

Michael Rauterkus (ed.)

# WATER INTELLIGENCE ENJOYMENT

VOLUME 7

Special Luxury Hotel Edition



*Pure Freude  
an Wasser*





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Michael Rauterkus (ed.)

# **WATER** INTELLIGENCE **ENJOYMENT**

Special Luxury Hotel Edition

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“MY VISION IS TO HARNESS THE  
POWER AND BEAUTY OF WATER  
FOR THE DIGITAL AGE.”

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.



Dear Reader

It gives me great pleasure to introduce the seventh edition of our annual "Water. Intelligence. Enjoyment." publication, dedicated to highlighting iconic architecture projects from across the world.

As a truly global player, GROHE understands that people take inspiration from their travels, and we are proud to have developed a portfolio that lets users recreate these experiences in their own homes too.

From luxury products like our innovative AquaSymphony, that lets consumers reinvent the experience of a luxury spa in their very own bathrooms, to our new range of highly desirable designer finishes, GROHE is perfectly placed both to inspire and empower our customers to enjoy water like never before.

You may have noticed that for this edition we have changed the title to incorporate "intelligence", and for GROHE this is a key area for the years to come. At GROHE our business has always been about enjoying the tactile, physical joys of water, but we also recognise that in the digital age part of our role is to harness water's natural power in new ways. Our latest developments, GROHE Sense and GROHE Sense Guard, promise peace of mind, for example, by alerting homeowners to leaks, frozen pipes and water usage issues direct to their phones. It's all part of our mission to detect and protect the home and find smarter ways to manage water as part of an increasingly digital lifestyle, a theme explored further by our Vice President Design, Michael Seum (page 8).

In our recent history GROHE's global reach has only been enhanced by being part of the LIXIL family, allowing us to combine centuries of Japanese bathing culture and technological know-how into our product portfolio. Already perfectly embodied in the recent launch of the Sensia Arena shower toilet, for 2017 we will be drawing on this expertise to add bathroom ceramics to our range. Offering a truly holistic solution, our quality ceramics will dovetail perfectly with our existing range of faucets, meaning design language and functionality marry effortlessly for our customers.

Alongside digital, sustainability is a big buzzword in our industry at the moment – but at GROHE this has always been part of our DNA. Yes, we are constantly working to create products that use water wisely, but beneath that too is our deep commitment to durability and craftsmanship which has been central to our brand from day one. Being recognised for these founding principles is always gratifying, and so we are delighted at the news that the German Government has recently given us an award for Corporate Social Responsibility this year. The award, in the 'companies with more than 1,000 employees' category, was personally presented by the German Federal Minister of Labour and Social Affairs and patron of the CSR prize, Andrea Nahles.

Created to honour outstanding examples of social responsibility, and in a field including Unilever Deutschland GmbH, Flughafen München GmbH and Ford-Werke GmbH, winning this award confirms GROHE's dedication to sustainability issues.

We hope that you will see these threads of sustainability, innovation, quality and design excellence running through all of the projects featured in this book. Whether it is old-meets-new in a project like the CaixaForum in Madrid (page 50) or the infra-red faucets we have installed at the German Football Museum (page 88), all of the buildings featured illustrate not just the best in global design and architecture, but also the highest standards of luxury and sustainability.

In these pages you'll also find examples of our very latest products already installed in some of the world's most desirable hotels, including at the Banyan Tree Spa in Shanghai's Westin Hotel. SmartControl has been the most successful product launch in GROHE's history and you can find out more about its key role in the Westin spa experience on page 172. And any water lover is bound to feel a twinge of envy at the GROHE SPA products included in the Masa Magayon development in Costa Rica, built in the rainforest and inspired by water itself (page 138).

Within the walls of the Princess Margaret Lottery Show home on page 144 you can see how GROHE Blue® creates a real centrepiece for the kitchen. You don't have to be a lottery winner yourself to experience "unbottled water" that's filtered, chilled and carbonated with the new GROHE Blue® Home - another innovation we have recently launched to great acclaim.

Being founder sponsor of the World Architecture Festival, we want to support the design community in their endeavours to create some of the world's most outstanding buildings. It was where we met Schmidt Hammer Lassen Architects who were the category winners for their exceptional mixed use building Malmö Live (page 68).

Finally we also want to encourage interior designers and architects in the hospitality industry to get involved via a new global awards programme called AHEAD which champions the very best of design. For more information see the article by Matt Turner on page 12.

Looking over the astounding breadth of projects in this book, I hope you will find yourself inspired, informed and excited about how architecture, design and water itself are moving into the future. At GROHE we are proud to be at the forefront of this journey.

Michael Rauterkus  
CEO GROHE AG

# INSPIRED BY TRAVEL, INSTALLED AT HOME

Interview with Michael Seum, Vice  
President Design at GROHE, on leading  
the future of connected water experiences



This reference book celebrates the mind-broadening pleasure of global travel – how it can inspire you with ideas and feelings that stay with you long after your trip has finished. This culture of travel is not only making the world smaller, but also smarter, as consumers demand digital solutions that keep them connected wherever they are in the world. For GROHE, being at the forefront of digital development means giving our customers the gift of peace of mind, whether they're at home or away. In this interview our VP Design Michael Seum talks in-depth about how GROHE is meeting this demand with two exciting new products: GROHE Sense and GROHE Sense Guard.

#### **What was the inspiration behind the new GROHE Sense family?**

In this day and age people are travelling all over the world and controlling their homes with a lot of connected devices – for example we can turn on a camera and see what's going on in our living room. We can monitor many aspects of our homes, but the last untapped frontier in the smart home is the area of water safety. It's a surprising statistic but you're far more likely to experience water damage in your home than you are damage through fire. The GROHE brand is about the pure enjoyment of water. If you can leave your home knowing you are comfortably protected, with the power to be informed about and even prevent leaks, you can enjoy life.

#### **Can you explain the GROHE Sense family ?**

There are two products – GROHE Sense and GROHE Sense Guard. GROHE Sense is a cylindrical form with an integrated ring of light. The design is intended to work in any room where you want to monitor humidity and temperature and you can put it in any room where you use water, a bit like a smoke alarm. It detects and alerts you (via an app and the product) to any flooding, and can also tell you if there's a change in the humidity and temperature of the room. So for example if your heating has gone out or your pipes might be in danger of freezing, you get an instant alert. It can even alert multiple people, so that if you're away a trusted neighbour can react fast to solve the issue, as GROHE Sense is not going to stop the water by itself.

#### **And how does GROHE Sense Guard differ?**

The second product in the range, GROHE Sense Guard, not only alerts you to these issues but also allows you to switch your water off to prevent leaks and damage remotely. It's all Wi-Fi connected. GROHE Sense Guard uses an algorithm to monitor what's going on in your plumbing system, to be able to sense a leak that's behind a wall, even if that's just one or two drips a day. That's the beauty of this ecosystem of products – we're putting in intelligent control but also monitoring so you can be alerted to problems before they become serious – and even track your water consumption.



**What was the experience of designing GROHE Sense like?**

It was actually a very hard product to design! With GROHE Sense we wanted to create something that looks like a highly considered tech device, but once you put it into a room you don't want it to stand out. The real challenge in the design process was to balance the technology aspect of the sensors in such a way that consumers find the design relevant in any setting in their homes.

**How did you make the design recognisably "GROHE"?**

The design has been based on key elements from GROHE's design DNA – the ring which appears in our products again and again is the foundation for the Sense module. It's a symbolic form; we use the ring to

highlight an important area or interaction of the product. This product goes much further than just the design; we've also added a whole new level of interaction and user experience because this is a smart-connected product. For example when you put the battery in GROHE Sense and use the app set-up process, we've designed a sequential app-to-product lighting experience that tells you when the product is active. So there's a lot of experiential feedback in the set-up process. What we've done is make this entire experience very easy for consumers to set up.

**But with the GROHE Sense family the physical product is only one aspect of the experience.**

What I think is absolutely unique about these two products is the fact that we have considered the total consumer experience. Most of the design time

went into the user experience, the app dynamics, how you read and visualise the data. That is your daily touch point so that's where your daily interaction is. The app is set up using rooms within a house which is universally understandable and easy to manage.

**Did you have to think about future-proofing the technology too?**

Yes, GROHE ONDUS (the app) is a platform for connected experiences. We had to reach out five or six years in advance to think about what products we might want to connect to this platform in the future. With app development, technology is moving so fast that we wanted to make sure we were ready for future digital developments too. If I have a mobile device in my pocket and I'm using GROHE Sense Guard its highly unlikely that I will use that when I'm actually in the bathroom, But once my shower is connected, in the future, I can enter the bathroom, I can access my shower, turn on the light or music in the shower, set my temperature preferences and so on. So we really thought about the long-term dynamics of what's to come.

**So was the project a departure for GROHE?**

In a way GROHE have long been pioneers in digital products, so no, this is much more like a natural extension for us. GROHE has great experience with digital products, with GROHE ONDUS as the first digitally controlled collection, including a digital shower and basin mixer. Water safety as a category is new for us, but the idea of digital water products is something we were already leading the field in, and it has been great with GROHE Sense to be able to draw from and build on our existing expertise.

**Did you have to bring in any specialist skills to the in-house design team?**

Yes. There is a design discipline called digital user experience. We added this discipline to the design team. Bringing in digital design capabilities really helped us with the interaction between software and hardware experiences. We spent a lot of time in development digitally prototyping and role-playing user scenarios to resolve the different user experiences from product set-up onwards.

**What has the experience of working on this product been like?**

Amazing. I'm proud of the entire project team, not just design. We have poured all our efforts into this project. It's been one of the toughest projects the team has worked on because it's highly complex, but we've put huge attention to detail into every

aspect, from the packaging experience to the first time you connect it. There's no stone unturned on this one.

**What is the most exciting part of the product for you personally?**

For me it all goes back to pure enjoyment of water. I want people to LOVE their water experiences, and when they unbox GROHE Sense it should be a moment of pure joy – totally simple, no frustration, with the consumer feeling 100% confident with GROHE protecting their house.

**Has GROHE Sense come out of consumer demand for "smart" solutions?**

Yes, we're in a digital era where people are living daily with new technologies in all aspects of their lives, at all touch points. What we aimed for is to give people peace of mind and to enjoy water without stress. With GROHE Sense you can enjoy life, travel to hotels around the globe but still monitor the home from anywhere in the world. Long term I think consumer empowerment is also part of it. The intent is definitely to help people shift behaviours – if someone is concerned about their water bill, these types of products can help with that. It's just really exciting.

**What further developments do you see for the product in the future? Is there more to come?**

We're starting with the idea of water safety, but GROHE ONDUS is part of a much bigger picture – we're looking to allow people to manage every aspect of water in their home digitally. In the long term the idea is we will have one connected app that drives all your water experiences within the home. While we'll have GROHE Sense and GROHE Sense Guard for water safety, humidity control, etc, in future you'll be able to connect your shower toilet, you'll be able to save personalised settings, access your maintenance history, all within this same app. You'll also be able to connect to our GROHE Blue® filtered water kitchen products. GROHE Blue® uses both filters and carbonators, and we want to make it even easier for consumers to replenish those items, but at the same time we're also bringing in water tracking to access the health and wellness aspect to the product.

**So this is just the start of a new digital journey?**

Yes. Makes sense, right?





# HOW GLOBAL TRAVELLERS ARE REDEFINING LUXURY

Luxury isn't what it used to be, at least not for the hotel industry. Traditional concepts of luxury may still have their place in the market but they are increasingly being replaced with new forms, as the tastes, habits and desires of the guests who can afford such properties change.

Matt Turner

Indeed the very people who can afford such properties have changed. Luxury guests are no longer exclusively middle-aged, Western or male. And today's luxury has to be intuitive and adaptable. A traveller's perception of luxury not only changes throughout their lifetime – it can change throughout the duration of a single holiday. The new era of luxury travel requires brands to constantly assess their expectations, and adapt accordingly. In other words, new luxury is real-time.

Globally, consumers are becoming more affluent, and they are choosing to spend their increased disposable income on experiences rather than material products. This has fuelled an increased demand for travel across the board – global travel is growing faster than global GDP, and luxury travel is growing even more rapidly as consumers seek more rewarding and luxurious experiences when they travel.

A parallel trend is the ever-increasing importance of design as a driving force in the hospitality sector. Over the past twenty years, hotel owners and developers have invested heavily in engaging the services of designers to help differentiate their properties from the competition. Hotel groups have entire departments dedicated to the interior design and architecture of their properties.

Hotels are having to adapt their offer to accommodate the changing demographics of luxury. Today's luxury traveller might just as easily be a twenty-something tech entrepreneur as a fifty-something CEO. They might well be Chinese, Russian or from the Middle East. And it has taken a long time, but hotels are finally waking up to the different needs and expectations of female business travellers. There is still, and always will be, a place for the old school luxury of a Claridges or a Connaught, but there is also an ever-increasing diversity of hotels catering for the needs of wealthy guests.

The range of luxury hotels in this GROHE "Water Enjoyment" book perfectly illustrates many of the trends that typify this new paradigm.

At luxury resorts, privacy is a key consideration. At the W Punta Mita, for example, private balconies, plunge pools and sun decks allow guests to bathe under the stars in privacy.

Sustainability is another key driver. New hotels such as Alila Villas Uluwatu in Bali, designed by Singapore-based WOHA, are being built with more environmentally friendly materials and greater





attention to carbon footprints. Water conservation is at the heart of this eco-aware approach, with soaks, rain gardens and a waste water management system.

More traditional, elegant forms of luxury are on offer in the Marsa Malaz Kempinski, the InterContinental Jeddah or the Grand Hotel Thalasso & Spa in Saint Jean de Luz. It's interesting that bathroom fittings are one of the most commonly used signifiers for a certain kind of brash luxury hotel. Gold taps are almost as much a shorthand for traditional luxury as chandeliers and champagne.

Interesting too that warmer toned metals such as brass and copper have come back into fashion as guests seek more "authentic" interiors, and designers respond with products that may be new, but have the appearance of vintage, up-cycled or pre-loved items.

Increasingly, it is not just ostentatious design that luxury guests seek, but properties that deliver authentic experiences, in authentic surroundings. *Sleeper Magazine* is proud to have worked in close

partnership with GROHE over the past ten years of our European Hotel Design Awards. Now in 2017, we are working with GROHE and other partners to expand this collaboration on a global level, with the launch of AHEAD – our new awards for hospitality experience and design. This will see our existing awards schemes in Europe and Asia rebranded, and augmented with new events for the Americas and Middle East & Africa regions. A key aspect of this rebranding is a slight shift in emphasis from design and architecture in their own right, to design as it shapes and enhances the guest experience.

Provenance and eco-sensitivity are more important than ever before. Guests don't just want to know that the food on their plate in the hotel restaurant is grown on the farm down the road, but that the tiles in the bathroom were fired and glazed by local craftsmen, that the shampoo they wash their hair with is infused with indigenous herbs or that the water they bathe in is recycled rainwater. Despite this hankering for traditional products with a story to tell, conversely and simultaneously technology is central to the new luxury. As I write this from the ALIS conference in LA, I have just spent a morning



listening to executives from Google, Microsoft and Facebook explain how robot concierges, app-activated room keys and virtual reality are going to shape the future of travel.

And WiFi – once considered a luxury that hoteliers could charge a premium for – is now seen as essential a commodity as hot running water, and one guests do not expect to pay extra for.

What does this mean for the bathroom? Perhaps, where a butler might once have drawn a bath for the returning traveller after a day's safari or shopping, the bubbling tub awaiting might have been activated by smartphone as the guest orders an Uber back to their hotel room, and the room-service drinks ordered from Alexa and delivered by robot. But no doubt today's luxurious guest will still want to recline in the tub with the champagne chilling in a bucket of ice, and a glass to hand. Not everything about luxury is changing.

For more information on AHEAD please visit [www.aheadawards.com](http://www.aheadawards.com)



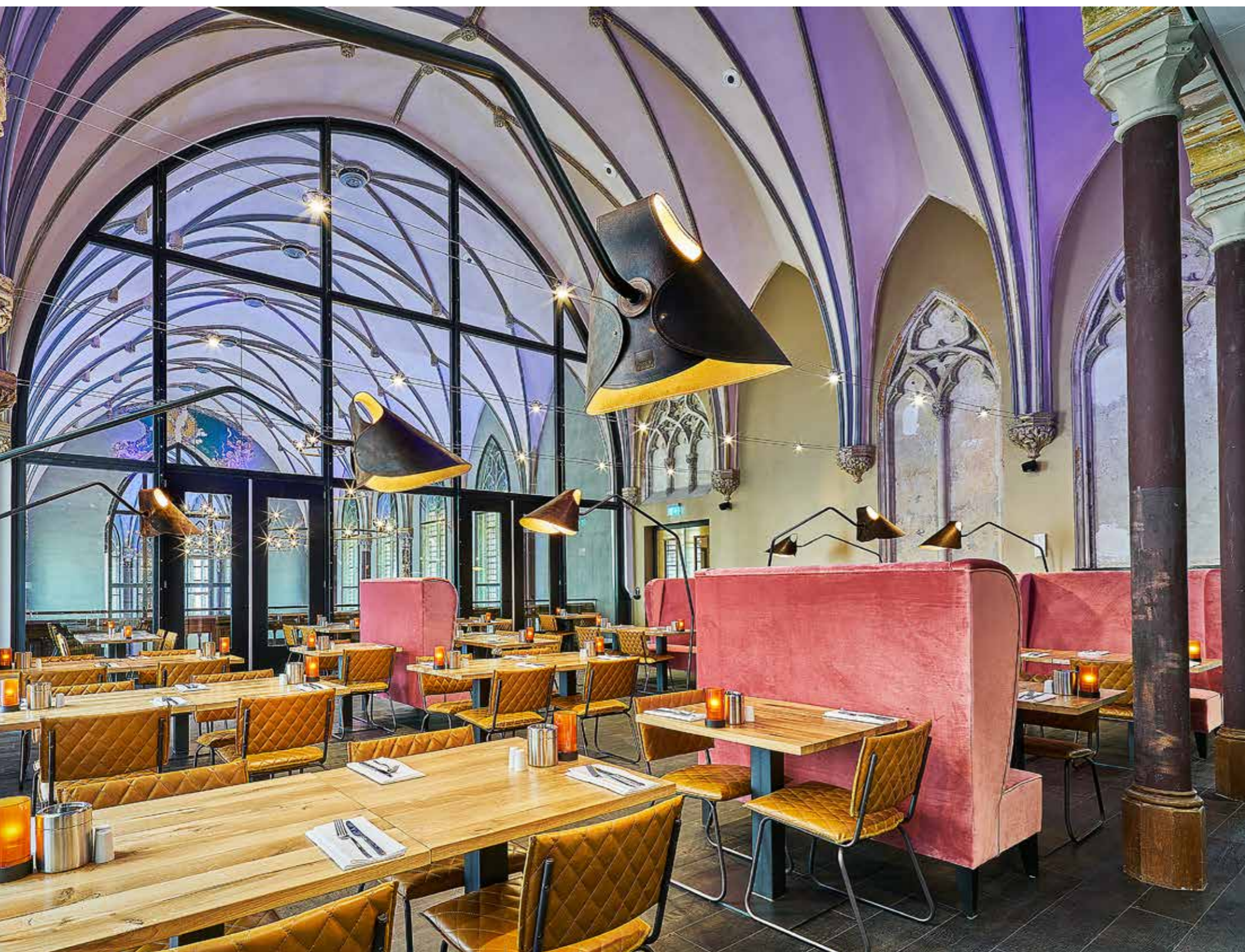
# GLOBAL HIGHLIGHTS IN LUXURY HOTEL DESIGN

Inspirational, luxurious hotels aimed at the adventurous global traveller are as diverse as their guests. Here we highlight three very different projects, from Holland to Mexico, each defined by their innovative design details, all of them incorporating GROHE in their unique offering.



# BREDA HOTEL NASSAU BREDA

1



The luxury lifestyle and design hotel in southern Holland invites guests to have an extraordinary experience. An old Franciscan monastery from 1903 was completely renovated and rebuilt. The designers added a lot of light and additional space to the old, dark masonry, creating an atmosphere that combines old and new. The design also incorporates the religious context, mixing it with a modern ambience. "Heavenly beds, demonic events, angelic staff and a food sanctuary" enchant guests in a luxurious manner. The bathrooms in this extraordinary hotel are also hallowed and contemplative places thanks to brilliant GROHE products. The GROHE Rainshower® Cosmopolitan spoils guests with massage functions and the GROHE Euphoria 110 Champagne hand shower set provides for exquisite, top-class showering pleasure.

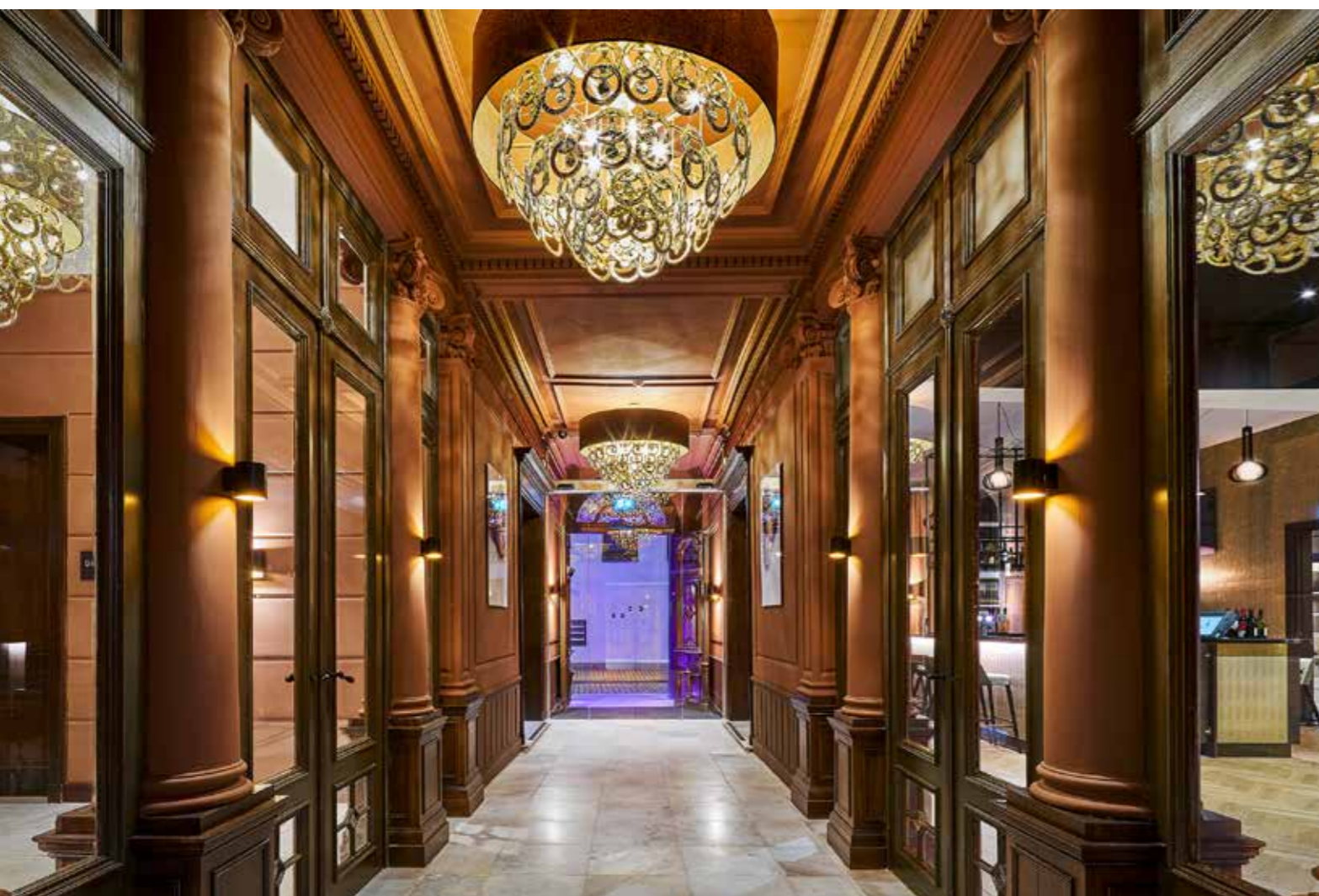
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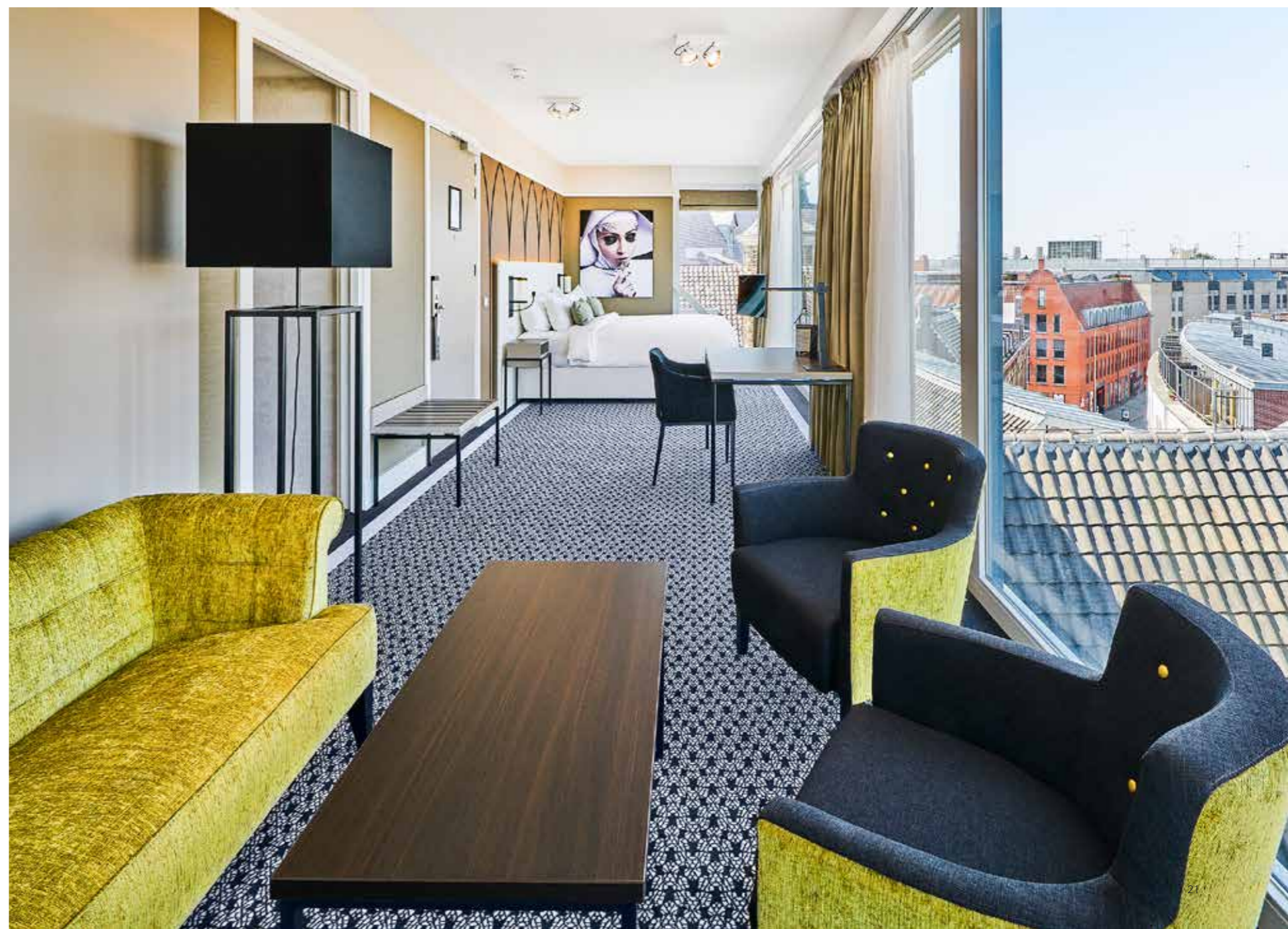


3

4



5



6



7



8



Lukas Ruijs

**Architect & interior design**

C5 Architecten  
Breda, Netherlands

**Address**

Nieuwstraat 23  
Breda, Netherlands

**Owner**

Autograph Collection by Marriott

**Date of completion**

2016

**Number of rooms**

94



- 1 The monastery's awe-inspiring dome form was preserved and completed with highly modern interior design and illumination.
- 2 The locally based C5 Architecten thoroughly refurbished the heritage-protected building.
- 3 The furnishings in the lounge reflect royal elegance.
- 4 The corridor is illuminated by opulent lighting.
- 5 The designer equipment and the view over the roofs of the historic city of Breda are priceless.
- 6 The historical-religious theme, which can also be found in the guestrooms, was given a refreshingly new and bold interpretation.
- 7 Combining old and new posed a challenge to the designers.
- 8 The GROHE Euphoria XXL system consists of the GROHE Rainshower® Cosmopolitan head shower in combination with the GROHE Euphoria hand shower. GROHE DreamSpray® technology perfects the stream pattern creating moments of utter relaxation. The shiny Essence basin mixer with its elegant cylindrical shape impresses due to the minimalist design and the best user comfort.

