

AXOR

Water Stories



Distinctive

New ideas of individual luxury

From personalities for personalities Individual bathroom concepts by Tristan Auer, Hadi Teherani and Sarah Poniatowski

Product novelties A wide range of accessories, precious surfaces and conscious showering comfort for even more personality in the bathroom

Experiences Inspiring insights into living spaces and hotels with AXOR worldwide

MAGAZINE

From personalities for personalities

- 5 »Distinctive«
- 8 Tristan Auer—A Place of Transformation
AXOR Edge
- 18 AXOR Universal Accessories
- 30 Fisherman's House
AXOR Montreux
- 36 Hadi Teherani—A Place of Regeneration
AXOR Citterio E
- 44 AXOR Matt Black
- 50 Villa Copenhagen
AXOR Montreux | AXOR Signature
- 56 Sarah Poniatowski—A Place of Meditation
AXOR Starck
- 64 AXOR Starck Nature Shower
- 72 AXOR Conscious Showers
- 78 Maisonette P155
AXOR Urquiola

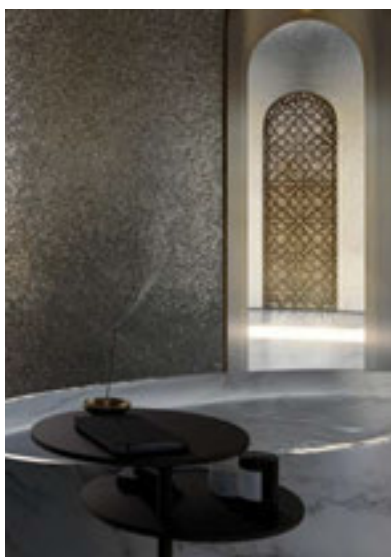
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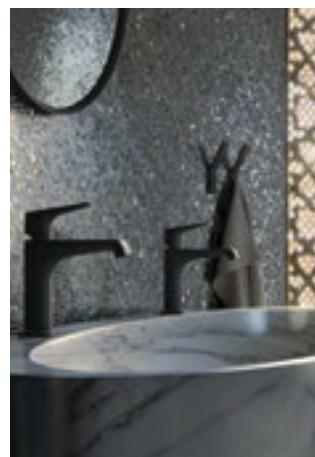
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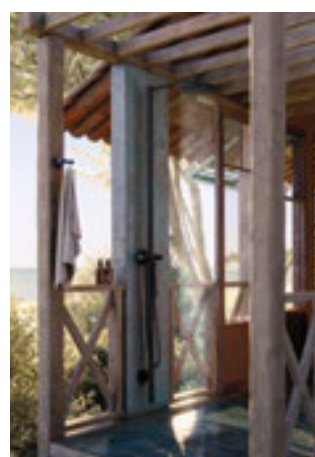
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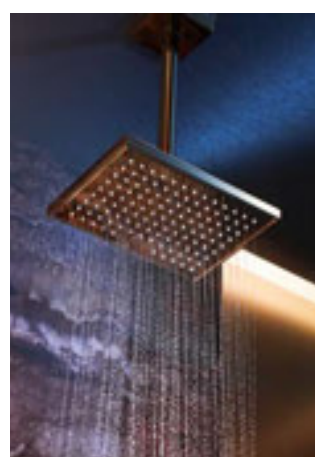
56



64



72





What does it mean when our home reflects not only our taste, but our unique personality? When the rooms where we are completely ourselves become sources of inspiration?

AXOR explores these and other questions with its new »Distinctive« project, a unique examination of the personalization of private living spaces. The brand asked three internationally renowned personalities from the architecture and design worlds to develop custom bathroom concepts. In addition, new AXOR products are introduced, tailor-made for designing the bathroom as an expression of one's own personality – just as with the existing collections and programs of AXOR. Finally, inspiring insights into private rooms and hotels in France, Germany and Denmark underscore the diversity of individual design. ►

Individual luxury as an expression of personality

Personalization is a megatrend in our society that celebrates diversity and is constantly evolving. Style is becoming a question of personality. What constitutes true luxury is determined solely by individual perception. It's about how we stand out from other people, despite similar tastes, incomes, and shared values. It's about appearing and being perceived as a distinctive personality. This doesn't have much to do with short-term preferences; instead, this claim presupposes that we understand and want to express ourselves as a personality. In this sense, we are searching for something special, even unique, that fits us exactly: the customized vacation experience, the personalized sneakers, the exclusive special equipment for our car. This begins with our daily coffee and culminates in our own home, an ambiance where we can feel comfortable because it corresponds to us and reflects our needs.

The art of distinction inspires personalization

Personalization has long since become an everyday phenomenon. The standard of modernity, mass production, is no longer sufficient. Thanks to new processes and networking, industry is now able to adapt products to users' personal ideas and needs, and even produce one-of-a-kind items. But how do manufacturers create true personalization? What does it mean when companies really take their customers' wishes seriously? This is where design comes into play—the art of differentiation through distinctive design. This is true for both the smallest things and the design of our own homes. After all, nothing is more personal than the rooms we inhabit; the house, as the stage of our self, is a reflection of our thoughts and personal preferences.

In the digital age, the dissolution of spatial constraints and the hybridization of functions are also changing the concept of living. The living room is now a lounge, both a space for relaxation and a play area for the

kids. The home is opening up and becoming, more than ever, a stage for self-expression: It's curtains up for the unlimited facets of personalization.



An individual and holistic place of relaxation—the bathroom as a true luxury space

What does this mean in concrete terms for designing the most intimate room in our home, the bathroom? It has long since ceased to be a functional space; it is charged with moments in which we confer with ourselves. This is where we start and end the day. Here, we are completely ourselves, no matter where we are—whether Shanghai, Basel, Rio, or Cape Town. Here, we experience ourselves and our bodies through intimate rituals. We can find ourselves, regenerate. Whether diving in or recharging our batteries—it's all about feeling good and finding facets of our own personality reflected in the ambiance. The bathroom shows up close that personalization is the ultimate luxury, a personal moment of freedom to express ourselves and find fulfillment beyond pure purpose. Luxury as an intimate moment of personal freedom is an inspiring thought.

The personalizable spa begins at home, with intuitive technology that accompanies us in daily rituals, such as rain showers, overhead showers, hand showers, and body sprays, modular shower systems, shower pipes, and intelligent control units. Further differentiation and refinement come through the design of the faucets and the environment. In this context, the bathroom is one of the most complex design tasks. Standards and technology, wishes and preferences come together in the smallest of spaces. Nevertheless, or precisely for this reason, the bathroom becomes comfortable and concentrates on its core: the sensual experience of ourselves.

