

AXOR[®]
hansgrohe

**DESIGNER
VISIONS
FOR YOUR
BATHROOM**

WHAT MAKES A GOOD BATH- ROOM?



Philippe Grohe, head of the Axor brand and grandson of the Hansgrohe founder.

“

How does water affect our wellbeing? Why do we shower for longer than the minute it takes us to get clean? What is it that actually makes a good bathroom?

We join a number of extraordinary designers and architects of our time to focus on these questions. Creative designers use their dream bathrooms to give us their perspective of the bathroom as a living area and an answer on how life in the bathroom can be made better and more beautiful. Their different design styles and ways of thinking give rise to a plethora of solutions – together with a vast range for selection. After all, there is not simply a universal bathroom solution for all, but an individual solution for each and every one of us.

Be inspired by our designers' innovative strengths and discover your very own feel-good bathroom with the Axor brand.

Yours,

A handwritten signature in black ink, appearing to read 'Philippe Grohe', written in a fluid, cursive style.

”

THE AXOR DESIGNERS



1 | PHILIPPE STARCK

The popstar of design: One of the best known designers and a tireless free spirit, whose spectacular style never ceases to amaze. Has been working with the Axor brand since 1992.

2 | ANTONIO CITTERIO

The gentleman of Italian design: He epitomizes modern interior design like few others. The designer and architect takes his inspiration from modern life and from living in the world's major cities. Has been working with the Axor brand since 2001.

3 | JEAN-MARIE MASSAUD

The leading representative of nature-inspired design represents the symbiosis between man, nature, and space. Has been working with the Axor brand since 2004.

4 | PATRICIA URQUIOLA

The master of style fusion combines the old and the new, the playful and the floral, and complements her creations with a feminine touch. Has been working with the Axor brand since 2004.

5 | RONAN & ERWAN BOURULLEC

The individualists of design: They enjoy letting users decide what to do with their products. Have been working with the Axor brand since 2004.

6 | NENDO

Poetic design from Japan: Oki Sato of Nendo enjoys playing with boundaries and loves creating little moments of surprise. Have been working with the Axor brand since 2009.

7 | FRONT

The design trio with an eagerness to experiment: The rising stars from Sweden just love to experiment – with materials, with techniques, with boundaries. Have been working with the Axor brand since 2009.

8 | PHOENIX DESIGN

Product design made in Germany: Winner of more than 400 design awards. Have been working with Hansgrohe for 40 years.