LANGKAWI  
THE ST. REGIS  
LANGKAWI





2

The St. Regis Langkawi luxury resort is situated in the 99-island archipelago of Langkawi, southeast Asia's first UNESCO geopark. The resort is composed of resplendent architecture, landscape and interior design. The hotel, which opened in April 2016, is embedded amidst the wild fauna and flora of the rainforest on the sparkling Andaman Sea. Sporting top-class modern design and Asian chic, it has set new standards in the luxury hotel segment. "Expanding on the concept of a paradise found and refined, the design team sought to provide a resort to strengthen Langkawi's position in the luxury tourist market. Our compelling architectural vision for The St. Regis Langkawi defines the entire resort experience as a journey of discovery," said Tom Lindblom, Principal Architect at Gensler.

The St. Regis Langkawi is the first all-suite luxury resort in the archipelago, offering four private over-water villas and 85 luxuriously appointed suites. Each suite is distinct in design with bold accent hues and imaginative paintings by esteemed local artists. The opulent bathrooms are luxuriously fitted with GROHE Lineare collection, which emanates pure relaxation. The coveted GROHE Rainshower® Allure shower enhances guests' experience.





Tom Lindblom, Gensler

**Architect**  
Tom Lindblom  
Gensler  
London, UK



Su Ball, GA Design International Ltd.

**Interior Design**  
GA Design International Ltd.  
London, UK

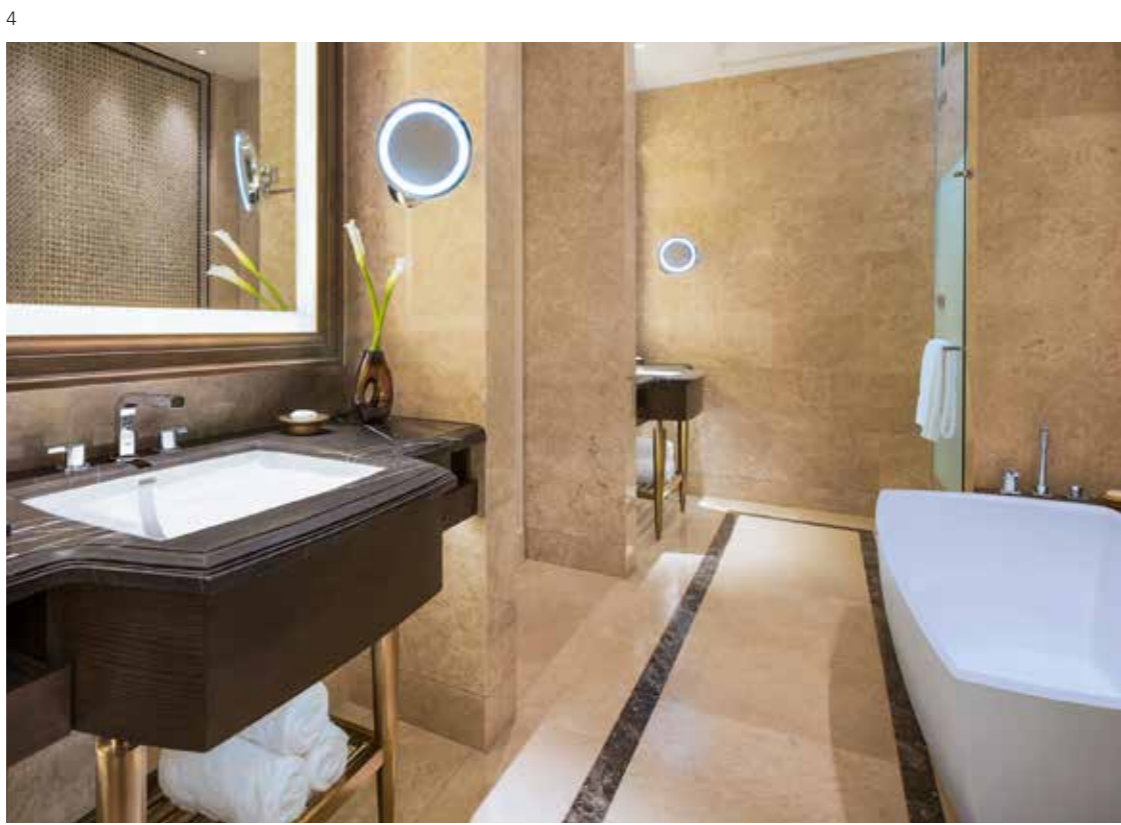
**Address**  
Jalan Pantai Beringin, 07000  
Langkawi, Malaysia

**Owner**  
Integrated Nautical  
Resort Sdn Bhd (INR)

**Date of completion**  
2016

**Area used**  
56,656m<sup>2</sup>

5



- 1 At Kayuputi over-water restaurant, guests are treated to Asian-influenced haute cuisine with live jazz in the background.
- 2 Inner peace and a succession of pleasurable moments on Langkawi enable guests to forget the stress of daily life.
- 3 Guests enjoy their meal against a breathtaking backdrop.
- 4 The GROHE Lineare basin mixer and the Lineare 4-hole single-lever bath combination impress with their linear design. Both are equipped with GROHE SilkMove technology making handling as easy as pie.
- 5 With their choice of furniture and decorations, the interior designers of Kuala Lumpur-based GA Design imbue the bright suites with Malaysian flair.

4

# NAYARIT W PUNTA DE MITA

1





The unique luxury hotel with its 119 villas is located on the west coast of Mexico on the Punta de Mita peninsula. The exceedingly original design alludes to the local bohemian surf culture and is a declaration of love for Mexico's vibrant colours. "W Punta de Mita brings a playfully stylish addition to this Mexican hot spot, and with the cutting-edge design it will become a must-visit destination to the new generation of jetsetters," says Anthony Ingham, Global Brand Leader, W Hotels Worldwide.

Water enjoyment is the top priority at Punta de Mita. Whether in the ocean or in the luxurious bathrooms, guests are pampered by perfect conditions. With its natural form, the aesthetically appealing GROHE Concetto single-lever basin mixer blends harmoniously with the view of the palm-lined beach and ensures perfect water flow. The GROHE Rainshower® F-Series makes the unique bathroom a zone of relaxation. The ultra-flat and elegant design impresses demanding guests and spoils them completely.

4



3



5



6



- 1 Guests are guided to reception by 750,000 individual tiles, the "Camino Huichol" walkway.
- 2 The beach bar at Punta Mita dispenses with contrived chic. From the peninsula, guests can savour the unique view of the Pacific while sipping extravagant drinks.
- 3 Traditional Mexican style meets contemporary, unconventional luxury. The furnishings provided by ASET/AOMA Interior Design in collaboration with Mister Important Design evoke a very special hotel experience.
- 4 With selected accessories, guests are given a taste of Mexico's cultural heritage.
- 5 The "Camino Huichol" walkway leads through the entire hotel and past the pool, culminating at an impeccable sandy beach.
- 6 The GROHE Concetto single-lever basin mixer is equipped with cutting-edge technologies. It can be operated smoothly thanks to GROHE SilkMove®. The GROHE Rainshower® F-Series is an absolute masterpiece among showerheads, satisfying refreshment and relaxation needs at the highest level.
- 7 The stylish guestrooms have either a terrace or a balcony with an ocean view.

7



**Architect**  
AoMa  
Victor de Anda  
Mexico City, Mexico

**Interior Design**  
AoMa  
Mexico City, Mexico  
and  
Mister Important Design  
Oakland, USA

**Address**  
Carr. Federal la Cruz  
de Huanacastle  
Punta de Mita, Mexico

**Date of completion**  
2016

**Number of villas**  
119

# EUROPE

France 38/82/116

Spain 42/50/54/64

Luxembourg 46/102/104

UK 58/62/76/86/98/106

Sweden 68

Germany 72/88/112/118/126

Italy 78

Czech Republic 84

Belgium 94

Lithuania 108

Bulgaria 122

Azerbaijan 128



# SAINT-JEAN-DE-LUZ GRAND HÔTEL THALASSO & SPA

1



The five-star Grand Hotel, situated in Saint-Jean-de-Luz on the magnificent Basque coast, looks back on a near 100-year history. It was renovated only recently and now boasts a new, charming splendour. The interior designer Patrick Ribes from Paris opted for timeless, discreet luxury in the design and decoration.

The bathrooms reflect this style through brilliant GROHE products. The flat-head shower from the GROHE Rainshower® F-Series fuses seamlessly with the bathroom architecture and, coupled with two adjustable side showers, ensures never-ending showering pleasure. The cube-shaped handles on the Grotherm Cube Thermostat for the bathtub or shower feel good in the hands of the demanding guests. Thanks to the SafeStop button, no hot-water accidents can occur.

- 1 After a fire in the early 19th century the hotel was enlarged and rebuilt with added luxury. It has a superb location right at the beach.
- 2 The interior designers Agence Ribes have added colourful accents with their striking furniture.
- 3 In an elegant outdoor area, guests can savour sumptuous cuisine while taking in a wonderful view of the sea.
- 4 Powerful colours and noble furnishings accentuate the sleeping areas.
- 5 The Grand Hotel also meets guests' high requirements in the bathrooms thanks to luxurious GROHE products.

2





Patrick Ribes

**Interior Design**  
Agence Ribes  
Paris, France

**Address**  
43 Boulevard Thiers  
Saint-Jean-de-Luz, France

**Owner**  
Socri Financiere Hoteliere

**Date of completion**  
2016

**Number of rooms**  
52



# CANYAMEL PARK HYATT CAP VERMELL



1

The five-star Park Hyatt Majorca luxury hotel was the first Hyatt to open in Europe, in 2016. DSA Architects designed the 125 luxurious rooms and 17 suites to look like a Majorcan mountain village. Both the materials and the colours were chosen carefully, enabling the resort to blend perfectly into the landscape of the Balearic island. Water winds its way through the grounds in a man-made brook and empties into a large pool.

The exquisite bathrooms with their Mediterranean flair also celebrate water. Perfectly formed basin mixers in the GROHE Allure series invite guests to linger. The GROHE Rainshower® F-Series ceiling shower with built-in LED light can be adjusted individually to all colours of the rainbow depending on the guest's mood.

2





**Architect**  
DSA Architects International  
Lisbon, Portugal

**Interior Design**  
GA Design International Ltd.  
London, UK  
and  
Michelle Evans & Associates  
Dubai, UAE

**Address**  
Urbanización Atalaya  
de Canyamel, Vial A, 12  
Canyamel, Spain

**Owner**  
Cap Vermell SLU

**Date of completion**  
2016

**Number of rooms**  
142



Mike Scott, DSA Architects International



Su Ball, GA Design International Ltd.



- 1 The Mediterranean architecture, olive trees, and atmospheric beauty of the hotel complex appeal to the most discerning guests.
- 2 Commanding an impressive view over the Canyamel valley, the Park Hyatt Mallorca fits wonderfully into the mountainous landscape of the Mediterranean island.
- 3 Each of the rooms, the smallest of which are 50-square metres, has a private terrace and sophisticated living culture in a first-class ambience.
- 4 In the public spaces, tasteful interior design blends with high-quality furnishings. The guest service invites people to put together their own individual recuperation plan.
- 5 The exquisite design of the Allure 3-hole basin mixer is geared entirely to moments of enjoyment. The luxury ceiling shower from the GROHE Rainshower® series has a perfect spray pattern thanks to GROHE DreamSpray® technology.

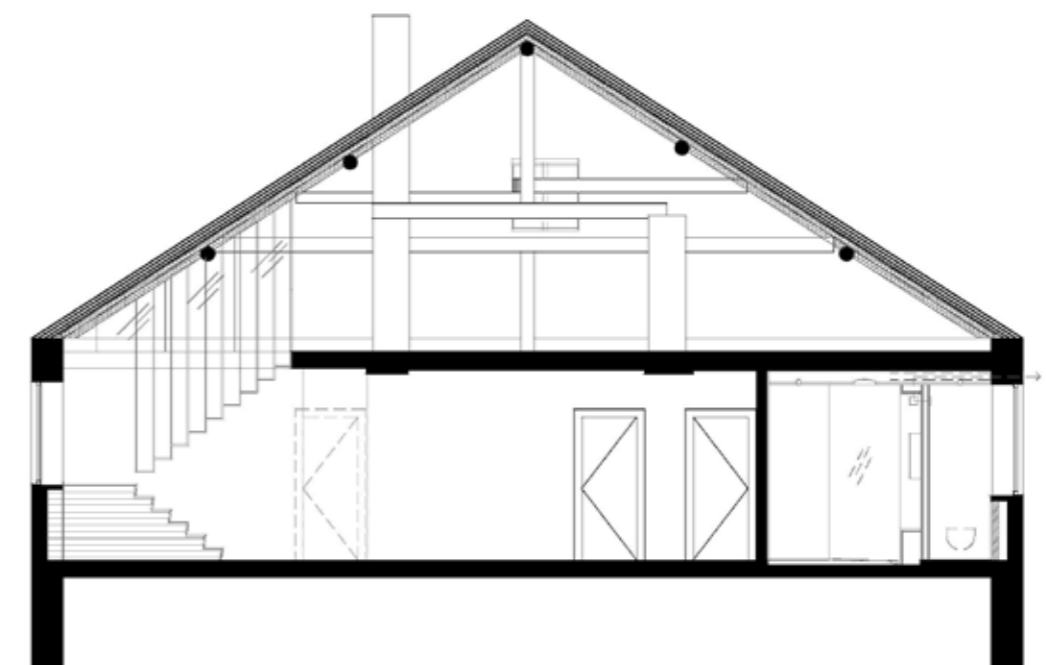




# LUXEMBOURG HOUSE IN LUXEMBOURG

The private villa from 1928 was thoroughly renovated and rebuilt within a period of four months. The project posed a challenge to all of the participants because parts of the building were in very poor condition. EPAD architects made drastic but gentle changes. The owner wanted the first and second storeys to be linked to make the living areas brighter and to create more room. The truss was converted completely and thermally insulated. Parts of the oak flooring were repaired and it was re-laid in some rooms. The interior design has clear lines and forgoes unnecessary elements. As a result, the extravagant furniture draws attention and acts as an eye-catcher in the rooms.

The GROHE products in the bathrooms are the first choice for people looking for something truly extraordinary. The superbly designed GROHE Rainshower® F-Series showerhead is the core of the bathroom. The Grohtherm Cube Thermostat is not only extremely stylish due to its geometrical design, but also equipped with the most innovative technology on the market, the GROHE TurboStat®. The latter enhances the sensitivity of the thermo element and makes showering even safer. The GROHE Euphoria Cube shower system with integrated Aquadimmer function also ensures maximum water enjoyment.



2

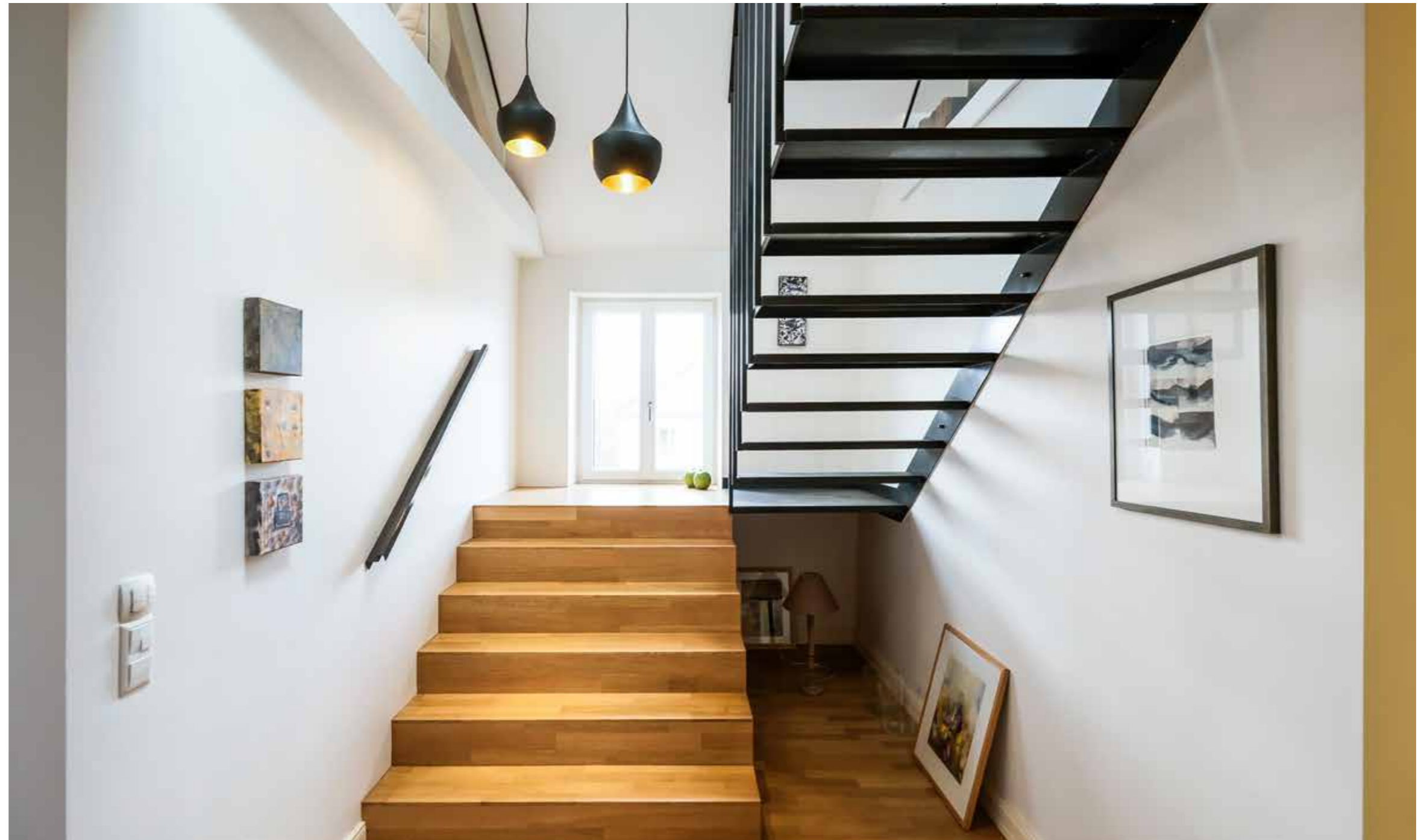


- 1 The openings in the house were there before it was rebuilt. Some were expanded to give the building more light. A stunning steel furnace is suspended above the walkable glass floor.
- 2 The luxurious GROHE Rainshower® F-Series is equipped with a number of advanced technologies. GROHE DreamSpray® creates perfect spray patterns. With the SpeedClean function, deposits can be removed quickly. And thanks to DropStop there is no annoying dripping after the water is turned off.
- 3 The gorgeous staircase connects the floors and opens the house from the inside.
- 4 The new staircase brings warmth and light into the vestibule.

3



4



Eric Pigat

**Architect**  
E.P.A.D.  
Sanem, Luxembourg

**Date of completion**  
2015

**Area used**  
200m<sup>2</sup>

# MADRID CAIXAFORUM

1



The CaixaForum, the social and cultural centre of “la Caixa” Banking Foundation, commands a view of the “Paseo del Prado”, one of the principal streets in the heart of Madrid. The seven-story building is a new meeting point and houses an auditorium, museum and conference centre. With the adjacent vertical garden, it is an urban magnet.

The architecture expresses a spectacular transformation: the building’s bricks were part of a power station that stood there previously. The Swiss architects Herzog & de Meuron managed to combine old and new in a fascinating way, creating contrasts on the exterior and inside the building. In the lower part of the building, the extravagance of the edifice is reflected in the taps in the washrooms. The GROHE Contrapress ensures that water is only used when needed.

- 1 The building is supported on three unique pillars and seems to levitate above the new square.
- 2 The building’s interior plays with various materials and shapes.
- 3 The StarLight chrome surface gives the GROHE Contrapress a gleaming look.
- 4 Stainless steel triangles create a dynamic structure.
- 5 Two entire floors of CaixaForum are used for classical and contemporary

2





**Architect**  
Herzog & de Meuron Basel Ltd.  
Basel, Switzerland

**Address**  
Paseo del Prado, 36  
Madrid, Spain

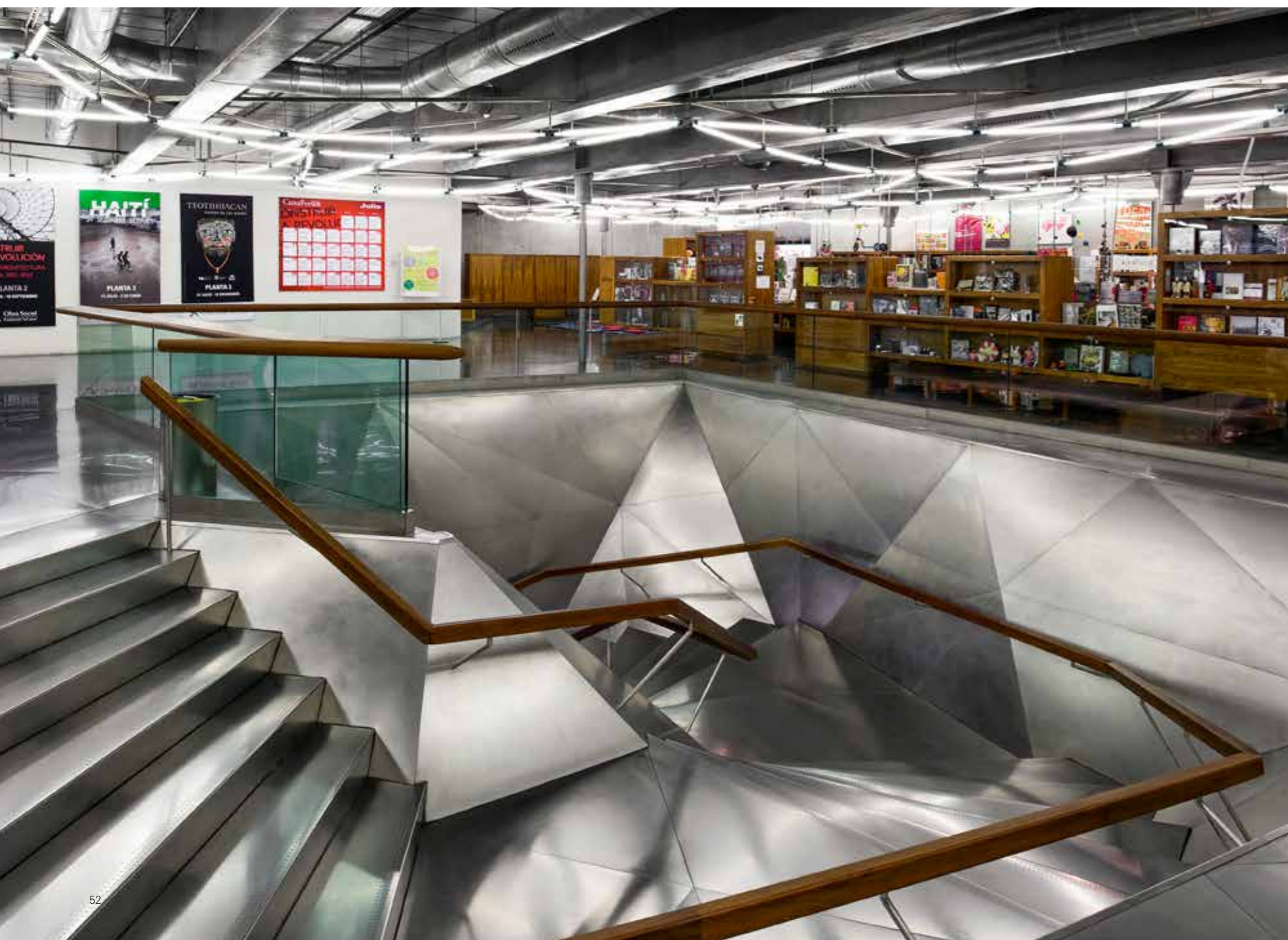
**Date of completion**  
2008

**Gross floor area**  
11,000 m<sup>2</sup>

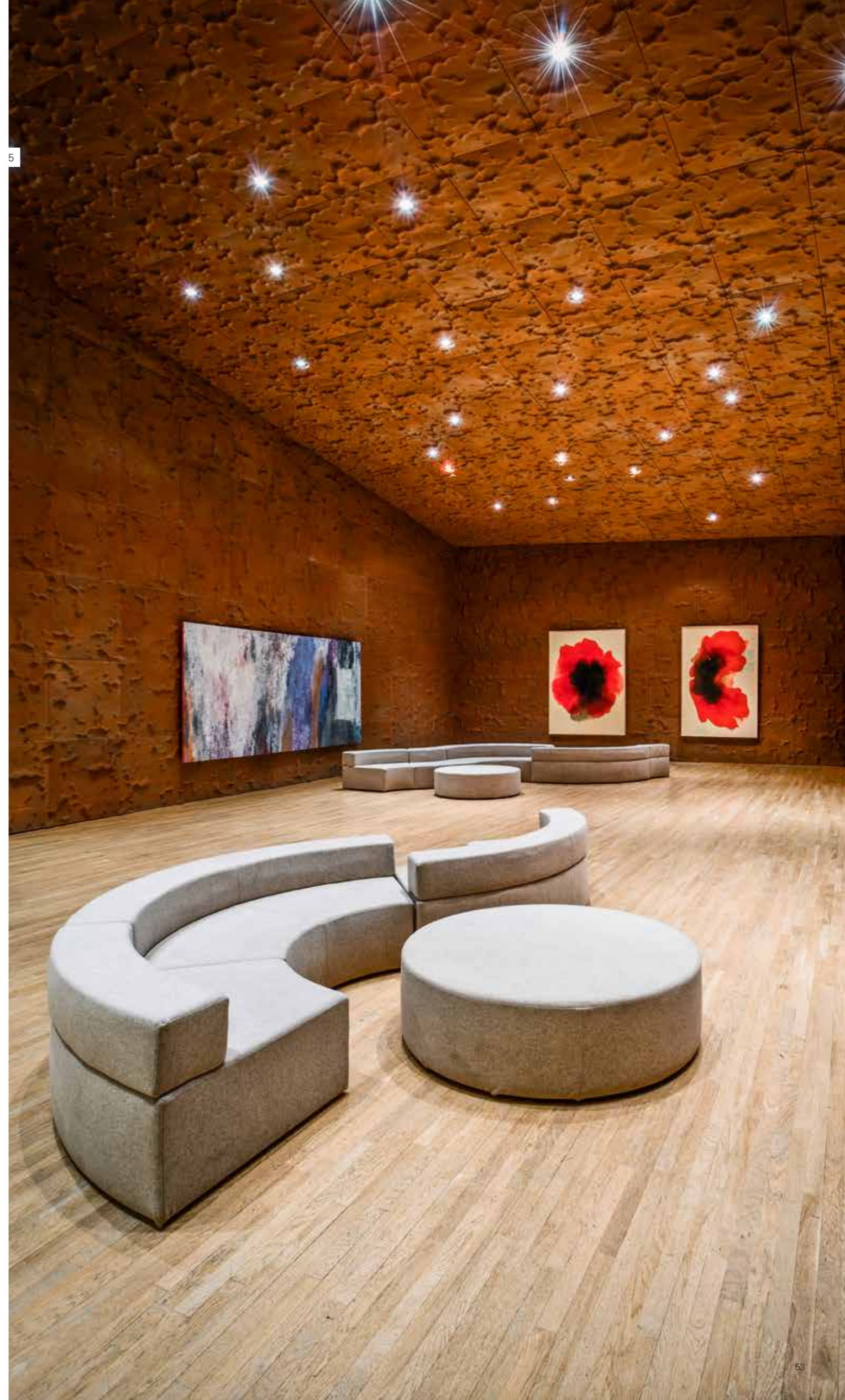
3



4



5





# PLAYA DE PALMA IBEROSTAR

The five-star hotel is situated right next to Playa de Palma beach on the famous Spanish island of Majorca. Since the summer of 2016, it has housed the first GROHE Experience Suite. With 100 square metres of space, it is the quintessence of luxury.