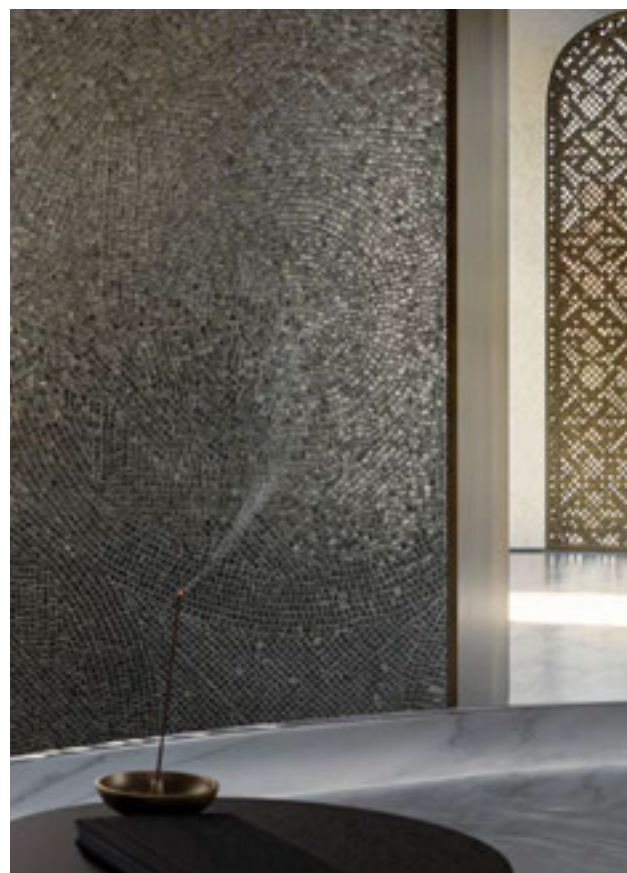
People with the choice will enjoy the multitude of possibilities to express themselves, thanks to different concepts, signatures, and formal languages of international designers. This is where the play of diverse surfaces and finishes begins, in the greatest possible breadth and depth of product range, for the sink, shower, and bath tub through to complementary accessories. Design differentiation features and intuitive functionality create a unique, highly personal showering and bathing experience. Premium segment faucet manufacturers can achieve precision equal to the jewelry and watchmaking industries, enabling even further forms of differentiation.

Nothing is more exclusive than personal perception

Ultimately, however, the bathroom remains a realm of the senses, where sensory experiences play a major role and evoke emotions. Hands glide over materials as diverse as stone, wood, and metal, touching textured, polished, and velvety surfaces, feeling warmth

and coolness—our sense of wellbeing. Personalization in the bathroom as a sensory treat is an ultimate form of luxury, tailored entirely to us, a guarantee of personal moments of happiness. Through individual design, the bathroom can become a truly exclusive place, a space by personalities for personalities.

With the project »Distinctive. New ideas of individual luxury.« AXOR is taking up the megatrend of personalization and inspiring and empowering architects, interior designers, and design-savvy customers to make their unique visions of personal luxury and expression a reality in the bathroom and kitchen. ●



A modern bathroom interior with a bathtub, a shower, and a window with a city view. The scene is dimly lit with blue and red ambient lighting. A bathtub is in the foreground, and a shower is on the right. A window on the left shows a city skyline at night. A towel is draped over the side of the tub. A robe hangs on a rack near the shower. A small table with a bowl is next to the tub. The text "A PLACE OF" is centered above the word "Transformation".

A PLACE OF

Transformation





**“For me,
that’s luxury,
to have
something
made for you.”**

A self-described “interior and emotion” architect, Paris-based Tristan Auer sees himself as a stage director, with his clients, whom he regards as accomplices, in the starring role. Although renowned for the sensuality of his designs and for his vibrant mixing of colors, lights and eras, Auer never imposes a style on his clients, among whom are some of the world’s most famous—and distinctive—personalities. Rather, Auer studies them, draws inspiration from them, and creates singular interiors tailored to their individuality.



AXOR Edge meets “Blade Runner”

What happens when the distinctive individual for whom Auer designs is himself? The original bathroom concept he developed as part of the AXOR campaign »Distinctive. New ideas of individual luxury. From personalities for personalities.« would seem to hold the answer: “For me, it was a gift to be able to do this project because it’s always very interesting to work for myself,” he explains. “I could be crazy and not have to please anybody or seduce anybody or teach anything.”

As someone who takes inspiration from place—not just the sights but the sounds, smells and textures—Auer was particularly excited about the brief’s suggestion of a high-rise apartment in Hong Kong. “You know ‘Blade Runner’ from Ridley Scott? Hong Kong is like that—something which is building on top of itself. Different layers. You have the crowd on the street level, and then, as you elevate, it’s more and more futuristic. It’s why I combine old antiques pieces with very modern textures.”

Among the textures Auer utilizes is the diamond-cut pyramidal pattern of the AXOR Edge faucet by Jean-Marie Massaud. “AXOR Edge is great, and not only because Jean-Marie is a good friend,” says Auer. “I would have liked to have designed it before him!” Noting the similarity between the AXOR Edge pattern and that of the iconic Dupont lighters he remembers from the 80s, Auer continues: “I don’t smoke, but I like to touch. So that sets the stage—Dupont, those colours, those ambiances.” Finished in Polished Gold Optic, the AXOR Edge washbasin faucet and free-standing bath faucet set striking contrasts to the surrounding materials,

while the AXOR ShowerHeaven and the AXOR Edge thermostat provide cutting-edge functionality within the shower area.

Building on the bold, clashing 80s aesthetic, Auer combines reflective stainless steel with neon lighting and offsets it with a graphic mix of light and dark travertine stone. “It’s disruptive and very masculine,” Auer says of the travertine. “It’s very 80s, as well. You know, you had some perfumes that were very strong in their masculinity. It was a little bit of a reference to this period.” Equally striking are the AXOR Universal Rectangular Accessories that add an even more personal touch to the touch to the bathroom.

In case there was any doubt as to the personality Auer had in mind when designing, he explains without hesitation: “It’s for a man. Definitely selfish. The guy is only thinking about himself. He likes to collect. He’s a hedonist. Today, we say that we need to have empathy, to share with everybody else, but I feel like the truth is maybe in-between: You have to do it for yourself first to be able to do it for others.”

Asked about his approach to bathrooms in general, Auer replies, “I prefer to say, ‘room with a bath.’ It’s a real room where you do something—you live in it. That’s why you need to have a niche for arts—maybe a painting, maybe some object that’s usually found in your living room. So, let’s bring it in the bathroom! That’s also why I design freestanding washbasins—they are pieces of furniture.” But whatever space he’s designing for, from bathrooms to tailored car interiors, Auer makes clear that individualization is at the heart of his process. “I started my career ►

