the city.

MILAN
GERMAN PAVILION
EXPO MILANO 2015

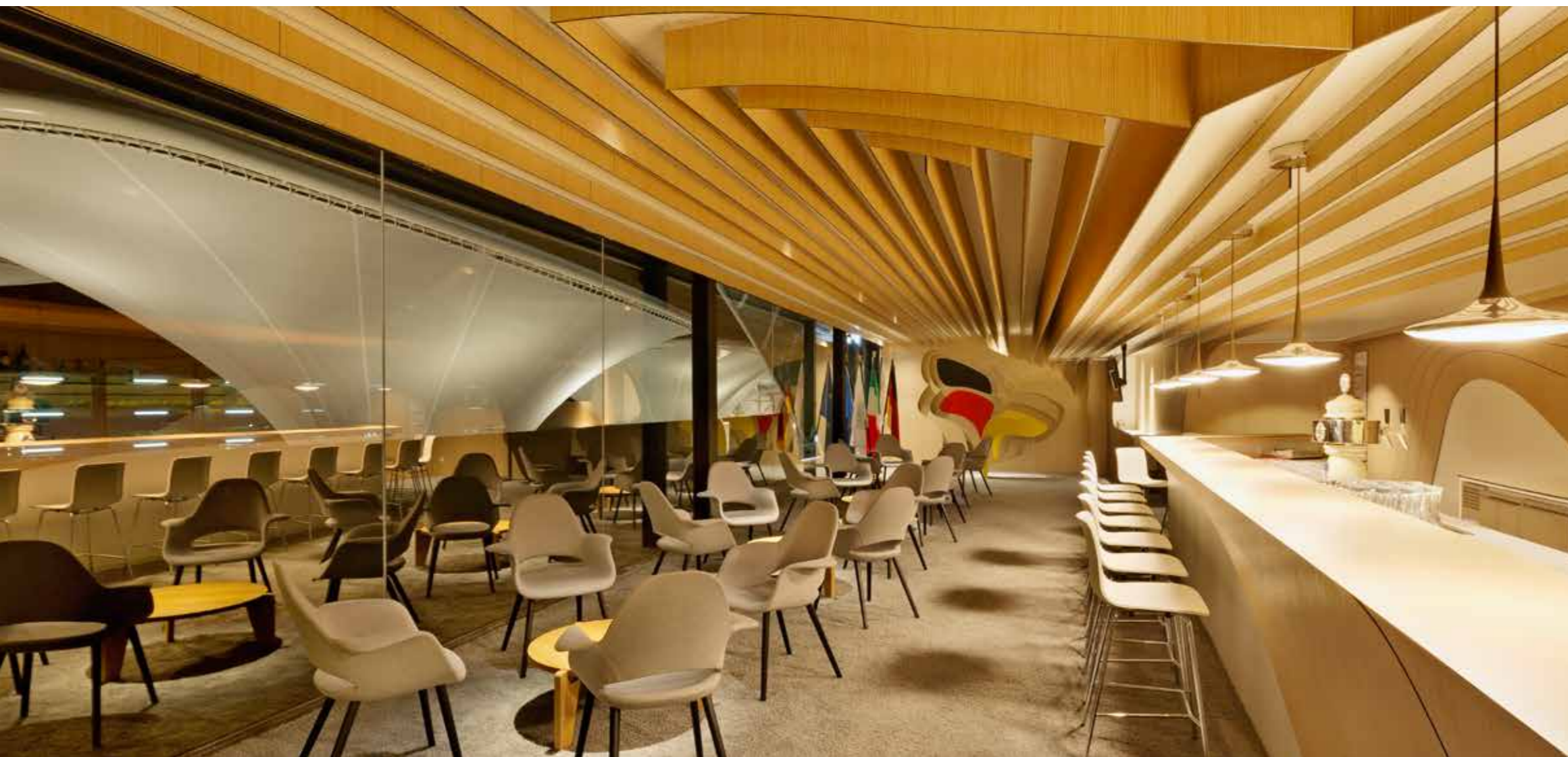
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4



- Overall Responsibility**
German Federal Ministry of Economic and Energy
Bonn, Germany
- Management company**
Messe Frankfurt GmbH
- Design, planning and realisation of the German Pavilion**
Deutscher Pavillon EXPO Milano Consortium
- Spatial concept, architecture and general planning**
SCHMIDHUBER
Munich, Germany
- Content concept, exhibition and media**
Milla & Partner
Stuttgart, Germany
- Project management and construction**
Nüssli (Deutschland) GmbH
Roth, Germany
- Date of completion**
2015

The German pavilion is characterised by the integration of the content presentation into the space. The pavilion conveys a new and unexpected image of Germany to visitors: open, likeable and humorous. It clearly lives up to its motto: "Fields of Ideas".

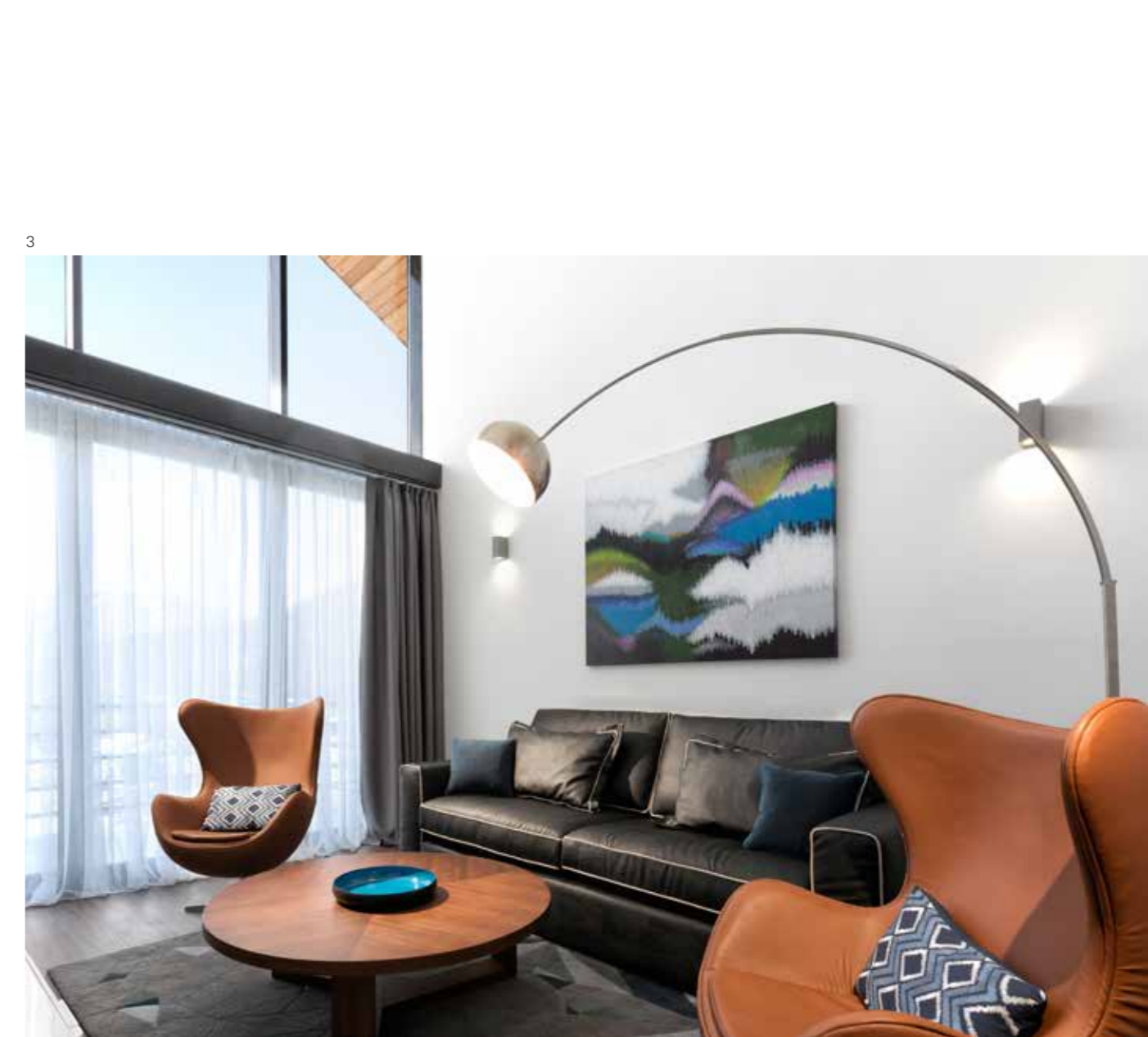
The name itself is expressed in the architecture which is reminiscent of the gently sloping surrounding landscape.

Munich agency Schmidhuber was responsible for the pavilion's spatial concept, while Milla & Partner of Stuttgart was responsible for the content based-concept. Finally, Nussli is a leading global provider of temporary and modular structures for stadia, trade fairs and exhibitions and was in charge of realisation and project management.

- 1 German fields and farmland translated into architecture: a building as a gently sloping landscape with a freely accessible, themed exhibition inside.
- 2 At the landscape level, the visitor goes on a sensual journey with exciting prospects beneath the textile forest canopy, taking pleasure in interplay of light and shade.
- 3 The modern looks of several GROHE lines such as Relexa or the Tectron Skate complement the German pavilion with their cutting-edge design.
- 4 The restaurant at the German pavilion has space for 350 guests.

SOCHI
MONT YARD





The 4-star hotel Mont Yard, completed in 2014, is a unique architectural project that combines a modern hotel complex with the natural beauty of Krasnaya Polyana. The Mont Yard complex comprises an area of 11,000m² and the hotel features 100 rooms of different categories as well as a conference room, spa and gym. The panoramic windows of the restaurant offer an amazing view to the mountains and the valley of the Mzymta River. Currently the hotel is undergoing a rebranding process and will be known under a different name in the near future.

Every bit as modern as the hotel are the GROHE thermostats from the Cosmopolitan line with their minimalist design and award-winning technology for relaxing shower enjoyment. The same applies to GROHE's Rainshower head showers, featuring GROHE DreamSpray technology for balanced water distribution to every nozzle.

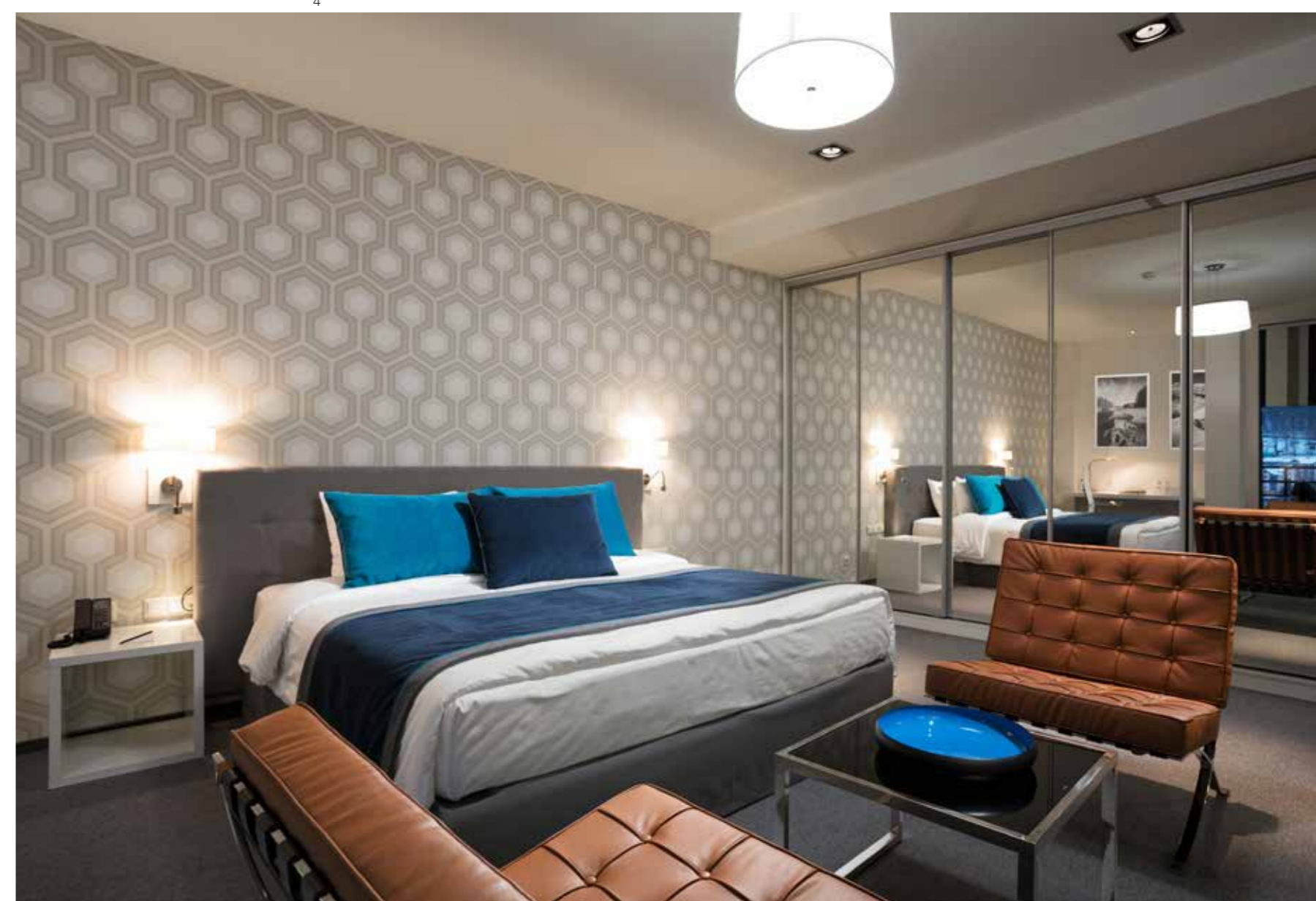
Address

Dubravnaia Ulitsa 70
Sochi, Russia

Date of completion
2014

Number of rooms
100

- 1 Front view of Mont Yard hotel with its large terrace.
- 2 The bathroom features several product lines from GROHE such as the thermostats from the Cosmopolitan line or the single-lever bidet mixer from the Essence line, forming a harmonious combination of modern design and technology
- 3 Mont Yard focuses on the creative arrangement of its rooms.
- 4 In the rooms, everything is designed in terms of ergonomics, aesthetics and comfort.



AMSTERDAM THE EDGE

1





2

The Dutch real estate developer and investor OVG Real Estate has accomplished the most sustainable office building in the world and has now been honoured with the highest rating ever awarded by the global certifier for sustainable real estate, the Building Research Establishment (BREEM). The Edge in Amsterdam has been given a BREEM "outstanding" rating. OVG Real Estate worked closely together with the main user of the building, the world's leading accounting and consulting company Deloitte, while putting the project into practice.

By using innovative and intelligent technologies, the office building of 40,000m², scored a rating of 98.36 percent. Previously, the One Embankment Place in London was ranked first.

It is the first building that utilises LED lighting from Philips connected to ethernet. Employees can use their smart phones to adjust the light and the temperature individually at their workplace. This innovation not only saves energy costs but also helps to control the energy efficiency of the building based on the data collected. OVG's office kitchen features GROHE Blue and GROHE Red faucets. GROHE Red allows you to draw filtered kettle-hot water directly from the faucet without having to wait, while GROHE Blue purifies ordinary tap water. The built-in cooling unit and exchangeable carbonisation bottle add the desired chill and sparkle. Since many people bring their own sparkling water in plastic bottles into work, because they are concerned about the impact tap water might have on their health, GROHE Blue actually helps people to minimise their impact on the environment by lowering their consumption of plastic, architect Ron Bakker explained.



Ron Bakker

Architect
Ron Bakker, PLP Architecture Ltd
London, UK

Address
Gustav Mahlerlaan 2970
Amsterdam, Netherlands

Date of completion
2014

Area used
40,000m²

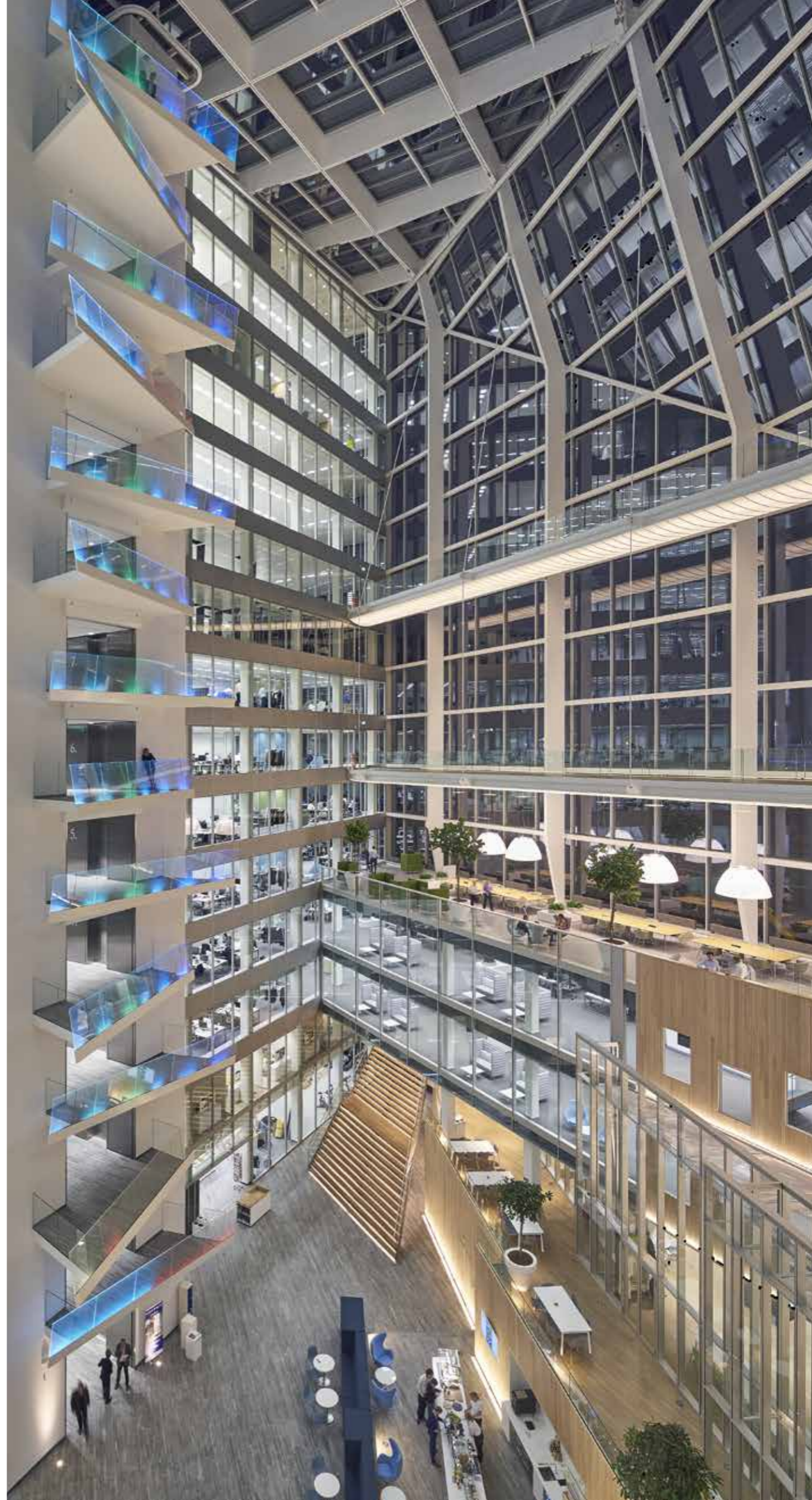


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4

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- 1 The south façade of The Edge was equipped with photovoltaic modules except for the window areas.
- 2 Inside The Edge.
- 3 GROHE Red delivers kettle-hot water, while sparkling purified water can be drawn from the GROHE Blue faucet.
- 4 Bathrooms are fitted with GROHE Europlus E.
- 5 The Edge is located in the commercial and financial centre of the Netherlands. It is one of the smartest buildings in the world. The distinctive feature of the building is that it is capable of constantly documenting its energy consumption and to adapt of adapting conditions through new technologies and innovations.