The highlight of the suite is the Dream Bath, equipped with first-class GROHE products, and its exclusive interior and exterior spa area with a view of the Balearic Sea. The best technologies come together in this suite, creating a paradise of relaxation and refreshment for both body and soul. The supremely innovative GROHE Allure F-digital faucet collection with coloured LED ring mixes the water temperature and flow without delay. The exclusive GROHE F-digital Deluxe shower has chromotherapy light modules and side showers for relaxing lower back massages, and guests can control the music programme themselves using their smartphone. There are different steam modules, as in a Turkish bath. The temperature of the water and length of the shower can be regulated via a touchscreen unit.

2





**Architect**

Joan Oliver  
Manacor, Spain

**Construction, Project & Decoration Director**

Francisco Lorente, EMEA  
Iberostar Hotels & Resorts

**Decoration Director**

Teresa Capó, EMEA  
Iberostar Hotels & Resorts

**Address**

Carrer de Marbella, 36  
Playa de Palma, Spain

**Date of completion**

2016

**GROHE suit size**

100m<sup>2</sup>

3

4

- 1 The Iberostar Playa de Palma hotel was completely renovated in 2016.
- 2 With the freestanding GROHE Allure bath mixer and the spectacular view, taking a bath in the Majorcan climate is pure bliss.
- 3 The delicate GROHE Allure F-Digital basin mixer is intuitive and precisely adjustable.
- 4 As though from a fresh spring, the water bubbles from a cascade spout into the bathtub.
- 5 The turquoise colours of the sea are brought into the light-flooded suite with its minimalist design.



5



# LONDON SHOW APARTMENT PARK STREET MAYFAIR

1



2



3





The apartment designed by 1.61 London is located in the heart of Mayfair, the perfect place to enjoy a sophisticated lifestyle in a historic part of London. The building, erected in the Edwardian style in 1927, houses luxurious one- and two-bedroom apartments. "The entire property is run like a five-star hotel but with the comfort and privacy of a boutique hotel," writes the *Irish Independent*. "Think of 129 Park Street as your home away from home." Members can benefit from special offers and have private objects placed in their flat before they arrive. The apartments have the perfect prerequisites for serving as a second residence in the metropolis.

The premium GROHE Allure Brilliant fittings collection found in the bathrooms of Mayfair Show Apartment combine a diamond-like design with leading-edge technology. The clear lines and polished edges open up new horizons of water enjoyment. A shiny gold feature can be found in the kitchen. With the royal GROHE Red® fitting, boiling water comes right out of the faucet. Due to the ChildLock handle, it is not only practical but also safe.

5

- 1 The spacious living areas boast elegant furniture, promoting hours of enjoyable relaxation.
- 2 In the two-bedroom apartments there is an additional dining area for up to ten people.
- 3 The golden GROHE Red® fitting forms a perfect contrast with the black designer kitchen. The water comes straight from a titanium boiler that is resistant to corrosion and limescale.
- 4 The stylish GROHE Rainshower® F-Series ceiling shower awakens the spirit and provides invigoration. It brings joy to the most demanding users – much more than just a shower.
- 5 The ennobled GROHE Allure Brilliant basin mixer and the Allure Brilliant bath spout gleam like jewels, expressing confidence and clarity.
- 6 The individually adjustable side showers, part of the GROHE SPA® collection, offer a three-dimensional showering experience.

4



6



Alex Christou, Marina Christou & Michael Christou

**Architect & Interior Design**

1.61 London  
London, UK

**Date of completion**

2016

**Area used**

186 m<sup>2</sup>

# NEW MILTON CHEWTON GLEN

**Interior Design**  
Anita Rosato  
Interior Design  
London, UK

**Address**  
Christchurch Rd  
New Milton, UK

**Date of completion**  
2014

**Number of rooms**  
70



Chewton Glen is located in Hampshire in southern England, surrounded by gorgeous countryside at one end of a national park. The restored main building of the five-star luxury hotel has extraordinary charm and is imbued with an old, traditional spirit. It has nine room categories that exude classical wellbeing, furnished by Anita Rosato Interior Design. With refreshing details and a playful sense of quality, the design team have created the recuperative spaces that guests need. A special feature of the hotel is the treehouse suites on the adjoining grounds. These wonderful hideaways are ideal for honeymooners.

An absolute highlight are the luxurious showers in Chewton Glen. Thanks to the best GROHE technologies, they offer the ultimate wellness experience. The GROHE Rainshower® F-Series alone is balm for the soul. In combination with the Rainshower® F-Series light modules, which hotel guests can illuminate individually to suit their mood, and the water-resistant Rainshower® F-Series Sound Set, which plays guests' preferred music, it means visitors will not want to leave this place of sublime pleasure. The GROHE Sena hand shower, equipped with the most innovative technologies, also has an elegant design.



- 1 The prize-winning interior designers from Anita Rosario worked a lot with harmonising bright colours.
- 2 In the award-winning spa and country club, guests can relax and let themselves be pampered. The hotel offers some 50 different applications and therapies.
- 3 English elegance meets ultra-modern chic in the hotel's public rooms.



# MADRID RAUMPLAN HOUSE

The private residential building is situated in the beautiful eastern part of Madrid. The upper floors afford a fantastic view of the mountains and a panorama of the city. The house is based on a completely square floor plan of 12 x 12 square metres. The renowned architect Alberto Campo Baeza arranged the spatial structure in a simple helicoidal movement. In addition, some of the rooms intersect resulting in a spiral connection of three diagonal spaces. This explains the guiding principle of the house's floor plan: "Two plus two plus two equals much more than six."

Water is enjoyed to the maximum in the outdoor bathtub, in the pool and in the bathrooms. The GROHE Europlus basin mixer fits divinely into the expressive forms of the building's floor plan. The GROHE Euphoria shower has a perfect form and its handle virtually flows into the showerhead. With the SprayDimmer, it saves a lot of water while providing constant water enjoyment.

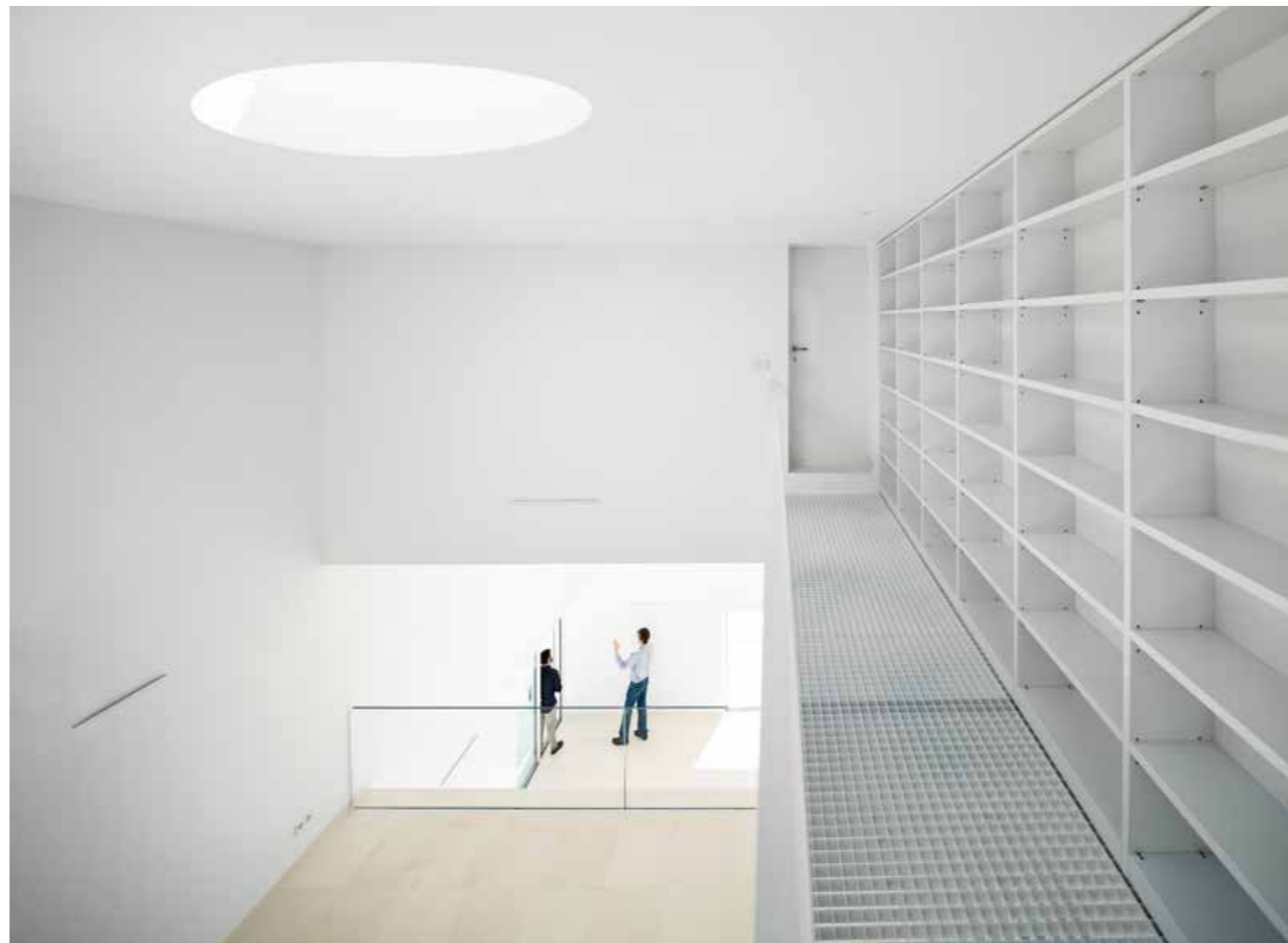




2



3



4



Alberto Campo Baeza

**Architect**

Estudio Arquitectura  
Campo Baeza  
Madrid, Spain

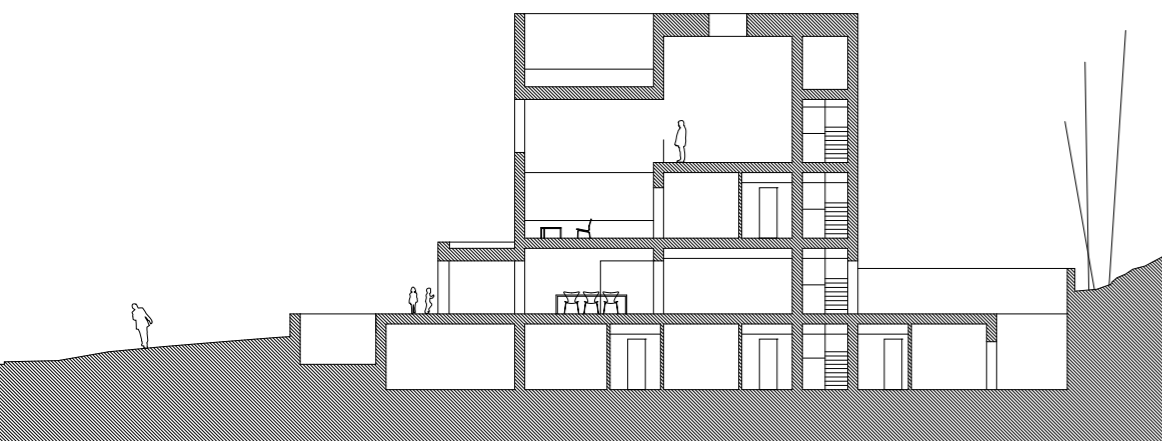
**Date of completion**

2015

**Area used**

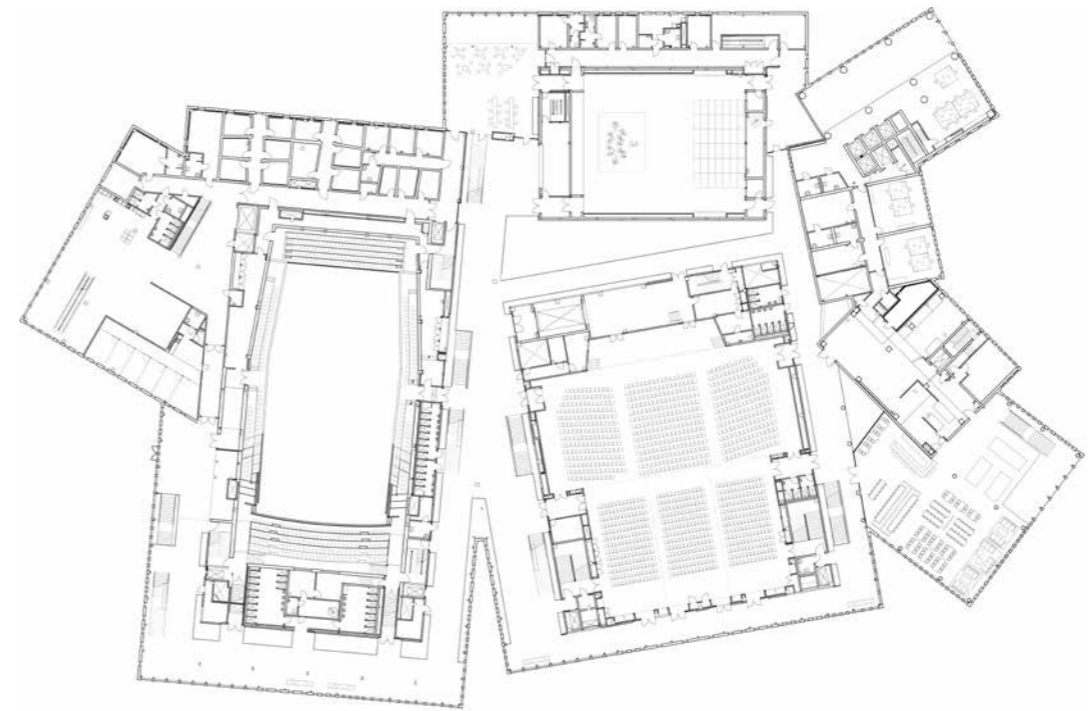
500 m<sup>2</sup>

- 1 The surreal cube is an architectural marvel.
- 2 The Eurodisc basin mixer, equipped with GROHE SilkMove® technology, can be operated wonderfully smoothly. With the ergonomic GROHE Euphoria hand shower with GROHE DreamSpray® technology, the cleansing ritual becomes a pampering programme.
- 3 In the spacious pool, residents can refresh themselves under Madrid's hot sun.
- 4 The rooms interweave like a corkscrew. The architect adapted the construction to the weather conditions in Madrid and, accordingly, played with light and shadow.





# MALMÖ MALMÖ LIVE



Malmö Live, designed by international Schmidt Hammer Lassen architects, is situated at the southern tip of Sweden. It is not only a great hotel containing 444 guestrooms, but also houses a concert hall. The combination makes it a social and cultural meeting point for all generations. At the beginning of 2016, it received the Swedish Building of the Year award, and as a green building received LEED Platinum certification. At the end of 2016 the building was the category winner for mixed-use building at the World Architecture Festival (GROHE is the founder sponsor of this event).

In keeping with the resource-conserving motto, the GROHE Eurosmart Cosmopolitan single-lever basin mixer was used in the guestrooms of this innovative hotel. GROHE EcoJoy® saves water without curtailing enjoyment. Thanks to GROHE SilkMove®, it is especially user-friendly, an absolute winner in the bathrooms of Malmö Live.



- 1 The hotel is comprised of an ensemble of cubes turned different ways that mix deliciously with the surrounding cityscape.
- 2 The lobby leads through the entire building complex like a street and holds everything together.
- 3 "We want to reflect Malmö, and therefore the programming is at the cutting edge," says Malmö Live of itself.

3



**Architect & Interior Design**

Schmidt Hammer Lassen  
Architects  
Copenhagen, Denmark

**Address**

Dag Hammarskjölds torg1  
Malmö, Sweden

**Developer**

SKANSKA, Malmö

**Date of completion**

2016

**Number of rooms**

444

BERLIN  
TITANIC  
GENDARMENMARKT

1



The Titanic Gendarmenmarkt Berlin hotel is situated in the heart of the German capital Berlin near the famous Gendarmenmarkt. Previously the listed building was the warehouse and costume house of the Berlin State Opera. Patzschke Schwebel architects refurbished and restored it, keeping the historical structure and integrating it into the new interior. The hotel has 208 rooms and suites in which the theatre theme is preserved in an elegant ambience. The hotel is particularly proud of the large hamam area where guests can relax and enjoy treatments.

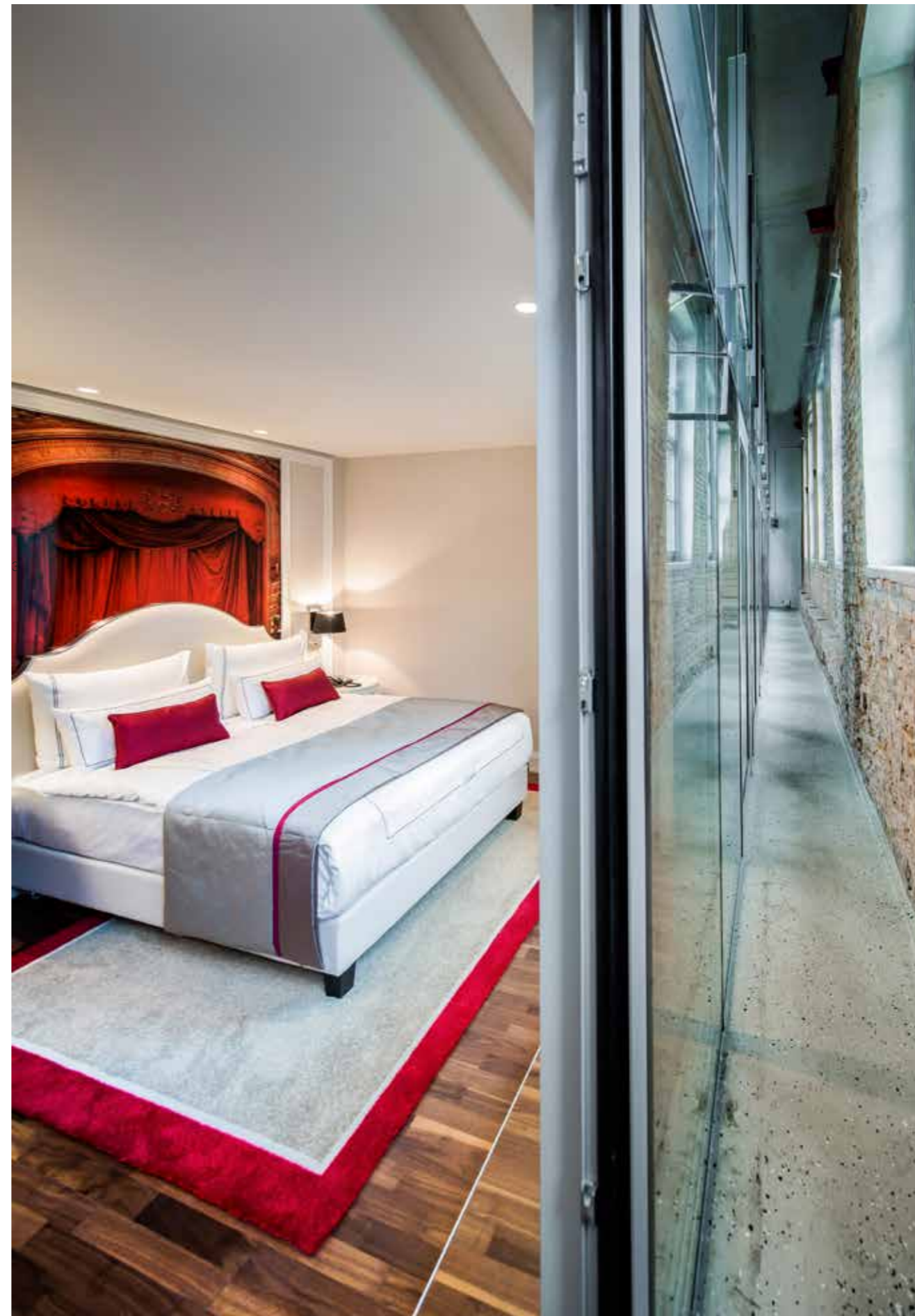
The water enjoyment continues in the marbled bathrooms featuring a selection of GROHE products. Guests encounter the cylindrical bodies of the GROHE Allure series in the form of elegant basin mixers. Another highlight is the GROHE Eurosmart CE touchless faucet. With its minimalist keyhole design it saves both water and energy and is therefore a future-oriented solution. GROHE Euphoria XXL system makes dreams come true and showering pure bliss. The state-of-the-art rectangular shapes enrich the hotel's beautiful bathrooms.

- 1 Behind the hotel's monument-protected nineteenth-century facade, 6,000 tons of marble were used.
- 2 In the Schinkel bar, guests can sip exquisite drinks in an elegant atmosphere with delightful background music.
- 3 Important elements of the building were preserved – for example an old brick wall that is covered by glass in some of the rooms.
- 4 The stunningly beautiful high slender form of the GROHE Allure single-lever basin mixer exquisitely highlights the bathroom. Thanks to GROHE EcoJoy® it conserves water without forgoing luxury. The GROHE Euphoria shower with GROHE DreamSpray® technology produces a stimulating rain stream.

2



3



Prof. Christoph Schwebel

**Architect**  
Patzschke Schwebel architects  
Berlin, Germany

**Interior Design**  
Arketipo Design, Istanbul, Turkey

**Address**  
Französische Str. 30  
Berlin, Germany

**Date of completion**  
2015

**Number of rooms**  
208

4







# CHICHESTER THE GOODWOOD HOTEL

The historic Goodwood Hotel is situated at the heart of the 12,000 acre Goodwood Estate, surrounded by beautiful Sussex countryside in the South of England. Home to the Dukes of Richmond for over 300 years, the estate has become a pilgrimage site for motorsport, horse-racing and flying enthusiasts alike. In addition, the hotel boasts an 18-hole golf course, swimming pool, health club and two restaurants showcasing the organic produce from Goodwood Home Farm.

- 1 The old estate has been owned by the Dukes of Richmond & Lennox for 300 years.
- 2 With the health club's holistic spa offer, guests and visitors can cleanse and revitalise body and soul with diverse treatments.
- 3 The stylish rooms feature individualised decoration combining English charm with a link to the estate.

Just as the interior of the Goodwood Hotel is classical, reflecting traditional British style, the cylindrical shapes of the Atrio Classic series are understatedly beautiful. In keeping with the Bauhaus principle "form follows function", the series mingles innovative technologies with cogent design.

3

2

**Interior Design**  
Leveson Design  
Cindy Leveson  
London, UK

**Address**  
West Sussex PO18 0QB  
Chichester, UK

**Number of rooms**  
91



1

# TRieste SEVEN SEAS EXPLORER



The new Seven Seas Explorer is the “most luxurious cruise ship ever built”, according to Frank del Rio, Chairman and CEO of Prestige Cruise Holdings. It is the largest ship in the Italian Regent Seven Seas fleet and, costing 450 million dollars, the world’s most expensive cruise ship. It has 375 suites with room for 738 passengers. The ship entered the water for the first time in the summer of 2016. Tillberg Design from Sweden was mainly responsible for the interior design. “The opulence and elegance of the Regent Suite will be unmatched in the luxury vacation segment,” says Jason Montague, Chief Executive Officer and President of Regent Seven Seas Cruises.

The elegance of the interior continues in the bathrooms, which are equipped with the best GROHE technology. The Allure Brilliant shower mixer is the polished diamond among bathroom faucets. The GROHE Allure bathtub faucet is an aesthetic masterpiece and a durable and high-gloss product thanks to the StarLight® chrome surface.

2

- 1 At 223 metres long, the Seven Seas Explorer is the new flagship of the Fincantieri Sestri Ponente shipyard in Genoa.
- 2 With an unbeatable view of the seas, guests can dine in five gourmet restaurants with top-quality service.
- 3 All of the suites have private balconies. The ship has more space per passenger than almost any other vessel.
- 4 A timeless, elegant design was chosen for the public areas.