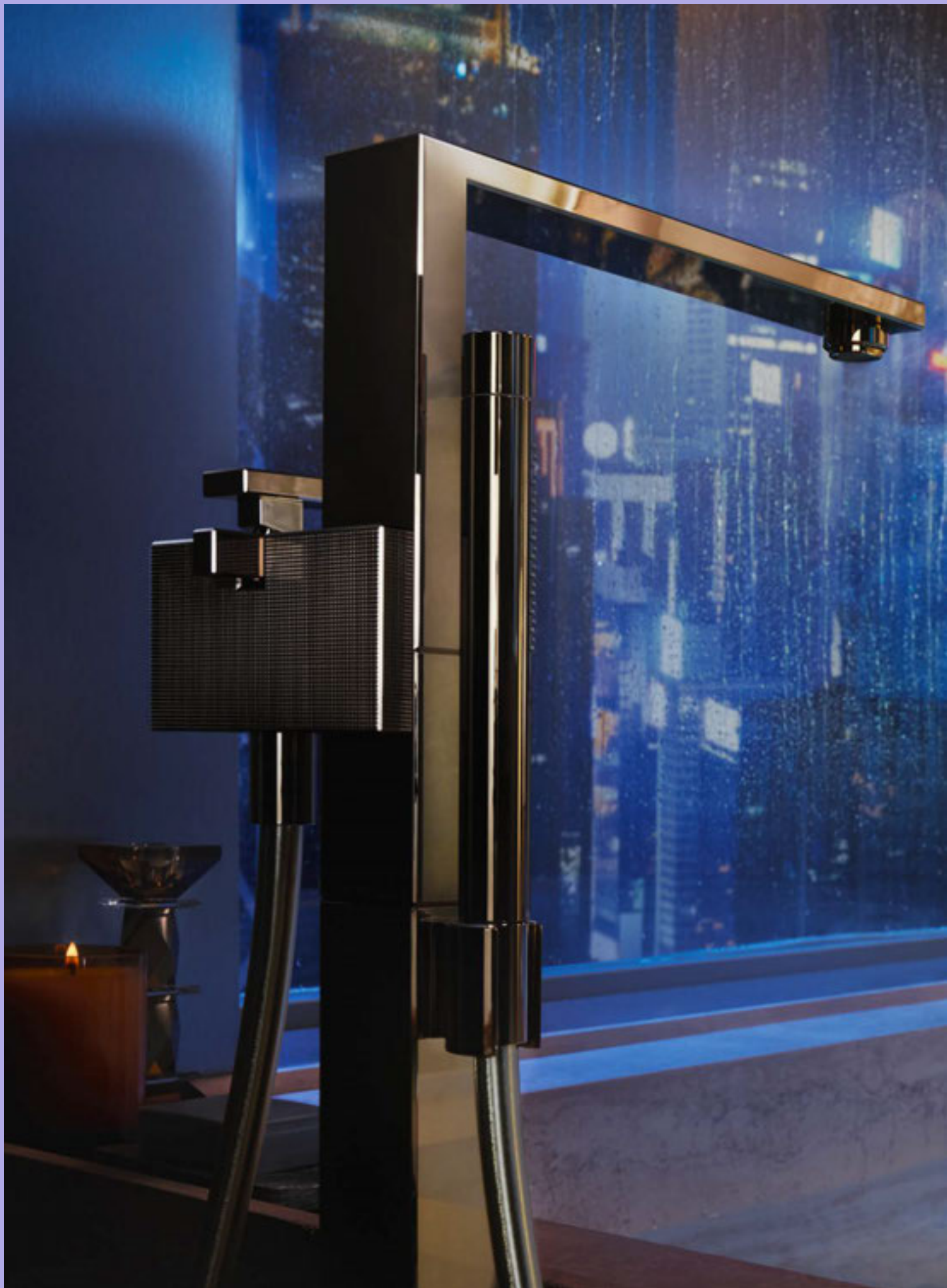
first with Christian Liaigre, which was totally bespoke at that time, and I learned to design everything—every single door handle. I know the artisans. I know the process. And individualization is very interesting because, for me, that's luxury, to have something made for you. And that changes everything. When you have something made for you, you just need it once. So it's going in the right direction for not consuming too much. And you're working with the people who have the know-how, who are artists and craftspeople."

So, how does such a distinctive designer define »Distinctive« for himself? "»Distinctive« means being an influencer and not a follower ... Trust yourself, trust your taste, and assume it, and show it. But this is a sort of dandy approach, not to show off and tell people, 'I'm better than you,' but just to say, 'Okay, I'm like that.'"

●









AXOR

Universal Accessories





Even the smallest details tell something about our personality. For individuals, accessories are nothing trivial. They are that certain something. They make a statement that is part of the story.

Created in collaboration with such designers as Philippe Starck, Barber Osgerby, and Antonio Citterio, AXOR Universal Accessories reflect the ambition for individual design and holistic excellence that drives the entire AXOR product range. Functional and expressive in equal measure, they complement a wide range of AXOR fittings and shower products, extending a consistent design language across the bathroom in uncompromising accordance with one's personal style. The new AXOR Universal Rectangular Accessories complete the range, which now covers all basic geometric shapes and different design styles and can thus be used across collections.

AXOR UNIVERSAL ACCESSORIES

New shapes and surfaces for individual statements in the bathroom

The Universal Accessories range consists of three lines, AXOR Universal Rectangular, AXOR Universal Circular and AXOR Universal Softsquare, each of which stands for a primary shape: Rectangular, circular and squarish with rounded corners. These products blend seamlessly into a wide variety of individually designed interiors, but they also open new possibilities for bathroom design as an expression of one's own personality. In celebration of individual style, AXOR's accessory lines are available in the full range of brilliant, long-lasting AXOR FinishPlus surfaces. AXOR Universal Circular and selected AXOR Universal Softsquare Accessories are also offered in the new lacquered Matt Black finish.



AXOR UNIVERSAL RECTANGULAR



AXOR UNIVERSAL CIRCULAR



AXOR UNIVERSAL SOFTSQUARE



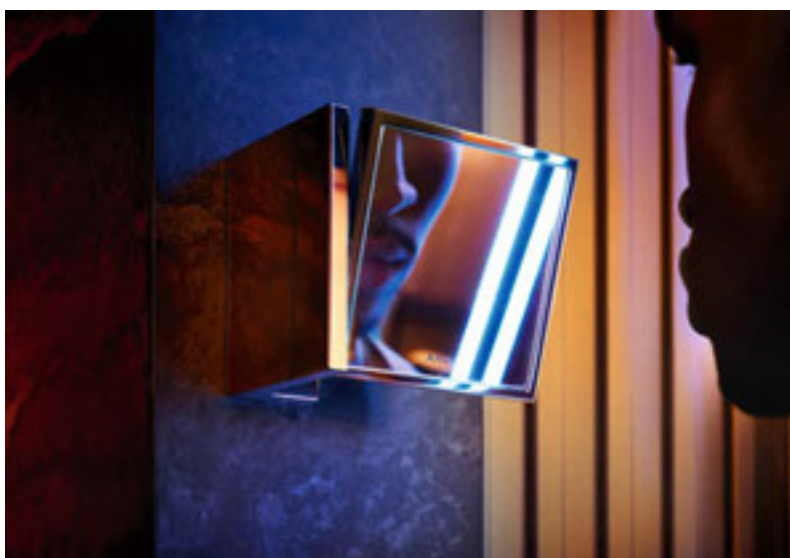
AXOR UNIVERSAL RECTANGULAR

Rectilinear design for high-quality accents

Created in collaboration with Philippe Starck, the new AXOR Universal Rectangular Accessories provide the ideal complement to any AXOR collection with cubic or rectangular design language. Their clear, sleek design never dominates the scene but provides understated, high-quality accents in bathroom interiors. Among other things the wide range of products includes a shaving mirror, a soap dispenser, paper roll holders and a variety of bath towel holders.



The AXOR Universal Rectangular Accessories, shown here in Polished Gold Optic, are high-quality eye-catchers in expressive bathroom designs.