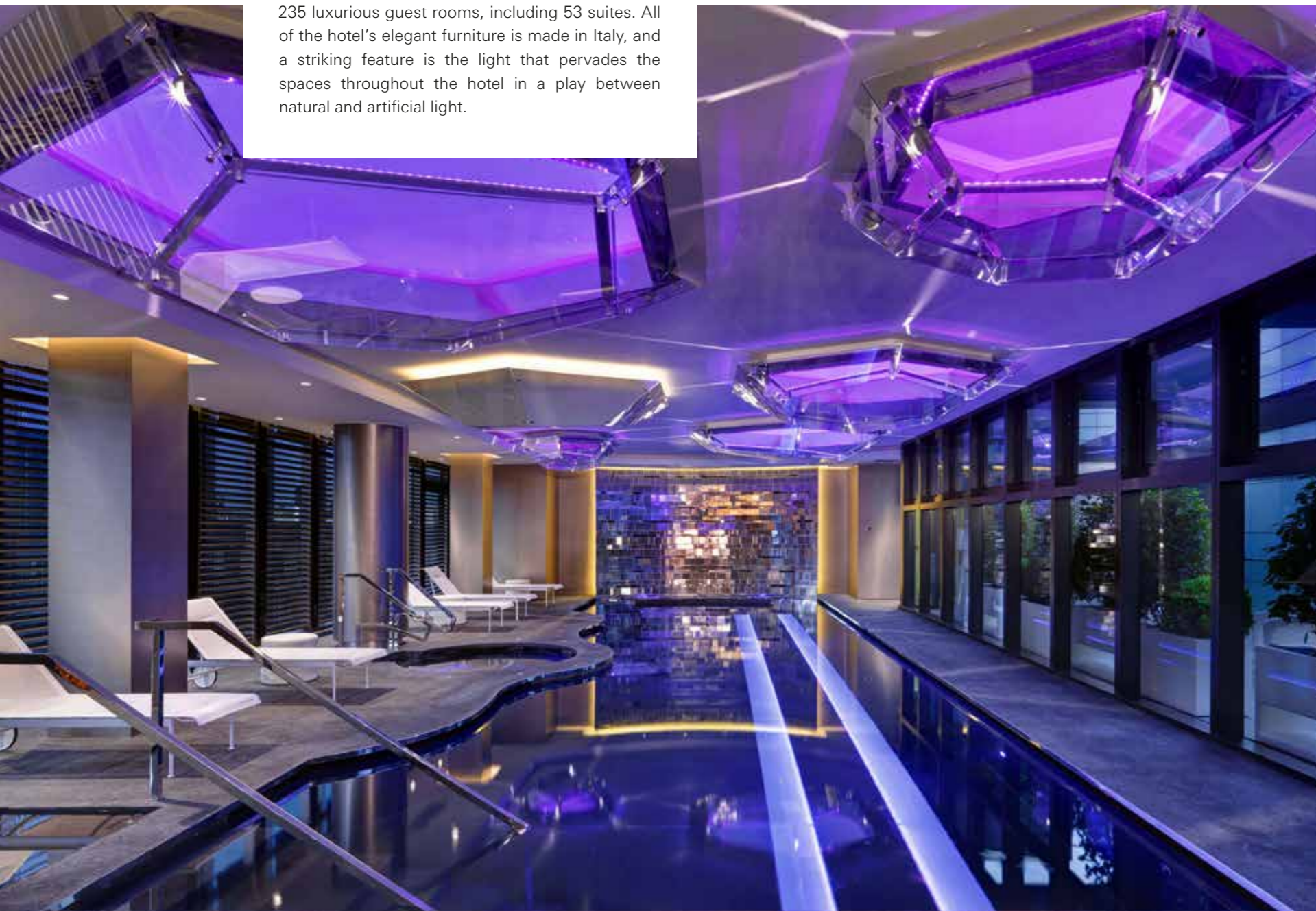
MILAN EXCELSIOR HOTEL GALLIA

The Excelsior Hotel Gallia has undergone a multi-million euro restoration and has been completely renovated by renowned Milanese designer Marco Piva. It is now, a glittering reflection of Milan's rich culture. The hotel opened first as Palace Gallia in 1932 and has been one of the most prestigious in Milan ever since. The extensive architecture and interior design combines contemporary aesthetics with the original Belle Époque style of the building.

The hotel consists of two main buildings – the completely redesigned historic palace and the new wing with a façade that resembles a delicate steel and glass curtain. Excelsior Hotel Gallia provides 235 luxurious guest rooms, including 53 suites. All of the hotel's elegant furniture is made in Italy, and a striking feature is the light that pervades the spaces throughout the hotel in a play between natural and artificial light.

- 1 The striking ceiling lights reflect into the impressive swimming pool.
- 2 The bathrooms feature GROHE's concealed Eurosmart Cosmopolitan E line.
- 3 The interiors are characterized by distinct references to the stylish Milanese lifestyle and timeless elegance of the Art Deco era. The furnishings have been exclusively created by Italian designers and craftsmen.

1



2



3



Architect & Interior Design

Marco Piva
Studio Marco Piva
Milan, Italy

Address

Piazza Duca D'Aosta, 9
Milan, Italy

Date of completion

2015

Number of rooms

235 including 53 suites

DUBROVNIK HOTEL DUBROVNIK PALACE

1



2



3





The Dubrovnik Palace, originally built in 1972, is located on the seafront between a pine forest and the coastal waters of the Lapad peninsula on the Dalmatian coast. After a comprehensive redecoration in 2014, the 5-star Palace now presents itself with a fresh interior design scheme in each of the 308 newly redesigned contemporary rooms.

The reconstruction of the rooms and restaurant of the Dubrovnik Palace was carried out by Studio 3LHD, and one of the guiding principles in developing the concept was to provide better functionality and aesthetic quality. Thus, wood and natural materials as well as curtains and fabrics were used to ensure a comfortable atmosphere with a view of the Elaphiti Islands.

On the interior design, 3LHD worked with product designers from Grupa Studio, who designed the furniture and lamps for the rooms. The graphics (for the wallpaper) with stylised Mediterranean motifs were developed in collaboration with artist Mare Šuljak, and all of the textiles, curtains and covers were chosen in collaboration with fashion designers from Studio I-GLE.

- 1 Hotel Dubrovnik Palace is located on the peninsula of Lapad, and the building evokes a large ship.
- 2 The self-contained luxury resort in coastal location offers magnificent views of the sea.
- 3 Besides outdoor and indoor pools, the hotel offers excellent sea bathing.
- 4 Bathroom walls are dominated by mirrors that reflect light, with ceramics on walls and floors. The GROHE shower heads from the Rainshower line are the ideal complement to these bright bathrooms.
- 5 Deluxe suite with sea view and terrace. The focal point is the French doors that open on to a large furnished terrace.



(from left to right): Marko Dabrović, Tatjana Grozdanić Begović, Silvije Novak and Saša Begović

Architect

Studio 3LHD
Zagreb, Croatia

Address

Masarykov put 20
Dubrovnik, Croatia

Owner

Adriatic Luxury Hotels

Date of completion

2014

Number of rooms

308 including 37 suites



BOOM
TOMORROWLAND



2



Tomorrowland is the largest annual electronic music festival held in the world, taking place in Belgium. It used to be organised as a joint venture by the original founders together with ID&T. The festival takes place in the town of Boom, 16 kilometres south of Antwerp, 32 kilometers north of Brussels, and has been going since 2005. Tomorrowland has since become one of the most notable global music festivals.

Tomorrowland is mainly characterised by the exceptional “wonderland” design of its stages and other facilities. The Dutch open-air festival Mystery Land, also organised by ID&T, served as a role model.

3

- 1 Tomorrowland – where mystery meets music.
- 2 A cooling break is a must-do.
- 3 GROHE Rainshower Flower lined up: Six attractive floral colour schemes are available to choose from.
- 4 Inspired by tulips, sunflowers and orchids, the colourful GROHE Rainshower not only brings a fresh look to bathrooms but also to open-air concerts.



4



Address
Boom, Belgium

Visitors
180,000

PARIS D2 TOWER

1



2



The D2 Tower, an office building developed by Anthony Béchu and fellow architect Tom Sheehan, is located in the business district La Défense, and was completed in 2014 and inaugurated in January 2015. At a height of 171 metres, the building features 37 floors above ground and three underground, providing an effective area of 50,000m². In October 2015, the skyscraper was awarded with the Emporis Skyscraper Award 2015 in bronze.

The architects opted for steel as the material of choice due to the great speed of construction it offers. Using steel allowed the architects to use 30% less material compared to other structural solutions; a saving that has also contributed to improving the tower's environmental footprint. When viewed externally, the "diagrid" structure gives the building a diamond-like shine. While one side of the tower is aligned with the ring road nearby, the other side describes a convex curve, and both join together to create a sharp edge that rises vertically to the sky.

- 1 The skyscraper is the first steel-framed tower in Paris's business district La Défense. Thousands of diamond-shaped windows reflect the daylight to create a unique lighting effect.
- 2 Rest rooms feature GROHE's Eurosmart Cosmopolitan E faucet which can be adjusted to be time or user dependent and has a built-in safety stop after 60 seconds. Additional functions can be set by remote control. This top-notch faucet impresses with its GROHE StarLight finish and meets the aesthetic demands of the ultra-modern office building.
- 3 The rest rooms are framed by alabaster glass which creates a harmonious relationship with the other materials used. Responsible for the interior design were Volume ABC and Anne Charlet.

3



Architect
Agence d'Architecture
Anthony Béchu & Associés
Paris, France

Interior Designer
Anne Charlet
Volume ABC
Paris, France

Address
Tour D2
Paris, France

Date of completion
2014

Area used
50,000m²

1

UMEÅ U&ME HOTEL



- 1 The U&ME Hotel is part of Väven, Umeå's new cultural centre, just a stone's throw from the river Umeälven and the city.
- 2 Typewriters are not only subjects for wallpaper papers but can actually be found in the hotel room.
- 3 Individually designed rooms with details that inspire creativity: instead of the usual hotel stationery, blank music paper and technical drawing paper come as standard in all rooms.
- 4 Bathrooms feature the stylish, wall-mounted two-hole basin mixer from GROHE's Veris line.

2



3



4



The U&ME Hotel in Umeå, opened in September 2014, offers rooms in various sizes, ranging from small to large. The hotel is located on floors 6 to 13 in Väven, Umeå's new cultural centre. All the rooms on the upper floor offer views to the river Umeälven and the city. U&ME is an innovative hotel concept, as there is no traditional reception; hotel guests have to check in and out by themselves.

The hotel features numerous GROHE products lines, such as Universal waste fittings, the concealed thermostatic bath mixer from the Veris line or the head shower from the Ondus line. All these various GROHE lines are the ideal choices for Scandinavia's most innovative hotel with its outstanding interior by the design agency Stylt Trampoli AB.



Erik Nissen Johansen, Stylt Trampoli

Architect
Snøhetta, Oslo, Norway

Interior designer
Stylt Trampoli, Gothenburg, Sweden

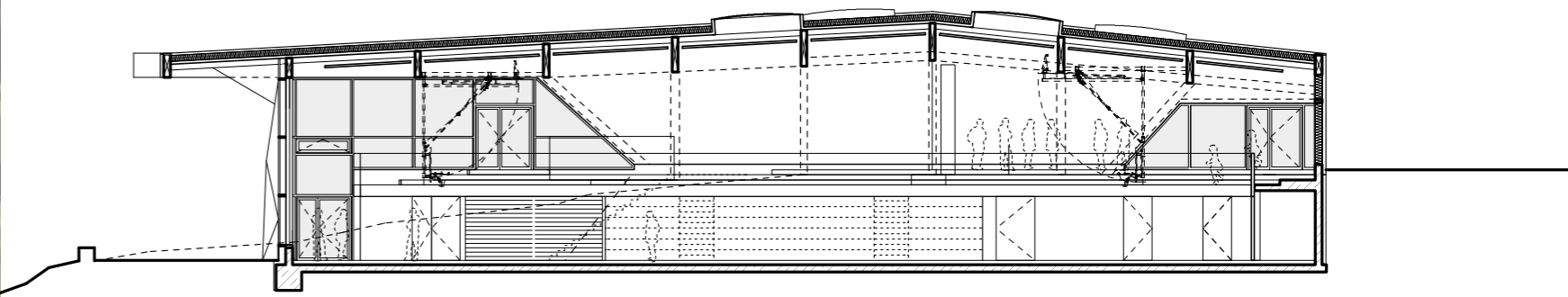
Address
Storgatan 46 903 26
Umeå, Sweden

Date of completion
2014

Number of rooms
162



BERLIN RUDOLF STEINER SCHULE



The new sports and multi-purpose facilities take the topography of the surroundings into account. The two levels of the building can be accessed at ground level. The volume of the building is, in parts, embedded in a hillside. When viewed from outside, the frontage of untreated wooden slats embeds the building into the site. The topography is continued in form of a concrete grandstand in the hall. From here, the dynamic interior can be experienced from different perspectives since the large interior space overlooking the schoolyard only becomes visible when entering the building. Warm wooden surfaces and harmonious colours provide a pleasant atmosphere. School concerts, choral performances, lectures and competitions of physical education take place here.



Andreas Kopp



Minka Kersten

Architect
Kersten+Kopp Architekten BDA
Berlin, Germany

Address
Auf dem Grat 3
Berlin, Germany

Date of completion
2015

Area used
1,240m²



4



3

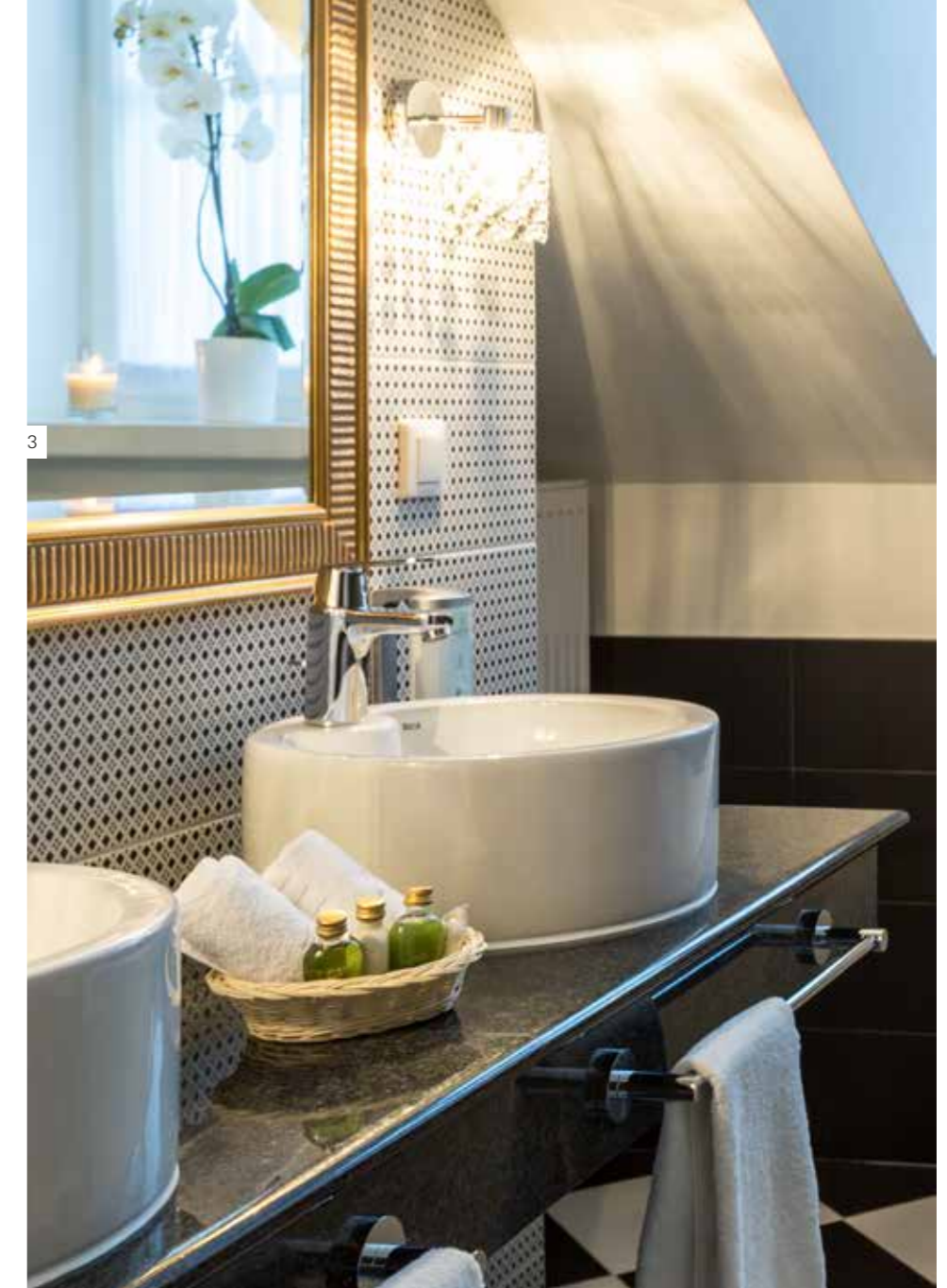


5



- 1 The wooden building fits into the scenery while large window panes provide the views.
- 2 The coloured wall and roof construction seems to hover over the pitch which is lined in wood.
- 3 As for the GROHE Skate Cosmopolitan wall plate, the user can choose between two flush volumes: The 2-volume technology supports demand-actuated and economical use of water.
- 4 The GROHE flush valves on the urinals are powerful and always ready for use. Here, the elegantly designed GROHE Arena plates are mounted for flushing.
- 5 GROHE's touch-free fittings from the Euroeco CT line ensure constant water temperature for facilities with a high demand for hot water, such as sports facilities, fitness centres or saunas.