**Wharf**  
Fincantieri, Trieste

**Interior Design**  
Tillberg Design  
Höganäs, Sweden

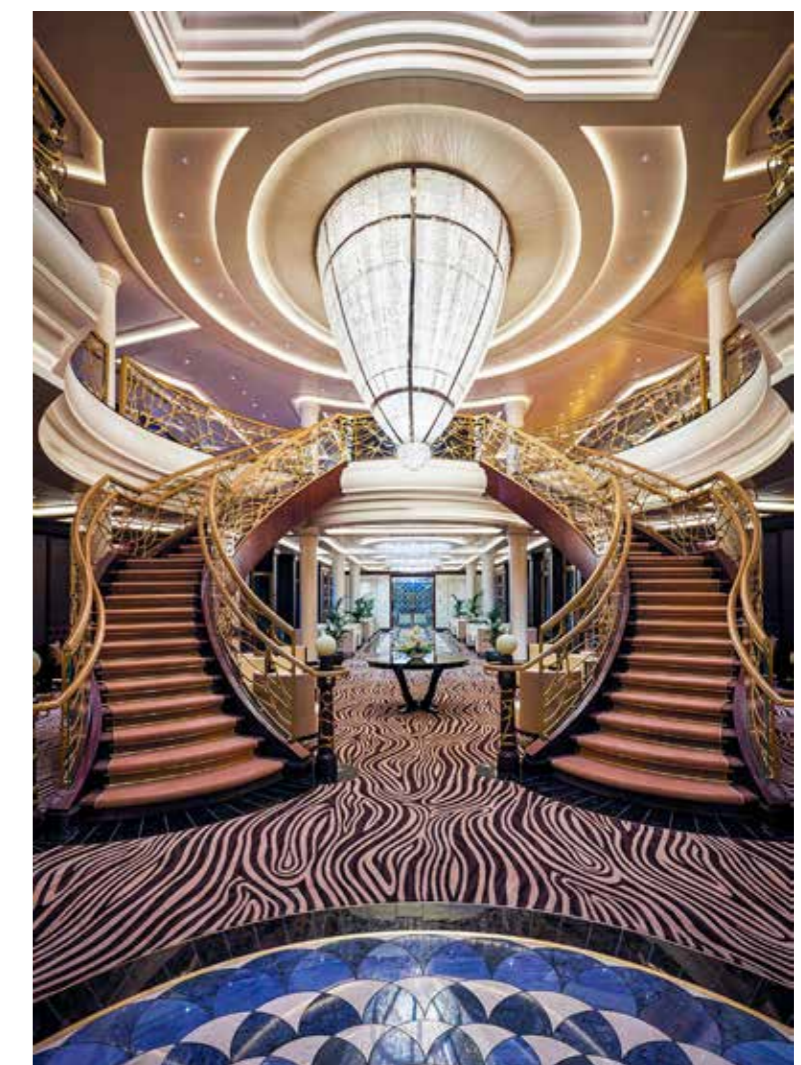
**Date of completion**  
2016

**Number of suites**  
375

3



4





# RENNES LE SAINT-ANTOINE HOTEL & SPA, BW PREMIER COLLECTION

The four-star Le Saint-Antoine Hotel & Spa luxury boutique hotel belongs to Best Western® Hotels & Resorts, the world's largest hotel cooperative. Located in the centre of Rennes, the hotel is ideally situated for both leisure and business travellers. The interior designers, DTACC from Paris, were very discriminating in their selection of furnishings. Guests get a sense that every object was consciously put where it is. DTACC worked with bright, natural shades and some powerful accents. An intense visual language runs through the spaces.

The GROHE Allure series picks up on the compelling design seamlessly. As in the interior design, thought-out, pure forms and reduced lines are found in the Euphoria Cube series. The bathrooms in the luxury hotel offer subtle and elegant added value. Due to the GROHE Rainshower® F-Series showerhead in some of the bathrooms, showering is a moment of pure joy. GROHE DreamSpray® technology ensures perfect spray patterns and the GROHE StarLight® chrome surface makes the impeccable design gleam.

- 1 Each of the 61 rooms and suites is individually furnished. Ultra-modern design meets urbanity.
- 2 The Grohe Allure single-lever basin mixer delivers an enchanting stream of water with a maximum water consumption of 6 litres a minute. The GROHE Euphoria Cube shower with GROHE DreamSpray® technology ensures stimulating showering pleasure.
- 3 The stylish spa area thrives on the electrifying tension between peace and dynamism.

**Architect**  
Liouville & Jan Associés  
Cesson-Sévigné, France

**Interior Design**  
DTACC – Siège Social  
Paris, France

**Address**  
27 Avenue Jean Janvier  
Rennes, France

**Owner**  
Blot Patrimoine

**Date of completion**  
2016

**Number of rooms**  
61



# PRAGUE DOCK RIVER WATCH II

1



The luxurious residential project T, designed by Ian Bryan Architects, is situated in the north of Prague and adapted to a modern lifestyle. River Watch II includes 73 flats ranging from one-room apartments to a luxury penthouse. Geared to the residents' individual desires, they are equipped with high-quality materials and furniture revealing timeless perfection.

The innovative technologies and the stunning formal beauty of the GROHE Essence series offers exquisite water enjoyment in the bathrooms. The modern design and the clear lines of the cylindrical forms provide unobtrusive aesthetics.

- 1 Ian Bryan Architects equipped all of the units with French windows and spacious entrance halls. All of the apartments have a balcony, a terrace, or a small garden.
- 2 The investors of the CRESTYL GROUP focus on both functionality and style in their projects.
- 3 The unmistakable design of the Essence faucets radiates simple beauty.

2



3



Eduard Trembulak

**Architect**  
Ian Bryan Architects  
Prague, Czech Republic

**Address**  
Voctárova street  
Prague 8, Czech Republic

**Developer**  
Crestyl Real Estate s.r.o.

**Date of completion**  
2016

**Area used**  
9,083m<sup>2</sup>

# LONDON SHERATON GRAND LONDON PARK LANE

The Sheraton Grand London Park Lane property, which dates back to the 1920s, has been recently transformed. It is in a top location in London with many of the 303 guestrooms looking out over Green Park. During the renovation, the interior designers MKV Design, together with the Sheraton's design team, picked up on the Art Deco style and developed it further.

The bathrooms are equipped with a wide range of high-quality GROHE products. From the elegant Sena hand shower to the bathrobe holders, the sanitary facilities of the Sheraton Grand London Park Lane feature durable and ergonomically perfected GROHE design. The oversized GROHE Rainshower® Rustic head shower with its broad stream pattern graces some of the guestrooms. Thanks to GROHE StarLight® chrome surfaces, the sanitary solutions still gleam after many years.

- 1 The classical and striking Art Deco style can be found throughout the hotel. It is particularly pronounced in the public spaces.
- 2 The 30 spacious suites also boast a stunningly beautiful Art Deco style. The comfortable seating invites guests to linger.
- 3 The GROHE Atrio 3-hole basin mixer has a swivel tubular spout and blends in splendidly with the bathroom landscape.



2

3



Maria Vafiadis, MKV Design

**Architect**  
Woods Bagot  
London, UK

**Interior Design**  
MKV Design (London, UK)  
in partnership with the Sheraton  
brand's global design team

**Address**  
Piccadilly, Mayfair  
London, UK

**Date of completion**  
2016

**Number of rooms & suites**  
303

DORTMUND  
DEUTSCHES  
FUSSBALLMUSEUM

DEUTSCHES  
FUSSBALL  
MUSEUM



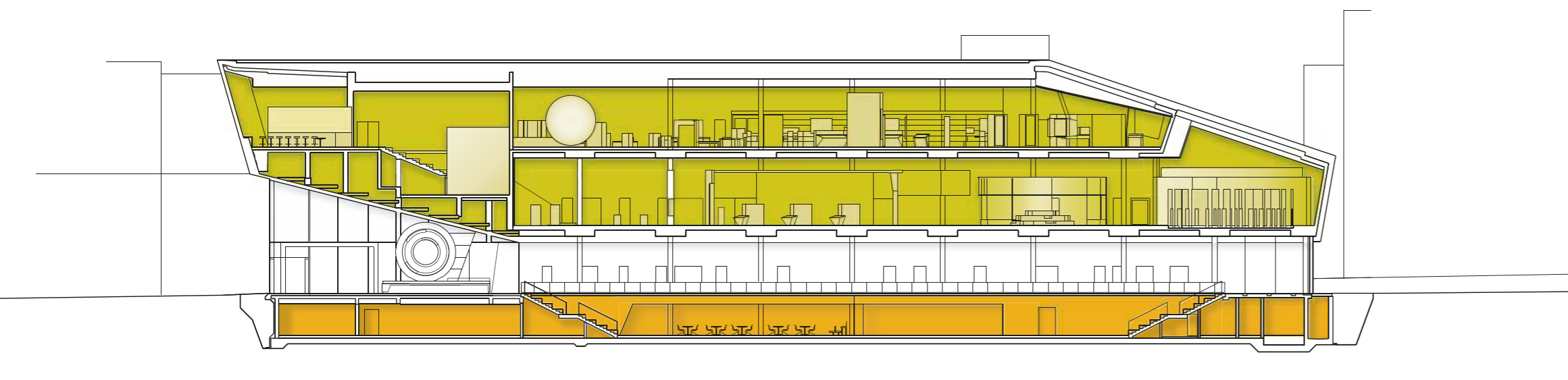


3



With the slogan “We are Football”, the German Football Museum opened its doors in October 2015, right across from Dortmund Central Station. The museum’s attractive, ever-changing LED façade can be seen from afar. “The visual language stands for movement and dynamism, the shell for a talking building,” says architect Gerhard G Feldmeyer. The fascination of ball sports is illustrated for visitors in captivating exhibition rooms.

Fast reaction times play an important role in football – and in washrooms too. In the German Football Museum, touchless technology is exploited to the full. The Euroseco and Eurosmart CE faucets on the washbasins react directly to every movement the user makes thanks to infrared control. Water flows only when it is needed. As reliable as the latest goal-line technology, the sensor recognises hands under the outlet. The urinals in the men’s bathrooms work according to the same principle.







Gerhard G Feldmeyer

**Architect**

HPP Architekten  
Dusseldorf, Germany

**Address**

Platz der Deutschen Einheit 1  
Dortmund, Germany

**Date of completion**

2015

**Area used**

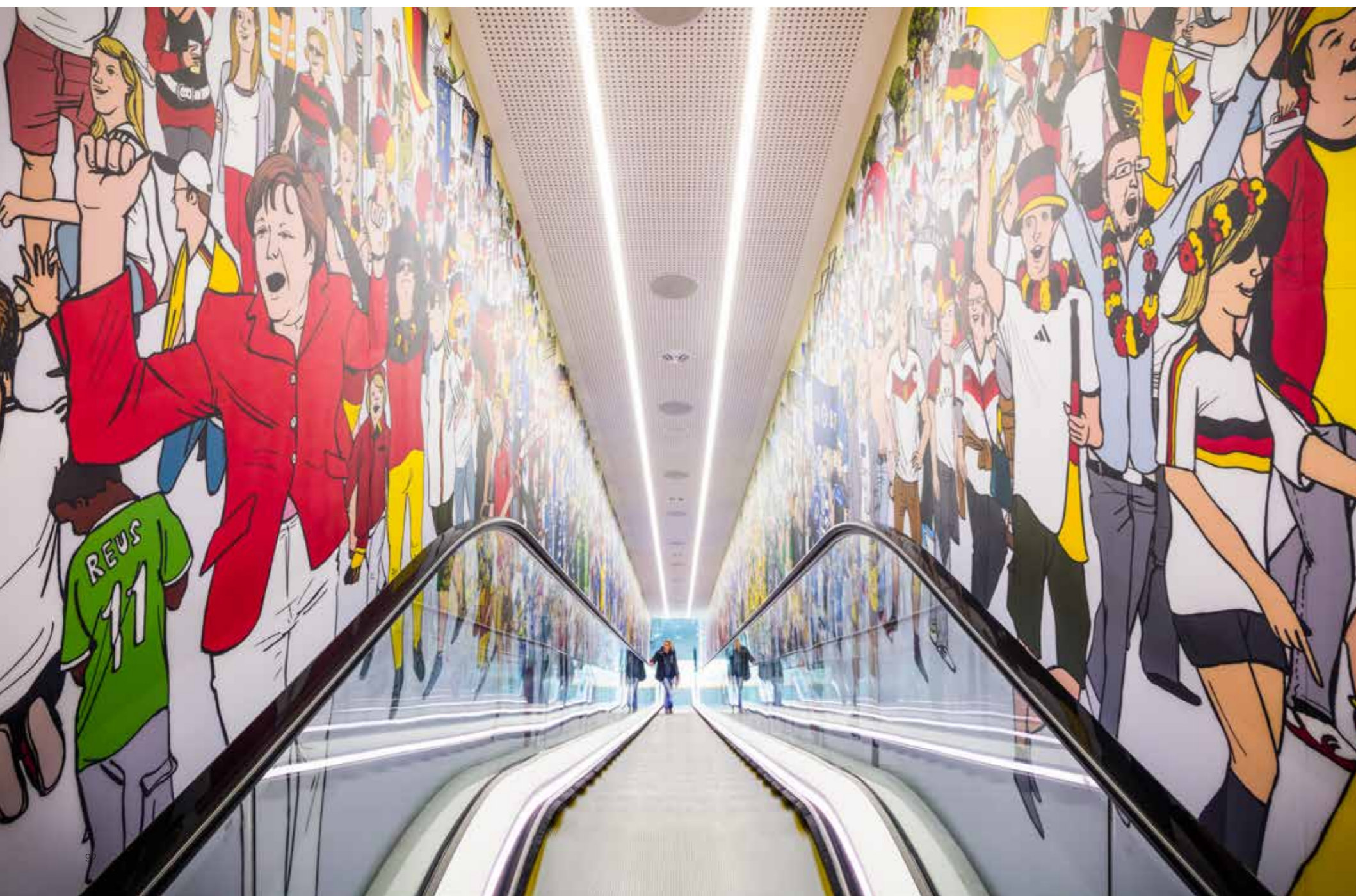
7,700m<sup>2</sup>

4



- 1 Visitors enter a light-flooded lobby on the ground floor. The upper floor is a closed body that seems to float.
- 2 The basement accommodates a multifunctional arena. It can be transformed for all kinds of event formats.
- 3 The tour begins with a depiction of Germany's legendary World Cup victory in 1954. The original ball used in the final is illuminated in the middle.
- 4 Touchless control ensures hygiene and efficiency at the washbasins and urinals. It is virtually impossible for germs to spread from user to user.
- 5 Via a long escalator visitors arrive in compelling exhibition spaces, little treasure chambers, and interactive realms of experience.
- 6 The semi-circular arrangement of the ceramic urinals and the dominant green colouring recall an arena.

5



6



BRUSSELS  
RADISSON RED  
BRUSSELS

1





The revolutionary Radisson RED Hotel in Brussels, which has set new standards, is a breath of fresh air with its expressive style and urban flair. Housing 149 studios, it is situated in the heart of the city and its cosmopolitan interior is off the beaten design track. Music, art and fashion play a supporting role at the Radisson RED, which manages to surprise guests again and again – and give them room to develop. “Radisson RED is Carlson Rezidor’s new lifestyle select brand inspired by the ageless millennial mindset. It boasts a forward-thinking design and offers a new guest experience fuelled by personal interaction and personal choice. It is a true recognition of the increasingly important role that technology plays in facilitating the best of everyday life – home or away,” said Eric De Neef, EVP & Chief Commercial Officer of The Rezidor Group.

**Architect**  
Van Marcke Inspirations  
Kortrijk, Belgium

**Interior Design**  
Graven  
Glasgow, UK

**Address**  
Rue d’Idalie, 35  
Brussels, Belgium

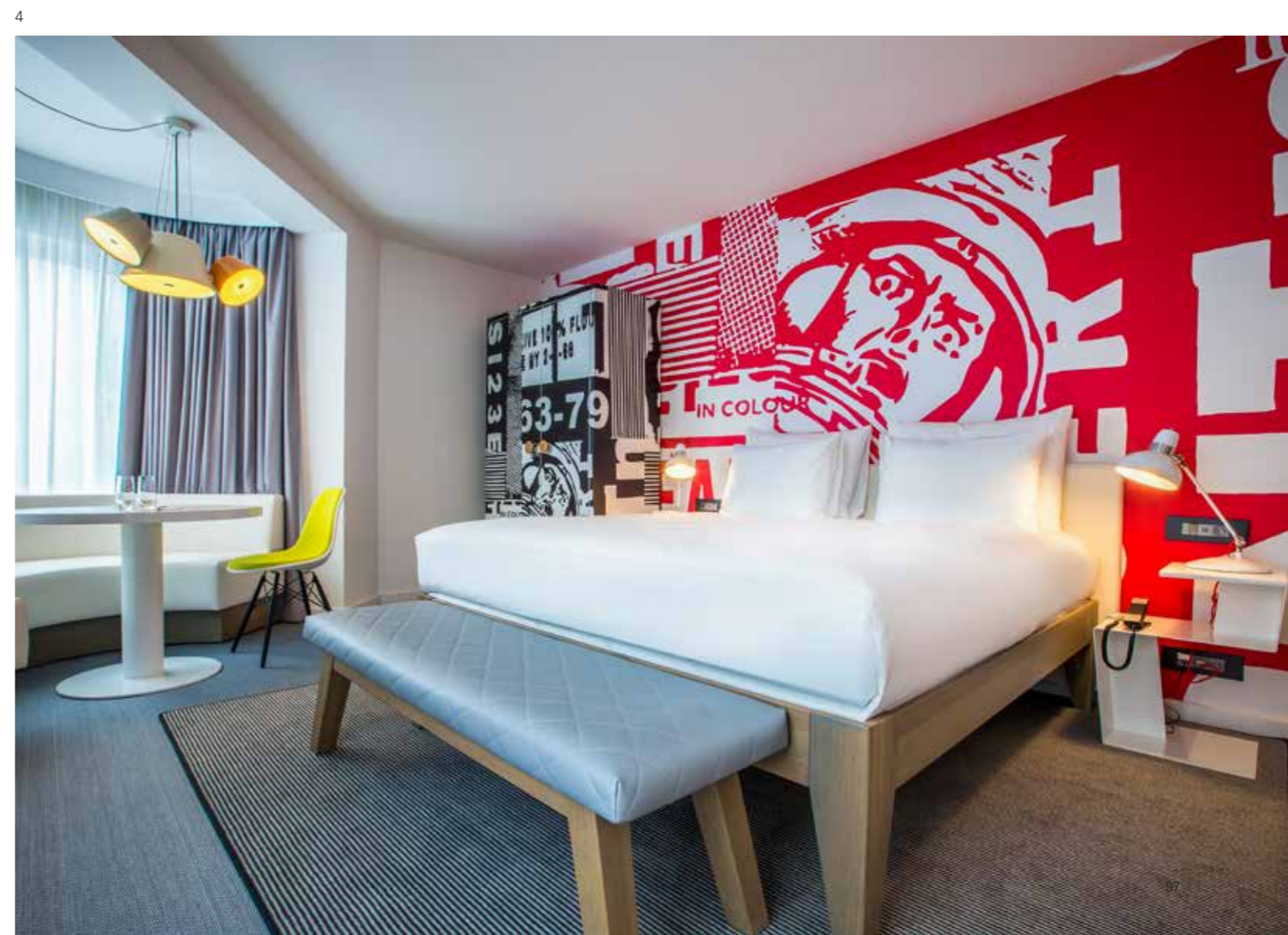
**Date of completion**  
2015

**Number of rooms**  
149 studios

**Website**  
[www.radissonred.com/brussels](http://www.radissonred.com/brussels)

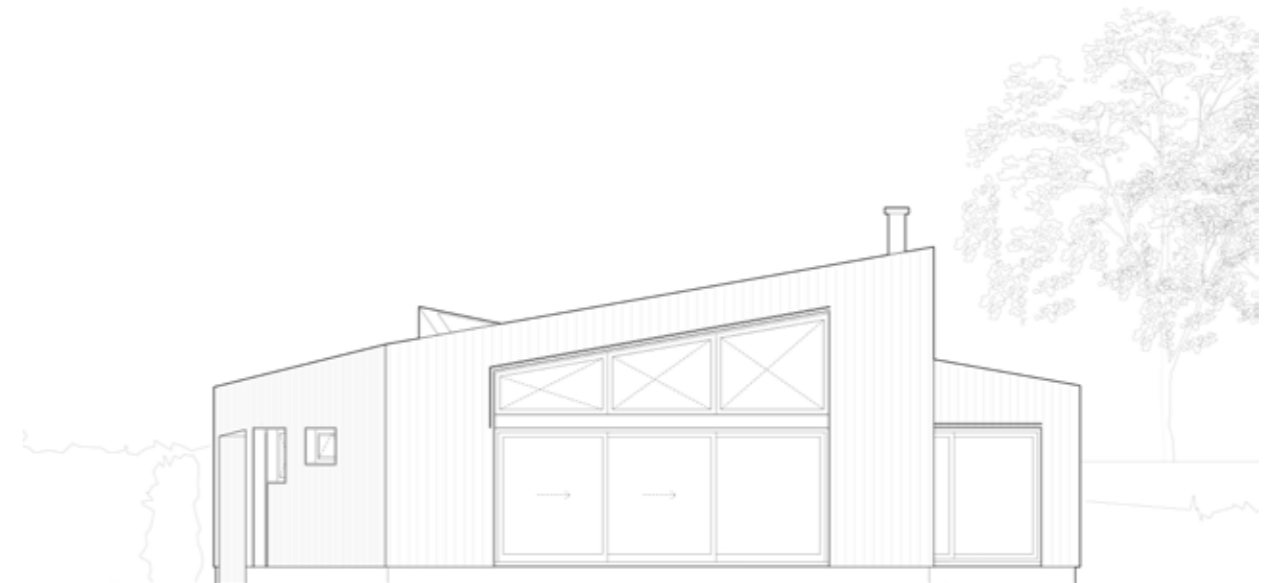
The cube-shaped GROHE Eurocube line chosen for the bathrooms also embodies extraordinary extravagance and a revolutionary spirit. The clear edges of the captivating design round off the interior master plan. GROHE EcoJoy® technology saves water with its perfect flow and GROHE StarLight® provides shiny surface aesthetics.

- 1 The unique Radisson RED Hotel, near the EU Parliament and the Place du Luxembourg, won the European Hotel Design Award in 2016.
- 2 The bold contemporary design ensures that guests have a truly ageless, millennial mindset-inspired hospitality experience in the historic city.
- 3 The GROHE Power&Soul® hand shower combined with the Eurocube bath filler and basin mixer form a trilogy in the tiled bathrooms.
- 4 Belgium has a history of first-rate comic illustrations. Picking up on this tradition, Graven Interior Design collaborated with two local comic-book authors, Wauter Mannaert and Max De Radigues, to create singular works.



# SUFFOLK CHARRED HOUSE

1



The 140 square metre Charred House was designed by renowned architects Tate Harmer, who specialise in healthy sustainable buildings linked to their natural environment. The house is set in the grounds of an historic country house and was conceived as an "abstracted outhouse" to sit comfortably in the mature landscape setting. The natural charred larch cladding and jaunty form gently mimic the local agricultural buildings to create a building very much in keeping with its rural idyll. Super-insulated walls, triple glazing, mechanical ventilation, air source heat pump and solar thermal panels combine to provide a very low-energy home.

In a modern kitchen where every object is meticulously planned to work with an overall interior-design concept, as in the Charred House, the water faucets have to be chosen very carefully. The very special mixers in the GROHE Minta line are the answer. Outstanding technologies unite with impressive design and poignancy.

- 1 The generous glazing of Charred House reflects the magnificent green of Nature. It fits into the conservation area appealingly and unobtrusively.
- 2 The stringent colour concept and the minimalist design run like a red thread through the sleeping and living rooms.
- 3 The living and dining rooms interact harmoniously. The fireplace adds a cosy touch to the highly modern interior design.
- 4 The Minta single-lever basin mixer can be operated precisely thanks to GROHE SilkMove®. On account of GROHE StarLight® technology, the chrome surface does not lose its shine even after years of use. The swivelling pipe outlet and the extractable swivel arm ensure a high degree of flexibility.

2



3



4



Jerry Tate & Rory Harmer

**Architect**  
Tate Harmer  
London, UK

**Date of completion**  
2015

**Area used**  
140m<sup>2</sup>

# URSPELT CLERVAUX CHÂTEAU D'URSPELT

## Architect

F. Lodomez Constructions  
Wilwerdange, Luxembourg

## Interior Designer

Diana Lodomez & Brigitte Thomas  
Luxembourg

## Date of completion

2016

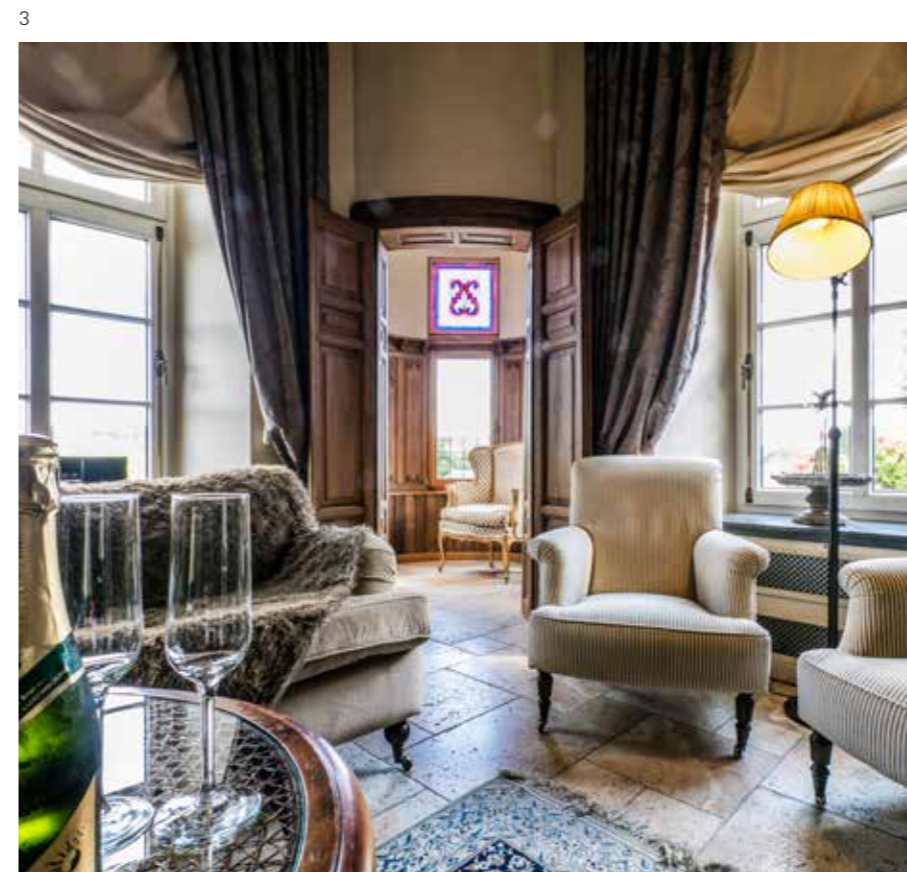
## Address

Am Schlass  
Urspelt Clervaux, Luxembourg

## Number of rooms

56

2



Château d'Urspelt, dating back to the 18th century, is situated in northern Luxembourg surrounded by the magnificent Our Nature Reserve. The listed building was thoroughly renovated but the foundations were kept, thus preserving the structure's charm. Now it is a romantic four-star hotel with 56 elegantly furnished guestrooms that fit splendidly into the castle's old masonry.

The guestrooms and suites feature GROHE products that promote enjoyment and make holidays more pleasant. The GROHE Euphoria XXL shower system spoils guests with different stream patterns. The basin mixers in the aesthetically appealing, prize-winning GROHE Concetto line in the chateau's rooms are stunning fittings.

- 1 The idyllic castle stands near the medieval town of Clerf.
- 2 In the spacious honeymoon suite in the castle's most beautiful wing, guests can sleep like royalty in the opulent bed.
- 3 The GROHE Tempesta hand shower is equipped with durable StarLight® technology. The elegant GROHE Concetto basin mixer is especially flexible due to its swivel spout. The Euphoria shower boasts GROHE DreamSpray® technology.
- 4 The spacious suites have enough room for guests to unwind in the fairy-tale like setting.



# LUXEMBOURG LE ROYAL HOTEL

**Architect & interior design**  
Adolfo Spigarelli  
Esch-sur-Alzette, Luxembourg

**Address**  
12 Boulevard Royal  
Luxembourg

**Date of completion**  
2016

**Number of apartments**  
170



Le Royal, a five-star hotel in the heart of Luxembourg, is one of the leading hotels in the world. The elegant classical building, containing 170 apartments in different categories, was renovated only recently.