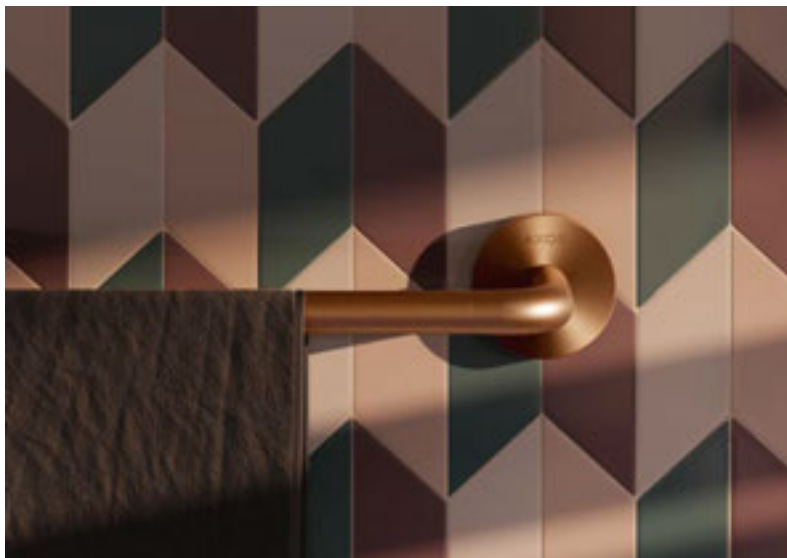


AXOR UNIVERSAL CIRCULAR

Minimalist design of exceptional quality

The AXOR Universal Circular Accessories provide sensual accents. Created in collaboration with Barber Osgerby, they are characterized by exceptional quality and a minimalist design based on circular shapes. AXOR Universal Circular Accessories include a generously sized circular wall mirror as well as a shaving mirror, a shelf, different towel holders, a tissue box and waste bin, a paper roll holder, and a toilet brush holder. For the shower, the line offers a comfortable and practical shelf that does not interfere with the design or finish of the selected AXOR shower products.



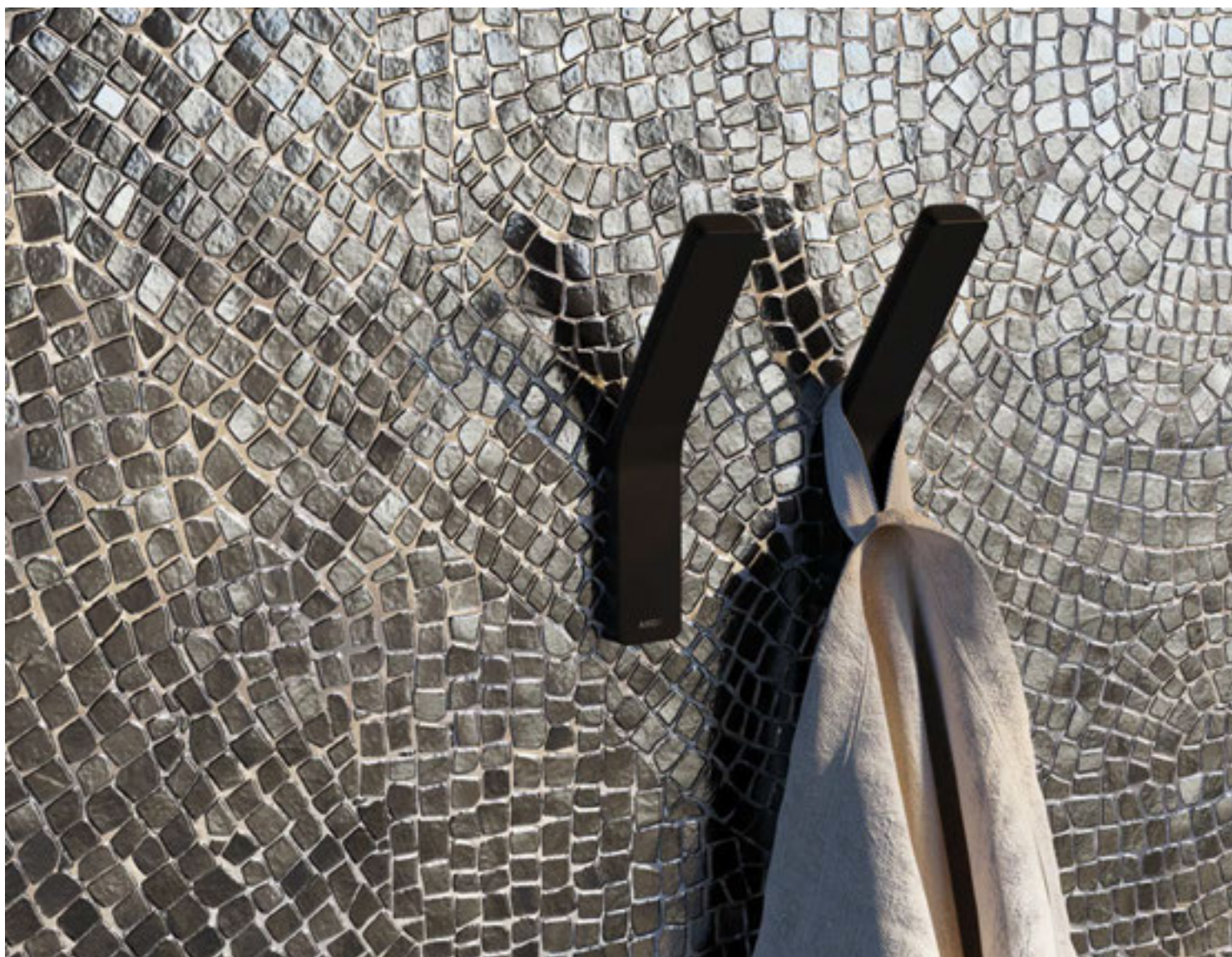


With a minimalist design language characterized by circular curves, AXOR Universal Circular Accessories blend into many environments.





Selected products from the AXOR Universal Softsquare Accessories are now available in the new lacquered Matt Black finish.



AXOR UNIVERSAL SOFTSQUARE

A modular program for individual use

Developed in collaboration with Antonio Citterio, the AXOR Universal Softsquare line is a collection-spanning program in a timeless, versatile design language. With their elegantly rounded corners, these accessories fit perfectly into a variety of settings. Whether as individual solutions or in combination, AXOR Universal Softsquare Accessories complete bathroom interiors with functional and aesthetic highlights, seamlessly merging practicality and personal luxury.



Fisherman's House

A unique blend of contemporary luxury and
early 20th-century charm

AXOR MONTREUX

—

IN A PROJECT BY
TRISTAN AUER
2020







Whether relaxing on its undulating coastline, hiking along the region's dramatic cliffs, or exploring its history, its world-famous cultural heritage or its culinary tradition, visitors to the Normandy are sure to encounter a unique atmosphere and a special way of life—all within a largely untouched landscape that is as rugged as it is beautiful.

It should come as no surprise, then, that it was here where French interior designer Tristan Auer came across a country house whose heritage and potential he recognized immediately. Ushering new life into the property, he has transformed it into an artistic backdrop for the region's history and that of its inhabitants. The residence is an expression of the early 20th-century "arte de vivre", or way of living, and skillfully includes modern elements throughout, such as bathroom faucets from the AXOR Montreux collection.