TROJANÓW TALARIA LADIES SPA



Talaria Spa in Trojanow is located in a restored 19th century manor, offering 34 exclusive guest rooms with stylish furnishings and the spa is exclusively designed for women, thus the combination of modernity, renovated furniture and women's gadgets helped in the creation of rooms perfectly fitted to women's needs (spacious wardrobes, big mirrors, make-up shelves, exclusive cosmetics).

The present owners bought the palace in 2004. Today, the palace with its surrounding fields and greenery has received a new lease of life, thanks to the commitment of women.

- 1 Talaria Ladies Spa is solely for the use of women.
- 2 Inspiration for the interiors came from the interests, achievements and profiles of well-known women, which resulted in a unique hotel experience.
- 3 The timeless design of the GROHE Eurosmart Cosmopolitan and Eurostyle Cosmopolitan fittings enhance the elegance of the bathrooms.



Maciej Hejna and Magda Hejna

Architect & Interior Design

Hejna Architekci
Pruszków, Poland

Address

Trojanów 158
Trojanów, Poland

Date of completion

2014

Number of rooms

34

Area used

4,900m²

1

SAN BERNARDO
CASTILLA TERMAL
MONASTERIO DE
VALBUENA



2



4



3

The hotel and spa Castilla Termal Monasterio de Valbuena, located in the Ribera del Duero, is the first 5-star spa resort of Castilla y León and is built in one of the best preserved Cistercian monasteries in Europe converted into an exclusive tourist resort. The monastery of Santa Maria de Valbuena has 79 superior rooms available and a built-up area of more than 18,000m².

The hotel's facilities include a comprehensive offer of gastronomic establishments. It also features a café with a terrace, an event halls for up to 200 people, a children's zone, a herb garden and a private vineyard.



- 1 Castilla Termal Monasterio de Valbuena is located in a 12th century Cistercian monastery of the.
- 2 The minimalistic design of the hotel does not interfere with the original layout of the monastery. The wooden beams enhance this archaic feel.
- 3 View of the monastery church with central aisle and groin vault in the Romanesque style typical of the 12th century. The transition to Gothic architecture is already indicated in the lancet arches of the central and side aisles.
- 4 The bathrooms feature GROHE shower systems and faucets in contemporary designs, among them GROHE's Eurocube single-hand washbasin faucet and shower mixer with Euphoria Cube Stick Hand shower with its plain surface and angular design.

Address

Calle Murallas
San Bernardo, Valladolid
Spain

Date of completion

2015

Number of rooms

79

PAPENBURG
CELEBRITY EQUINOX



2



3



4



The cruise ship Celebrity Equinox is 317 metres long, nearly 37 metres wide and has berths for 2,852 passengers. The cruiser was built at the shipyard Meyer Werft in Papenburg, Germany at a cost of \$641 million and has recently been enhanced by new amenities like the Gastrobar. Destinations cruiser range from Alaska to Europe to the Transpacific. Passengers can enjoy exceptional dining venues and also linger and relax in the Sky Observation Lounge where space comes to life at night.

Shipyard
Meyer Werft
Papenburg, Germany

Interior Design
BG Studio International
New York, USA

Passengers
2.852

The Celebrity Equinox features a wide range of GROHE lines, such as the Tempesta Mono shower set, the thermostat shower mixer Grotherm 100 and the Eurosmart Cosmopolitan single-lever basin mixer. These GROHE fixtures and fittings ensure that the latest technology and sophisticated design are included in the well-equipped staterooms of the Celebrity Equinox.

- 1 The Celebrity Equinox is registered in Malta and set sail on its maiden voyage in August 2009.
- 2 Elegance and modern design can be found everywhere on board.
- 3 Pool area of the Celebrity Equinox.
- 4 Some of the Celebrity Equinox suites feature an accessible veranda.

SOCHI
ADLER STATION

1





The Adler Railway station on the North Caucasus Railway is one of the largest rail passenger terminals in the world. In order to replace the existing station, the new construction on Adler station began in 2010 and was completed in 2013. It has a capacity of 3,000 to 5,000 passengers per hour in normal operation. However, it saw 20,000 passengers on the opening day of the Olympic Games 2014.

Adler Station was the winner of the contest of environmental innovation in the nomination "The best example of implementation of energy saving solutions." The station uses energy-saving lighting components, solar panels on the roof of the building, energy recuperation, rainwater collection for reuse as well as the installation of energy-saving elevators and escalators.

The rest rooms are equipped with GROHE products such as the self-closing basin mixer from the Eurosmart Cosmopolitan line, the GROHE Tektron Skate chrome electronic flush plate and the subtle but stylish basin mixer with its slightly curved metal lever from the Eurosmart line. The functional design of all these GROHE lines enhances this state-of-the-art, award-winning sustainable railway station.

Architect
NPO Mostovik
Omsk, Russia
in cooperation with
GMP-Architekten
Berlin, Germany

Address
ul. Lenina, 113
Sochi, Russia

Date of completion
2013

Capacity
3,000 – 5,000 passengers



1 View of the Adler station from the street at night.

2 The new terminal, here seen from the long side, is a modern transport hub that will eventually link together all different types of passenger transport.

3 Detail of the terminal with the Caucasus Mountains in the background.

4 The station is known for its original and distinctive exterior and brilliant architectural design.

BERLIN SOUNDCLOUD

1



2

The new headquarters of the online platform SoundCloud are spaced over three floors (4,000m²) of an old brewery building on the Mauerstreifen. There are areas for relaxed chatting, such as the fireplace section which Soundcloud declared a technology-free area, or the Green Room, a garden inside the building where employees can enjoy the scent of plants even in winter.

Since music is actually a part of the startup's DNA, there is also a representative recording studio for staff and guests. Other amenities include a classroom, library and yoga space.



3



4



(from left to right): Chris Middleton, Martin Jacobs and Karim El-Ishmawi

Interior Designer
Kinzo, Berlin, Germany

Date of completion
2013

Address
Rheinsberger Str. 76/77
Berlin, Germany

Area used
4,000m²

- 1 Front view of the new building on top of the old brewery.
- 2 The new office building provides both areas for focusing on work and common rooms.
- 3 People at SoundCloud do not have to bring their own plastic bottles of mineral water as the GROHE Blue water system combines the modern look of a designer faucet with a high-performance filter, cooler and carbonator – and is as easy to use as an ordinary kitchen faucet.
- 4 Floor-to-ceiling windows in the large-scale office ensure an adequate level of light.

FULHAM
RIVERSIDE

BARRATT
— LONDON —

1



Fulham Riverside located in Fulham, London, offers a selection of one, two and three-bedroom apartments, duplexes, triplexes and townhouses spread over 3.3 hectares, and overlooking the River Thames. The development is set to complete in June 2018. This luxury riverside development also includes landscaped gardens, public open space, and the use of the jetty as a landscaped ecological area. Every home has a private balcony or terrace and access to one acre of communal gardens.

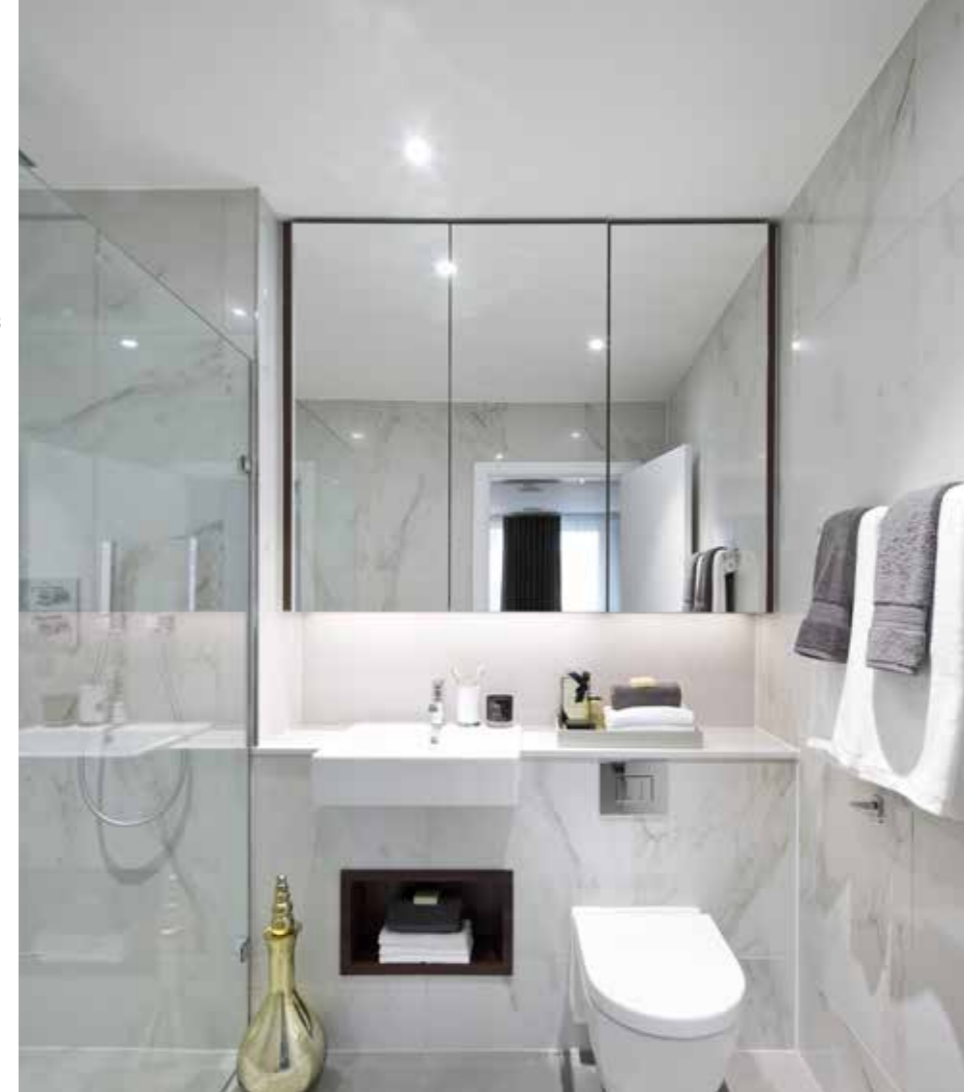
The development is characterised by various modern architectural styles. The riverside regeneration scheme has been built over two phases. While the first included the construction on 219 new homes, the second one is currently well underway to building the remaining 253 homes. The architect responsible for phase 2 is the studio Broadway Malyan.

- 1 All apartments and penthouses come with private outdoor space and amazing views across the gardens or river.
- 2 Apartment with an open kitchen that also uses GROHE fittings.
- 3 The stylish bathrooms of Fulham Riverside feature GROHE's Allure single-lever basin mixer which is the right choice for a luxury interior like this.
- 4 All homes feature contemporary designed fitted kitchens with GROHE Minta faucets.

2



3



Architect
Broadway Malyan
London, UK

Address
49 Townmead Road, Fulham
London SW6 2GS, UK

Date of completion
2018

Area used
3.3 hectares

Total apartments
472 (406 private and 66 social)

4



BERLIN PLATTENPALAST

1



Prof. Carsten Wiewiorra

Architect

wiewiorra hopp schwark architekten
Berlin, Germany

Address

Wolliner Straße 50
10435 Berlin, Germany

Date of completion

2015

Area used

30m²

The Plattenpalast consists of dismantled large-scale panels and, as a prototype, was developed as a research project at the Technical University of Berlin and IEMB in cooperation with Berlin architects wiewiorra hopp schwark architekten. The idea has already been awarded a prize by "Junior Architects" from Berlin. Interiors were designed by Wiewiorra's team in cooperation with the Detmolder Schule für Architektur und Innenarchitektur, a university of architecture and interior design.

The development was created according to the motto "sustainable architecture", hence only recyclable and environmentally friendly building materials were used. The window panes were removed from the Palace of the Republic and integrated into the recycled Plattenbau.

2



- 1 Plattenpalast Berlin has an effective area of 30m².
- 2 The window panels were originally a part of the former Palace of the Republic.
- 3 The small but smart kitchen uses GROHE's Eurosmart Cosmopolitan kitchen faucet while the bathroom features GROHE Allure wash basin mixer with its low water and energy consumption, the GROHE Euphoria 180 shower system.
- 4 There is no spatial boundary between the kitchen and bedroom where the mattress rests on a palette.
- 5 Living room, dining, kitchen and bedroom – everything is arranged in smooth transitions and furnished as simply as possible.

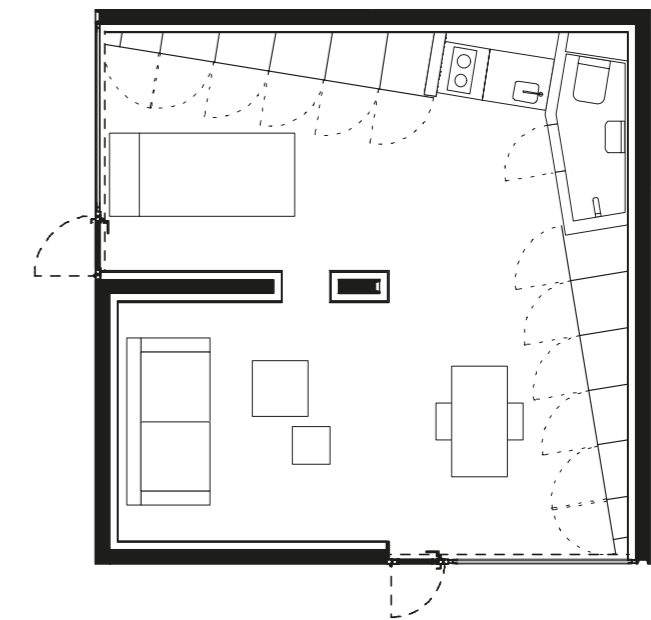


3



4

5



PAPENBURG NORWEGIAN GETAWAY

The Norwegian Getaway is the 10th ship Meyer Werft has built for Norwegian Cruise Line. Construction took 15 months before, the ship could be delivered to the shipping company. It features 2,014 staterooms and provides space for 4,028 passengers. The cruiser combines the entertained dining of of "Freestyle Cruising Concept" with lots of new things to do, such as a climbing park and free slides.

The ship is 326 metres long and is one of the largest cruisers in the world. On board, there are 22 bars and lounges as well as 27 dining options. This huge ship features a very trendy design and offers many highlights. Entertainment is provided by a state-of-the-art interactive communication system and sophisticated stage technology.

1

Shipyard
Meyer Werft
Papenburg, Germany

Inerior Design
Tillberg Design AB
Höganäs, Sweden

Date of completion
2014

Passengers
4,028

Number of rooms
2,014

2



3



4



- 1 From Miami, the ship sets sail throughout the year for its weekly seven-night cruises to the Western Caribbean. The Waterfront is an innovative, industry-first open-air promenade designed to connect guests with the ocean.
- 2 The mini-suites are accented with the finest touches and provide enough room to make memories that will last forever.

- 3 The cruiser impresses with its luxurious furnishings and state-of-the-art-technology.
- 4 The shower features GROHE Tempesta showers, while washbasins are equipped with Eurosmart Cosmopolitan faucets to emphasise the contemporary style of the ship.



MOSCOW OLYMPIA PARK

1



2



In February 2013, Kaspersky Lab's headquarters moved to new luxury offices in Moscow. The head office of the global cybersecurity company occupies about 30,000m² of Olympia Park - around two-thirds of the total area.

The high-tech location revises the existing standards of business and working space. It effectively combines office premises, an Olympic-standard sports centre and a picturesque park near the Khimkinskoe Reservoir. The buildings meet all the environmental requirements and use WC wall plates from GROHE's Ondus line as well as the GROHE infrared electronic basin mixer from the Eurosmart Cosmpolitan E series.

Architect

John McAslan + Partners
London, UK

Interior Design

ABD architects
Moscow, Russia

Address

39A Leningradskoe shosse
Moscow, Russia

Developer

AB Development

Date of completion

2013

Area used

30,000m²

3



1 The new offices of Kaspersky Lab with their curtain walls and rectangular structure are clearly a nod to the architectural language of the Bauhaus.

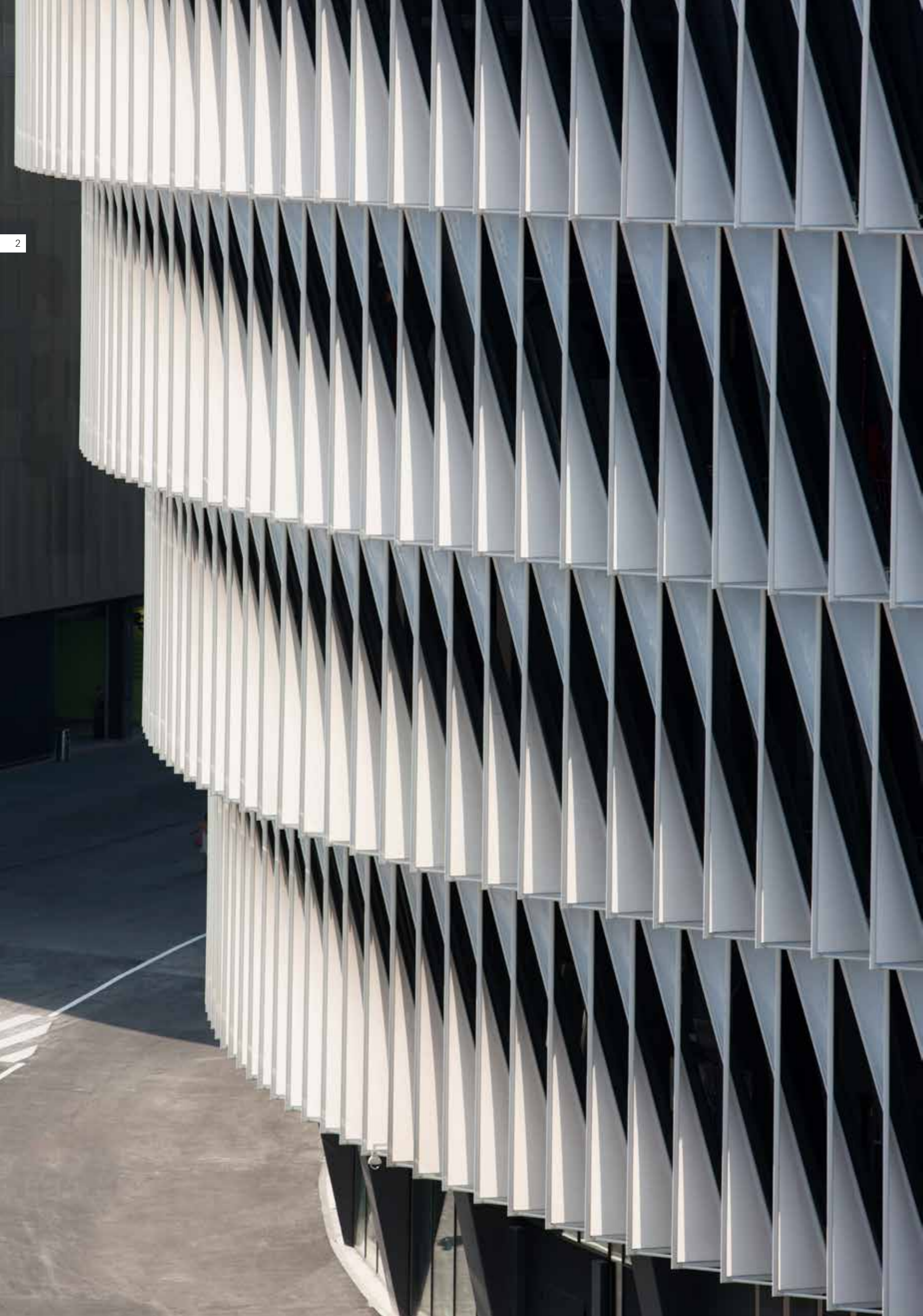
2 Salvador Dalí's Elephant de Triomphe at the Kaspersky Lab's reception area.