The GROHE Eurocube series with its state-of-the-art technology perfectly matches Le Royal's contemporary design. Thanks to GROHE EcoJoy®, valuable resources are conserved, and GROHE SilkMove® ensures easy handling. The water jet from the Eurocube bidet mixer can be controlled precisely thanks to the ball-joint spout.

- 1 Angular forms are found in the interior design and in the select GROHE Eurocube sanitary facilities.
- 2 The design concept is complemented fabulously by the Eurocube single-lever mixer.
- 3 The geometric shapes of the Eurocube series are reduced to the essential – the perfect choice in Le Royal.



# LONDON THE COURTHOUSE

3



2



The Courthouse is a new eleven-storey building by GRID architects in the pulsating centre of London. Previously Westminster Magistrates' Court stood on the site. The modern architecture, with its interplay among aluminium, granite and Portland stone, fits splendidly into the London skyline. The Courthouse has 129 luxurious residential apartments.

In high-end residential buildings, top sanitary solutions are essential. With the elegant GROHE Allure basin mixer, you have the feeling that the water is coming straight from a fresh spring. Another outstanding feature is the GROHE Tempesta hand shower. Incorporating DreamSpray® technology, it ensures a perfect stream pattern. Some of the luxury kitchens in the Courthouse are equipped with the GROHE Minta Touch, an electronic single-lever sink mixer. Owing to the inimitable technology, cold water is activated only by skin contact.

**Architect**  
GRID architects  
London, UK

**Address**  
70 Horseferry Road  
London, UK

**Developer**  
Barratt London

**Date of completion**  
2014

**Number of apartments**  
129

1 The concrete shells of the Courthouse were erected in just 22 weeks.

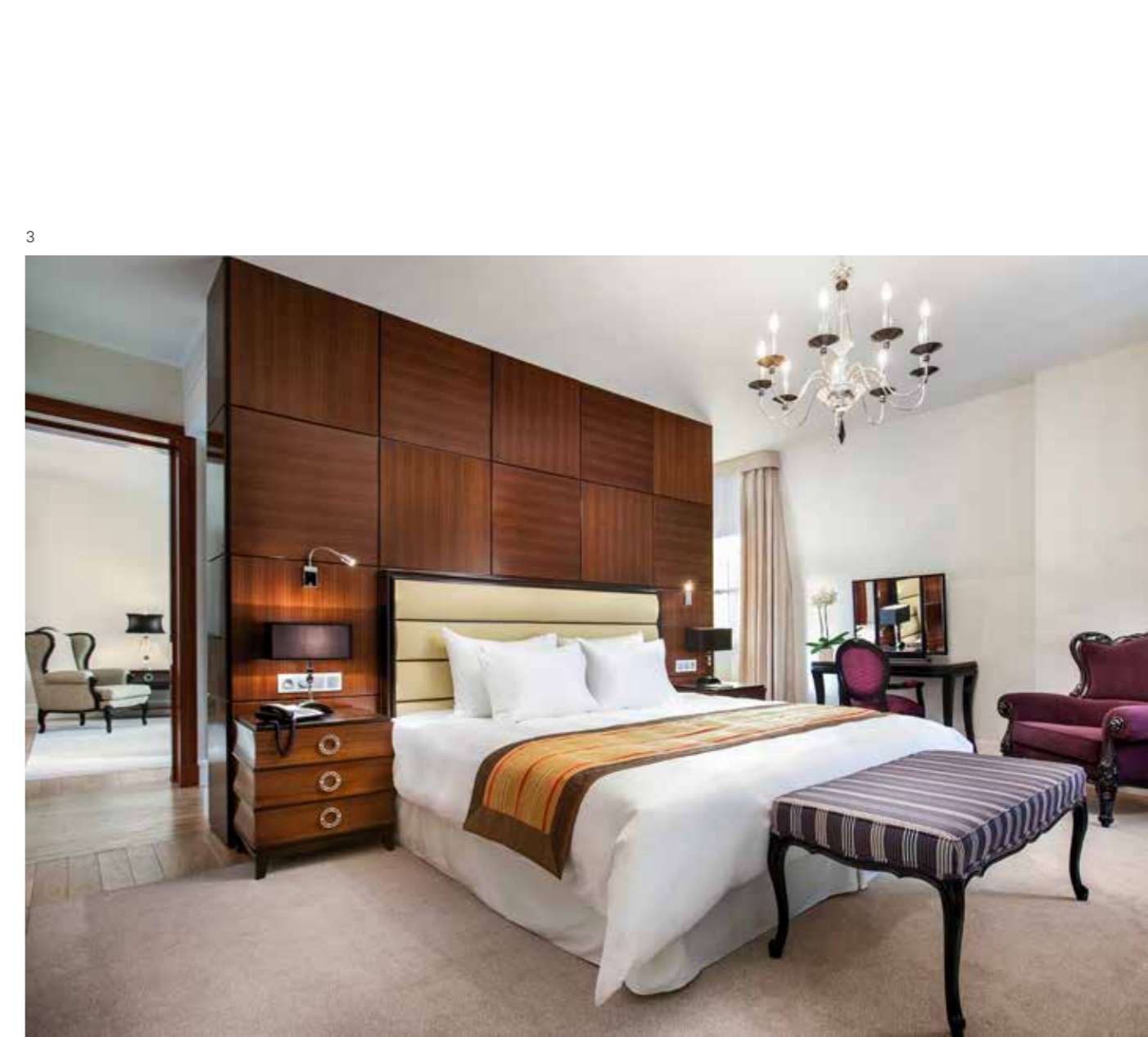
2 There are 1, 2 or 3 bedroom flats and penthouses. The view of the city is priceless, even taking in the Houses of Parliament.

3 The GROHE Minta basin mixer is very impressive in the bright kitchen. It is equipped with GROHE SilkMove® technology, and thanks to the GROHE StarLight® surface, it will shine as brightly as the rest of the elegant apartment for years on end.



VILNIUS  
KEMPINSKI HOTEL  
CATHEDRAL SQUARE





The neoclassical building from 1900, which has had many faces, today houses the most elegant hotel in the historic city of Vilnius. It has been thoroughly renovated, and in the process the magnificent façade and the baroque roof dome were refurbished. The entire interior and the 96 exclusive rooms and suites were furnished by Living Design from Sweden. The five-star luxury hotel is the perfect starting point for exploring the city's rich culture and architecture.

The architecturally and geometrically perfected GROHE Eurocube fits exquisitely into the hotel's bathroom landscape. The cubic forms of the professional faucets boast straight lines and can be operated smoothly thanks to innovative technologies. They provide for irresistible luxury with maximum refreshment potential.

- 1 During the restoration work, the façade was dealt with carefully to preserve the building's historic core.
- 2 In the interior design, Living Design opted for a stringent colour palette consisting of many ochre shades, enhancing the elegance and beauty of the building.
- 3 The 75- to 84-square-metre suites are equipped with every amenity.
- 4 The GROHE bathtub faucets and the basin mixers from the GROHE Eurocube line with their rectangular forms are a feast for the eyes in the luxurious suites and guestrooms.



Tarek Hegazy, Living Design

**Interior Design**  
Living Design  
Stocksund, Sweden

**Address**  
Universiteto g. 14  
Vilnius, Lithuania

**Date of completion**  
2012

**Number of rooms**  
96

BAYREUTH  
RICHARD  
WAGNER  
MUSEUM



WANNFRIED





Richard Wagner, born in 1813, was one of the most important German musical figures. Shortly before his death he built Haus Wahnfried. Since 1976, the villa has housed a museum in honour of the composer. In three buildings, permanent exhibitions are devoted to his life, work and legacy.

Reliable and long-lasting sanitary solutions are indispensable in the public toilets. Hygiene, another top priority, is guaranteed by modern GROHE technologies. The infrared electronics of the urinal ensure touchless use. Thanks to the advanced pneumatics in the outlet valve, the Skate cover plate is elegant and especially economical in terms of water use. The basin mixers of the GROHE Eurocosmo series sport a fabulous design.

- 1 Haus Wahnfried has major cultural significance, an important and inspiring place for experts and laypeople alike.
- 2 The elegant hall which seats 99 people and other spaces are used for different events and cater for unlimited design ideas.
- 3 With its modern design, the Eurocosmo single-lever basin mixer is an absolute favourite. In much-used sanitary facilities, GROHE StarLight® technology ensures years of lustre.

#### Architect

Staab Architekten GmbH  
Berlin, Germany

#### Address

Wahnfriedstr. 2  
Bayreuth, Germany

#### Date of completion

2015

3



# SAINT NAZAIRE HARMONY OF THE SEAS



At 361 metres, the Harmony of the Seas is the world's largest cruise ship. The vessel, which can accommodate around 5,500 guests, is a massive marvel. A total of 60,000 tonnes of steel were used to build it at the Saint-Nazaire shipyard in France. It took its maiden voyage in May 2016. Today it sails around the Mediterranean, the Caribbean Sea, the Bahamas, Europe, and across the Atlantic.

Nowhere does water play a bigger role than on the high seas. The GROHE Eurosmart Cosmopolitan basin mixer in the pax cabins is not only aesthetically appealing, but also reduces water consumption by up to 50 per cent thanks to GROHE EcoJoy®. With the new Tempesta Shower, all cleansing and relaxation needs are satisfied on board. The Grohtherm 800 thermostat with GROHE TurboStat® technology ensures enjoyable showering at constant temperatures.



## Wharf

STX France SA  
Saint Nazaire, France

## Owner

Royal Caribbean Cruises Ltd.

## Date of completion

2016

## Number of staterooms

2,747

- 1 On the Harmony of the Seas there is a water theme park, Broadway musical performances and many other entertainment options. The ship is as tall as the Leaning Tower of Pisa.
- 2 The Royal Promenade, which constitutes the heart of the ship, is lined with shops, restaurants and bars.
- 3 There are 40 different cabin categories. On Deck 18, there is a luxurious duplex suite with a whirlpool bath and a huge balcony overlooking the sea.

# KINDING LANDGASTHOF WAGNER



This quaint hotel is nestled in idyllic natural surroundings in the heart of Bavaria. The hotel is in the process of further modernisation and some rooms have already been given a new splendour thanks to the work of Berschneider + Berschneider. Each of the rooms is lovingly designed, has a sunny balcony, and guarantees recuperation and a contrast to daily stress. Landgasthof Wagner is the perfect starting point for activities in the old-established Altmühltal nature park. Bavarian cuisine, traditions and picturesque landscapes enthrall guests.

Just as the hotel is in harmony with its surroundings, the aesthetic forms of GROHE Concetto fit subtly into the bathrooms of this country inn. The ergonomic basin mixers express a perfect interplay between form and functionality and very discreetly invite the user in.

2





Johannes Berschneider & Gudrun Berschneider

**Architect & interior design**

Berschneider + Berschneider  
Architekten BDA + Innenarchitekten  
Pilsach bei Neumarkt, Germany

**Address**

Unterremmendorf 5, 85125  
Kinding, Germany

**Date of completion**

2015

- 1 The brightly illuminated corridors with wooden elements combine rustic country-inn charm with flair and elegance.
- 2 Relaxing photographs bring the vast landscapes to the guestrooms and add depth in to the suites.
- 3 The Concetto single-lever basin mixer with GROHE SilkMove™ and GROHE StarLight™ shines in the exquisite bathrooms. The GROHE Rainshower™ shower system with a flat showerhead and the height-adjustable hand shower ensure that guests are sprinkled gently with water. Thanks to the GROHE thermostat, the temperature can be adjusted with precision.
- 4 Modern wooden cladding makes the rooms cosy and underscores the natural theme.

# SOFIA STELLA BOYANA

1



The penthouse is in the Stella Boyana residential building, south of Sofia. This exclusive five-star resort developed by Arteks Engineering contains 45 first-class apartments. The furnishings save energy and are environmentally friendly. Hence the living environment is geared not only to luxury, but also to health and an energetic lifestyle.

The three-floor apartment has four extravagant bathrooms in which water is celebrated every day anew. All of the bathrooms feature the unique GROHE Ondus Digital Black Velvet line. This strong and confident faucet not only has a prize-winning design, but is also equipped with forward-looking technology. Moreover, residents can refresh themselves with the stylish Rainshower® F-Series ceiling shower as though standing under a waterfall. Everything can be controlled conveniently via a remote-control unit.

- 1 The innovative GROHE digital technology incorporated in the unique GROHE Ondus Black Velvet line adds a high degree of comfort to daily life. Everything is controlled by a touch panel.
- 2 The building and park were planned based on the principles of Feng Shui.
- 3 The living areas feature extraordinary wall illumination.
- 4 A special feature in the living area is a wall-filling fountain with real plants.
- 5 Residents have a magnificent view while dining. In the dining area, too, special ceiling lights were chosen in keeping with the black-and-white colour theme.

2





3



4



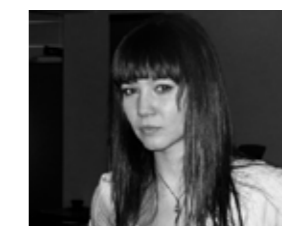
5



Plamen M. Miryanov



Valentin Valentinov



Zhasmina Zheleva



Plamen Plamenov Miryanov

**Architect & Interior Design**

Arteks Proekt Ltd.  
Sofia, Bulgaria

**Date of completion**

2015

**Area used**

951,1 m<sup>2</sup>

# FRANKFURT PREMIER INN

1



Germany's first Premier Inn, which opened in April 2016 in Frankfurt's Europaviertel district near Frankfurt Central Station, combines typical British tradition with playful ease. The design theme from prize-winning Hamburg-based interior designers JOI-Design is "Britishness coupled with humour". They have created an ambience in which both busy businesspeople and leisurely city travellers will feel comfortable. "In Frankfurt we found the perfect location for our first hotel in Germany," says the managing director of Premier Inn Germany, Eric Hübbers.

For the public toilets, GROHE wall-mounted faucets – the Euroeco Cosmopolitan T – were chosen. The latest technology will be reliable for many years and conserves an incredible amount of water. In addition, it is very easy to handle and to clean, making it ideal for public bathrooms.

- 1 JOI-Design creates cosy living-room atmospheres in which modern furnishings meet typical English charm.
- 2 Warm colours were selected for the restaurant. Guests should feel comfortable and enjoy themselves there.
- 3 Playful, consciously rendered details round off the unconventional mood at the Premier Inn.

2



3



## Interior Design

Corinna Kretschmar-Joehnk & Peter Joehnk  
JOI-Design GmbH  
Hamburg, Germany

## Address

Europa-Allee 44  
Frankfurt, Germany

## Date of completion

2016

## Number of rooms

201

BAKU  
BOULEVARD HOTEL BAKU  
AUTOGRAPH COLLECTION





Maria Vafiadis, MKV Design

**Architect**

ReardonSmith Architects  
& ReardonSmith Landscape  
London, UK

**Interior Design**

MKV Design, London, UK  
and  
Robert Angell, Design International  
London, UK  
Address  
Khagani Rustamov Street 4C  
Khatai District, Baku, Azerbaijan

**Owner**

Absheron Hotel Group

**Date of completion**

2015

**Number of rooms**

818

3



Boulevard Hotel Baku Autograph Collection is the largest conference hotel in Azerbaijan. It is located on the Caspian Sea in the heart of the promising urban development project Baku White City, a brand-new high-quality urban quarter. The hotel embodies all of the urban planners' ideals. In keeping with the theme, the modern hotel was given a façade of pale stone by ReardonSmith Architects. MKV Design and Robert Angell Design created the interior, inspired by the shapes and colours of Azerbaijan culture and the gentle tones of the Caspian Sea.

- 1 The hotel, which opened in June 2015, has 818 rooms and more than 1000 square metres for seminar, conference, and multifunctional rooms.
- 2 The hotel offers its guests a variety of luxurious wellness possibilities. Guests can go for an invigorating swim in the 24-square-metre pool.
- 3 Golden colours give the public areas a royal touch.



# AMERICAS

Canada 134/144/148/160

Costa Rica 138

USA 152/164

Mexico 156

Chile 168

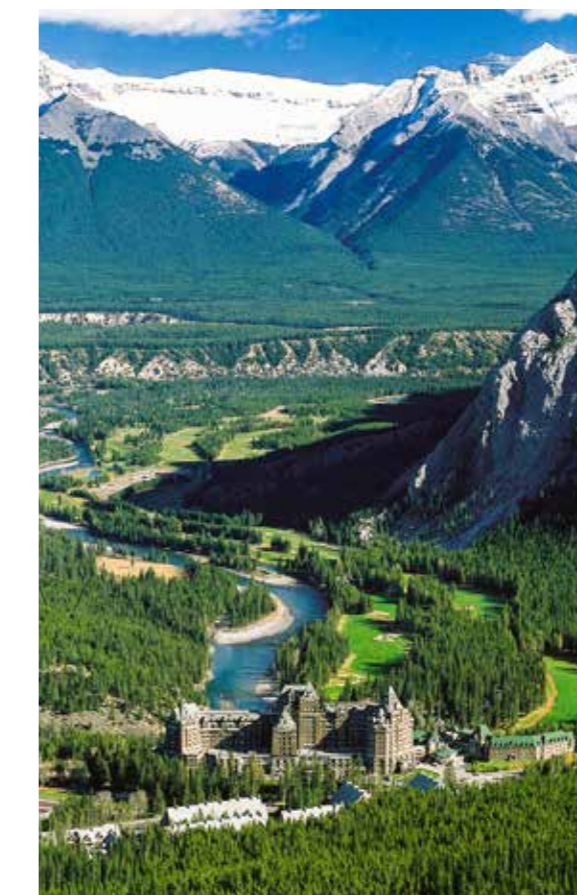


# BANFF FAIRMONT BANFF SPRINGS

This luxurious hotel stands at the foot of the majestic Canadian Rocky Mountains. As though in a fairytale, the secluded, baronial-like building mingles with the spectacular natural surroundings. It was built in 1928 in the Scottish baronial style. Each of the 754 guest rooms and suites offers a breathtaking view of Canada's pristine wilderness. The hotel's wellness area is balm for the soul, uniting the healing powers of the alpine air with those of water. The hotel also has a first-class golf course.

The GROHE solutions chosen to bring water enjoyment to the stylish bathrooms do justice to this enchanting hotel. Impeccably designed, they offer a top-class showering experience. The GROHE Rainshower® Cosmopolitan showerhead and the GROHE Euphoria Cosmopolitan Stick hand shower complement each other perfectly, and thanks to state-of-the-art technology, they are especially user-friendly. Both are equipped with cutting-edge GROHE DreamSpray® technology. Perfect spray patterns give guests the utmost satisfaction while showering.

2



3



**Interior Design**

Hirsch Bedner & Associates  
San Francisco, USA

**Address**

405 Spray Ave  
Banff, Canada

**Owner**

Oxford Properties Group

**Date of completion**

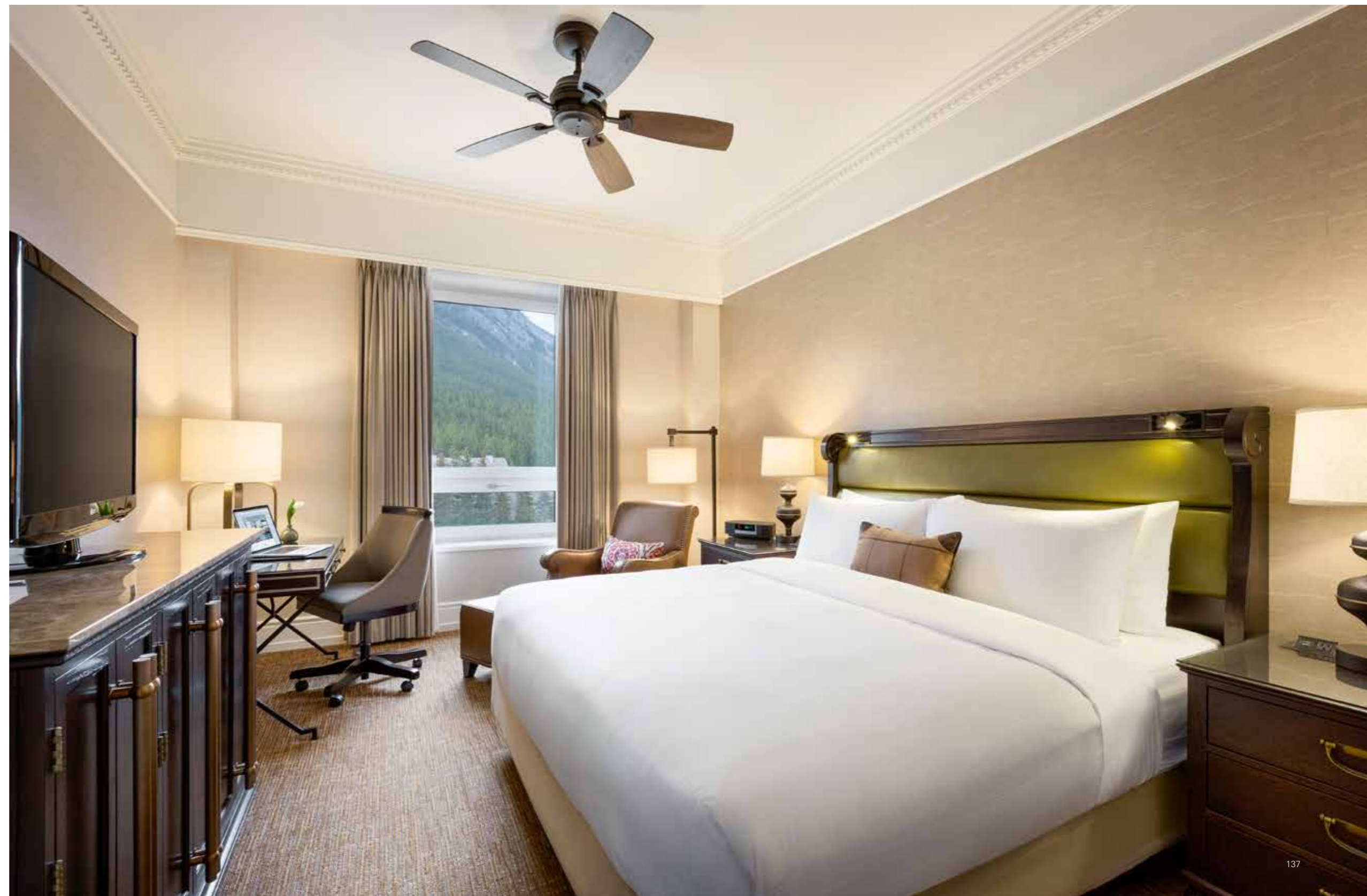
2015

**Number of rooms**

764

- 1 The hotel is located in Banff National Park in Alberta, a paradise for winter athletes and people who love the great outdoors.
- 2 The hotel is situated at the foot of 2,450-metre-high Sulphur Mountain.
- 3 The timeless and elegantly designed Arden 3-hole basin mixer in the Fairmont Gold bathrooms are equipped with GROHE SilkMove® technology. The GROHE Rainshower® Cosmopolitan showerhead makes showering a true pleasure. The GROHE Euphoria Cosmopolitan Stick hand shower features an Inner WaterGuide, ensuring that the shower can't get too hot.
- 4 Clients of the Willow Stream Spa can reenergise themselves in the mineral pool and regenerate their tired muscles.
- 5 Fairmont Banff Springs has small cosy rooms as well as spacious suites. The furnishings consistently take unobtrusive elegance to the limit.

5



4





PAPAGAYO  
PENINSULA  
CASA MAGAYON

2





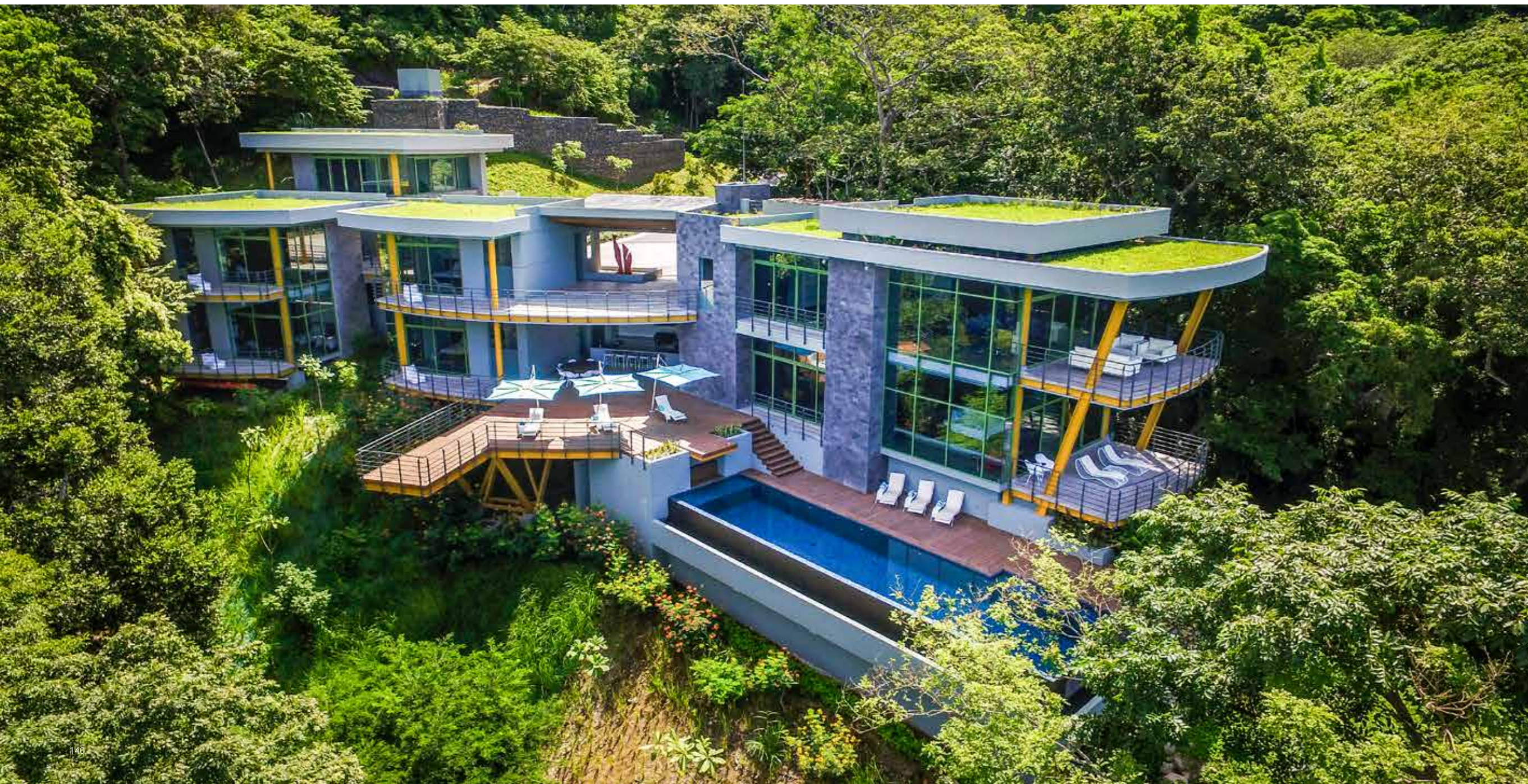
Casa Magayon in Costa Rica is situated right on the Gulf of Papagayo. Sarco Architects have incorporated the beautiful environment of the tropical rainforest into the design of the building and developed a unique interior and exterior concept. The living spaces are glazed and some clad with lava stones. They are connected to each other by covered outdoor corridors. The jungle pervades the living space and simultaneously saves energy because air-conditioning is provided only to the areas that need it.