An idyllic home with a joyful past

Built in 1902, the "Fisherman's House" stands in the middle of a secluded property with old trees and a winding river. The townhouse's flint clinker façade is typical to the region and creates, along with the tall, narrow windows and steep gable roof, a stately yet

charming appearance. The property's former owners used the property as a canvas for their passions of art and fishing and held events in the house for many years—welcoming guests to enjoy their artwork, furniture and decorations. The new owner absorbed this past into his textured, modern vision of emotional spaces, and has created a wonderfully sensual experience within the "Fisherman's House". In each room, one finds Auer's unique interpretation of contemporary luxury, which he combines with the soul of the restored house.

A pulsating mixture of styles

Auer applied his keen understanding for what is worth preserving and what must be renewed with care and confidence, transforming each room into a curated collection. In the dining room, a magnificent wooden table with columned legs fills the scenery, framed by built-in cabinets, soft-green wooden paneling and porcelain from the house's own collection. As if reading a picture book, one turns the page upon entering the living room to find small treasures and great creativity: a modern sofa and armchair by Lignet Roset, a Chinese coffee table, and a rug designed by Tristan Auer, underneath fish motifs and early 20th-century paintings. In the kitchen, a cast-iron stove sits under the historic fireplace, ►



and cement and hand-painted tiles carry the room's rustic look down to the smallest detail. Auer's preference for vivid colors and unusual materials is evident in the design of the bedrooms, which feature either custom tiles in bold terracotta or turquoise-green mille-fleurs wallpaper and an imposing headboard in a matching hue.

The artistic highlight, however, is undoubtedly the entrance hall, with its striking fresco by artist Matthieu Cossé. Here, fantasy meets fine art, sea meets land, delicate shades meet vibrant colors, and once again, the house tells the stories of its owners, current and past.

Perfect authenticity with AXOR Montreux

In the bathroom, which originally served as the entrance room, a freestanding bathtub with lion claw feet catches the eye. Equally striking is the floor-standing AXOR Montreux bathtub faucet, with an industrial design characteristic of the early 20th century. Standing before the fireplace and a ceiling-high mirror, the floor-standing faucet pairs wonderfully with small art objects and exudes the aura of the luxurious Belle Époque bathrooms found in the grand hotels and metropolises of Europe. AXOR Montreux proves with each use that an homage to the past can combine nostalgic design with cutting-edge technology and top functionality. The AXOR Montreux bathtub faucet contains functional highlights within an authentic casing—including convenient switching between spout and shower head, as well as a hand shower with a state-of-the-art spray type. The faucet details evidence traditional craftsmanship, such as the porcelain inlay on the handles and additive couplings, as well as the slip-fit pipes that make AXOR Montreux a statement of authentic yet contemporary design. For these reasons and more, the collection is the perfect choice for the "Fisherman's House". ●

AXOR MONTREUX

At the washbasin, an AXOR Montreux three-hole basin faucet with a high, curved spout and separate lever handles completes the classic bathroom ambience.



FISHERMAN'S HOUSE

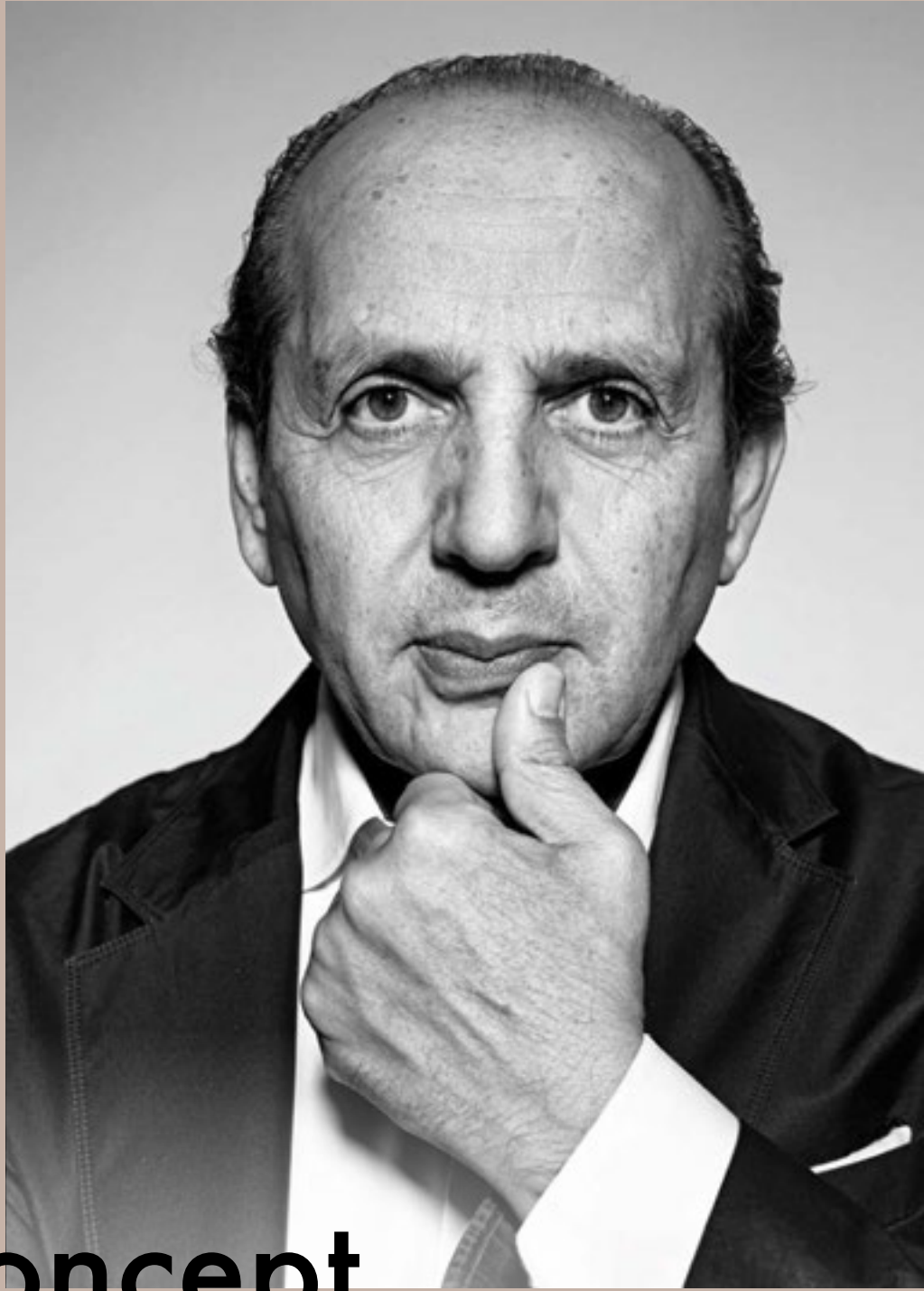
Private residence
Normandy, France

A PLACE OF

Regeneration







**“This concept
shows how
I feel in the
bathroom.”**

Hadi Teherani approaches his architecture and design projects holistically. Born in Teheran and raised in Hamburg, he is a prolific and versatile designer whose works can be found in Germany and all over the world and which are regularly recognized with internationally renowned awards for their ecologically sound sustainability and holistic approach. Maybe that's the reason why he is never out of ideas: he sees the process of creation as a reaction to what he sees, senses and feels – and can specifically answer the question he thereby recognizes.