3 Interior design was developed by ABD architects. At the request of Kaspersky Lab, a neutral environment was created which establishes a good working environment. The interior is primarily in muted grey, green, beige and black; bright colours can be found only in the informal communication zones. The corporate green colour is reflected in the carpet.

BILBAO SAN MAMES STADIUM

1





The new stadium for the Athletic Club of Bilbao, built by architect César A. Azcárate Gómez (IDOM), was completed in 2014, now incorporating the old stadium of San Mames. One challenge was not only to maintain the amazing football atmosphere of the old stadium, but also, in terms of urban architecture, to take into account the rest of the buildings that constitute that particular area of the city. In order to provide an intense connection to the city and its surroundings, the architect focused on the façade which is illuminated by state-of-the-art lighting systems at night so that the entire stadium forms an urban landmark over the estuary.

The stadium has a capacity of 53,500 spectators, 3,000 hospitality seats, as well as leisure and meeting areas, restaurants, cafés, the museum of the soccer club and a sports centre open to the public under one of the stands. The setup of the latter is completely focused on the pitch in order to enhance the pressure that the fans exert on the match, as the architect explained. According to Gómez, the old San Mames was known worldwide for being a pressure cooker, with the crowd on top of the players.

1 The stadium dominates the view of the city, as well as the estuary, like a cathedral – actually the nickname of the former stadium San Mames.

2 The repetition of the twisted ETFE element, also used in the Allianz Arena in Munich, provides energy and unity to the elevation of the façade.

3 Facilities are equipped with GROHE Essence faucets, matching the spare interior with its functional and plain design.

4 The roof consists of radial metal trusses oriented towards the centre of the pitch and is covered with white ETFE cushions.

3



Architect

César A. Azcárate Gómez, IDOM
Bilbao, Spain

Address

Rafael Moreno Pitxitxi Kalea
Bilbao, Basque Country, Spain

Owner

San Mames Barria

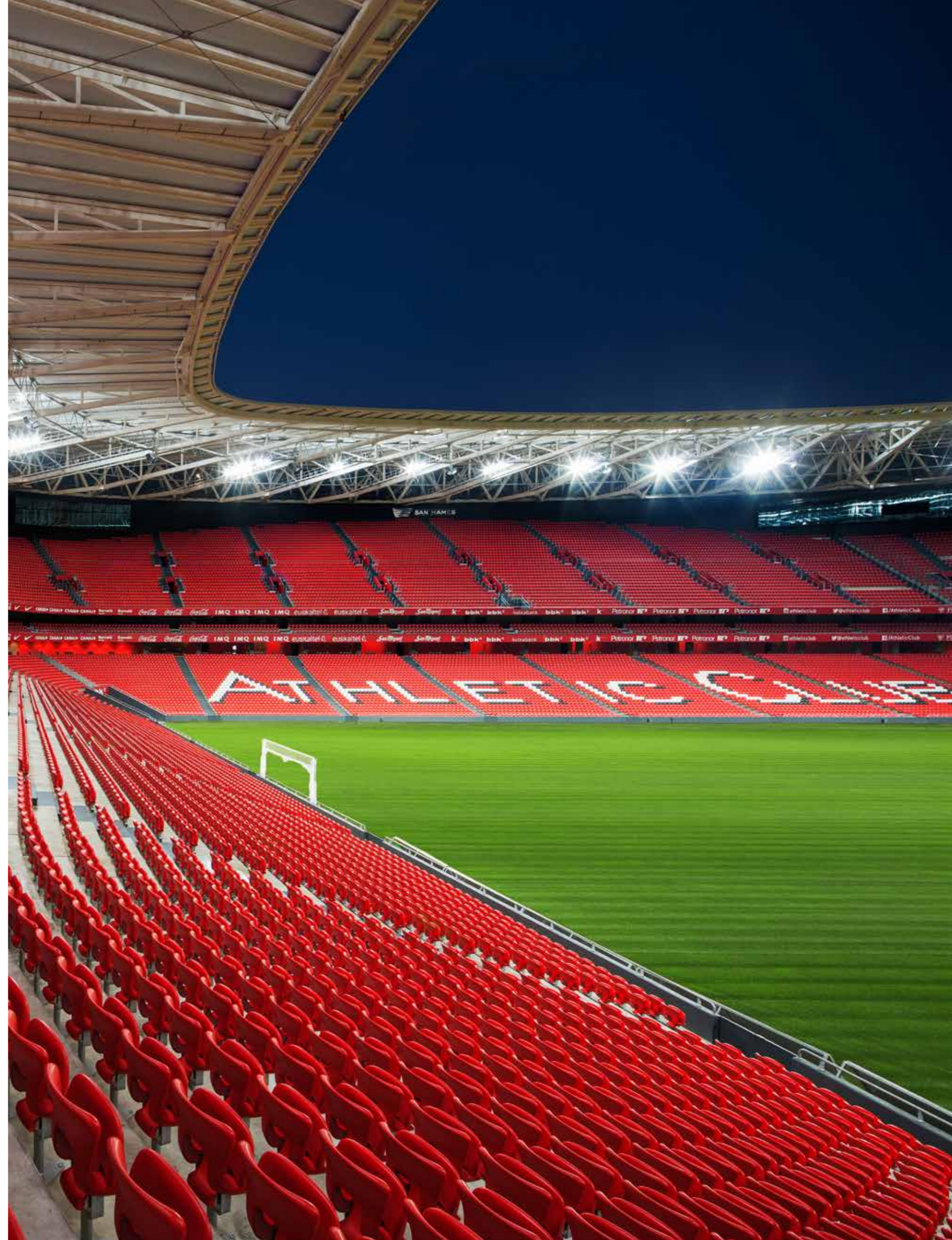
Date of completion

2014

Capacity

53,500

4



ŠIBENIK D RESORT ŠIBENIK

1



The D Resort Šibenik is located on the Adriatic coast and was opened in 2015. It was the most iconic design hotel project in Croatia in 2015 and is also one of the biggest marina and yacht clubs on the Adriatic coast. The modern and elegant design of the resort harmoniously blends into the beautiful scenery of the coast. Šibenik is the oldest original Croatian town on the Croatian coast.

The hotel is completely equipped with GROHE products, for example the infrared wall-mounted electronic bath faucet which is available with GROHE EcoJoy technology for reduced water and perfect flow. In addition, the resort features the GROHE Skate Cosmopolitan actuation plate made of stainless steel and also GROHE's single-lever bath mixer from the Atrio line for filling freestanding bathtubs.

Architect

Nikola Bašić
Šibenik, Croatia

Interior Design

Marko Murtić
Šibenik, Croatia

Address

Obala Jerka Šižgoriča 1
Šibenik, Croatia

Owner

Dogus Group, Croatia

Date of completion

2015

Number of rooms

72

2



3



- 1 Seen from bird's-eye view, the resort resembles a ship.
- 2 Guests experience elegant dining on the top floor restaurant with a spectacular view of the old town of Šibenik and D-Marin Mandalina.
- 3 The GROHE single-lever basin mixer from the Essence line is a flagship for GROHE faucets and upgrades any bathroom.

1
VIENNA
GERIATRIC CENTRE
DONAUSTADT





3



During the extension and refurbishment of the Geriatric Centre Donaustadt, the focus was on an attractive, urban and contemporary architectural language, which is visible throughout the whole concept of the building – in the interior, as well as the exterior. The Geriatric Centre presents itself clearly, elegantly and seamlessly at first glance. The layering of partly mobile wood, glass and textile elements forming surrounding loggias at the façade imparts a lively aspect to the building. The Geriatric Centre Donaustadt was designed by Delugan Meissl Associated Architects with Vasko + Partner Ingenieure and was completed in 2014. The Geriatric Centre features various GROHE products, among them Grotherm 2000 Special, combining a strong aesthetic with GROHE's leading-edge thermostat technology, which the company has been perfecting since the early 1950s.

- 1 The architects confirm that the decisive criterion was the homogenous seamless surface and the possibility of constructing windows flush with the façade.
- 2 Inner courtyard of the Geriatric Centre.
- 3 The polished floor reflects the lights mounted on the ceiling.



Roman Delugan, Elke Delugan-Meissl, Martin Josst and Dietmar Feistel

Architect & Ingenieurs

Delugan Meissl Associated Architects
Vienna, Austria
and
Vasko + Partner Ingenieure
Vienna, Austria

Address

Langobardenstraße 122
Vienna, Austria

Date of completion

2014

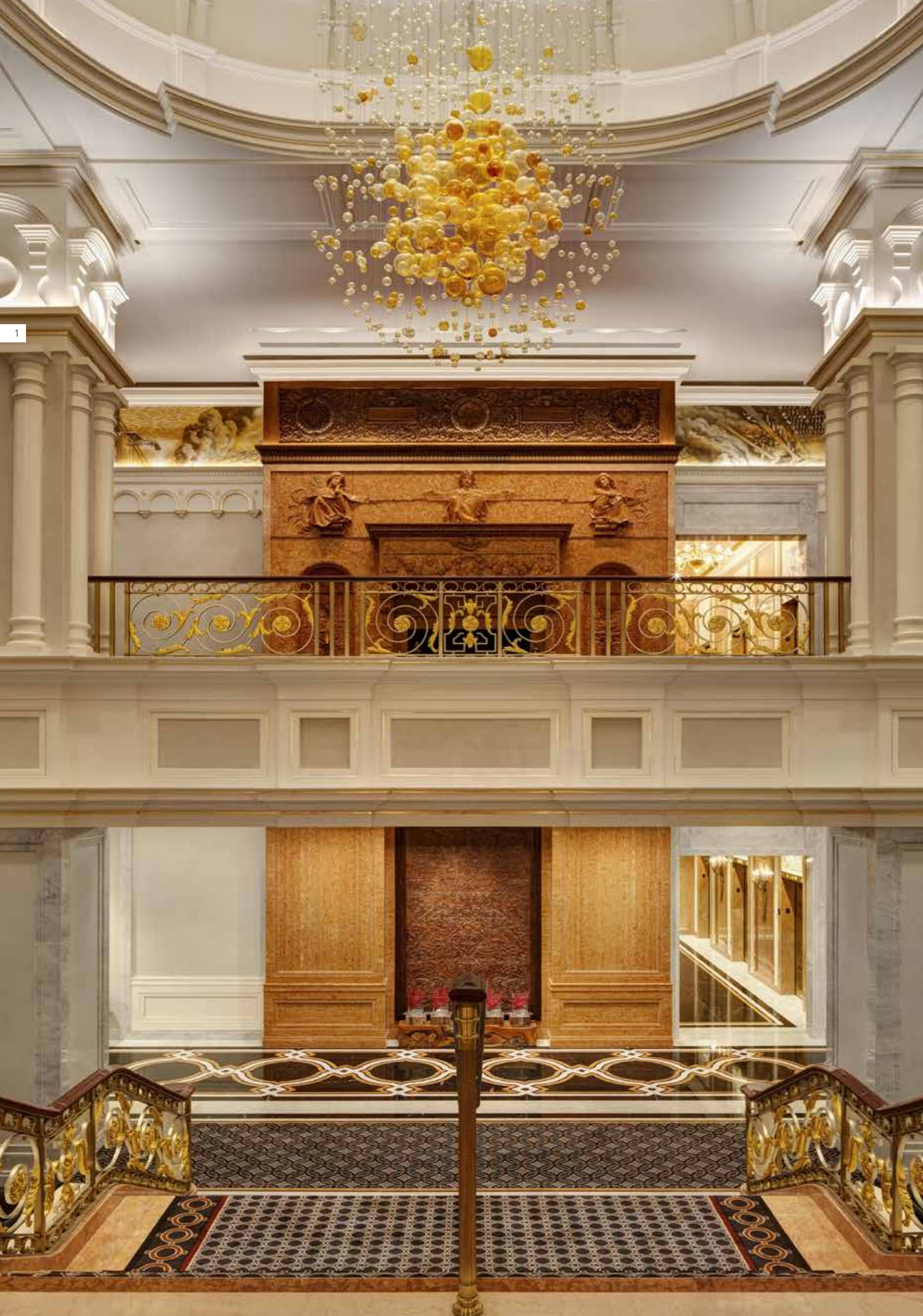
Area used

44,136m²

AMERICAS

Canada 160
Mexico 178
USA 150/154/158/162
164/168/170/172/176





NEW YORK LOTTE NEW YORK PALACE

Lotte New York Palace Hotel is a luxury hotel located in Midtown, Manhattan, housed in the historic landmark Villard Mansion, dating back to the late 19th century, and a modern 55-story tower. In 1882, railroad financier Henry Villard had six private brownstone townhouses created, all of them surrounding a courtyard on Madison Avenue. The houses were built in neo-Italian Renaissance style and renovated in 2013, with the 18-month renovation costs amounting to \$150 million.

The hotel has 822 guest rooms and 87 suites available. Hotel guests dwell in historic architecture and can enjoy upscale amenities and personal service. In addition, a luxurious hotel-within-a-hotel, The Towers, opened in 1980, provides skyline views and spacious room layouts. The Towers Floors lobby and guestrooms including executive and corner suites have been designed by BAMO.

- 1 Design and embellishment in neo-Italian Renaissance style evoke the feeling of luxurious dwelling.
- 2 Jewel Suite designed by HOK. Bathrooms use GROHE Geneva three-hole basin mixer and the Euphoria shower system, which perfectly fit the Renaissance style of the hotel.
- 3 Restored colonnade of the original building with pendentives and coffers.
- 4 Champagne Suite with view of the skyline of Midtown Manhattan at night. HOK was responsible for the interior design of the multi-level suite.



Interior Design
 HOK, New York, USA
 and
 BAMO, Inc., San Francisco, USA
 and
 Champalimaud, New York, USA

Address
 455 Madison Avenue, New York, USA

Owner
 Lotte Hotels & Resorts

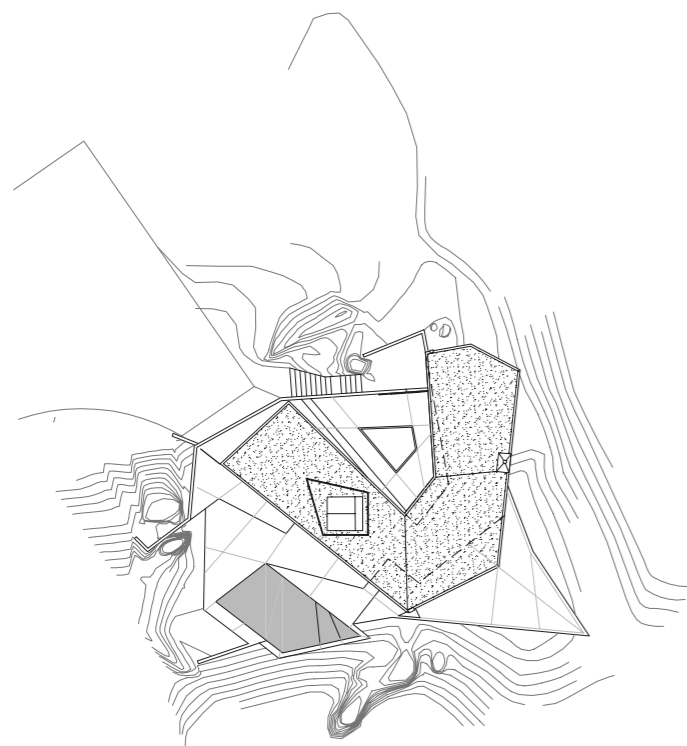
Number of rooms and suites
 822 guest rooms and 87 suites



YUCCA VALLEY BLACK DESERT HOUSE

1





2

Black Desert House, located near the Joshua Tree Park in Los Angeles, was, according to the architects, a unique project and an almost once-in-a-lifetime opportunity. They felt they were “building a house in a natural cathedral”. Sitting like a shadow in California’s Yucca Valley, the house combines modern American Land Art architecture with characteristic features in the International Style, such as the large curtain walls and the flat roof. As for the creation of the interior and outside of the house, the emphasis was on increasing the perception of the surrounding landscape. Thus, the house contrasts the rugged landscape and, on the other hand, reflects its terrain.

The dark-coloured interior anticipates a cave-like feeling as in the cliff-dwellings of the Southwest. As a result, the views are more pronounced during the day, while the building seems to merge with the night sky to provide ample space for contemplation.

The kitchen sink is equipped with GROHE Minta Kitchen faucet, reflecting the perpendicularity of the basic architectural principles due to its angled design on a small scale. GROHE Essence Basin fixtures, finished in chrome and used throughout the house, complement the aesthetically minimal design of the bathroom. The GROHE Essence line of faucets has been updated since the completion of the Black Desert House, as it works particularly well in cosmopolitan interiors.