Water, an essential element in the rainforest, is enjoyed in the eight bathrooms of this luxury residence. The cubic design of the GROHE Eurocube line and the radiant attractiveness of the GROHE Allure Brilliant products ensure sensual water pleasure.

3



4



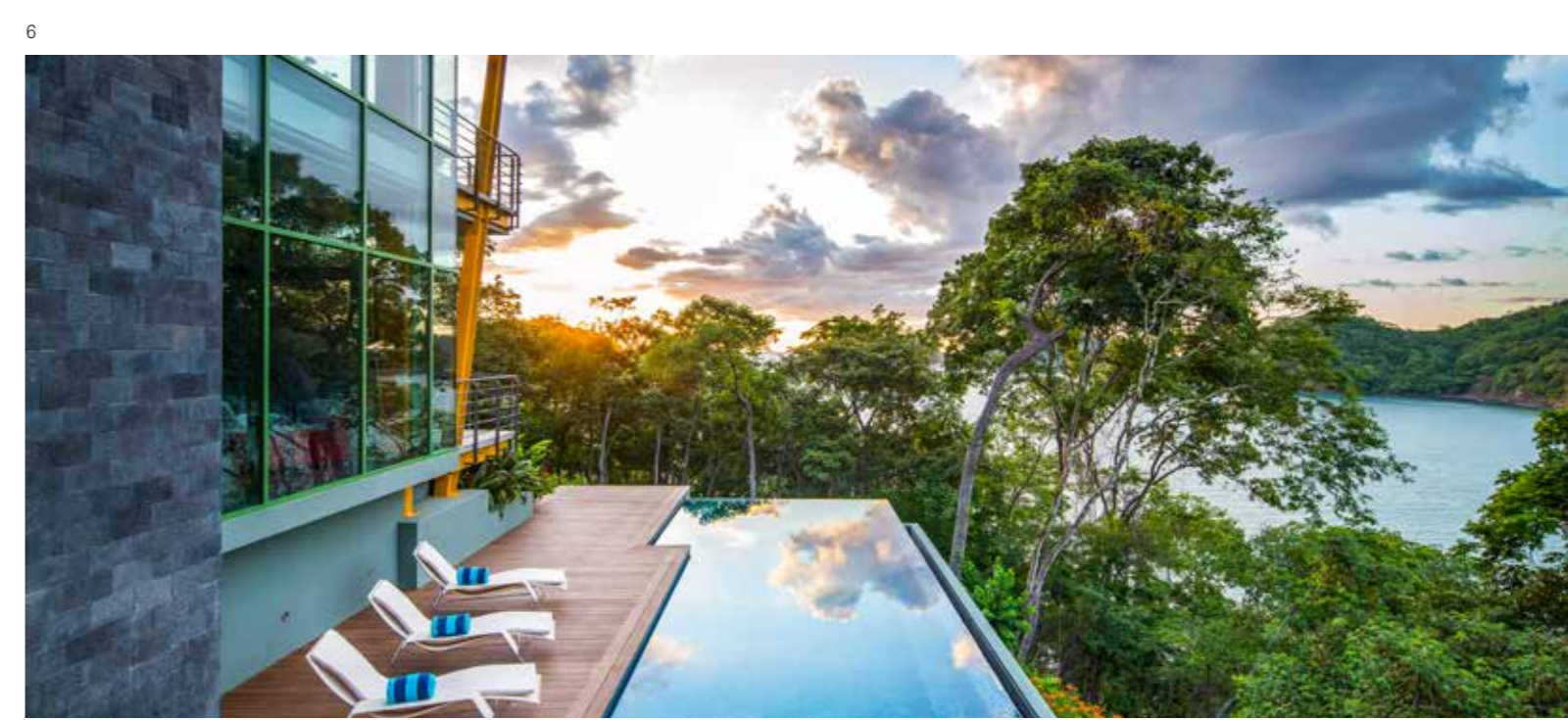
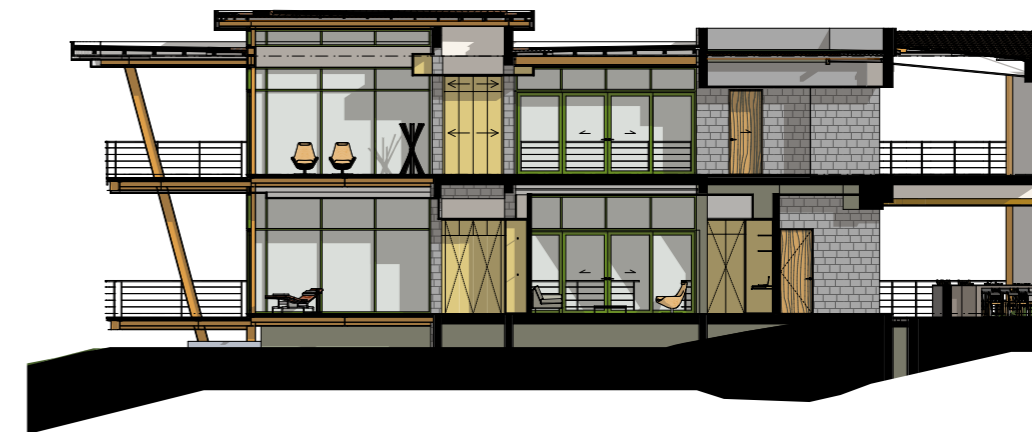
Roderick Anderson

**Architect**  
Roderick Anderson of  
SARCO Architects  
San Jose, Costa Rica

**Date of completion**  
2015

**Area used**  
1,290m<sup>2</sup>

- 1 The private house won the "five-star, Best Architecture Single Residence Costa Rica 2016-2017".
- 2 The living areas have a breathtaking view of the bay.
- 3 A green granite kitchen island picks up on the lush colours of the rainforest. The single-lever sink mixer from the Minta series swivels through a 360° radius.
- 4 The green roofs insulate the building and cool it down.
- 5 The GROHE Allure Brilliant floor-mounted bath mixers offer singular design freedom with a jewel-like design. There is nothing more pleasant than standing under a GROHE Rainshower® and gazing out to the jungle. Such moments of relaxation are among the residents' favourite moments of the day.
- 6 Overlooking the calm bay and the Pacific Ocean, there is also a small private beach just a hike away.



OAKVILLE  
PRINCESS MARGARET  
LOTTERY SHOWHOME





2



4

- 1 The two-storey Princess Margaret Welcome Home Lottery Showhome is an absolute design highlight of 2016.
- 2 The elegant living room blends classical emotion and cultivated modernity.
- 3 The cylindrical bodies of the GROHE Allure 3-hole basin mixer have a perfect design and fit fabulously into the tasteful bathroom landscape. The durable, aesthetically pleasing surface of the GROHE StarLight® technology continues to shine after decades.
- 4 The slender silhouette of the GROHE Minta faucets line makes an unforgettable impression in the designer kitchen. The C Spout makes rinsing efficient and pleasurable, as the extractable head boasts different spray patterns and can swivel 360°.

The 7,500-square-foot Princess Margaret Welcome Home Lottery Showhome is located in the town of Oakville south of Toronto. It has a classical stucco and brick design, with large floor-to-ceiling windows that flood the custom-built house with light. The building's superb layout creates a dynamic interior equipped with a variety of elegant furniture, artworks and decorations.

Royal water enjoyment is celebrated in the "Princess Margaret showhome" with special GROHE treasures. Thanks to user-friendly technologies and endless formal beauty, they are places of peace and joy. In addition to the water faucets and the compelling Rainshower Allure shower head, the bathrooms also feature brilliant GROHE accessories. The kitchen is equipped with the luxurious GROHE Blue® Chilled & Sparkling. This ultimate refreshment feature not only filters water and makes it taste wonderful, but the water comes out of the stylish faucet chilled, and there are two settings for sparkling water.



Brian Gluckstein

**Interior Design**  
Gluckstein Design  
Toronto, Canada

**Date of completion**  
2016

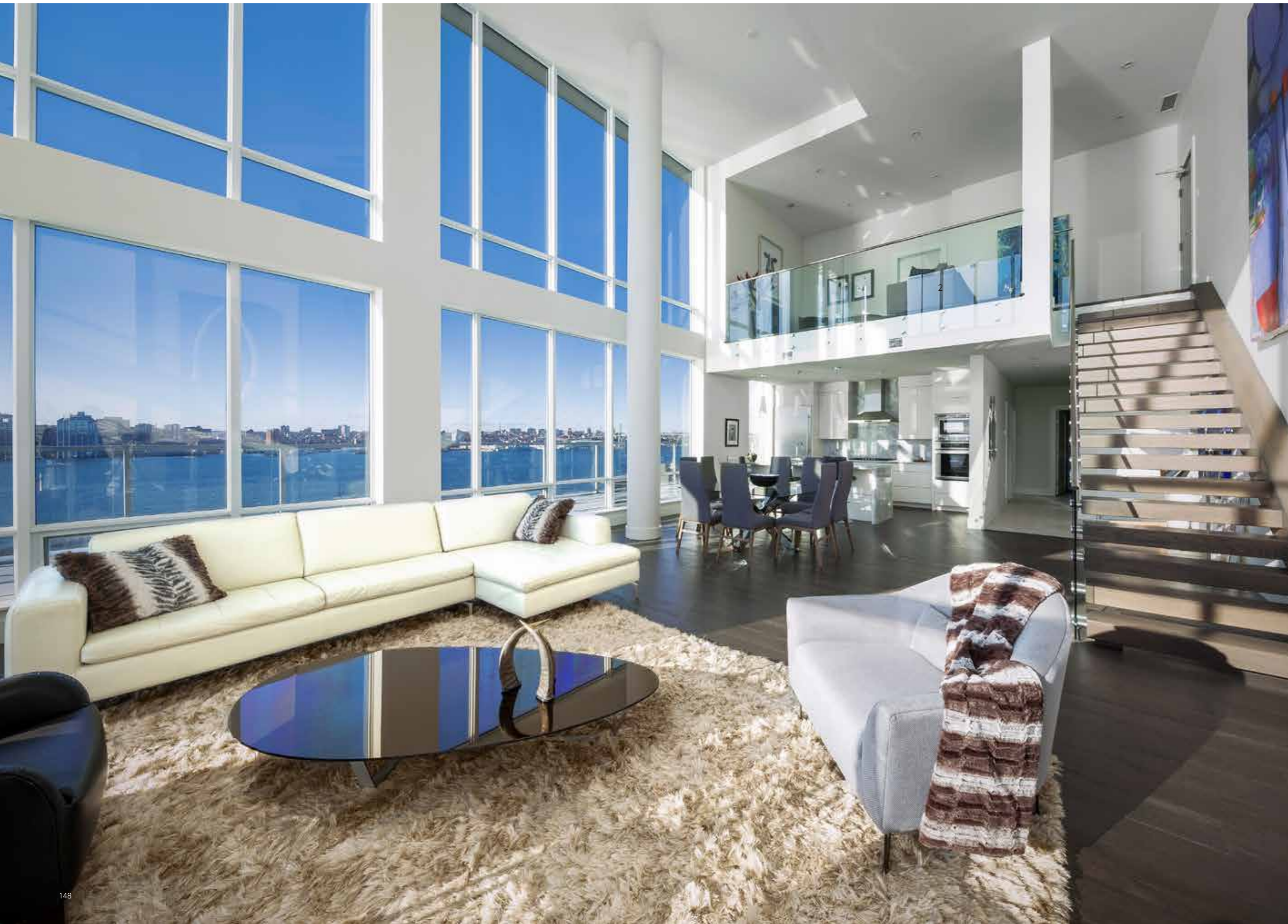
**Area used**  
697 m<sup>2</sup>

3



# DARTMOUTH KING'S WHARF

1

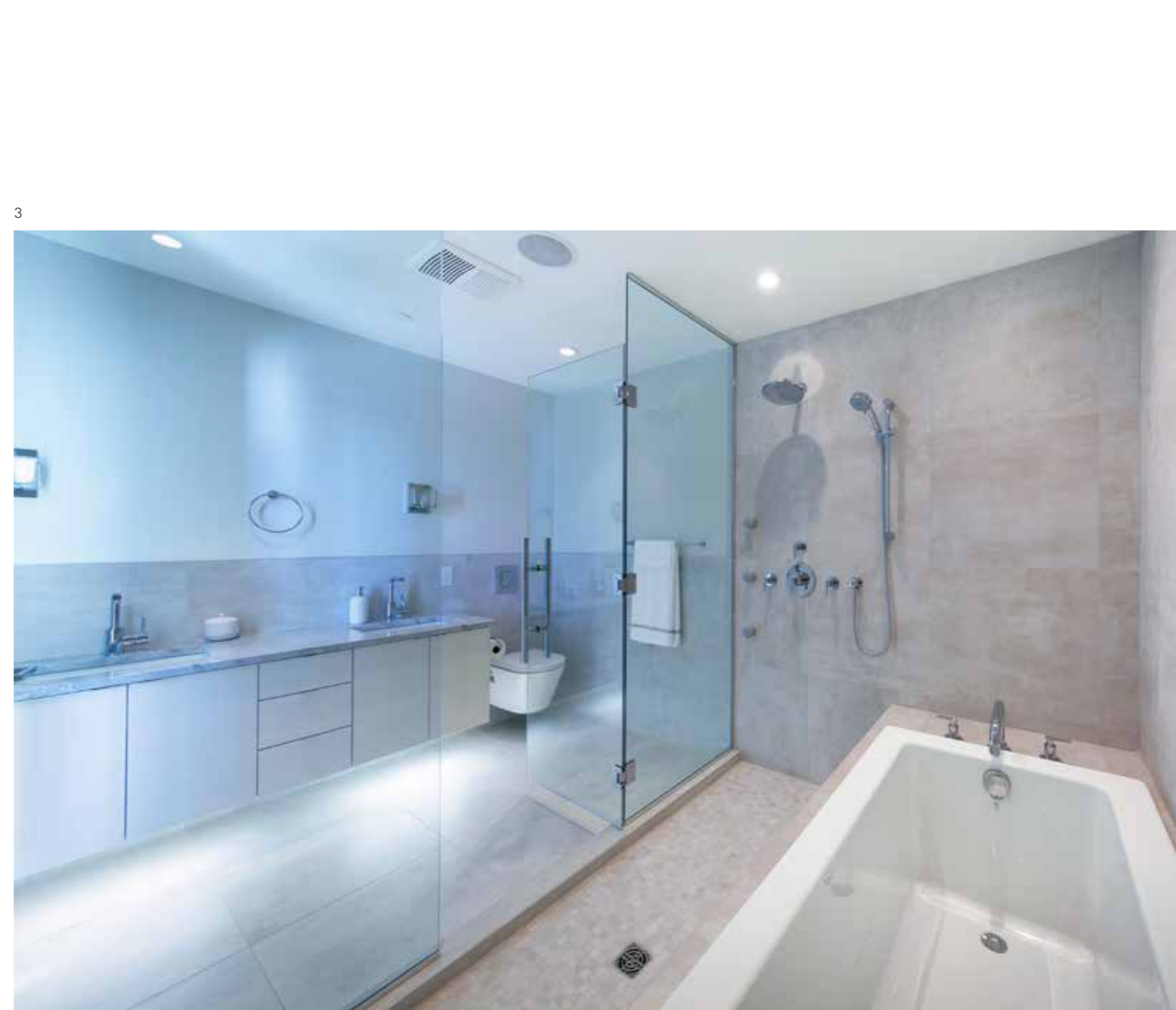


King's Wharf is inspired by the vast Atlantic Ocean, the dynamic Halifax city skyline and the charm of the community in which it resides. This multi-building condominium development unites contemporary minimalist design with creative living. Each residence combines sophisticated aesthetics and sleek modernism, while taking full advantage of the spectacular ocean on whose shores it has been built.

Located on Halifax Harbour in Nova Scotia, Canada, the prize-winning development has multiple residential buildings, a private marina and a variety of shopping options and restaurants. Residences for both long- and short-term residency are available. It is an architectural masterpiece that seamlessly combines Canadian flair and urban lifestyle, inspired by the sea and infinite creative possibility.

The subtle yet sophisticated design of the GROHE Essence series fits perfectly with King's Wharf's modern building complex. The purist, basic forms of this line stand for ultra-modern elegance and performance. In the kitchen, a Concetto basin mixer was chosen to provide dynamism.

- 1 "Strategic space planning is our biggest strength", says King's Wharf's interior design consultant Bruce Norman of Norman Flynn Design. The spacious suites offer spectacular views of world-renowned Halifax Harbour, while the ideal room layout incorporates tasteful design.
- 2 The floors and the furniture are high-end products that express unobtrusive elegance.
- 3 The chrome surface refinement of GROHE StarLight® technology is found in the showerhead and tub combination.
- 4 The cylindrical form of the GROHE Essence basin mixer offers exquisite beauty and function.
- 5 The Concetto single-lever mixer with GROHE SilkMove® cartridge technology delivers precise flow and water temperature. Fully removable, it has maximum mobility for cleaning kitchen utensils.



4

**Architect**  
Various

**Interior Design**  
Norman Flynn Design  
Dartmouth, Canada

**Address**  
50 King's Wharf Place  
Dartmouth, Canada

**Owner**  
Fares & Co. Development Inc.

**Date of completion**  
2015

**Area used**  
121,406 m<sup>2</sup>





# BIDDEFORD LILY POND HOUSE

1 The Lily Pond House, designed by Theodore + Theodore Architects, nestles on a 30-foot-high rock outcrop above an idyllic lily pond and looks out over the blue expanse of the Atlantic Ocean. Covered by white cedar boards and zinc panels, it will increasingly take on the silver grey colour of its surroundings over the years and become one with nature. The energy-saving house is almost completely independent of fossil fuels, creating most of the energy it needs itself by way of a 7 kW solar installation.

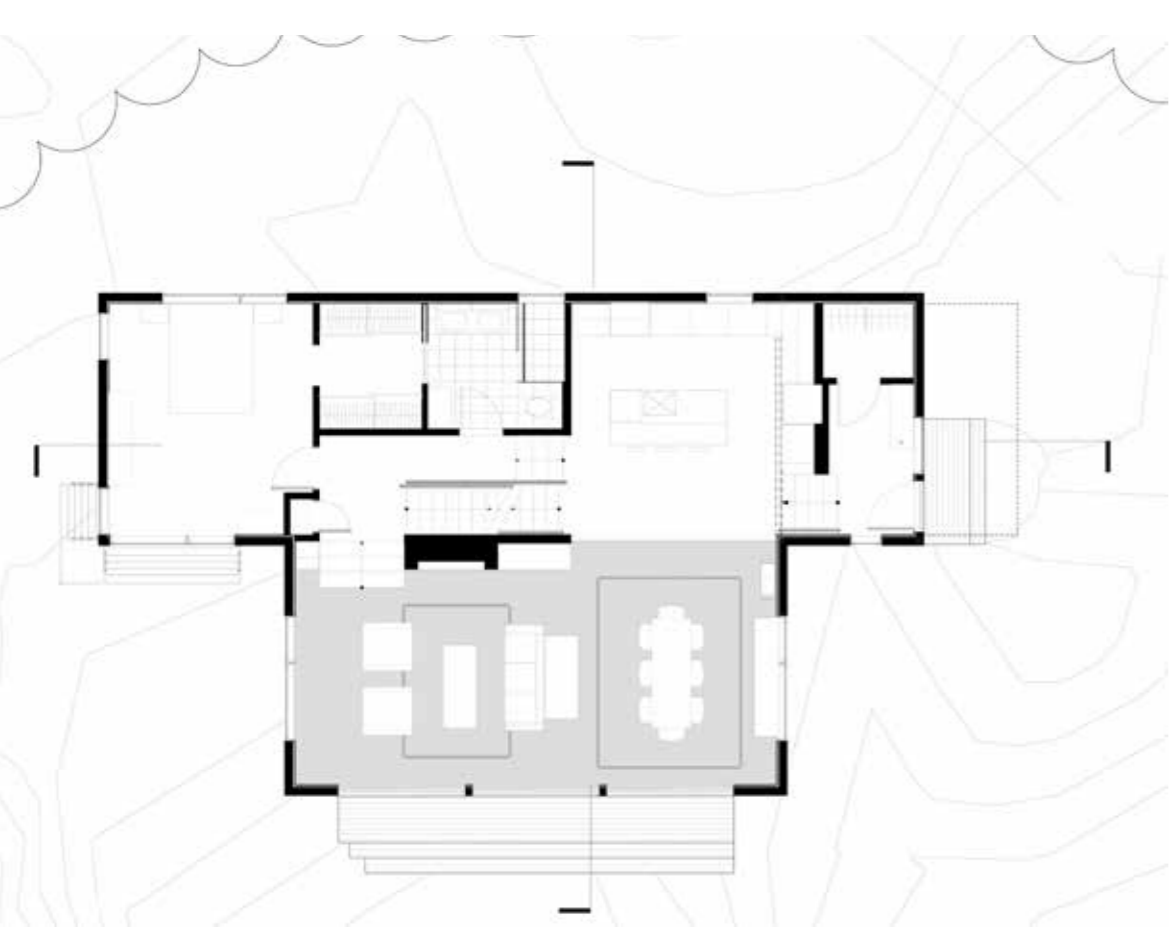
The water-conserving GROHE Concetto sink mixer with EcoJoy® technology fits perfectly with the energy-saving concept. Showering is a sublime experience thanks to the GROHE Rainshower® Cosmopolitan 210. People can use the Rain or DreamSpray functions depending on their mood.

2





4



- 1 The Lily House consists of three attached cubes that form a unit.
- 2 The solar panels are installed on the flat roofs, which also contain a sun terrace.
- 3 The interior design of the Lily Pond House is limited to the essential. The interior concept picks up on the colours and shapes of the natural surroundings.
- 4 Blue accents create a connection to the blue sky of the state of Maine and to the Atlantic Ocean.
- 5 The GROHE Rainshower® Cosmopolitan 210 overhead shower can be adjusted to a 15° angle.

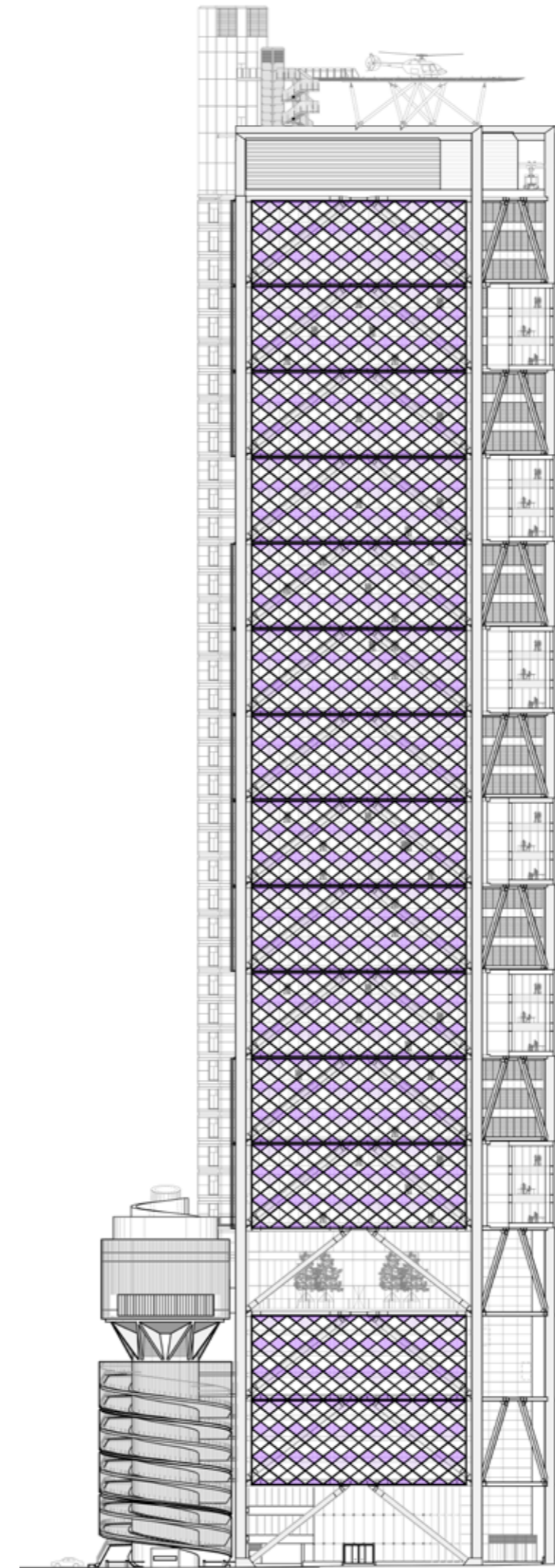
5



**Architect**  
Theodore + Theodore Architects  
Maine, USA

**Date of completion**  
2015



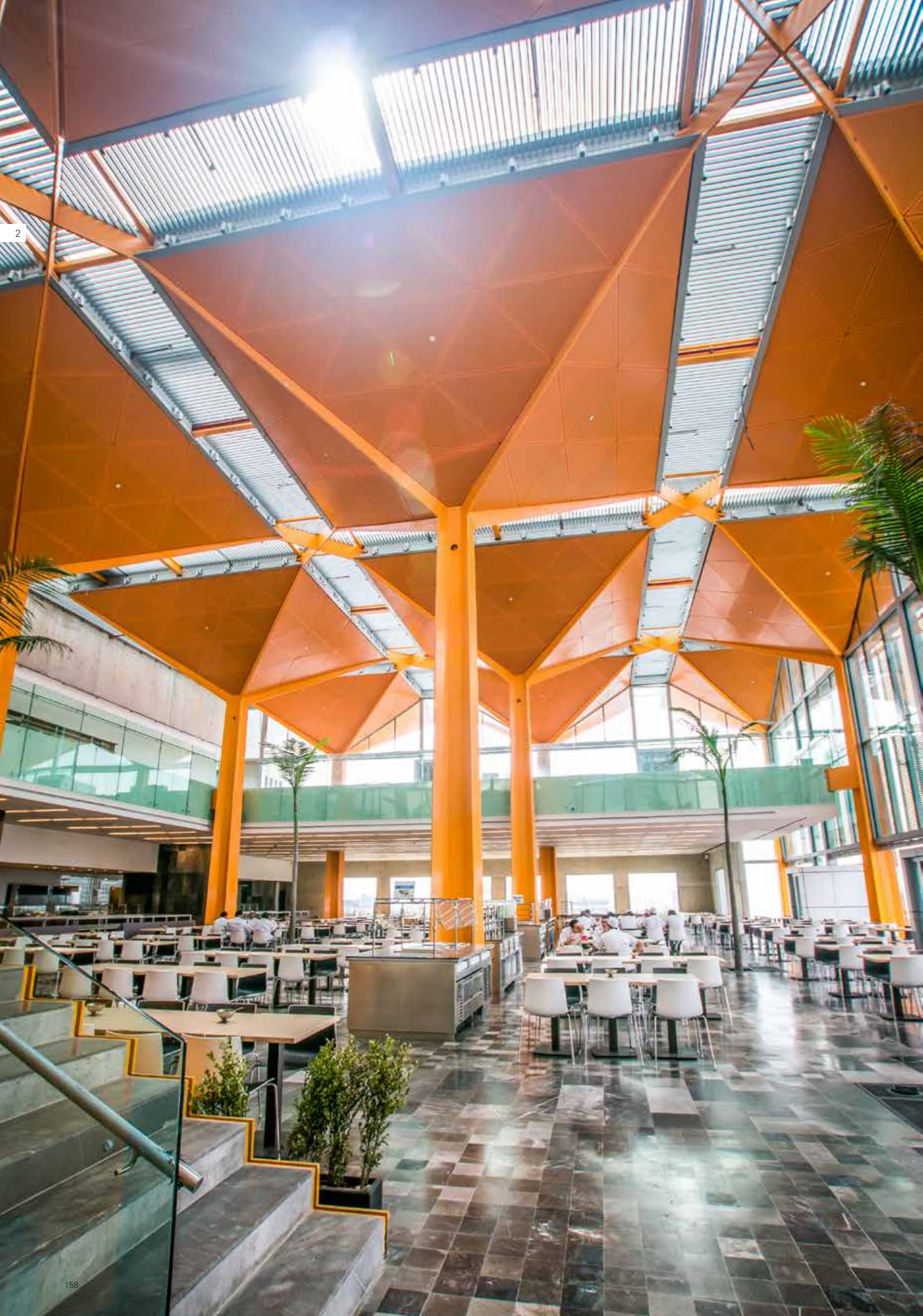


# MEXICO CITY BBVA BANCOMER TOWER

The 50-storey BBVA Bancomer Tower is an office building that was erected in a perfect location in Mexico City's Federal District. It has served as the headquarters for Mexico's largest bank, BBVA Bancomer, since the beginning of 2016. Rising 771 feet, it is Mexico's second-tallest skyscraper. "The form of this building is based on a rethinking of conventional approaches to office space," says Richard Rogers of Stirk Harbour + Partners, who worked together with the world-famous Mexican architects LEGORRETA® on the project. "The highly sustainable design incorporates a façade which draws on the heritage of Mexican architecture."