A source of new energy

Hadi Teherani designs from personal perception and inspiration. This is also how the bathroom concept for the AXOR campaign »Distinctive« was born. When asked by the brand how he would define his very personal “bathroom with personality”, the architect answered with a design that reflects an individual idea of this space, derived from this self-image—in its daily use, its design and its furnishing.

“It is a space where I can retreat, throw off the stress, and come out reborn,” Hadi Teherani explains. “I see the bathroom as a space where I can clean myself—in a metaphorical sense as well. Here is where I arm myself for the day. This space protects me, offers me security but at the same time doesn’t restrict me but rather gives me a feeling of space and infinity.” And how can one single room fulfill these seemingly so contradictory and at the same time holistic demands? Also, here the solution lays for Hadi Teherani in the formulation of the question itself. “What do you need to feel safe and secure and at the same time free and liberated? Human beings have always built cocoons in which they feel protected and could find shelter—whether made of snow, earth, or stone. The primal form of housing if you like. Enveloping but not narrowing. And this is what I take up in my vision of a bathroom.”

Hadi Teherani’s concept features the form of a cupola placed in the center of a house or a hotel suite. Openly laid out, the circular room is accessible from several sides; the four window openings and round arches facing each other are organized symmetrically. In the center, the architect places an organically formed bathtub that takes up the layout and

around which a spacious shower area and a generous, oval double washbasin are arranged. “This concept is inspired by the public baths in the Middle East,” Teherani says. These places usually cover an area of hundreds of square meters, formed out of several individual cupolas accommodating the reception area, the dressing rooms, the main bathroom, the fountains, and the toilet.

And why does the architect choose this particular architectural style for his personal idea of a bathroom? “For me the cupola symbolizes openness and secureness. The vastness comes from the high arched ceiling with a glass mosaic that stretches across the room like the sky. When you lay here in the bathtub placed in the center of the room you get the feeling of looking into the vastness of the starry sky,” Teherani says. The semicircular openings lend additional generosity to the bathroom concept—and also make the space a place that allows encounters. Despite its generosity, this bathroom is also meant to be a place of retreat. “And where on the other side is it better to dive in as in an enveloping shape without corners and edges?” Hadi Teherani asks. This effect is amplified by the materiality: Light marble surfaces in the shower area and a dazzling, silver glass mirror mosaic that extends from the floor to the cupola provide the room visual and haptic consistency without sacrificing sensuality and warmth.

AXOR Citterio E faucets, AXOR overhead showers and hand showers as well as AXOR Universal Soft-square Accessories in Matt Black form a striking contrast. “For me, these products fulfill the role of a functional jewelry,” Hadi Teherani describes. ►

"The faucets crown the bathroom concept with their timeless elegance and transport the water to the washbasin. The overhead shower is a recharging area for new energy, the bathtub faucet the water source at the bathtub." And how can such linear products as a towel holder be included in a bathroom concept with rounded walls without right angles? "Here and there you have to work with little cuts into the walls and you have to plan the positioning accurately. The good thing about AXOR is that the brand offers so many individual product variants so that it's always possible to find a solution."

In material, layout and furnishing, Hadi Teherani's bathroom concept is an expression of individual experiences and personal preferences, holistic thinking and detailed planning—all seamlessly combining modernity and history. "The passages offer the possibility to add more cupolas with a steam bath or an extra shower area and thereby extend the bathroom," says Teherani. "This concept is, so to speak, the basis with primary areas needed in a bathroom: washbasin, shower, bathtub. The design allows one to complete the bathroom according to personal ideas. Or to equip it with faucets and showers in special finishes. This type of individualization is a further form of luxury." ●





AXOR ASSORTMENT EXTENSION

Matt Black





Matt Black stands for sophistication. The Matt Black surface color not only takes up one of the most important trends in design and interior architecture, it also fits in wonderfully with nearly any design style, offering additional personalization options. AXOR has significantly expanded its range of products available in Matt Black, providing a complete offering of bathroom furnishings in a unified design language.



The new Matt Black surface finish combines accessories, hand shower, and thermostat modules from different collections to create the perfect look.

MATT BLACK FOR TRENDSETTERS AND CROWD-PLEASERS ALIKE Perfect look for any style

The AXOR One collections and the AXOR Universal Circular Accessories are already available in the lacquered AXOR FinishPlus Matt Black surface. The surface's uniform appearance, silky shimmer and pleasant feel are impressing and delighting increasing number of users. That's why the trendy surface can now also enhance select bathroom faucets in the AXOR Citterio E collection and AXOR Citterio kitchen faucets. AXOR also offers a selection of AXOR Universal SoftSquare Accessories, as well as defined, complementary shower and electronic products in lacquered Matt Black.



NEW MATT BLACK SHOWER EXPERIENCES
Timelessly elegant accents for all areas of the bathroom

Complementing AXOR One, AXOR Citterio E, and the matching showers and accessories, the new, resource-saving AXOR Conscious Showers and the new AXOR Starck Shower columns are also available in Matt Black.



Villa Copenhagen

Contemporary Luxury in the Danish Capital

AXOR MONTREUX
AXOR SIGNATURE

—

IN A PROJECT BY
UNIVERSAL DESIGN STUDIO
2020







As guests pass through the Neo-Baroque façade of Villa Copenhagen, they enter a world of conscious, contemporary luxury with an ambiance all its own. Housed in the former Danish Post and Telegraph office, which dates to 1912, the 390-room hotel signals a “new social scene” for the Danish capital, offering thoughtful, approachable luxury complemented by intuitive and personalized service. Incorporating the UN Sustainable Development Goals into its overall strategy, the hotel takes full responsibility for its impact on the planet, which is one reason why long-lasting, water-conserving AXOR products were chosen for the bathrooms. Another reason, surely, is aesthetics.

Villa Copenhagen features the AXOR Montreux collection within 381 of the hotel’s guest rooms and suites, designed by London-based practice Universal Design Studio as a place for quiet luxury. The rooms at Villa are designed to be a moment of escape and slowing down, a connection to the beauty of Copenhagen. Hand-crafted Zellige tiles, an internal window of textured glass, and custom marble vanity units feature alongside AXOR fittings, finished in Chrome and Brushed Black Chrome, an exclusive AXOR FinishPlus surface. ►

Customized fittings in cooperation with Shamballa Jewels

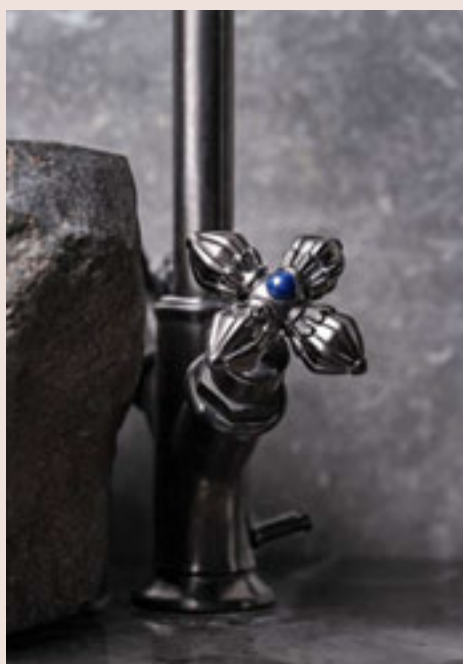
The presence of bespoke AXOR Montreux basin and bathtub faucets in the hotel's eight Shamballa suites deserves special mention. Designed by Danish luxury brand Shamballa Jewels, the suites convey an atmosphere of luxurious warmth, tranquility and contrast. In the bathrooms, the Shamballa team worked closely with AXOR Signature, the customization service of AXOR, to create bejeweled handles—cast as double thunderbolts, the symbol of Shamballa—for the faucets. The handles are inlaid with ruby and sapphire to represent hot and cold water and perfectly express the AXOR commitment to individualization and personal luxury.