3



Monica Oller and Tom Pejic

Architect

Oller & Pejic
Los Angeles, USA

Interior Design

Marc Atlan Design, Inc.
Los Angeles, USA

Date of completion

2012

Area used

144m²



- 1 Minimal architecture meets rugged landscape: Black Desert House, embedded in the rocky setting of Yucca Valley, with rooms free of ornamental design in linear arrangement encompassing an inner courtyard.
- 2 View of the open kitchen with curtain wall. The kitchen and dining room are located in the middle of the house.
- 3 The GROHE Essence Basin fixtures and faucets are used in the bathroom.

ASPEN HOTEL JEROME

1



Built in 1889 in order to rival famous hotels like the Savoy, this red brick hotel was renovated three years ago and now features 93 guest rooms and suites as well as a swimming pool with a view to the Rocky Mountains. Aspen's economy plunged at the turn of the 20th century, and it wasn't until the 1940s that it became a popular ski resort. However, decades later, a facelift and renovation of the hotel were necessary. In 2012 architects Rowland + Broughton brought back the original charm of the hotel using cutting-edge technology. Today, the Jerome is considered a historical icon of the skiresort of Aspen.

The interior designer Todd-Avery Lenahan used furnishings in the Western Victorian and Art Deco styles. Modern light fittings and GROHE faucets have been used. The Atrio Classic faucets are a harmonious blend of cylindrical forms and GROHE technology – the perfect addition to the Jerome's eclectic design mix.



Sarah Broughton, Rowland+Broughton

Architect
Rowland+Broughton, Aspen, USA

Interior Design
TAL Studio, Las Vegas, USA

Address
330 E Main St, Aspen, USA

Owner
Auberge Resorts

Date of renovation
2012

Number of rooms
93

2



1 The three-storey red brick hotel was built at the end of the 19th century. Decades later, the Jerome became the place to be for bands like The Eagles or celebrities like Jack Nicholson or Mariah Carey.

2 Historic ambience: the designer's love of historicism is even palpable in the guest rooms, with their eclectic creating providing a nostalgic mood.



VANCOUVER TANG RESIDENCE

The Tang residence, originally built in 1994 at a construction cost of \$800,000 CDN, is located in the prestigious west side of Vancouver. The modern manicured house is nestled on top of a hill with views of the famous West Vancouver Mountains and has been completely renovated, with 12m² add to the existing 371m².

Many special features were incorporated into the design, including custom storage, Japanese soaker tub, and built-in back yard BBQ. The exterior of the home is designed for family interaction and entertainment.



(from left to right): Kulpreet A Warraich, Brenda Chiu, Marion Nordin and Lisa Hansen

- 1 The bathroom features the GROHE Allure wall-mounted single lever basin mixer which is designed to dispense water at just the right angle. The faucet is the perfect fit for the minimalist but luxurious interior of the powder room due to its simple and clean design.
- 2 The neutral palette in the living room evokes a relaxed west coast feel.

Interior Design
Area3 Design, Richmond, Canada

Address
Vancouver, Canada

Area used
556m²



LAS VEGAS THE CROMWELL

The Cromwell was renovated and re designed by the architect Leo A Daly and the design studio Tandem Las Vegas at a cost of \$185 million, using a blend of vintage and modern features which is a typical trait of postmodern architecture and design. The chandeliers in the gambling hall reinstate an original element from Bill's Gamblin' Hall & Saloon, of which the entire hotel is a re-imagination.

The hotel on the Las Vegas Strip has 188 rooms, a 40,000-square-foot casino with 66 table games and 440 slot machines, and a rooftop pool. The hotel lobby bar will serve barista-style coffees and morning pastries, then transform into a nightcap destination. All standard accommodation has hardwood flooring, trunk-style furnishings and photographic artwork. Showers are tiled in black and white, which matches the timeless, unpretentious style of GROHE'S Geneva two-handle bathroom faucet.

Architect
LEO A DALY, Omaha, USA

Interior Design
Tandem Las Vegas, Las Vegas, USA
and LEO A DALY, Omaha, USA

Address
3595 S Las Vegas Blvd
Las Vegas, USA

Area used
approx. 3,715m²

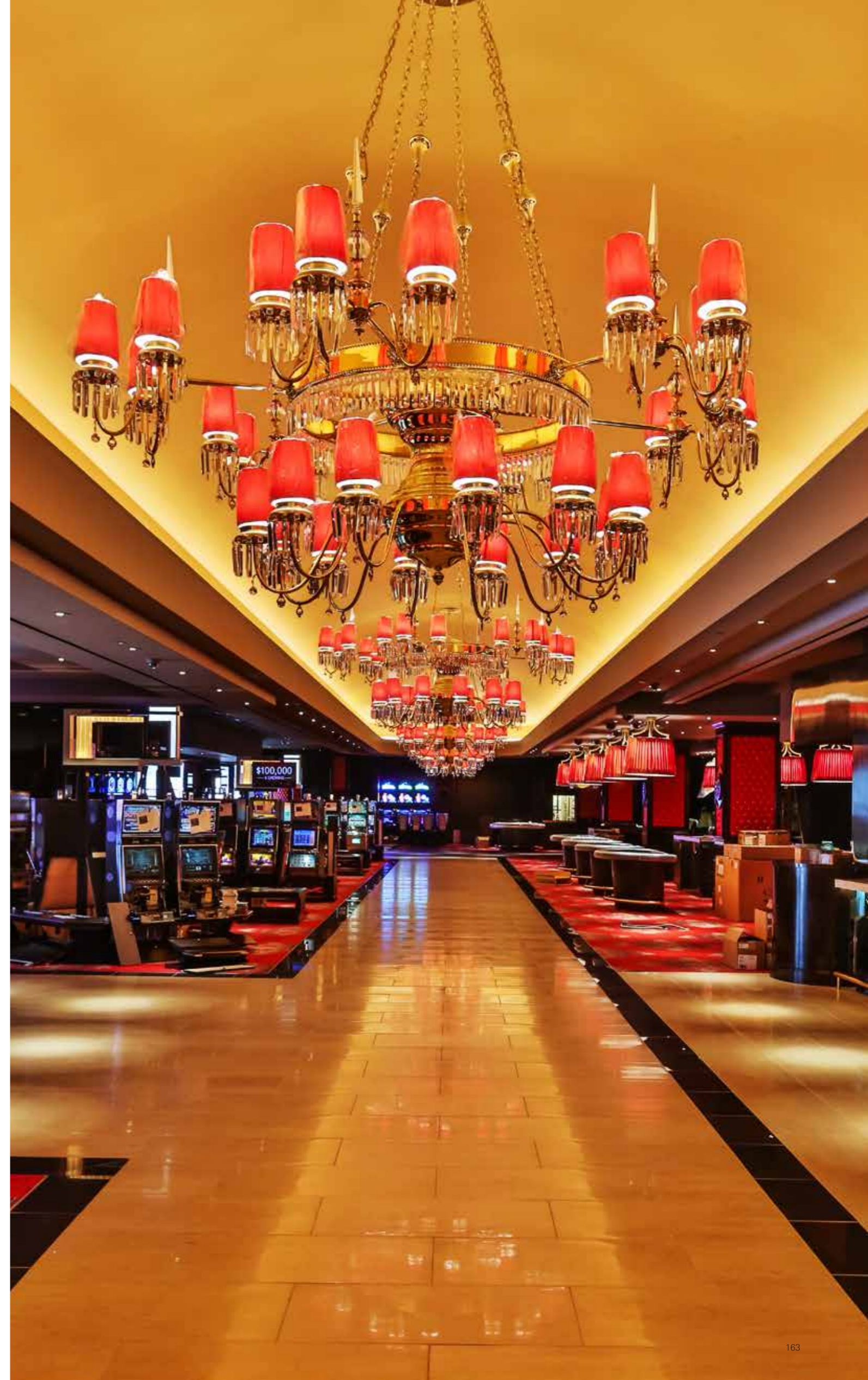
Number of rooms
188

- 1 Warm colours such as gold and brown provide a kind of nostalgic atmosphere, resembling parlours in the Parisian style.
- 2 Chandeliers hanging from barrel-vaulted ceilings are a homage to the original design of the former Bill's Gamblin' Hall & Saloon.

1



2





NEW YORK FAR POND

The challenge for Bates Masi Architects on this project was to keep the structure of an existing kit house while doubling its size. As the original is based on a post and beam skeletal structure, the architect opted for a contrasting panel system in the addition. Thus, Perforated steel is used throughout the house in order to reduce the need for additional components that require wasteful shipping and packaging. According to the architect, infill material was used throughout both structures, on the floors, walls and ceilings to unify the old and the new.

The bathroom features GROHE's Atrio floor-mounted single-lever bath mixer for freestanding tubs, which is an easy way to add a touch of luxury to any modern bathroom. A floor-mounted bath mixer lets you choose the exact location of the bath, giving you the freedom to plan your bathroom without compromise.

- 1 At Far Pond, prefabricated elements were utilised in order to resolve multiple structural and spatial problems.
- 2 The spacious living room with wooden ceiling and beams is true to the organic architecture philosophy of Frank Lloyd Wright.
- 3 Protruding fins from the wall panels are laser cut to support shelving, seating and countertops.

2



3



Architect
 Paul Masi and Harry Bates
 Bates Masi Architects
 New York, USA

Address
 Southampton, New York, USA

Date of completion
 2012

Area used
 approx. 288m²



1

MIAMI THE MIAMI BEACH EDITION

EDITION Hotels is a partnership of Marriott International and Ian Schrager Company, the latter being responsible for the interior design. The Miami Beach EDITION is a historic hotel formerly known as the Seville. The hotel offers oceanfront suites, penthouses and an on-site ice skating rink, as well as two outdoor pools and a spa. A bowling alley, nightclub and gym are also available, as well as the restaurants The Matador Room, which features a modern interpretation of latin cuisine, Tropicale and Market.

Architect
Yabu Puschelberg
New York, USA

Interior Design
Ian Schrager Company
New York, USA

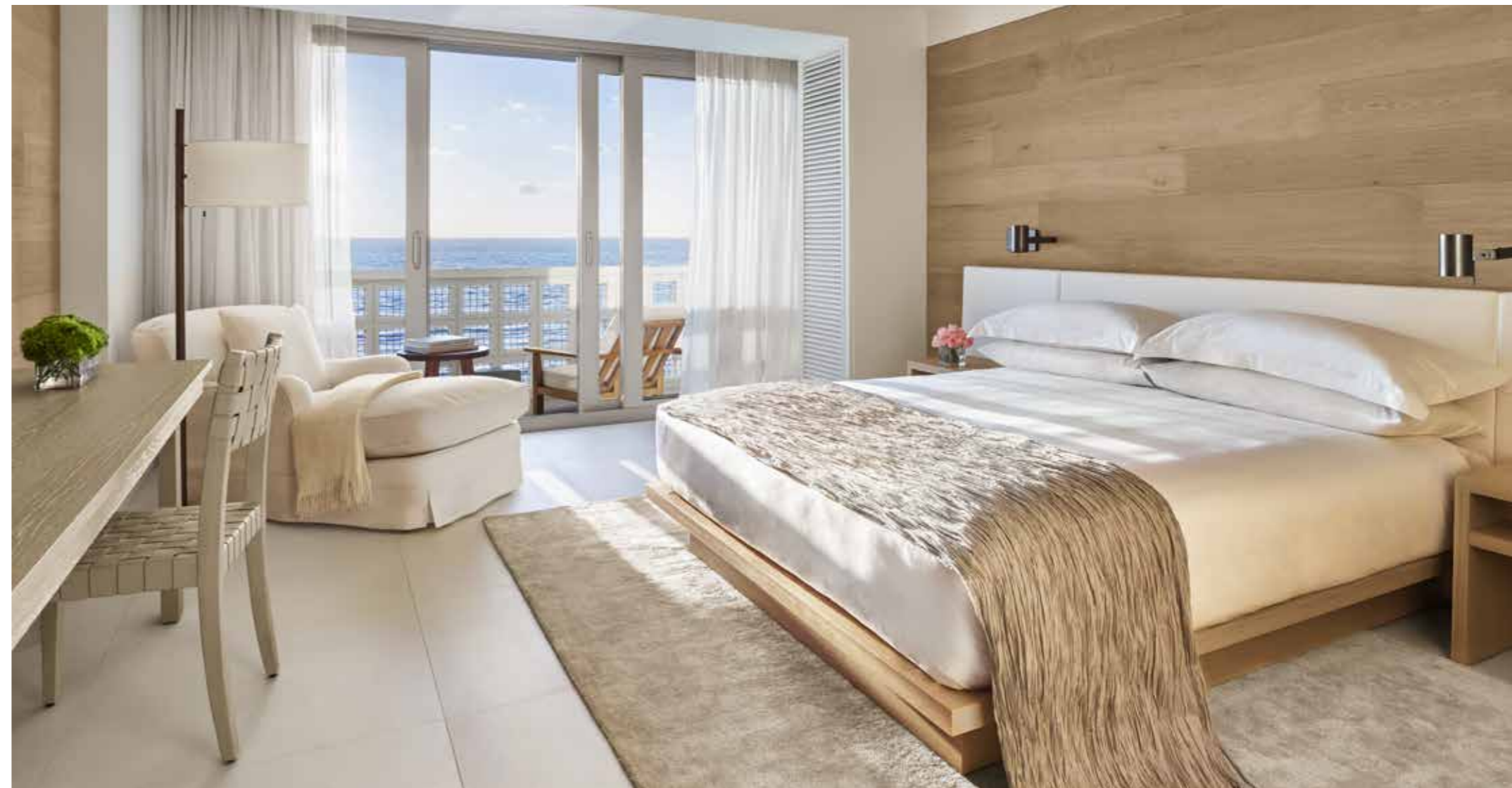
Address
2901 Colins Avenue
Miami Beach, USA

Number of rooms
294

The bathrooms feature GROHE Essence faucets, Sena Stick hand showers with StarLight finish and Dream Spray, ensuring a perfect spray pattern, as well as New Tempesta Cosmopolitan 100 shower heads, the ideal choice for bathrooms in a modern style thanks to its cylindrical profile and chamfered detailing.

- 1 The faucet of the GROHE Essence line perfectly matches the predominantly rectangular form of the bathroom interior.
- 2 The rooms offer an amazing view to the ocean while the room itself evokes a warm feeling due to the wooden panels and white furnishing.

2



GREENBRAE PRIVATE RESIDENCE

1



2



This 1960's house received a makeover in 2012 by Urrutia Design California and its principal designers Martha Carvalho and Jason Urrutia. The designers wanted to improve access from room to room and to the exterior, while adding natural light and vaulted ceilings, all signatures of their design approach which focuses on how one "feels" within spaces. The centre of this design was the kitchen, with the emphasis on its central location within the house and its relationship to the rooms adjacent to it. As in many homes, the kitchen serves as the hub of this house. Its feel and finishes were critical to the home's design. Note the GROHE kitchen faucets from the K7 and Concetto lines, which are the appropriate complements to the rest of the kitchen, combining perfect beauty with function. K7 and Concetto were developed with input from professionals and geared to the needs of home chefs.



Martha Carvalho, Urrutia Design

Design Firm
Urrutia Design
Sausalito, USA

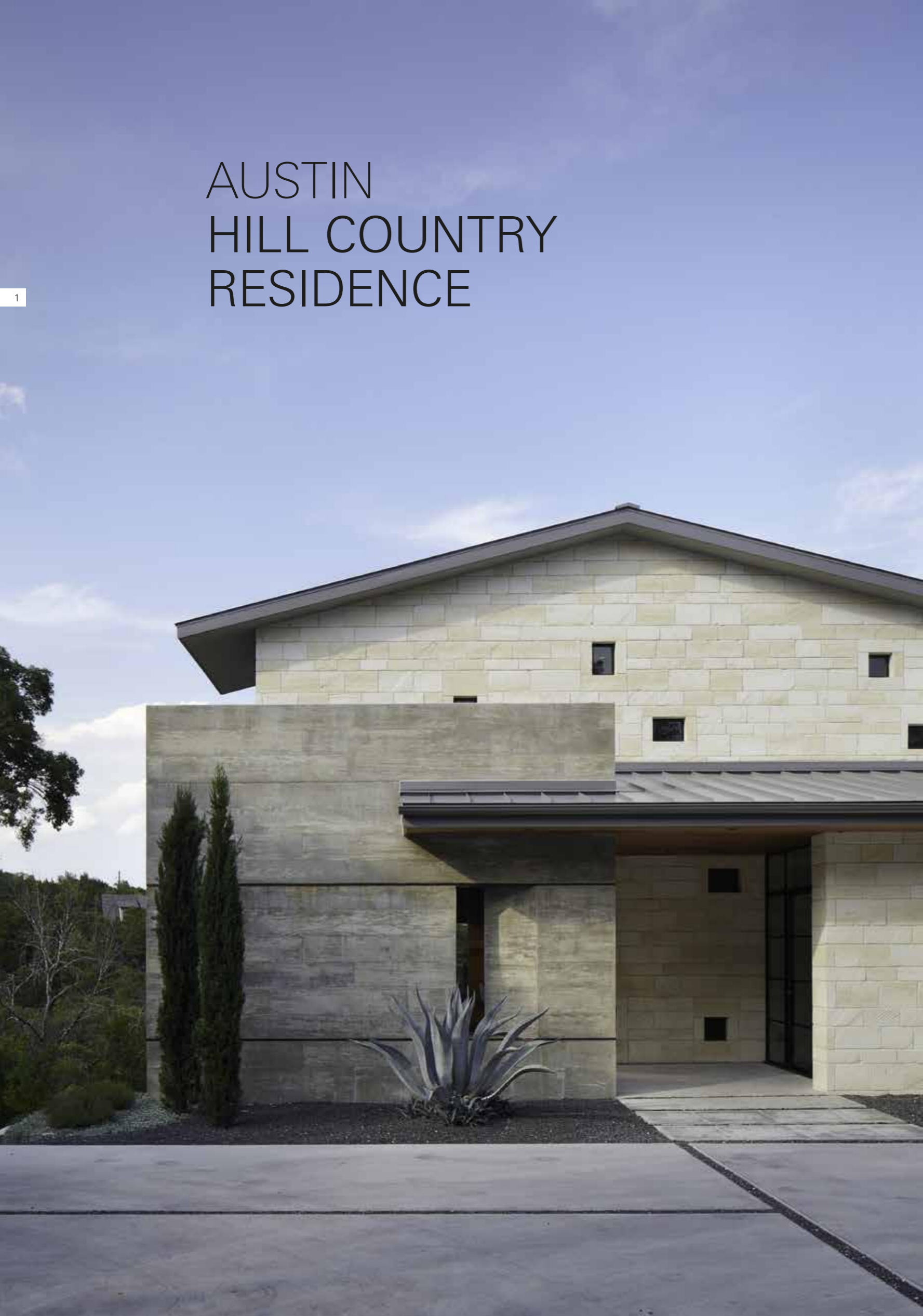
Address
Greenbrae
California, USA

Date of completion
2012

- 1 French doors were added to the kitchen to ensure easy access to the dining room. The clean-cut look relies on the classic contrast of black and white.
- 2 The stylish bathroom features GROHE products such as the timeless and unpretentious GENEVA faucet characterised by the refined flowing lines of its arched spouts and lever handles.