Ultra-modern architecture meets innovative technology in the bathrooms. The prize-winning GROHE Essence series features prominently in the office building's sanitary facilities. Hygiene is particularly important in public buildings. For this reason, the GROHE Essence E, which can be operated without hand contact due to infrared technology, was used. GROHE EcoJoy® conserves water despite high user fluctuation, and thanks to GROHE StarLight® technology, the elegant water faucet does not lose its irresistible lustre even after many years.

- 1 The building has 78,000 square metres of office space for BBVA Bancomer. It is situated right at Chapultepec Park.
- 2 The BBVA Tower was awarded a Gold LEED energy standard. Its structure protects against Mexico City's heat and solar radiation.
- 3 The stringent colour concept and elegant aura of the GROHE Essence E series make the public sanitary facilities in BBVA an absolute eye-catcher.
- 4 On the 12th, 21st, 30th, 39th, and 48th floors, small outdoor sky gardens provide a wonderful view over the city.



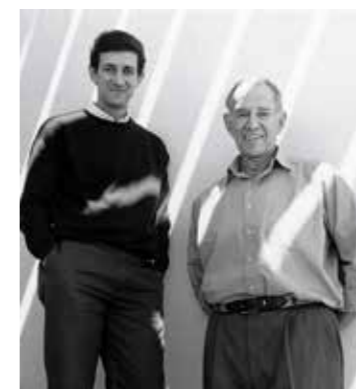
3



4



Lord Richard Rogers



Victor and Ricardo Legorreta  
(from left to right)

**Architect**  
LegoRogers LEGORRETA®  
Mexico City, Mexico  
and  
Rogers Stirk Harbour + Partners  
London, UK

**Interior Design**  
LEGORRETA®  
Mexico City, Mexico  
and  
Skidmore, Owings & Merrill  
Chicago, USA

**Date of completion**  
2016

**Area used**  
188,777 m<sup>2</sup>



# MARKHAM THE 6TH ANGUS GLEN

In 1995, Gordon Stollery had the vision of developing a master-planned community on his father's vast and beautiful estate on which he had already opened a golf course the same year. Today, 1,100 houses can be found there, offering security and high living quality. The 6th is a new home development that was added to the luxurious resort community. It has a spa and health club and many other amenities for its residents.

Sophisticated living for bon viveurs is nourished by a carefully selected and wide-ranging palette of GROHE products in the bathrooms and suites. The round and angular shapes of the perfected GROHE Grandera line found a place there. The basin mixers showcase the cylindrical design of the GROHE Essence series. Both the circular GROHE Rainshower® Cosmopolitan 400 and the matching dual-function thermostat are decorative and exude quality.

- 1 The Grandera 3-hole basin mixer with its shiny chrome surface and gold decoration is the epitome of luxurious water enjoyment and fits in dreamily with the marbled stone.
- 2 The perfect design form to complete the spatial image was the GROHE Essence high spout single-lever sink mixer, which perfectly matches the illuminating elements of the dining area. Due to its 360° swivel range, the resistant water dispenser is as flexible as the resident.
- 3 The Essence single-lever sink mixer also has a first-class appearance with its black stone plate.
- 4 The GROHE Rainshower® Cosmopolitan 400 is equipped with GROHE DreamSpray® technology, which creates flawless spray patterns. It can be adjusted individually thanks to a ball joint with a 20° rotation angle.



4



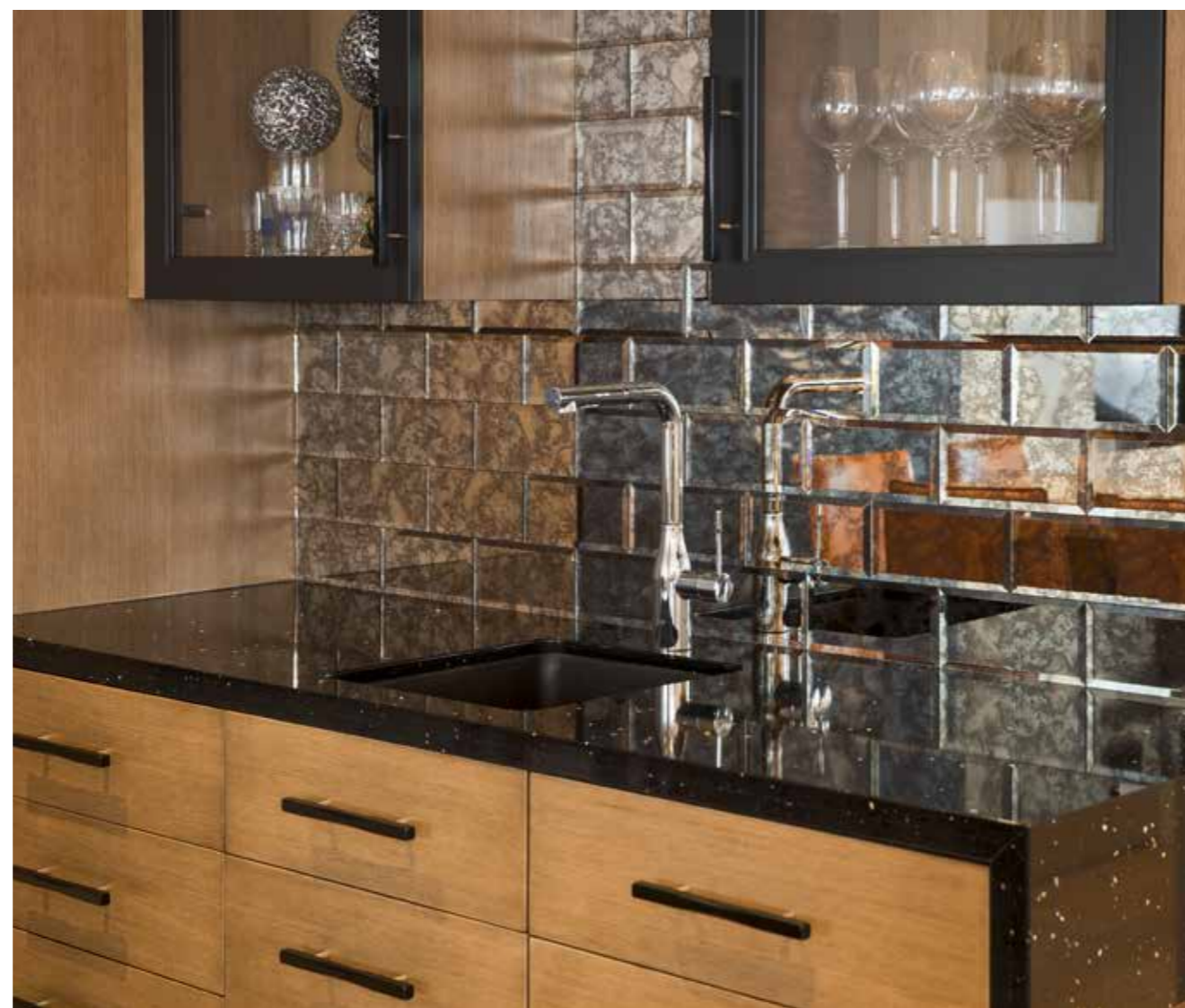
3

**Architect**  
Rafael + Bigauskas Architects  
Ontario, Canada

**Address**  
12 Stollery Pond Crescent  
Markham, Canada

**Date of completion**  
2016

**Area used**  
approx. 280 m<sup>2</sup>



# CHICAGO BACKYARD ANDERSONVILLE



The Backyard Andersonville project is a townhouse development on Chicago's North Side consisting of 23 residential units. Epitomising a modern lifestyle, it supports life in a sophisticated community. Pappageorge Haymes Architects created an extravagant exterior that fits in well with the existing neighbourhood and completes it in a positive way. The modern façade is high in recycled content, reusing wood pulp and fly ash. Furthermore, it employs a rain-control strategy that diverts water back to the exterior, reducing the amount of moisture trapped in the exterior envelope. The team of architects and developers set themselves the task of creating an environmentally friendly, energy-efficient building. The holistic design also includes a high-efficiency Energy Star furnace, air-conditioning, a humidifier, Nest learning thermostats, and a hydronic radiant floor heating system.

- 1 Due to the large windows with wood-aluminium frames, the living spaces are particularly bright. Each unit has a green area that the residents can design themselves.
- 2 On account of the additionally planned ceiling windows, extra light enters the fashionably equipped living areas on the ground floor.
- 3 The efficiently designed basin mixer fits in excellently with the modern kitchen and is a joy to operate thanks to first-class technologies.
- 4 The Concetto basin mixer has an impressive design with perfect interplay between the soft curves and clear lines. It is an ergonomic masterpiece. The soft visual language makes users feel comfortable and the gentle handling is impressive.





George Pappageorge, FAIA

**Architect**

Pappageorge Haymes Partners  
Chicago, USA

**Interior Design**

Jennifer Lissner  
Chicago, USA

**Address**

4832 North Clark Street  
Chicago, USA

**Units**

23

4



# SANTIAGO CLINICA ALEMANA MANQUEHUE ORIENTE

The Clínica Alemana in Santiago de Chile was opened by the German community in Chile in the early 1920s and rebuilt in the eastern sector in 1973. It works with the latest technological standards and has made top-quality patient care its mission. In recent years the Clínica Alemana has won a number of healthcare awards.

GROHE's easy-care products fit perfectly in the hospital environment, where hygiene is the top priority. The Tempesta shower head series is robust yet offers patients pure wellness with three adjustable sprays. And the attractive GROHE Eurostyle Cosmopolitan bathroom faucets reduce water consumption.

- 1 The ultra-modern six-storey building created by Marcela Quilodran y Gustavo Green architects has a linear design. The architecture is sustainable and implies the latest technologies.
- 2 The GROHE Tempesta shower set is easy to handle for patients and the Shockproof core protects the shower from damage if dropped. In addition, a SpeedClean anti-limescale system has been installed.
- 3 The elegant, easy-to-use GROHE fittings obtain their gloss from brilliant GROHE StarLight® technology. In addition, the chromium plating offers protection from scratching and does not lose its beauty even after years of use.



Gustavo Greene & Marcela Quilodran

**Architect**  
Marcela Quilodran B +  
Gustavo Greene W  
Santiago, Chile

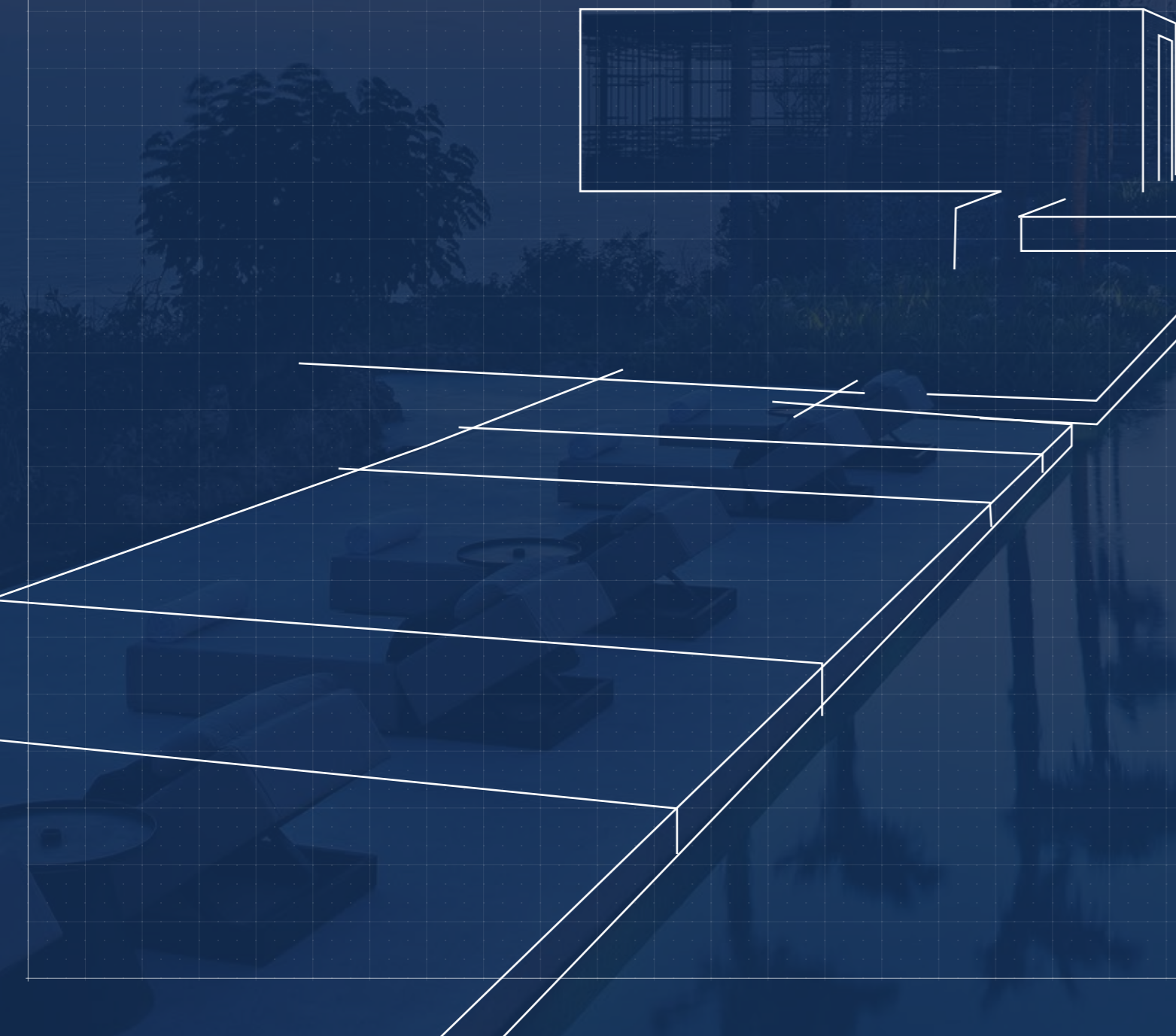
**Address**  
Manquehue Norte 1499  
Vitacura, Santiago, Chile

**Date of completion**  
2012

**Area used**  
35,458m<sup>2</sup>

# ASIA & PACIFIC

China 172  
Indonesia 176  
Singapore 180  
Japan 184/192  
Vietnam 188







# SHANGHAI BANYAN TREE SPA AT THE WESTIN HOTEL

Banyan Tree Spa Shanghai, located in The Westin Bund Center Shanghai, has received numerous accolades for its unique Chinese Five Elements philosophy, spa treatments and designer interiors. Banyan Tree Spa Shanghai spans 1,000 square metres, displaying a post-modern Chinese influence wherein the Five Elements are translated into a variety of refreshing ideas. Like the tropical and sacred tree from which it took its name, the Banyan Tree Spa offers guests a sanctuary for the senses – a place for physical, mental and spiritual renewal. To achieve this, the spa focuses on a non-clinical and holistic approach based on traditional Asian healing therapies. It emphasises on a “high-touch, low-tech” approach that celebrates the human touch and the use of natural herbs and spices.

GROHE Rainshower® SmartControl promotes endless relaxation and enjoyment in the Spa. The oversized luxury shower, which offers guests different stream pattern options – GROHE PureRain, GROHE Rain O<sup>2</sup> and even a massage function for the head and shoulders – caresses the body with warm water. It is very easy to use thanks to the three operating buttons that can be turned or pressed to select different modes. On account of the integrated GROHE TurboStat® technology, the thermo element is extremely sensitive and the heat can be regulated more safely, constantly and quickly than ever before.

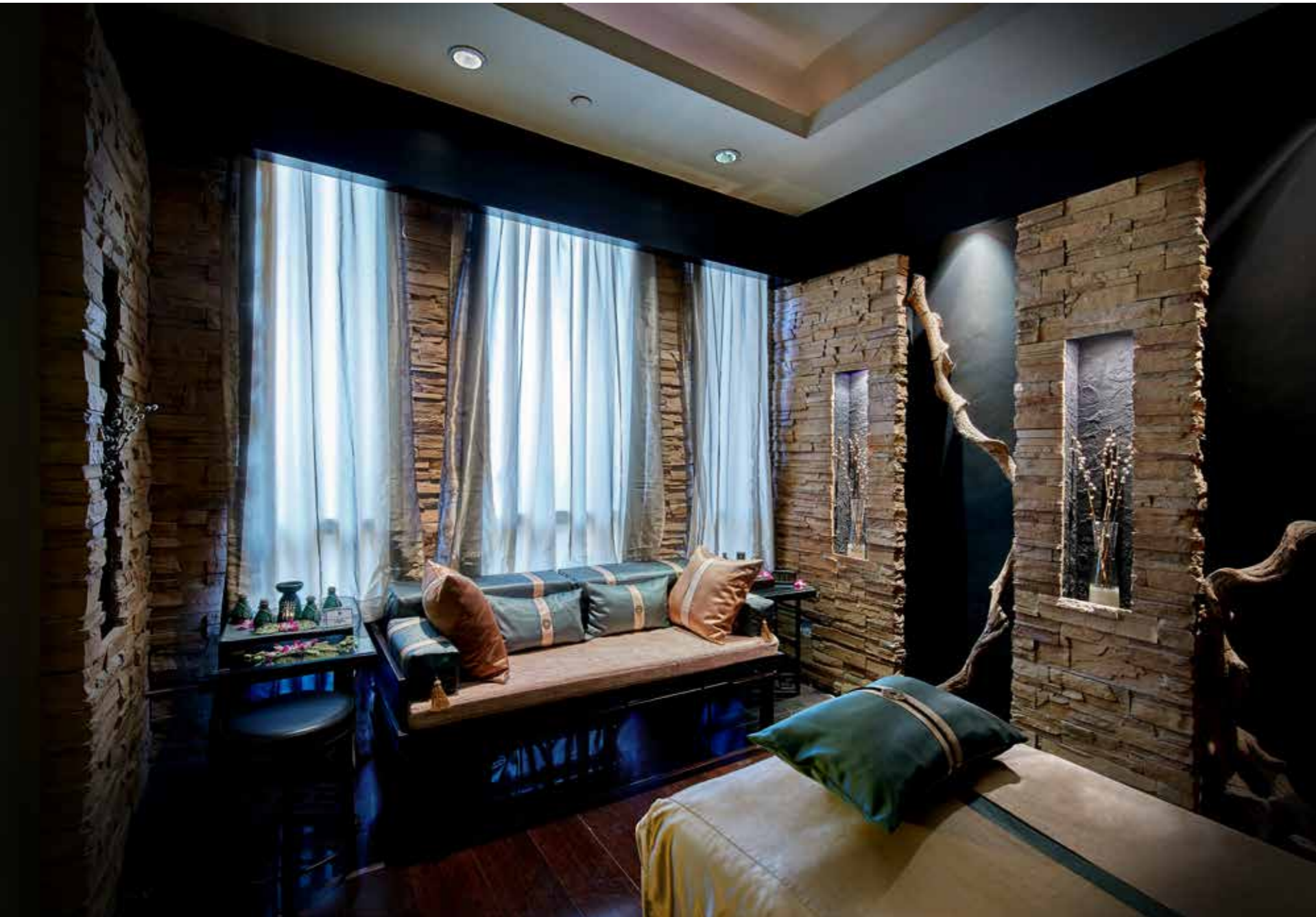
1 “The spa perfectly re-introduced an exotic blend of time-honoured Asian healing therapies and beauty remedies,” writes the *Shanghai Morning Post*.

2 Banyan Tree Spa pioneered the tropical garden spa concept with its Asian therapies and focus on spiritual, mental and physical harmony.

3 The ultimate spa-goer’s dream, the spa incorporates shower and steam facilities, a bathtub for two, a spacious relaxation area, two massage beds and a private toilet.

4 The GROHE Rainshower® SmartControl head shower has a TrioMassage function enabling guests to massage their head and shoulders. Different spray patterns and strengths can be selected comfortably using the control pad, obviating the need to adjust the showerhead. Maximum showering pleasure with a natural design.

2



3



4



**Architect & Interior Design**  
 Architrave Design & Planning  
 Banyan Tree's in-house design  
 division, Singapore

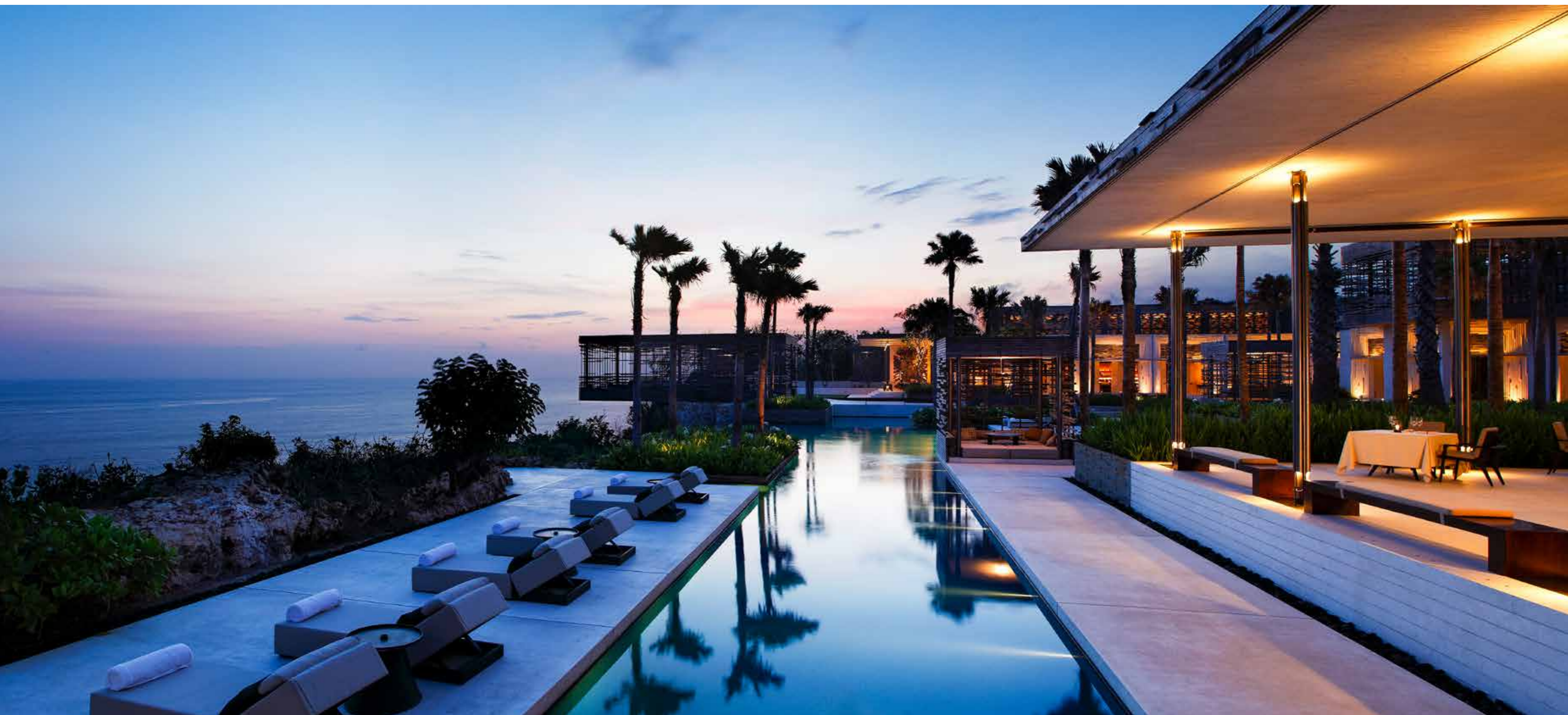
**Address**  
 Level 3, The Westin Bund Centre  
 Shanghai, 88 Henan Central Road  
 Shanghai 200002, China

**Date of completion**  
 2003

**Number of treatment rooms**  
 13

# BALI ALILA VILLAS ULUWATU

1



ALILA VILLAS ULUWATU . BALI

2



3



4

#### Architect & Interior Design

WOHA  
Singapore

#### Address

Jl Belimbing Sari  
Banjar Tambiyak  
Desa Pecatu  
Bali, Indonesia

#### Date of completion

2009

#### Number of villas

65

#### Area used

58,635m<sup>2</sup>



The resort, which has 65 villas, is located on the spectacular cliffs of the Bukit peninsula in southern Bali. It is a sublime architectural composition mingling modern luxury with the traditional Balinese pavilion style. WOHA architects of Singapore also oriented the design to the local terraces, making it fit exquisitely into the landscape. All of the materials used in the ecologically sustainable development are sourced locally.

Guests can celebrate water in the pool and sea, as well as in the bathrooms – all with wonderful views. Thanks to the GROHE Euphoria Cosmopolitan and the new Tempesta Cosmopolitan showerheads, guests can revel in showering at the highest level. The elegant basin mixers from the GROHE Concetto line add shapely curves to the resort's linear architectural forms.

- 1 Water is an important element at the resort. It is not only enjoyed by guests and residents, but also recycled as rainwater, used to water plants, and utilised to flush the toilets.
- 2 The light and airy rooms look out onto the beautiful terraces overlooking the ocean.
- 3 Exclusively native plants were used in the garden, some of them transplanted.
- 4 The airy architecture of the wooden building consists of sustainable timbers, including coconut and bamboo from Bali and the neighbouring island of Java.



# SINGAPORE PATERSON 3

The two modern, three-storey terrace units of Paterson 3 are like a tranquil island in the heart of pulsating Singapore. The project received the International Architecture Award, one of the most distinguished architectural prizes, in 2016. AR43 Architects played with the elements of wood, glass and metal as they developed this ultra-modern, Asian-influenced, cutting-edge design.

The bathrooms stand in stark contrast to the fast pace of the city, with GROHE products forming a calm oasis. The Allure series is characterised by angular rosettes out of which cylindrical shapes seem to grow. The Allure series and Paterson 3 itself are perfectly proportioned and both boast a minimalist beauty.

- 1 The roof opens in the middle enabling extra light to enter all the way to the ground floor. This is a fantastic way of brightening up the private rooms.
- 2 In Paterson 3, the architects continually brought exterior and interior elements into contact.
- 3 The GROHE Allure basin mixer, equipped with state-of-the-art technology, ensures the utmost enjoyment in the bathroom.
- 4 The vision of AR43 architects was to create a peaceful, tropical living environment in the middle of the urban jungle.