Smart solutions for conscious luxury

All AXOR fixtures at Villa Copenhagen help the hotel achieve its high sustainability goals. AXOR even developed a special shower system design featuring its water-conserving EcoSmart technology. Rather than compromising the guest experience, such resource-saving measures actually enhance it. Indeed, that's what conscious luxury is all about. Joyful, inclusive, and sustainable, Villa Copenhagen is a perfect match for the city with which it shares a name—and not to be missed. ●

AXOR SIGNATURE

AXOR Signature fulfills individual requests in terms of a product's size, surface, labeling and materials. Designed by Shamballa Jewels and developed for the eight suites, faucets from the AXOR Montreux collection feature individual handle designs.



VILLA COPENHAGEN

Hotel
Copenhagen, Denmark



A rustic wooden bathroom with a large window overlooking the ocean. The room features vertical wood paneling, a round mirror, and a wooden vanity with two sinks. A shelf below the vanity holds baskets of towels and other items. The text "A PLACE OF" is centered above the word "Meditation" in a large, light green font.

A PLACE OF

Meditation



**“To me, it’s
about designing
projects
that consider
a person
as a whole.”**



Paris-based interior designer Sarah Poniatowski, founder of Maison Sarah Lavoine, has gained international recognition for distinctive projects that delight with their surprising mix of styles, colors and materials. Such mixing is immediately apparent in the bathroom concept Poniatowski created as part of the AXOR »Distinctive« campaign.



The perfect balance of Inside and Outside

Set beside the sea, the detached bathroom evokes an idyllic, even nostalgic, quality. "I have a deep connection with the south-west region of France," the designer says. "It's so authentic, and nature is everywhere. It's the most relaxing place in the world for me. This is where the inspiration stems from. The goal was to emphasize the surroundings with an indoor-outdoor bathroom and create a relaxing space with a summer holiday feeling."

Poniatowski's bathroom concept dissolves the boundary between the indoors and the elements. Natural materials such as raw pine and travertine fill the interior, striped in sunlight that passes through folding windows with wooden louvres. Teal tiles cover the shower and bath area, flowing through a teak-framed doorway and onto a shaded terrace structured with exposed pine beams. The outdoor shower area offers a seamless continuation of the interior aesthetic, and the effect is only heightened by the AXOR Starck Nature Shower; an iconic design object that expresses the simple elegance and beauty of AXOR Starck.

"The multiple entries and the full, open windows reflect the need to connect with nature and the surroundings," the designer explains. "The room is as open as the mind of the individual."

Poniatowski conceived the bathroom for a personality who is "curious about everything", and who "loves to travel the world yet knows when to stand still and

contemplate. Someone who enjoys the fast pace of life but knows that to do so, you also need to take your time and take care of yourself. A loving, sharing person." She describes the bathroom itself as "a place where you can daydream yet relax, be creative yet stand still, enjoy the outside while being in your very own bubble. It's all about balance. Hence the choice to play with contrasts."

Nowhere are the bathroom's contrasts more apparent than in the choice of colors. Pairing aubergine with emerald blue, teal with pale pinks and yellows, the palette reflects "a creative, dynamic spirit," says Poniatowski. The same principle extends to the choice of materials, which "bring a strong sense of authenticity and are a good balance with the contemporary design of the faucet created by Philippe Starck, the bathtub and the basin."

Finished here in the AXOR FinishPlus surface Brushed Bronze, the AXOR Starck collection adds a refined, minimalist edge to Poniatowski's concept. "The design of the AXOR Starck collection is very distinctive," the designer observes. "It was important to create a setting in line with it: Emphasize it but don't overwhelm it, and vice versa." Two AXOR Starck faucets set accents against the travertine washbasin, an effect repeated at the bathtub with a floor-standing AXOR Starck faucet. Featured both indoors and out, the slender AXOR Starck Shower column follows the linearity of the long, exposed pine beams and contrasts with the idiosyncratic Zellige tiles. ►

Commenting on the wider trend towards individualization, Poniatowski links back to her own work. "To me, it is about designing projects that consider a person as a whole: their taste, their needs, their lifestyle. No one is the same, and this is what I love about my job—meeting people and creating something like nothing before." Of course, understanding the individual is only one part of creating an authentic, tailored space. But what else makes a project distinctive? Poniatowski doesn't hesitate to answer: "The passion that you put in it." ●





AXOR STARCK

Nature Shower





The AXOR Starck Nature Shower brings the iconic design and luxurious showering experience of the indoor AXOR Starck shower column to the outdoors. Equipped with a hot water connection, PowderRain spray technology for the overhead shower, and an optional hand shower, the all-in-one shower column celebrates the luxury of showering in the open air. Available in Matt Black as well as in a wide range of exclusive AXOR FinishPlus surfaces, the AXOR Starck Nature Shower provides outstanding weather resistance and color brilliance. Easy to install and dismantle, it's ideal for any outdoor setting, from home garden to urban terrace to private yacht.



Uncompromisingly reduced design, based on elementary shapes such as the circle and cylinder, makes the AXOR Starck Nature Shower a unique shower column.



THE GREATEST LUXURY IS FREEDOM

Outdoor shower comfort for true individualists

The AXOR Starck Nature Shower offers all of the comfort, convenience and luxurious experience of the AXOR Starck collection in two outdoor-ready versions, one with a hand shower. Circular handles enable precise control over water temperature and flow rate. Customers can have the all-in-shower column installed on a wide range of individually chosen surfaces, from glass to stone, metal to wood. An effective drainage system prevents water from freezing in the column at colder temperatures.





INSPIRED BY NATURE

A luxurious shower experience for indoors and outdoors

Equipped with PowderRain technology, the overhead shower cocoons users in a spray of ultra-fine droplets—like a gentle summer rain. As an outdoor shower, it is available with or without a 2jet hand-held shower head featuring rain and mono spray types.



The AXOR Starck shower column is available in the well-known indoor version with 2jet baton hand shower and thermostat. It comes in Chrome, Matt Black and other exclusive AXOR FinishPlus surfaces.