AUSTIN HILL COUNTRY RESIDENCE

1



2



This private residence, completed in 2011, was built by Cornerstone Architects and is located in Austin, Texas. In order to accomplish the owner's goal of a residence providing a warm setting for daily life, the architects used natural finishes like stained wood with grey tones, as well as concrete and limestone.

The main focus was taking advantage of the downtown views the lot offered. Another key emphasis was centering the home around the family. Kitchen, dining and family rooms are the heart of the home. Every room is very spacious, providing the feeling of a warm home requested by the owner. Another demand of the owner was that the construction had to function on green features like geothermal heating/cooling, rainwater harvesting and passive solar coverage due to the special design of the roof.

Form follows function. This famous Bauhaus dictum is evident in the GROHE Minta line of faucets in the kitchen as well as Atrio in the bathroom.



Bob Wetmore

Architect
 Cornerstone Architects LLP
 Bob Wetmore, AIA
 Austin, USA

Date of completion
 2011

Area used
 483m²

- 1 Local limestone recalls houses typically found in southern Europe and the Mediterranean area.
- 2 Transparency is ensured by large window panes, sometimes portioned by wooden sash bars.
- 3 View to the dining room with open fireplace; a cozy feel is also provided by the perfect blend of wood and limestone.
- 4 The GROHE Minta line complements the design of the kitchen.
- 5 Inner courtyard and pool area. The patio is covered by the floor of the balcony, protecting residents and visitors from rain.



SAN FRANCISCO THE PALACE HOTEL

The Palace Hotel opened in 1875 and then again in 1909 after it had been gutted by the earthquake. It saw its last comprehensive multimillion-dollar renovation in 2015 when it was remodelled for major structural refurbishment and had an interior redesign by indidesign of Los Angeles. The update tried to maintain the original Beaux Arts style of the second opening in 1909; however some basic changes were necessary, for example the replacement of the carpet and upholstery. The corridors and high ceilings remained the same, while the public spaces now feature more modern touches that mingle well with old ones. The Palace also witnessed historic events such as President Wilson's speeches in support of the Versailles Treaty in 1919. It was the largest hotel in the world in 1875.

- 1 The Garden Court features more modern furnishings attention to the grand design. The original crystal chandeliers and columns of Italian marble remain.
- 2 The luxury furnishings are similar to a fine private San Francisco residence, and all rooms have floor-to-ceiling windows looking out to the city.
- 3 Bathrooms in the Junior and Palace Suites feature GROHE's 3-hole basin mixer with tubular spout and integrated mousseur, as well as GROHE's 4-hole single mixer bath combination, part of the Essence line, providing a touch of modernity to this historic building.



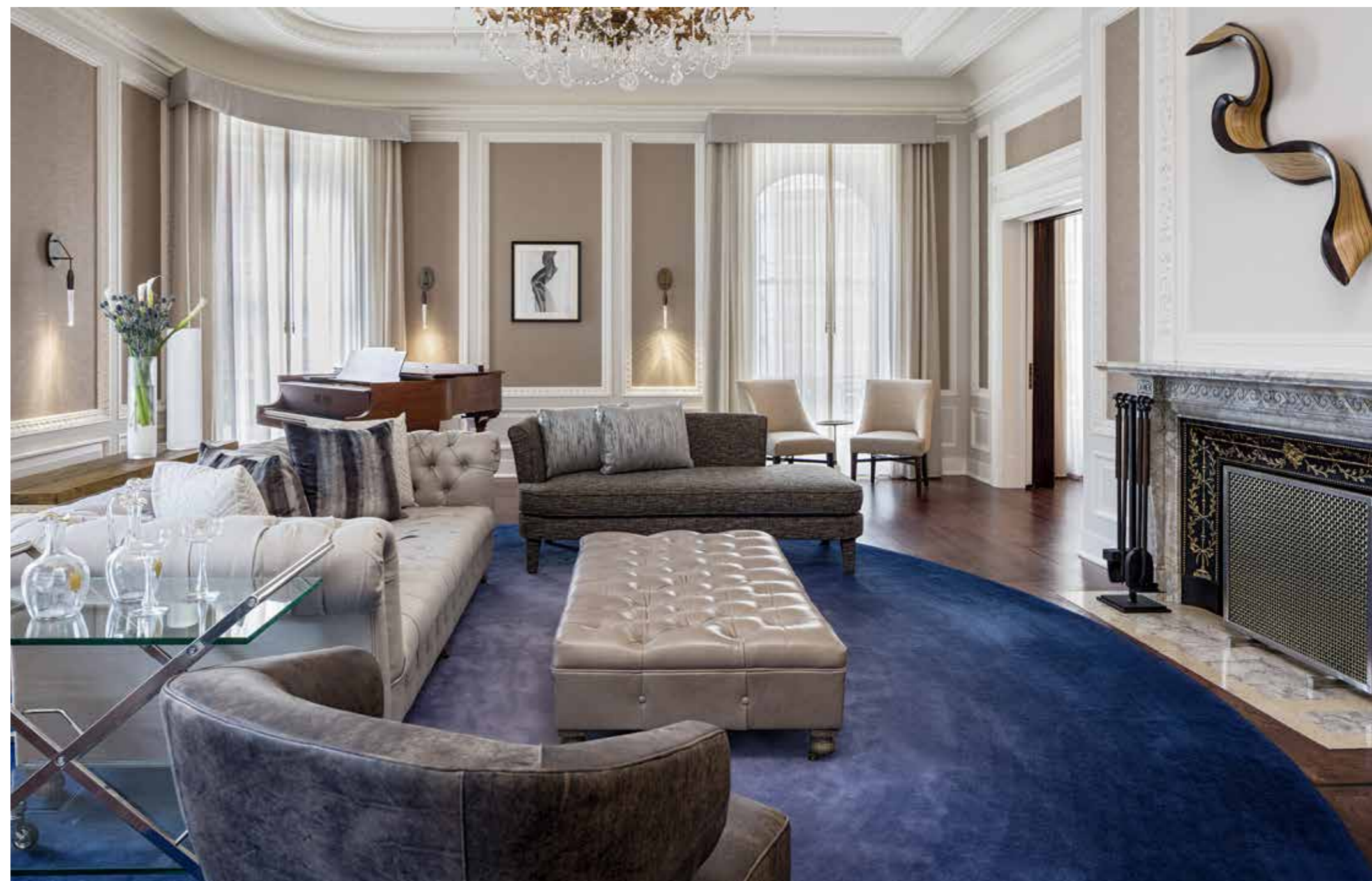
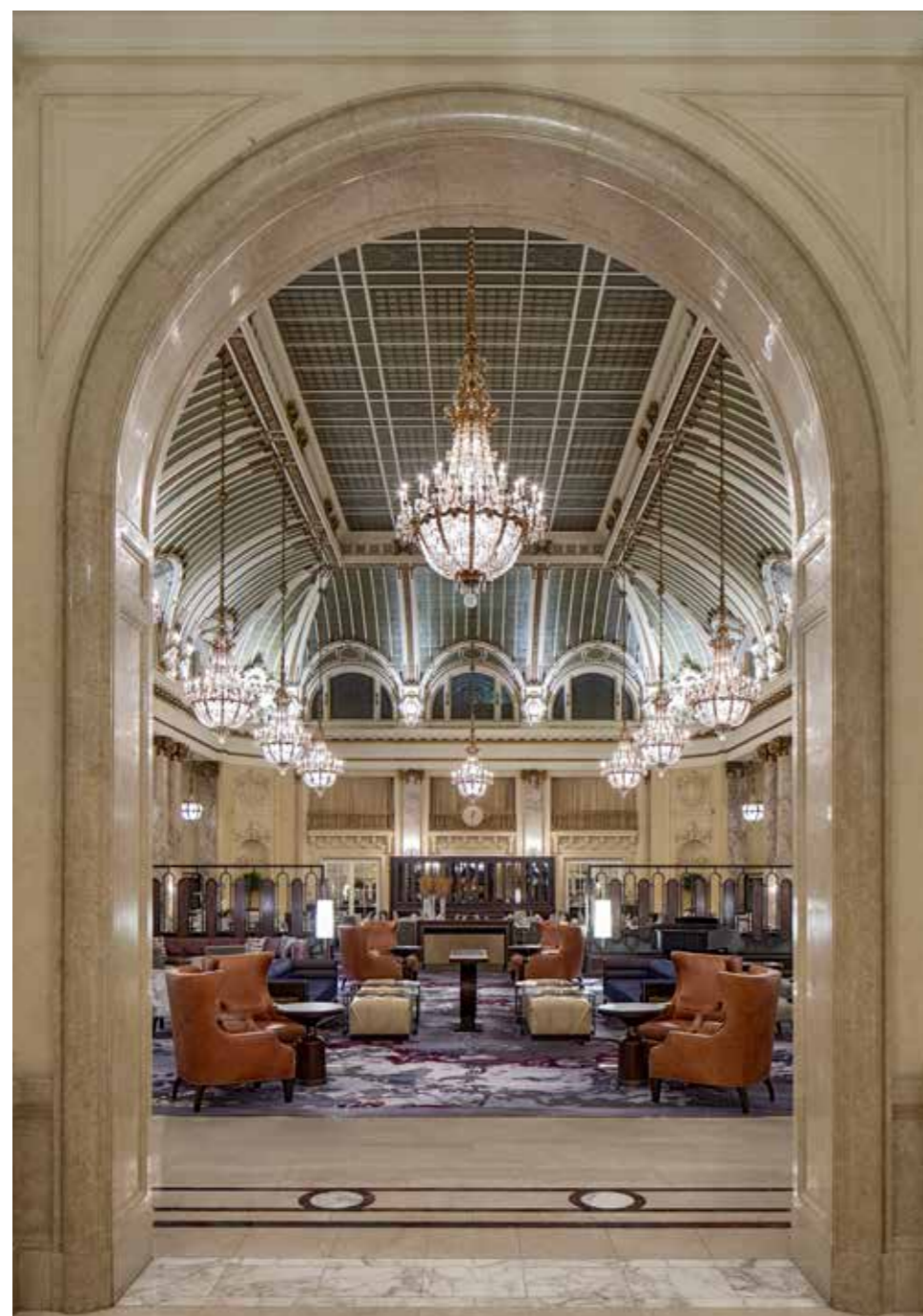
Beatrice Girelli, indidesign

Interior Design
indidesign, Los Angeles, USA

Address
2 New Montgomery St
San Francisco, USA

Date of completion
2015

Number of rooms
556 rooms including 36 suites



MEXICO CITY PRESIDENTE INTERCONTINENTAL

1

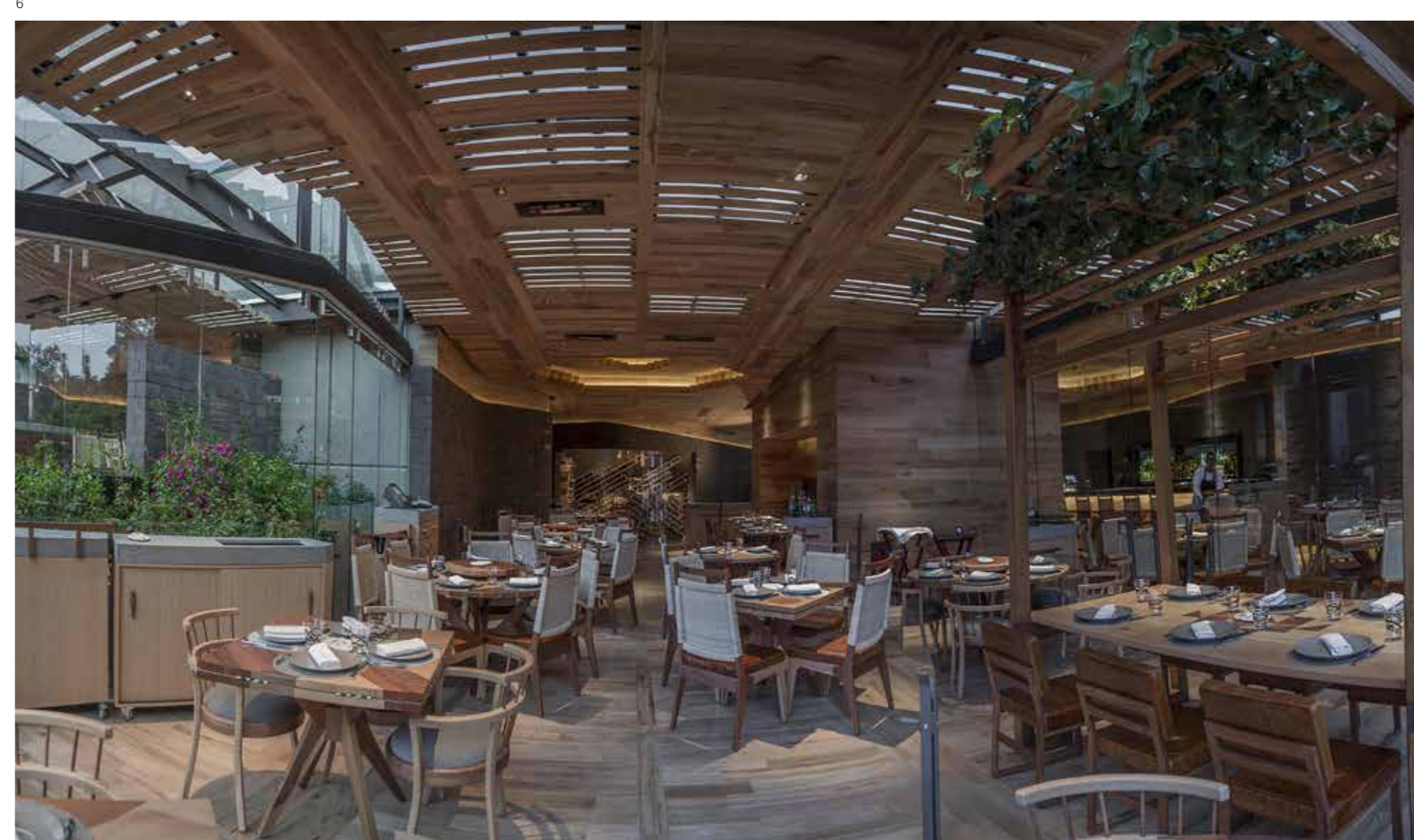
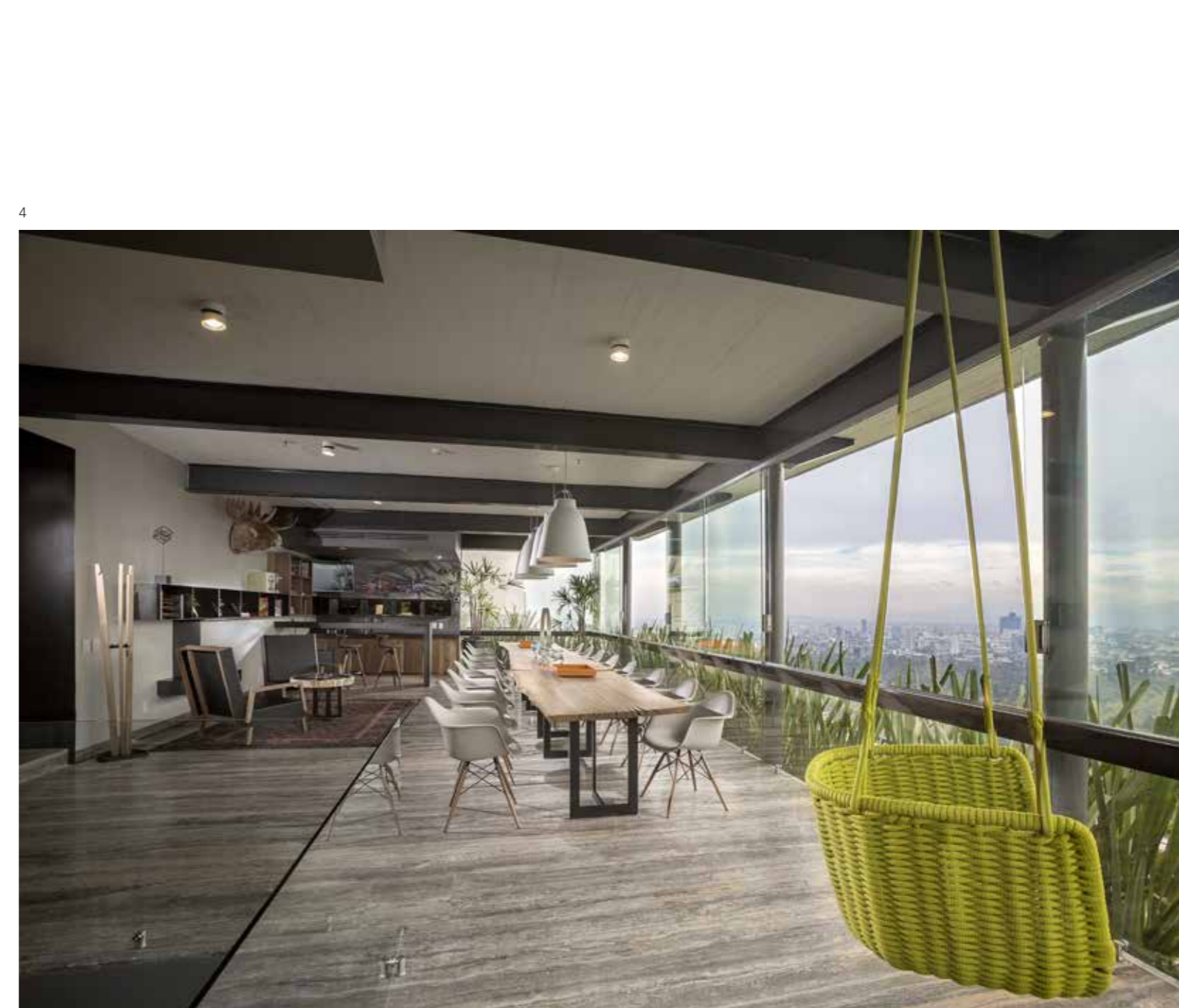


2



The 42-floor Presidente Intercontinental Hotel is located in the thriving Polanco district of Mexico City and was completed in 1972. The 4-star hotel features more than 700 rooms, including various luxury rooms and suites. It offers multiple options for on-site dining in six restaurants, and the culinary offer comprises classic French and Italian dishes. In addition, the hotel features a traditional British tearoom as well as a large spa. Lastly, with regard to business travellers, the hotel facilities can host up to 1,200 people in 11 meeting rooms.