2



3



Lim Cheng Kooi

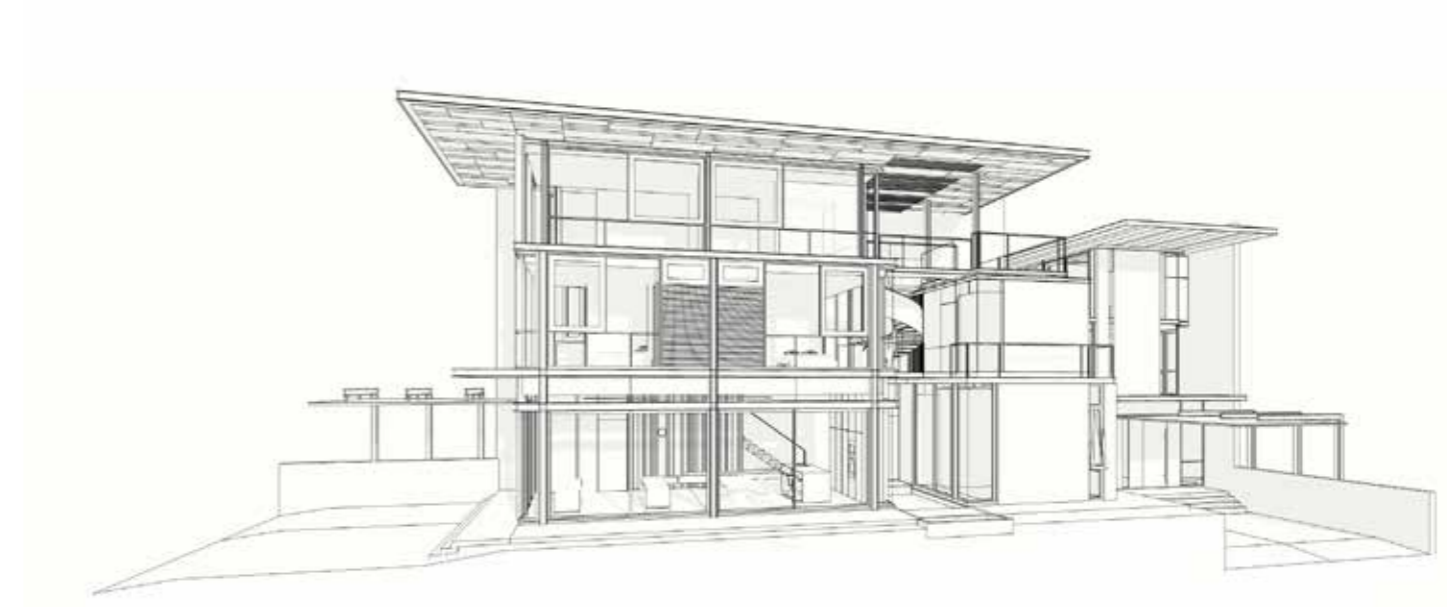
**Architect**  
Ar43 Architects Pte Ltd  
Singapore

**Owner**  
Bukit Sembawang Estates Limited

**Date of completion**  
2015

**Area per unit**  
380m<sup>2</sup>

4



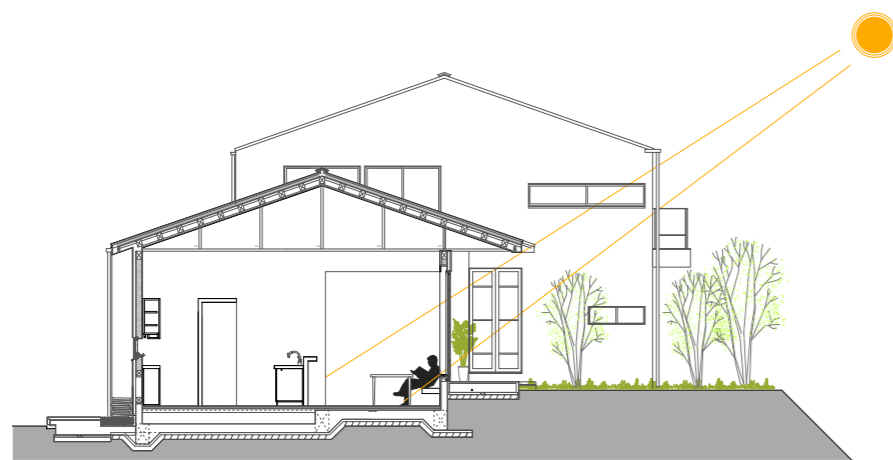
# KANAGAWA PREFECTURE JAPAN RESIDENCE

1



Ibaraki Residence is a single-family house in the Kanagawa Prefecture on the east coast of Japan. The structure of the building consists mainly of steel and wood. Naoi Architecture & Design Office opted for a hut-like form to create a link to the natural surroundings. The design is meant to underscore a cultivated, simple, true life and is in harmony with the green environment.

The GROHE Minta collection is perfect for the warm yet minimalist kitchen design. The slender, clear forms are devoid of playful elements and a real eye-catcher in the modern kitchen.



2



3



4



5

- 1 Natural materials give the designer house a rustic touch.
- 2 With its extractable spout and 360° swivel range, the single-lever basin mixer in the GROHE Minta series is an extremely flexible feature.
- 3 Naoi Architecture incorporated large windows into the building, enabling residents to admire the beautiful natural surroundings.
- 4 The ground floor is another bright space and is discreetly divided into three zones.
- 5 The light and airy lounge allows easy access to the kitchen area.



Noriko Naoi & Katsutoshi Naoi

**Architect & interior design**  
 NAOI architecture & design office  
 Tokyo, Japan

**Date of completion**  
 2015

**Area used**  
 245.41 m<sup>2</sup>

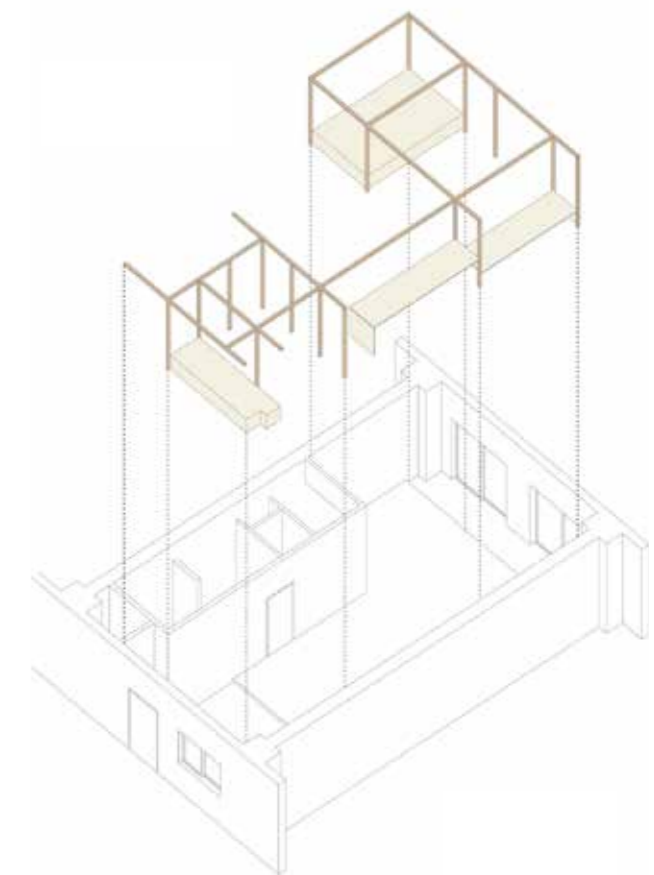


# KAWASAKI FRAME HOUSE



The architects of the four-member Peak Studio collaboration, whose office is located south of Tokyo, create extraordinary projects with their own distinctive style. Frame House was created for people who seek simplicity and like to commune with Nature. Due to the frame, the walls are only loosely defined and can be changed depending on requirements. As a result, the house has a very bright and airy character. Curtains and other separating elements can be attached to the frame, as well as flowers or a hammock. It's a house that proposes a particular framing of life.

The GROHE Minta C-spout blends in with the minimalist design. Like the interior design in general, it dispenses with unnecessary elements and impresses with its clear, elegant lines. The flexibility of the wooden frames is mimicked by the water faucet, which is maximally exploited due to the unparalleled swivel range.



2



3



Architect  
Peak Studio  
Kawasaki, Japan  
Date of completion  
2016  
Area used  
54m<sup>2</sup>

4



- 1 The GROHE Minta C-spout fits superbly into the stylish eat-in kitchen, in which every detail is important. In addition to the GROHE StarLight® chrome surface, the collection also includes the especially resistant SuperSteel surface.
- 2 Empty areas and forms leave a lot of leeway for designing and reinterpreting the living area.
- 3 The architects' design enhances the proximity to Nature.
- 4 Minimalist design and functionality are important factors in Frame House.



# MIDDLE EAST & AFRICA

Greece 198  
Turkey 202/212/214  
Morocco 204  
UAE 208

# IMEROVIGLI GRACE SANTORINI

1





The Grace Santorini boutique hotel, which has won many top international awards, is situated on the spectacular island of Santorini in Cyclades. The exclusive 21-room boutique hotel stands on a cliff 300 metres above the Aegean Sea. It combines classical Greek architecture, marked by organic forms, clear lines and pure white, with luxurious elements. Due to the hotel's minimalistic design, the impressive landscape is emphasised.

In the designer bathroom, guests can refresh themselves in the spacious rain showers. For the hotel's VIP bathroom, a wall-mounted GROHE Allure faucet was used. This regal faucet ennobles the designer bathroom and is ideal for very special occasions.

- 1 The Infinity pool and the Aegean Sea seem to blend architecturally.
- 2 Every room has a fantastic view of the volcanic island's stunning sunsets.
- 3 The Villa at Grace Santorini has its own spa treatment room with heated plunge pool and steam room.
- 4 The 2-hole wall-mounted GROHE Allure faucets are the epitome of opulent comfort.

3

**Architect**  
Diversity Architects  
London, UK

**Interior Design**  
Fifth Element Interiors  
London, UK  
and  
SMK Interiors  
Athens, Greece

**Address**  
Imerovigli, Greece

**Date of Renovation**  
2016

**Number of rooms**  
21



4



# ISTANBUL PULLMAN & MERCURE ISTANBUL AIRPORT AND CONVENTION CENTRE



2



3



This five-star hotel is very close to Atatürk Airport and to the trade fair and convention centre, making it very convenient for business tourists. In addition, it has 51 of its own conference rooms with a comprehensive service concept. The local interior designers Triga Design opted for classical elegance coupled with urban sophistication in the 780 guestrooms and in the public areas.

The bathrooms in the guestrooms feature a wonderful selection of GROHE products. In the Essence series, guests find cutting-edge technologies. GROHE AquaGuide directs the water stream perfectly and GROHE SilkMove® perfectly calibrates water volume and temperature. The GROHE Rainshower® F-Series used in some of the bathrooms is an eye-catcher and ensures pure relaxation with the introduction of side showers.

#### Architect

Semih Goral, 3G Mimarlık  
Istanbul, Turkey

#### Interior Design

Triga Design, Triga Mimarlık Ltd.  
Istanbul, Turkey

#### Address

Yenibosna Merkez Mahallesi  
1 Asena Sok No:15  
Istanbul, Turkey

#### Owner

ERSA

#### Date of completion

2015

#### Number of rooms

780

#### Room are starting from

32 to 93m<sup>2</sup>

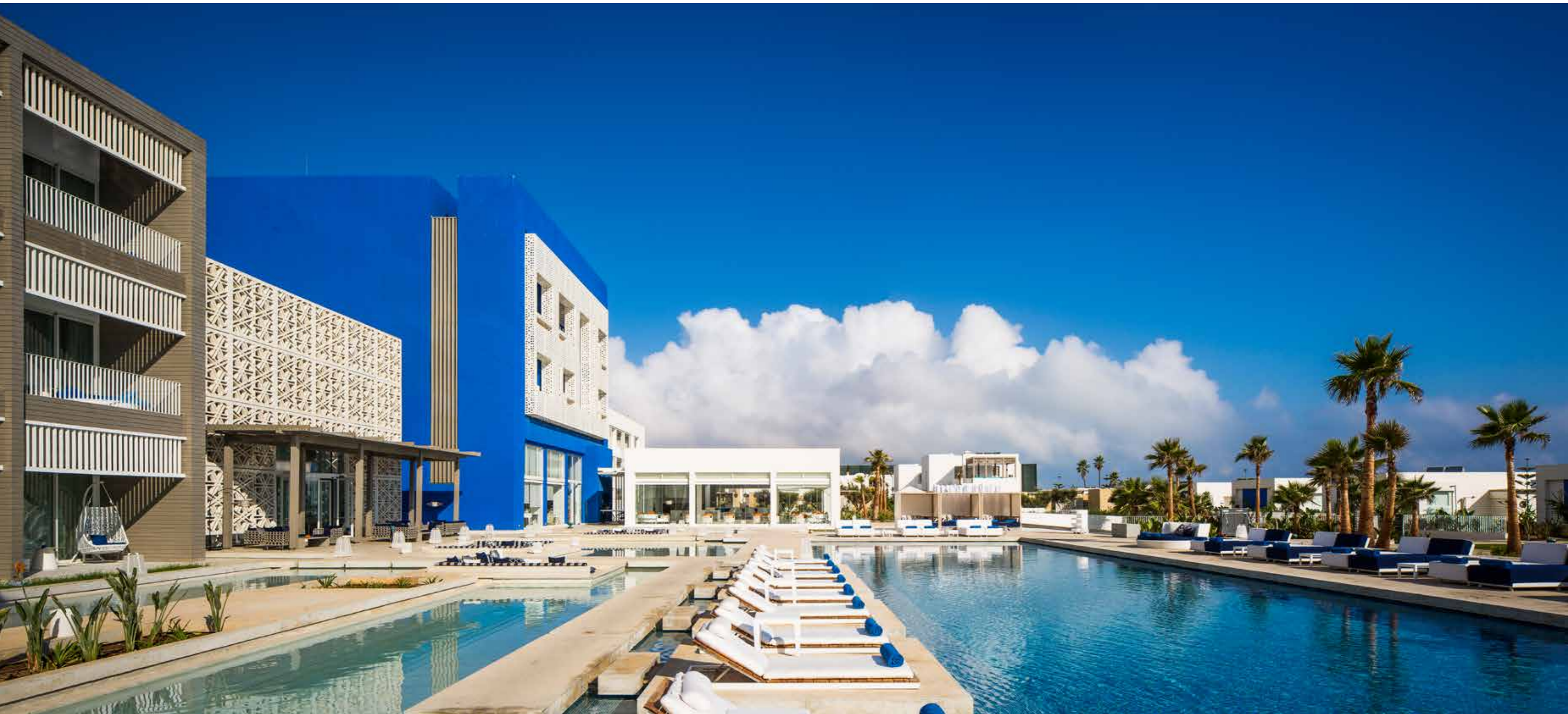
#### Congress center

16.000m<sup>2</sup>

- 1 The GROHE Allure 3-hole basin mixer in the stylish bath shines thanks to especially resistant StarLight® technology.
- 2 The biggest conference room encompasses 7.500m<sup>2</sup> and Pullmann staff use state-of-the-art technology to ensure that meetings run smoothly.
- 3 The 40m<sup>2</sup> deluxe rooms with elegant black elements command a superb view of the city.

# M'DIQ SOFITEL TAMUDA BAY

1





This five-star luxury hotel, which opened its doors in the summer of 2016, is located 20 miles east of Tangier right on the Alborán Sea. In addition to 104 guestrooms, it has 13 freestanding bungalows and villas. GM Architects are known for their holistic architecture, and the bright building complex fits fabulously into the coastal region. For the interior, they worked with numerous colour accents that perfectly match vibrant Moroccan culture. It is a "colourful and chromatic palette inspired strongly by the French arty Riviera glamour of the 50s," said GM architects.



Galal Mahmoud, President

**Architect & Interior Design**  
GM Architects, Beirut, Lebanon  
Anwar Hajj, Architect/Partner  
Randa Chahine, Designer/Partner

**Address**  
Sebta M'Diq, Route de Tanger  
Tetouan - Tangier, Morocco

**Date of completion**  
2016

**Area used**  
38,128m<sup>2</sup>

Extravagant, impeccably designed GROHE basin mixers feature prominently in Sofitel Tamuda Bay's bathrooms. Particularly the faucets from the Allure Brilliant series, which are real eye-catchers in some of the bathrooms, have set new standards in water enjoyment. Like a polished gem, they exude regal luxury and underscore it with cutting-edge technologies.

- 1 The hotel has already won three awards, including the World Luxury Hotel Award 2016.
- 2 Most of the rooms have magnificent ocean views.
- 3 The spa area is a modern blend of Moroccan culture and Western European influences.
- 4 The timeless designs of the GROHE Grandera bath mixer and the GROHE Atrio basin mixer complement each other with their minimalist C and L shapes.





# ABU DHABI FAIRMONT BAB AL BAHR

1



- 1 "The white lighting pattern on the façade is the digitalised interpretation of the white crests on the sea," explains the architect Wieland Schorer.
- 2 The luxurious bathroom design with GROHE rain showers and faucets ensures pure enjoyment.
- 3 Each room has its own theme and design concept. The unique rugs come from Ege carpets. In the background is Sheikh Zayed Grand Mosque.
- 4 Guests can relax on one of the hotel's own sandy beaches or at the pool. Various athletic activities are offered on the grounds.

2



3



4



The modern luxury hotel was built in a new section of Abu Dhabi on an inlet. Many of the 369 guest rooms and suites have a spectacular view of the bay. "The inspiration for the design of the hotel takes its cue from the white crests on the sea," says architect Wieland Schorer from 4D Design, "The owner's vision was to develop a unique landmark destination achieved by light patterns and architectural inspiration." Inside ultra-modern elegance blends with the magnificence of Arab tradition.

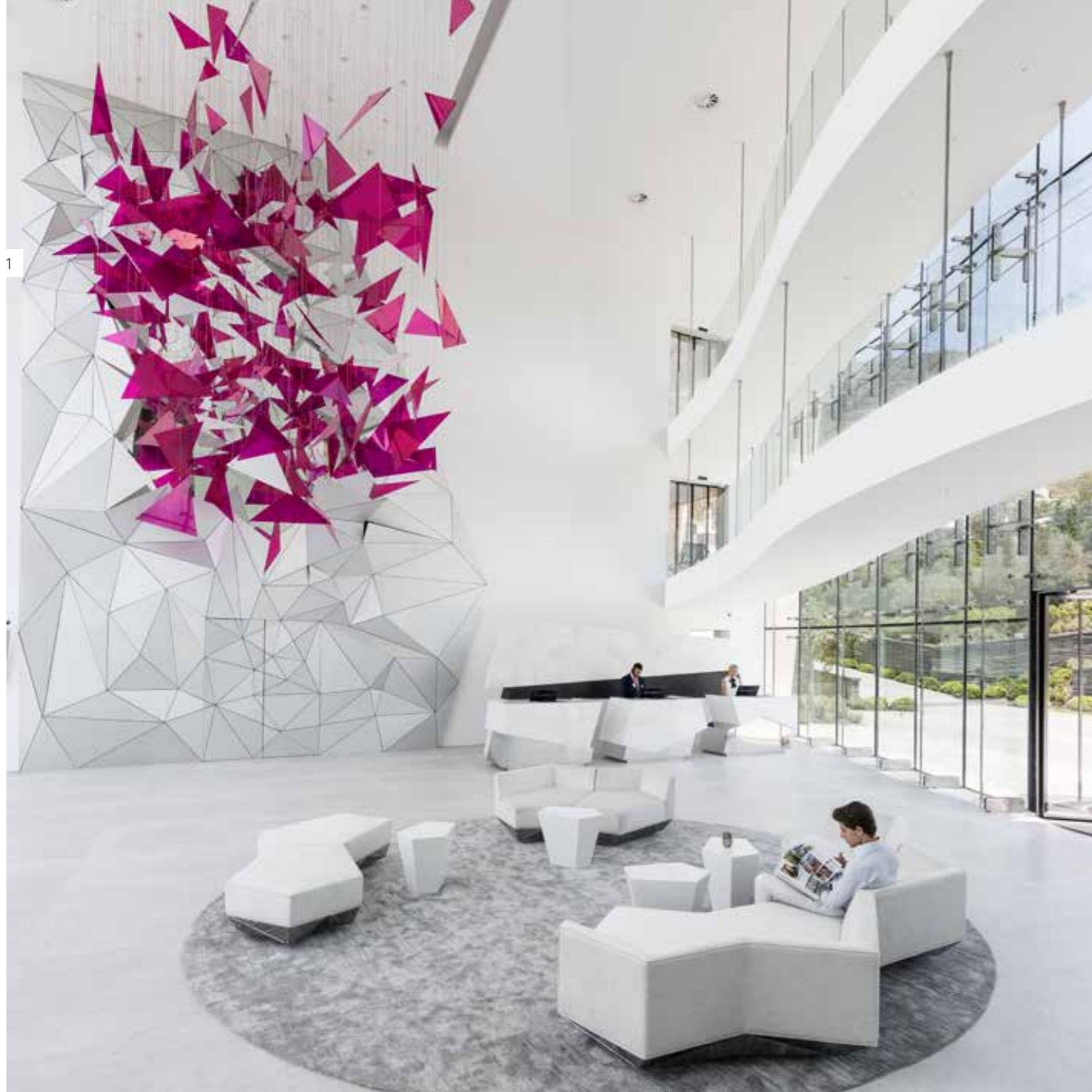
The formal clarity of the GROHE Allure Brilliant series seamlessly reflects the architectural concept in the bathrooms.

**Architect**  
Wieland Schorer  
4D Design  
Dubai, UAE

**Interior Design**  
Interior Motives  
Dubai, UAE

**Address**  
Bain Al Jessrain, Khor Al Maqta  
Abu Dhabi, UAE

**Number of rooms**  
369



# BODRUM SWISSÔTEL RESORT BODRUM BEACH

Swissôtel Resort Bodrum Beach is a boutique hotel with 20.653m<sup>2</sup> construction area which was opened in June 2015. It lies directly on the beachfront in Turgutreis-Bodrum, approximately 20 km far from the centre of Bodrum. The hotel features 66 guest rooms and suites, many of which enjoy a minimalist, modern design, innovative bathrooms, state of the art technology. Gökhan Avcioglu and GAD oriented the architecture to local design and integrated the resort seamlessly into the coastal landscape.



Gökhan Avcioglu, GAD Architects

**Address**  
Gazi Mustafa Kemal Blv. No:42  
Bodrum, Turkey

**Operator**  
Swissôtel Hotels & Resorts

**Client**  
Çağdaş Holding

**Date of completion**  
2015

**Area used**  
26,653m<sup>2</sup>

**Architect**  
GAD Architects  
Istanbul, Turkey

**Interior Design**  
P. Irmak Çağlar  
Contemporary  
Design Works (CDW)  
Bodrum, Turkey

In the hotel's bathroom landscape, universal beauties and brilliant top GROHE fittings were chosen. The classic GROHE Atrio line is a timeless treasure while the GROHE Allure Brilliant series is the epitome of opulent comfort. The fittings in this collection are polished like jewels and boast scintillating technological sophistication down to the last detail.

2



3



1 The hotel's futuristic lobby plays with different geometric shapes. The contrasting triangles seem to float in the white space.

2 The two-storey hotel has a semi-circular arrangement that frames the grounds. It has both an outdoor and an indoor pool.

3 The GROHE Allure Brilliant basin mixers and bathtub fittings in the spacious, stylish bathrooms emanate grace and confidence. The Sena hand shower has a powerful stream and distributes water evenly thanks to GROHE DreamSpray® technology.



# ISTANBUL CLARION HOTEL GOLDEN HORN

The Clarion Hotel Golden Horn, built by Maksem Insaat and designed by MEAS Design, opened in 2016. The four-star hotel is located in front of the Golden Horn in the Beyoglu district. The unique hotel is a haven of peace yet is easily accessible from anywhere in the city. Environmentally friendly and sustainable, the Clarion Golden Horn was awarded the LEED Silver certificate. It has 185 rooms with spectacular views, a spacious ballroom, five functional meeting rooms, an international and a Turkish restaurant, and a lobby café.



Merve Ertürk, MEAS Design

**Architect**  
SPDO Design, Istanbul, Turkey

**Interior Design**  
MEAS Design, Istanbul, Turkey

**Owner**  
Maksem Insaat

**Address**  
Imrahor Cad. Sivaseli Sok No:10  
Beyoglu /Sütlüce 34445  
Istanbul, Turkey

**Date of completion**  
2016

**Number of rooms**  
185

- 1 The Clarion Hotel Golden Horn is ideally situated in the city. Straight, attractive forms were chosen for the spacious public areas.
- 2 The sandy colour beige runs through the hotel like a thread, all the way to the guest rooms.
- 3 The Allure 2-hole basin mixer and the Rainshower Cosmopolitan are high-performance products with unsurpassable charm. The GROHE Tempesta hand shower has three spray types; users can choose between GROHE Rain O<sup>2</sup>, Rain or Massage, depending on their needs.



# GROHE BRAND

GROHE is a global brand dedicated to providing innovative water products that delight our customers and exceed their expectations.

We have a rich tradition of creating market leading products and we have expanded our core competencies by acquiring the skills and experience of innovative enterprises over many years.

As the world's leading provider of sanitary fittings we offer solutions for every aspect of the bathroom and the kitchen, all from a single, reliable source. Above all, we are passionate about water – using it with intelligence, conserving it without compromise and creating an emotional connection in the hearts of our customers to ensure “Pure Freude an Wasser”.

## PURE FREUDE AN WASSER.

Life-giving, universal, joyful – water itself is the source of inspiration for the whole of our distinctive product portfolio.

Each of these products is always based on our four core values: Quality, Technology, Design and Sustainability. Balancing these in everything we do, allows us to deliver unrivalled water enjoyment to our customers.





QUALITY  
GERMAN PERFECTIONISM  
INSPIRES ULTIMATE  
CUSTOMER CONFIDENCE.

We strive for an excellence that goes way beyond the surface of our products. In fact, from design to production and customer service we aim for nothing less than perfection at every stage.

Our history of great German engineering, rigorous internal tests and numerous external certification processes are what gives our customers complete confidence in a name they can trust.



## TECHNOLOGY MASTERING WATER THROUGH TECHNOLOGY.

In our relentless search for technological innovation we work to integrate the latest digital advances, creating smart solutions that enhance our customers' enjoyment of water. Our in-house experts harness the power of water to enhance the experience of our customers every day – the moment of truth, for our products and brand.





DESIGN  
SIGNATURE  
ELEMENTS STYLED  
TO PERFECTION

An empathetic and intuitive design language offers us the opportunity to create products that feel as if they were designed just for you. This unique GROHE DNA that is both ergonomic and visually distinctive has earned us numerous design awards: world class references are testimony to our world-wide recognition.



## SUSTAINABILITY ENSURING WATER ENJOYMENT FOR GENERATIONS TO COME.

Water is as essential as the air that we breathe, one more reason why we are so passionate about it.

To be able to offer “Pure Freude an Wasser”, not just to today’s consumer but for generations to come, we offer sustainable product solutions like GROHE EcoJoy® and GROHE SilkMove® ES, and we demonstrate through our Sustainability Report and Sustainability accolades that we have made a serious corporate commitment to protecting the planet.

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by architects / designer

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