AXOR

Conscious Showers

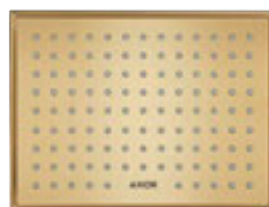




Taking a shower is one of the most precious moments of the day. AXOR has developed the AXOR Conscious Showers to make this ritual both pleasurable and responsible. The showers meet specific requirements for sustainable water use while setting the highest aesthetic standard. Whether circular or rectangular, the showers are available in a full range of brilliant, durable AXOR FinishPlus surfaces, including lacquered Matt Black, and can be combined with any AXOR bathroom collection. AXOR Conscious Showers personally express one's conscious approach to the precious things in life.



The round AXOR Overhead Shower 245 1jet with visible screws on the rim makes a distinctive design statement, conveying elegance while signaling precision and high production value.



With the rectangular AXOR Overhead Shower 245/185 1jet and the round AXOR Overhead Shower 220 1jet, Phoenix Design has created two universal products for the AXOR Conscious Showers range. The visual highlight of these minimalist showers is the filigree engraving at the contour of the showerhead, which structures the overhead shower and gives it a clear direction that emphasizes the flow of water. In addition, the engraving creates unique reflections that change depending on one's viewing angle and the direction of the light.





THE PRECIOUSNESS OF WATER

The highest level of functionality and aesthetics

The AXOR Conscious Showers program consists of three products: the rectangular AXOR Overhead Shower 245/185 1jet, the round AXOR Overhead Shower 220 1jet, and the AXOR Overhead Shower 245 1jet. All are available in the finishes of Chrome and Matt Black as well as the full range of exclusive AXOR FinishPlus PVD finishes. Shower arms and ceiling connections with a choice of round, square or Softsquare escutcheons are also available for installation.

Innovative technology ensures that resources are respected without compromising the shower experience. All three AXOR Conscious Showers offer a uniquely satisfying combination of a large shower-head with a powerful spray that covers the body and a low flow rate from 6 l/min.

Maisonette P155

A unique archive of two lives

AXOR URQUIOLA

—

IN A PROJECT BY
IPPOLITO FLEITZ GROUP
STUTTGART
2015







That Peter Ippolito and his partner Stefan Gabel found an apartment in a *Gründerzeit* residence on the outskirts of Stuttgart's city center was pure chance. With the process of renovating and furnishing the space, they started a journey typically made with their clients as part of their daily work as architect and textile designer, a journey fueled by their creativity and experience, memories and expertise, vulnerability and honesty. The destination of this excursion is the Maisonette P155. Here, Peter and Stefan have created what they call their "home base", a two-story, 290-square-meter apartment providing space for comfort and room for socializing in equal measure. The bathrooms are equipped with faucets from the AXOR Urquiola collection. The choice was a natural one for the two creatives, who have always been enthusiastic about the collection's personality and design.

Confrontation, friction, adoption

The stunning apartment came with construction challenges, ranging from the floor plan—which occupies a part of the building that tapers like a piece of cake—to the fact that the façade and original interior furnishings, including the floors, doors and room layout, are protected as parts of an historic landmark. In addition, Peter and Stefan had to work with a ►



AXOR URQUIOLA

The fittings from the AXOR Urquiola collection make a confident contribution to this bathroom, which is shaped by the personalities of both users. With its asymmetrically arranged handle and expressive details, the single-lever washbasin fitting is an artful fusion of styles and eras.

layout typical of the *Gründerzeit* period, with a central hallway and rooms arranged around it, which they wanted to expand while preserving the apartment's identity. The two owners describe the exciting design process as a confrontation with the existing and the unalterable. Taking these steps allowed them to create a unique residence and, ultimately, a more personal notion of living.

Distinctive and surprising

Architect Peter Ippolito and the team at the multidisciplinary design studio Ippolito Fleitz Group work intensively to understand their clients' identities and desires. The goal is always to develop individual concepts tailored to the user; to offer them the scope to build a relationship with their residents and visitors, who in turn recognize a value beyond materials and aesthetics—and thus work permanently for them.

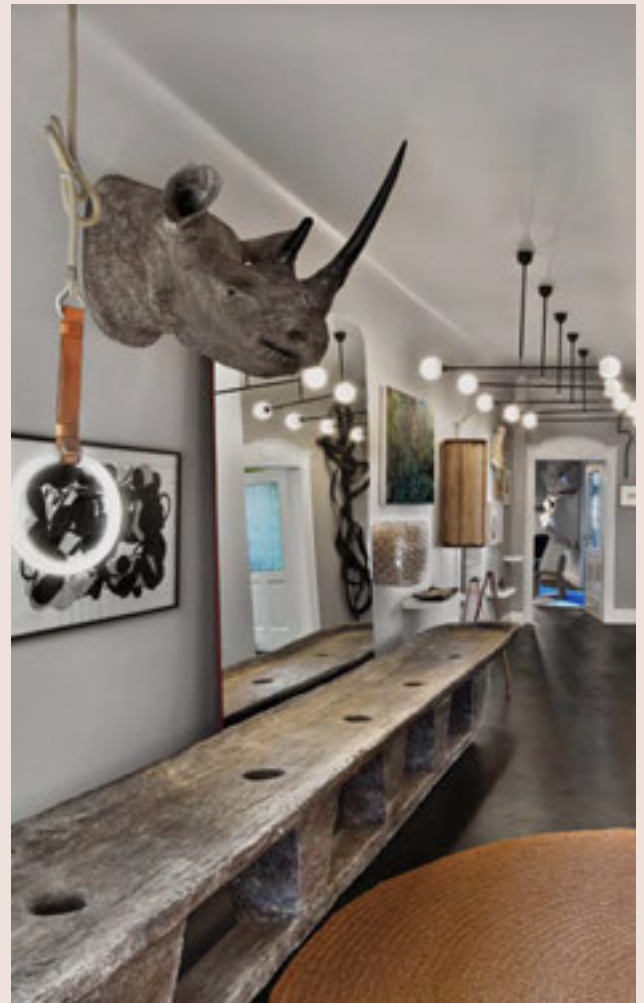
Maisonette P155 perfectly reflects this approach. At first glance, the apartment appears to be a medley of personal mementos and furniture: a lively staging of unique finds from numerous trips as well as design classics and modern, self-designed furnishings. Yet the harmonious overall effect of this collage reveals the residents' characteristically creative handwriting.

The black herringbone parquet flooring connects the individually designed rooms, while the asymmetrical wall openings create additional connections among the areas, all of which contain thoughtful contrasts and consistent lighting. These features help construct the apartment's unified aesthetic as a work of art that invites one to discover and experience it over and over again.

The bathroom as a natural part of living

Peter Ippolito and his partner furnished the main bathroom with a washbasin unit, equipped with a large mirror, that they placed in the center of the room, positioning the shower and bathtub around it. In the shower area, the black wooden floor gives way to a light shell limestone that extends to the ceiling and, together with the custom-made, light wood furniture and high, salmon-colored walls, produces a warm atmosphere. Located directly under the window, the bathtub offers a magnificent view of the outside. A natural part of living, the main bathroom here offers the two residents a retreat from everyday life. A counterpart to the accelerating digital world, it allows them to start the day with a generous shower and wash it off in the evening.

The AXOR Urquiola collection's lavish faucets appear in this space as collector's objects, perfectly fitting into this expression of two lives while effortlessly fulfilling their function—distributing water and thus ensuring well-being. ●



MAISONETTE P155

Private residence
Stuttgart, Germany

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