The hotel is completely equipped with GROHE fittings such as the Rainshower showerhead and the GROHE shower set from the Cosmopolitan line, the BauEdge single-lever bath mixer with adjustable flow rate limiter, the 2-handle Eurocube bathroom faucet and the concealed single bath mixer from the Eurocube line with its true square design. The spacious bathroom of the Presidential Suite "Diego Rivera" is also fully equipped with modern design GROHE fittings.



- 3 The Presidential Suite "Diego Rivera". GROHE's floor-mounted single-lever bath mixer is the ideal choice for freestanding tubs, while GROHE's wall-mounted faucet is the perfect partner for modern basin designs.
- 4 The hotel offers brilliant views to Mexico City from the upper floors.
- 5 All of the 700 rooms feature GROHE fittings.
- 6 Chapulin is a Mexican restaurant inspired by Mexican history.

Interior Design
RAMOS ARQUITECTOS
Guadalajara, México

Address
Campos Eliseos 218, Miguel Hidalgo, Col. Chapultepec Polanco Ciudad de México, México

Date of completion
2015

Number of rooms
700

ASIA & PACIFIC

India 188
Myanmar 194
Singapore 196
Thailand 184/192
Vietnam 200



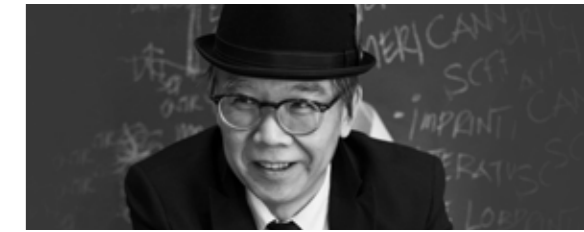
KOH SAMUI
CONRAD KOH SAMUI
RESORT & SPA



2



4



Dan Kwan, Wilson Associates



Joanne Yong, Wilson Associates

Architect
eco-id Architects Pte Ltd, Singapore

Interior Design
Wilson Associates, Singapore

Address
49/8-9 Moo 4 Hillcrest Road Taling-Ngam,
Koh Samui Suratthani 84140 Thailand

Date of completion
2011

Number of villas
81

3



The Conrad Koh Samui's secluded location on the south-western tip of the island features 81 stand-alone villas that offer amazing views over the Gulf of Thailand. Descending from a high point towards the main building, the spa reveals itself as a sculptural form.

All rooms are furnished in modern Thai style with quality furnishings and state-of-the art technology. The large infinity pool is the ideal place to relax, and a private beach invites the guests to go swimming in the sea.

The resort also features a fully equipped gym and a yoga pavilion. The exclusive spa with panoramic view extends across two levels and offers a variety of wellness and beauty treatments.

- 1 Conrad Koh Samui Resort & Spa is located at the steepest portion of the site with uninterrupted view of the Gulf of Thailand.
- 2 All 81 detached pool villas face the ocean and are furnished with original artworks and artifacts.
- 3 GROHE fittings such as the Eurocube wash basin faucet with its sharp, tailored look, or the floor-mounted tub filler from the GROHE Atrio line, emphasise the features of these well designed bathrooms in Thai style.
- 4 The royal oceanview pool villa has designer furniture, including a circular bed with a spectacular view of the sea.

UTTARAKHAND JW MUSSOORIE



The recently opened JW Marriott Mussoorie Walnut Grove Resort & Spa covers an expansive constructed area of more than 24,000m². The owner of the resort, the Competent Group of companies, also owns the surrounding 120,000m² and wants to keep the area in its pristine natural state. Located in Siya Village, the property has indeed adopted the village. The villagers also worked hard and helped in getting it up and running.

The resort covers an extensive area and has four wings. All 115 rooms have large balconies on which guests can soak in the sublime views of the surrounding mountains. The hotel also has five restaurants that offer international cuisine. The bathrooms feature faucets from GROHE's Atrio line that combines cylindrical forms with the finest GROHE technologies.



Architect
KTGY, USA

Interior Design
PIA Interior Company Limited
Bangkok, Thailand

Address
Village Siya, Kempty Fall Road
Tehri Garhwal, Mussoorie
Uttarakhand, India

Owner
Competent Group
of Companies

Date of completion
2014

Number of rooms
115

Area used
24,000m²

3



4



- 1 Located in the hill station of Mussoorie, at the foothills of the Garhwal Himalayan ranges, the hotel is an outstanding luxury resort.
- 2 All guestrooms feature private balconies with views of the mountains.
- 3 Rooms are characterised by sparse yet stylish design that does not distract from the magnificent views through the floor-to-ceiling windows.
- 4 The hotel's interior and exterior design was inspired by its natural surroundings – the Himalayan Mountains.

BANGKOK BANYAN TREE BANGKOK

1



2



The Banyan Tree Bangkok is one of the tallest and most innovative spa hotels in the city. The 5-star hotel with its impressive Thai architecture has been a Bangkok landmark since 2002. The most striking feature may be the rooftop bars where the designers have eliminated everything that might block a clear view of the city.

Address
V21/100 South Sathon
Road, Sathon,
Bangkok, Thailand

Number of rooms
327

The hotel uses GROHE Allure and Atrio fittings, the latter resonating with the semantic philosophy of the Bauhaus movement and its dictum of functional design. It is the perfect fit for the 327 guest rooms in this stylish hotel.

- 1 Stylish, luxurious and exclusive – the Banyan Tree Bangkok is renowned for its array of restaurants.
- 2 Touching the clouds: the bar on the 61st floor of the Banyan Tree hotel has an unusual, elongated shape.
- 3 The Living room in the Banyan Suite has sweeping views over Bangkok.

3



NAY PYI TAW KEMPINSKI NAY PYI TAW

The hotel, opened in November 2014, offers 141 rooms. It is the first Kempinski to open in Myanmar. The hotel was built by Jewellery Luck Architects Co, Ltd, while Leo International Design Group and Kanok Furniture & Decoration Co., Ltd. were responsible for the interior design and the furniture respectively.

Features include a helicopter landing pad, a teak wood entrance pavilion, modelled after 18th century Myanmar architecture, and the largest and most luxurious suite in Myanmar. US President Barack Obama stayed in the Grand Royal Suite, which is the crown jewel of this Kempinski hotel. Besides various apartments, the Grand Royal suite features two bathrooms with bathtubs and showers using GROHE Grandera fittings and GROHE basin mixers from the Eurocube line.

2



Architect

Jewellery Luck Architects Co., Ltd
Yangon, Myanmar

Interior Design

Leo International Design Group
Bangkok, Thailand

Address

11-12 National Guest House Project
Shwe Pyi Taw Win Road, Dekkhina Thiri
Township, Naypyitaw, Myanmar

Owner

Jewellery Luck Group of Companies
and KBZ Bank

Date of completion

2014

Number of rooms

141

- 1 The Kempinski Hotel Nay Pyi Twa showcases the art and architecture of Myanmar along with sculptures and woodcarvings.
- 2 In ancient times, pavilions were the welcoming places of palaces in order to provide relaxation and pleasure; in the front the dining area.
- 3 The luxurious bathrooms form a single entity with GROHE's fittings and faucets.

3





SINGAPORE FAIRMONT

The Fairmont Singapore was built by I.M. Pei in the 1980s, the same architect who is best known for the glass pyramid at the new entrance of the Musée de Louvre in Paris.

The hotel features more than 700 guest rooms and 27 meeting rooms. In August 2013, a major renovation of the hotel took place, including a vibrant new lobby, a modern cocktail bar and all 371 guestrooms in the North Tower of the hotel. The lobby and lounge were designed by EDG Design of Singapore, while Hirsch Bedner Associates and Andrew Moore were responsible for the guest rooms.



2



4



Andrew Moore, HBA

Architect

I.M. Pei

Interior Design

Guestrooms: Hirsch Bedner Associates (HBA)

Lobby + Lounge: EDG Design, Singapore

Address

80 Bras Basah Rd, Singapore

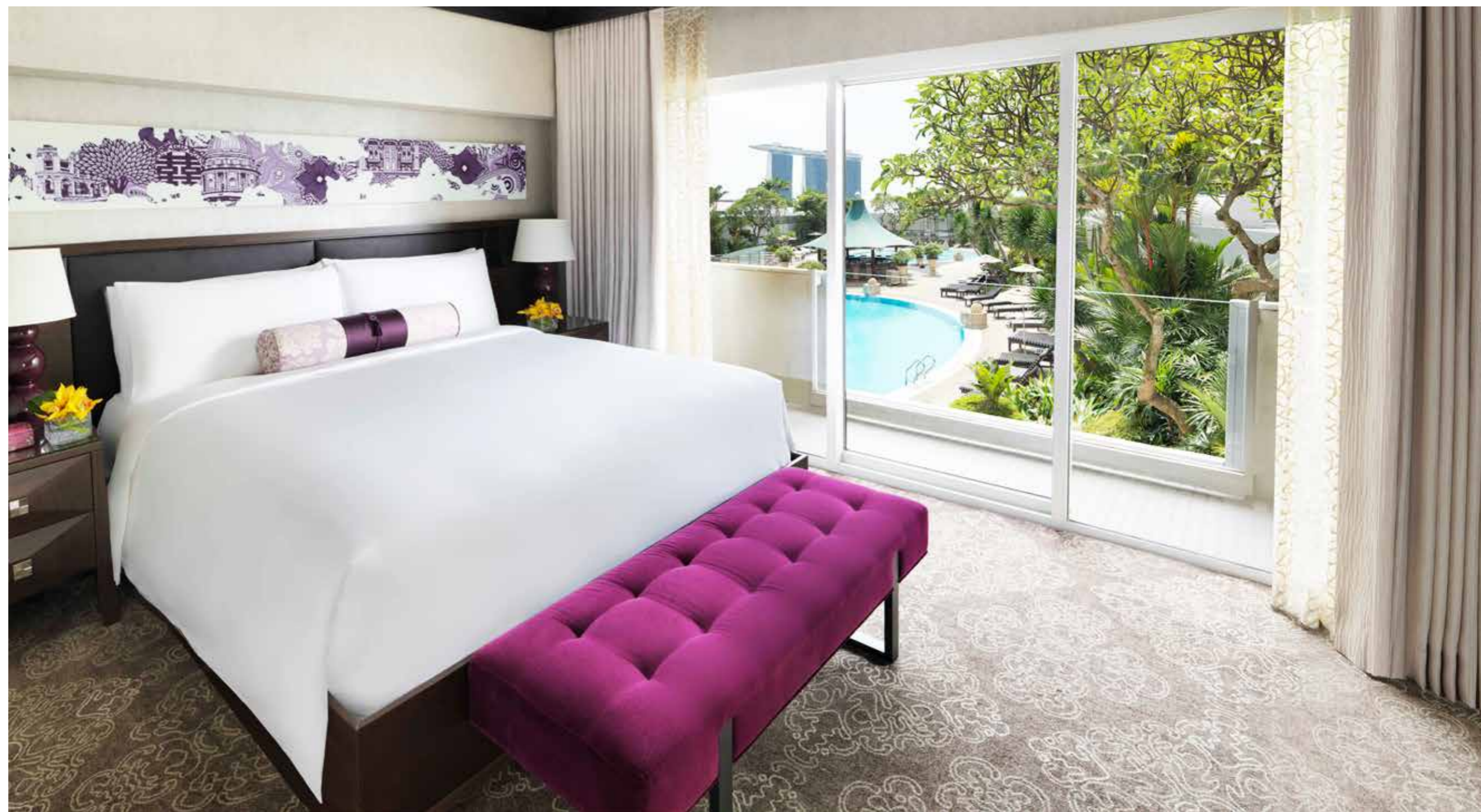
Owner

FRHI Hotels & Resorts

Number of rooms

769

3



- 1 The Fairmont Singapore seen at night. The plain and unornamented façade is typical of classical modern architecture.
- 2 Bathrooms feature GROHE Grotherm 3000, Eurodisc Cosmo 3-hole mixer, which supplement the luxurious design of the marble interiors with a contemporary aesthetic touch.
- 3 Signature Executive Room designed by Hirsch Bedner Associates.
- 4 Spacious rooms in warm, soft colours provide modern facilities and a relaxed atmosphere.

VIETNAM
BANYAN TREE
LANG CO

1



The Banyan Tree Group opened its first hotel in Vietnam in the year 2012: the Banyan Tree. As for the design, this luxurious retreat is inspired by the artistic heritage of past dynasties and is an ideal starting point to discover the cultural diversity of Vietnam. The resort provides 49 luxury villas, and the bathrooms feature GROHE's floor-mounted bath fillers from the Veris series, which are the perfect choice for modern freestanding bath tubs.

The retreat also includes an 18-hole golf course, designed by golf legend Nick Faldo, which offers stunning views of Central Vietnam's natural beauty. The Banyan Tree philosophy is reflected in the architecture of the resort, with pent roofs, open courtyards and wooden ceilings.

1 Lotus motifs, silk embroideries and local materials such as bamboo, rattan and raffia can be found everywhere in the resort. Throughout the property, decorative panels, doors and walls are lavished with intricate latticework modelled on window patterns from the imperial citadel walls.

2 An extensive pool along with a spacious pool terrace set the stage for perfect holidays.

3 Each villa has a private wooden terrace with sun loungers.

3

Address

Cu Du Village, Loc Vinh Commune
Phu Loc District, Thua Thien Hue Province
Vietnam

Date of completion

2012

Number villas

49

2



MIDDLE EAST & AFRICA

Egypt 220
Greece 206
Israel 214
Lebanon 212
Turkey 210/218
UAE 222



MYKONOS MYCONIAN AMBASSADOR HOTEL & SPA



1

The Ambassador is a luxury hotel on Mykonos, Greece. Built in sympathy with the slope, its architecture combines contemporary chic with tones borrowed from the local vernacular. Interiors that embody the clean lines and cool sophistication of contemporary design flow into the comfort of luxurious bedrooms. Guests can chill out on the terrace that is the heart of the hotel, and enjoy amazing views of the Aegean Sea.

The rooms open out onto private balconies with endless views of the Aegean. Sophistication and comfort are invested in every detail: marble floors and floating shelves, walls and crisp linens all play to the power of pure white, while subtle touches of classic blue are softened by wood accents and superb mood lighting. Bathrooms are equipped with faucets from the GROHE Allure Brilliant line and are of solid brass.

2





- 1 The terrace of the Ambassador hotel, aptly named "stay".
- 2 Pottery in the ancient Greek style.
- 3 Guest rooms as bright and white as the houses on Mykonos.
- 4 The bathroom features GROHE's Rainshower shower head which was designed to deliver outstanding shower performance even at low water pressures, as well as a GROHE shower stick.
- 5 The Ambassador provides ample space throughout.

Architect
GM Architects
Galal Mahmoud
Beirut, Lebanon

Address
Platis Gialos
Mykonos, Greece

Date of completion
2015

Number of rooms
70





SWISSÔTEL THE BOSPHORUS, ISTANBUL

2



3



Swissotel The Bosphorus Istanbul is a 5-star luxury hotel right in the centre of Istanbul on the European banks of the Bosphorus. Nestled within 263,000m² of historical gardens, it offers 566 guest rooms and suites, featuring state-of-the-art technology and exclusive amenities. The hotel was built by Anadolu Japan Turizm AS and opened in 1991. Swissôtel The Bosphorus, Istanbul's stunning lofts, designed with state-of-the-art technological facilities and style, reflect the living image of the loft concept, each with different and exclusive facilities, let their guests experience a tranquil stay together with the adorable views of the Bosphorus and the Old City with their unique location. Designed by Khuan Chew, the contemporary new look combines Swiss delicacy and simplicity with the coziness of Turkish culture. Guest rooms and suites feature GROHE Sena hand showers with perfectly matched nozzles for a perfect spray pattern, as well as the GROHE Talentofill inlet, pop-up and waste system, and the GROHE Eurocube single-lever bath/shower mix trim.



Khuan Chew

Interior Design

KCA International Designers Ltd.
Khuan Chew, Dubai, UAE

Address

Vişnezade Mh., Acısu Sokak
No:19, 34357 Maçka/Beşiktaş/
Beşiktaş, Istanbul, Turkey

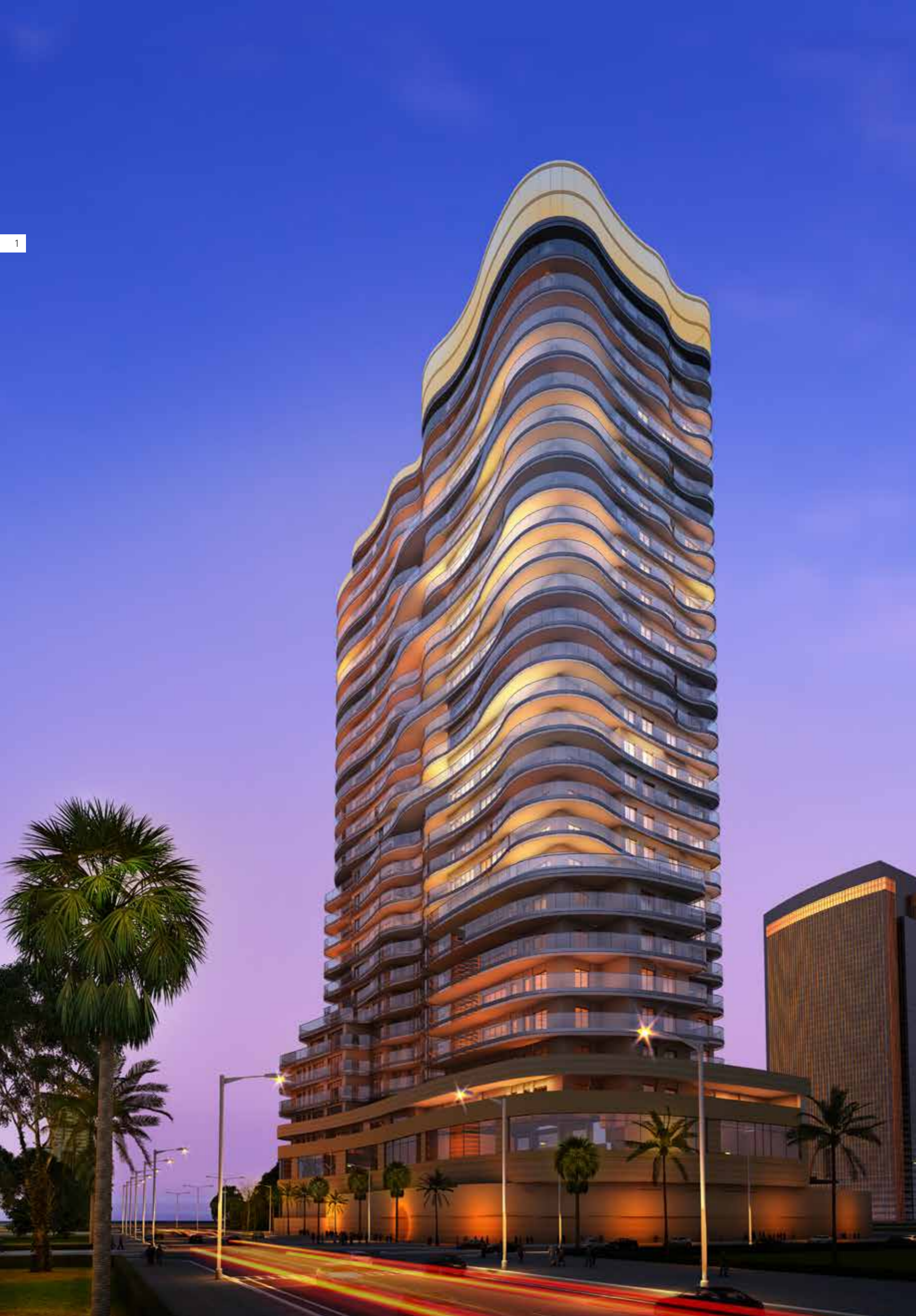
Date of completion

2016

Number of rooms

566

- 1 Roof-top terrace with a view of Istanbul and the Bosphorus at night.
- 2 GROHE Allure faucets are an outstanding complement to the marble interior of the bathrooms.
- 3 Luxury loft with a marvellous view of the Bosphorus strait due to Chew's emphasis on floor-to-ceiling windows in every room and suite.



BEIRUT DAMAC TOWER



DAMAC Tower with interiors by Versace Home, situated in Beirut, was completed in 2015. The architects practice responsible for the 28-storey building was Valode et Pistre Architects, while the interior was designed by Versace Home. Residents are offered an unrivalled opportunity to make the most of life in this vibrant and dynamic location, sometimes referred to as the "Paris of the Middle East".

DAMAC Tower with interiors by Versace Home is designed to represent luxury living in a unique collaboration with the world renowned Italian design house. Each apartment features the finest fixtures and fittings, such as the Lineare line or the RS hand shower by GROHE, along with a choice of stunning contemporary design packages.

Architect

Valode & Pistre Architectes
Denis Valode
Paris, France

Interior Design

Versace Home

Address

DAMAC Tower, Mina El Hosn
Omar Daouk street
Beirut, Lebanon

Date of completion

2015

Number of units

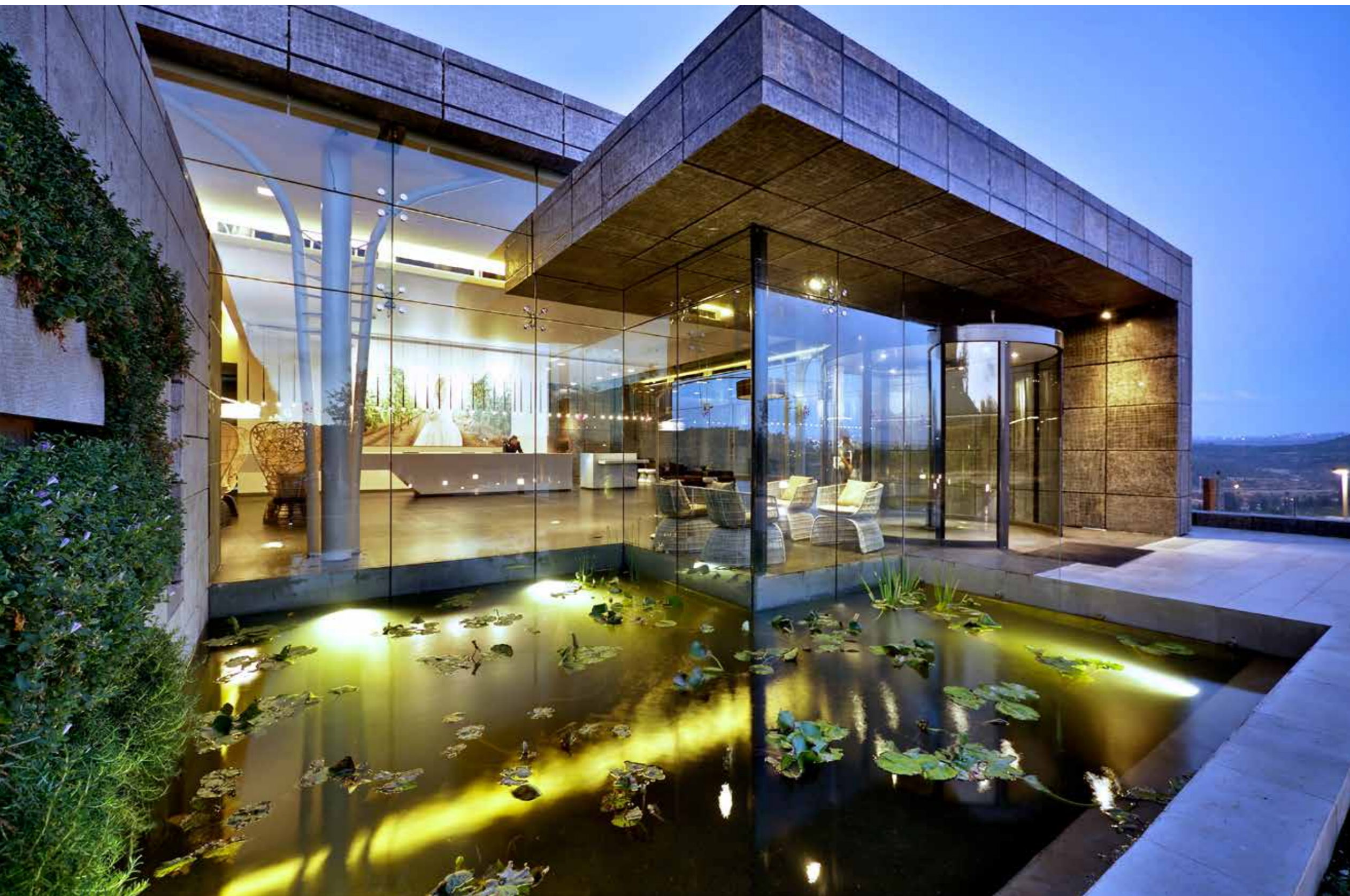
183

1 External view of the DAMAC Tower with its wave-shaped façade.

2 The interior is attractively minimalist and functional, while the decorated walls resemble ancient Roman murals in a contrast to the elegantly curved façade.

JERUSALEM CRAMIM SPA & WINE HOTEL

1



Cramim Hotel is situated in the green surroundings of vineyards – as “cramim” means “vineyards” in Hebrew. It offers a 2,000m² spa with indoor and outdoor pools, a sauna and 23 treatment rooms. The hotel also features a courtyard garden which is surrounded by a vertically planted wall and dotted with fishponds. Cramim was built by Guy Igra Architects and completed in 2013.

The hotel’s design is contemporary yet luxurious and pampering, and the colours are mostly natural – wood, stone and glass – allowing the outside in through the curtain walls. A special feature of the hotel is the creative lighting and other fittings in the guest rooms and public areas, such as the GROHE Single-lever basin mixer from the Eurocube line or the GROHE Allure Brilliant 5-way diverter, both of which harmoniously complement the stylish look of the hotel.

Architect

Guy Igra Architects
Jerusalem, Israel

Interior Design

Ilan Weisbord, Studio Gaia
New York, USA

Address

Kibbutz Kiryat Anavim
Jerusalem, Israel

Date of completion

2013

Number of rooms

155

2



- 1 Entrance area with huge glass walls overlooking the mountain scenery.
- 2 Spa bar at the Cramim.
- 3 The hotel's bathrooms feature faucets from GROHE's Eurocube line for a sharp, tailored look and the Rainshower head shower with a square design for the basin.
- 4 Most of the guest rooms face the Jerusalem Mountains; many of them include terraces and balconies.

3



4





ISTANBUL ANTASYA

2



The residential tower is located between Istanbul's two bridges in the middle of the Anatolian side, with lush scenery surrounded by vast forests. With amazing views to the Bosphorus, the serviced apartments under the Fraser Place Antasya Istanbul brand are nestled within the upper storeys of the upscale Antasya Residence. The living spaces are light and elegant, providing ample space for well equipped kitchenettes.

The bathrooms feature the GROHE shower set from the New Tempesta line for reduced water use and perfect flow.

- 1 Open-plan and completely furnished, each of the 617 apartments is beautifully finished with designer touches, such as oak flooring and full-length windows.
- 2 The residence features stylish furnishing as well as many excellent GROHE fixtures.



Aktuğ Sivrioğlu, ASOS Architecture



Ernesto Klingenberg, L35 Architects

Architect

ASOS Architecture
and Design Management
Istanbul, Turkey
and
L35 Architects, Madrid, Spain

Owner

Ant Construction

Address

Saray Mahallesi Akcakoca
Caddesi Nr:11 Umraniye
Istanbul, Turkey

Date of completion

2015

1

CAIRO KEMPINSKI ROYAL MAXIM HOTEL



3



2



The hotel is located in Cairo's new commercial and business district, and the focus of the design is on comfort and elegance. The Palace features 245 guest rooms and suites and, moreover, the largest ballroom in the country. The Swedish company Living Design was responsible for the guest room interiors and its goal was to provide a unique design and guest experience. The hotel is located in the desert and surrounded by lush greens, Living Design has brought water, and blue and turquoise shades to bring the elements together into an oasis.

The hotel features various GROHE fittings such as faucets from the Allure Brilliant line with their intriguing angles and cut-out details, or the Grotherm 3000 Cosmopolitan thermostat with integrated 2-way diverter for the bath or shower with more than one outlet. All these GROHE products meet the aesthetic demands of this hotel in the heart of Cairo.

- 1 The exterior view of the hotel with its azure cupolas crowning the building.
- 2 The hotel offers an upscale range of room types underlined by the use of earthy colour schemes and vibrant accents through soft furnishings and fabrics.
- 3 GROHE's Eurocube 3-hole basin mixer tap is scratch-resistant and easy to clean thanks to the GROHE StarLight chrome coating – and the ideal choice for a stylish bathroom like this.



Tarek Hegazy, Living Design group

Interior Design

Living Design group
Stocksund, Sweden

Address

First Settlement, Eastern Ring Road
Cairo, Egypt

Date of completion

2015

Number of rooms

245

DUBAI HYATT REGENCY

1



2



Dubai's second Hyatt Regency hotel, opened in March 2015, is a two-tower complex featuring 463 hotel rooms and 405 apartments. It is Hyatt's third property in the vicinity, and the hotel will appeal to business people for whom work is more of a priority than beachcombing. With that said, designers KCA International London have created a modern and contemporary business hotel.

The hotel has 3,200m² of flexible event space combining modern style and timeless elegance. A special feature is the Royal Suite that occupies an entire floor with 360-degree views of Dubai. Right underneath located is the hotel bar "Living Room" featuring a 360-degree outside terrace. The spacious marble bathrooms with separate bath and shower facilities feature faucets from GROHE's Allure Brilliant line as well as GROHE Essence fittings.

Architect

RMJM Architecture & Planning
Edinburgh, UK

Interior Design

KCA International
London, UK

Address

Dubai Healthcare City
Dubai, UAE

Date of completion

2015

Number of rooms

463

1 The architectural language of the two towers of the Hyatt Regency is a nod to the pioneering days of skyscrapers in the early 20th century.

2 The clean, timeless design of the bathroom is the apt environment for GROHE's elegant, wall-mounted faucets.

MASTERS OF TECHNOLOGY

Timeless beauty and quality that lasts a lifetime – this captures the essence of the GROHE Masters of Technology pledge. With unfailing consistency, our experts deliver on it with brilliant products and unsurpassed performance.

Ongoing investment in research and development at GROHE has led to the creation and market launch of world-leading bathroom and kitchen innovations.

All GROHE products are defined by their exceptional quality, with every component undergoing a series of stress tests – the toughest in the industry – to ensure ease of use and perfect design. Only when they have passed with flying colours are they free to carry the GROHE name out into the world.

Activities such as washing hands, showering and making coffee may seem rather trivial to the rest of us. But for the Masters of Technology at GROHE, they represent a science all their own – one that we passionately seek to perfect with the ultimate in care, precision and meticulous attention to detail. All the while, we never lose sight of our goal – to share the Pure Freude an Wasser.

Our most recent innovation is the GROHE Spalet that is packed with innovative functions, including self-cleaning and discreet design details. It is the expertise of our Masters of Technology that makes this the most hygienic toilet in the world.

INTELLIGENT CARE

introducing the new clean

GROHE SPALET



TRANSFORM YOUR MOST PRIVATE RITUAL.

The world is evolving continuously. Cars can now drive themselves and create zero emissions thanks to scientific breakthroughs. Smartphones and apps become more and more integral to our daily routine, using smart technology to monitor our physical wellbeing. GROHE wants to take the next step in sanitary care, by enhancing your daily routine with Intelligent Care. A new and revolutionary product category that respects our evolved sense of body and self. The technology and design of the GROHE Spalet takes care of some of your most private moments, inviting you into a new dimension of wellbeing and cleanliness.





WHAT IS ULTIMATE CLEAN? WASH OR WIPE?

When you think of cleaning what springs to mind? Surely not paper? It's fresh, flowing water! The most natural cleaning agent there is, it's kind to the skin and wonderfully effective. That's why humans have used it for cleaning since the dawn of time. We wash our hands and bodies daily as part of our hygiene routine – it's refreshing, soothing and leaves us feeling good. We wouldn't consider a quick rub down with a paper towel to do the same job – except when we use the toilet. In many cultures cleaning with water after visiting the toilet is just as natural as washing hands. And today, as our interest in hygiene and personal grooming grows, more and more people want to get that clean, refreshed and secure feeling after using the toilet. As a result shower toilets – toilets with an integrated bidet function – are becoming increasingly popular. Now GROHE introduces its revolutionary shower toilet, providing gentle natural cleansing using just water.

WHEN GERMAN
DESIGN AND
ENGINEERING...





...MEETS JAPANESE SPA CULTURE.

Would you eat raw fish without knowing something of the culture and tradition of sushi? We have learned so many things from Japan's culture: bathing rituals, eating rituals, manufacturing processes. We studied their advanced sanitary customs and technological know-how and now introduce a new and revolutionary sanitary concept based on breakthrough technology. A technology that cares intelligently and that will change your life – at least, an essential and most private part of it.

WELCOME TO A NEW CATEGORY OF CLEAN: GROHE SPALET

Kinder, more hygienic and more soothing than wiping with paper – let the GROHE Spalet take you to a new level of clean.

MOMENTS OF TRUTH

The Masters of Technology at GROHE refer to the experience of innovative quality – the point at which product benefits come to life for people – as “Moments of Truth”. At that very instant when GROHE buyers first come into contact with their new purchase, the whole labour of love – from R&D through manufacturing to the finishing touches – suddenly finds expression as sheer delight in users’ eyes.

GROHE Moments of Truth are about convenience, enjoyment, durability and, last but not least, conserving precious resources.



GROHE SilkMove®

Only GROHE mixers deliver the unique GROHE SilkMove® experience. The rich, smooth handling of our single-lever mixers perfectly expresses the quality and superiority of our brand. The GROHE SilkMove® cartridge delivers gradual and precise control of the water flow and temperature.

The cartridge is the centrepiece of every mixer and where the ceramic discs are located. They are made from a space-proven ceramic alloy, one gliding over the other with utmost precision. The polished mirror-like surface of the discs is then coated with a special lubricant with Teflon® technology for frictionfree performance. The lever handle of the mixer is connected to the discs by a solid brass element for maximum strength and durability. It is essential that the machining and quality of these precision parts are of the highest standards, so that they deliver unrivaled performance.



GROHE SilkMove®



GROHE Zero®

Clean drinking water is essential to your health. When choosing mixers with GROHE Zero® technology, you choose a faucet with maximum health benefits. The mixer housing does itself not add any lead into the drinking water because of the advanced inner-waterguides.



GROHE Zero



GROHE TurboStat®

Our revolutionary GROHE TurboStat® technology delivers water at your desired temperature within a fraction of a second and keeps it constant for the duration of your shower. Grohtherm thermostats are equipped with the most advanced and precision-made cartridges in the industry. By increasing the sensitivity of the thermo-element our thermostats react to changes in water pressure twice as fast than before. No more time and water wasted fiddling with the controls to get the temperature right.



GROHE TurboStat®

GROHE CoolTouch®

The GROHE CoolTouch® technology ensures that the entire outer surface never exceeds that of your preferred shower temperature. By designing our thermostats to include an innovative cooling channel we've created a barrier between the hot water and the chrome surface so it's never too hot to handle. This safety measure is especially useful for children who are frequently unable to judge whether something they touch is dangerously hot.



GROHE CoolTouch®





Grohe DreamSpray®

GROHE's DreamSpray® technology is at the heart of every GROHE shower. It represents the best in quality and incorporates innovative ideas to enjoy an unparalleled showering experience. The advanced shower engines inside the shower head deliver utmost precision and consistent water distribution to each individual nozzle. Whatever spray pattern you choose for whatever your mood, you will be assured of sheer fun under the shower. One of two exemplary innovations is the new and highly sophisticated GROHE Bokoma Spray™: eight flexible nozzles create a 'breathing' effect, imitating a relaxing fingertip massage. The GROHE Rain O2 technology infuses water drops with air for a fuller, richer shower spray. But there is more. Some of the latest GROHE showers offer the choice between the classic GROHE Rain Spray and GROHE Rain O2. This allows you to choose between a softer or more active jet at any time for every member of your family. The One-Click Showering spray selector gives you direct access to your preferred spray pattern. Never again will you have to twist the spray face or click through several patterns to reach the one you want. Just press the corresponding button and enjoy. Together with our GROHE CoolTouch®, GROHE StarLight® and GROHE EcoJoy® technologies, you will have an unsurpassable showering experience.



GROHE StarLight®

Continuous improvement over the last 75 years has seen our unique plating process refined to produce a robust and immaculate surface that is recognised as one of the best surface finishes in the world. This is thanks to rigorous quality controls and an on-going investment into our surface finishing process giving you a lifetime of enjoyment. Across the spectrum of GROHE finishes from matt to shiny and in all the colour choices, GROHE StarLight® offers a made to last finish. The flawless long-lasting surface is designed to be extremely resistant to dirt and scratches making maintenance effortless and ensuring good as new looks for years of use.



GROHE FeatherControl®

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FOR YOUR PROJECT



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