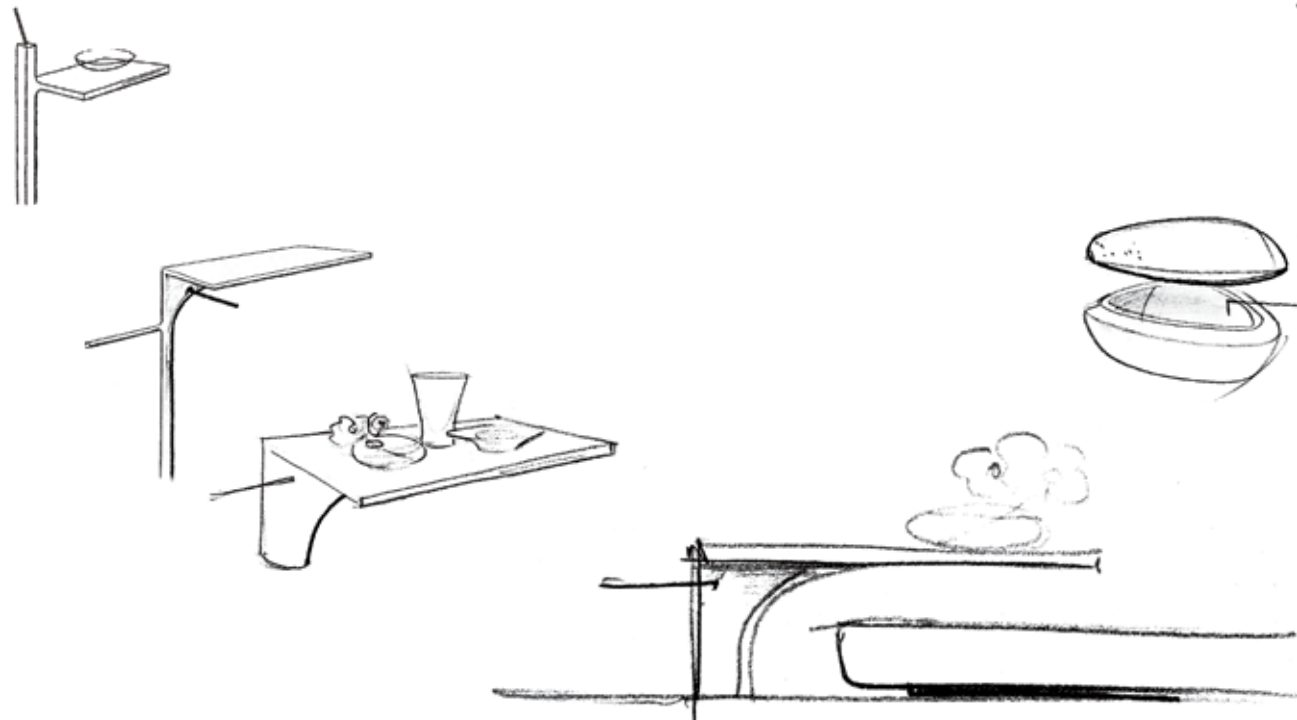
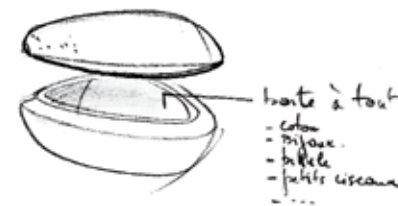
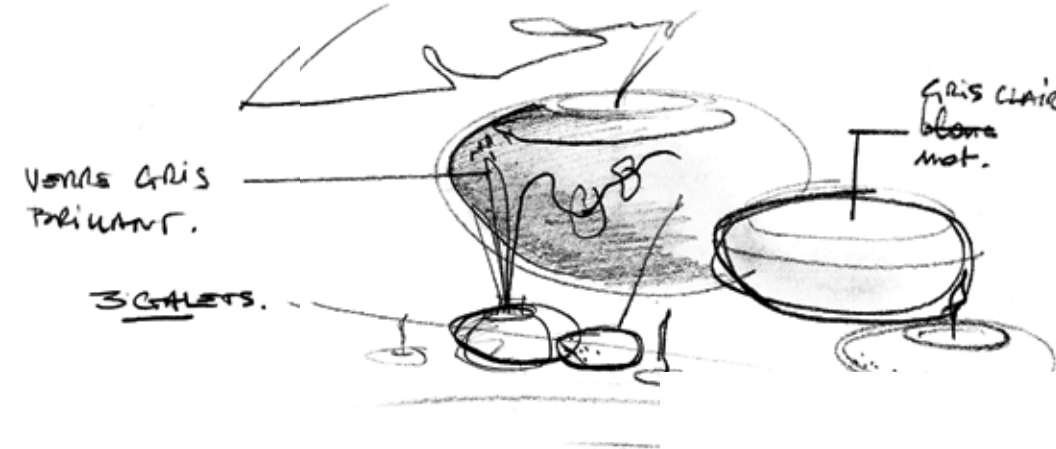
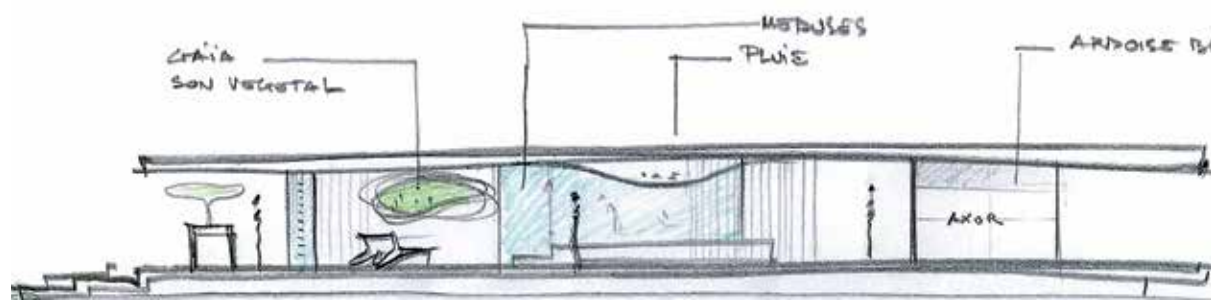
MAKING OF A COLLECTION. AXOR MASSAUD.

HOW IS A COLLECTION ACTUALLY CREATED? HOW DOES A BATHROOM DREAM BECOME A BATHROOM COLLECTION?

All new Axor collections start with the designer's personal vision. In Jean-Marie Massaud's idea of the perfect bathroom, the resident brings the experience of nature into the home. For the Axor brand, the designer first sketched his bathroom dream in the Axor Water-Dream project. He then designed the entire bathroom collection, for which he was inspired by nature. The faucet's shaft is based on a blade of grass, the towel rack echoes Massaud's philosophy as a branching tree, the vase celebrates the ritual use of water, and the candle holder and flower vase resemble river stones that would caress the hand.

In addition to design, the technical aspect also plays a key role. Function follows form. The water flowing out of the faucet should be clear, pure and beautiful like a natural waterfall – this was the requirement that Massaud set for Axor and his development team. How could this idea become a reality? The "function follows form" principle required a completely new faucet design. The interior workings of the faucet had to be redesigned so that the water flowed quietly and smoothly out of the spout. To create the elegant water jet, the experts from the Hansgrohe spray laboratory had to integrate highly sophisticated technology into the extremely slim faucet.

The result is clear: a faucet from which a beautiful waterfall flows; a particularly pleasant experience that uses very little water.



- 1 The water runs evenly along parallel tracks.
- 2 Small bridge pillars slow the flow rate of the water jet.
- 3 Stabilisation rims on the outer right and left prevent the eddying of the gentle flow.
- 4 A silicon lip makes it easier to thoroughly clean the mixer.



The washbasin's geometry has been precisely tailored to the water jet.

DIALOGUE AND DEVELOPMENT

After intensive discussions between the designers and the development team, all of whom are regarded as equals, the Axor collections finally reach the production stage. These products are produced at a plant in Schiltach, Germany which is solely dedicated to the Axor brand, where state-of-the-art German engineering meets years of tradition to create the hundreds of products available from the Axor brand. It takes a great deal of dialogue and development to turn the designers' visions into reality. Their high standards give rise to many different production stages.

These include precisely casting and cutting the faucets or subjecting the square-edged surfaces to even more intensive processing to ensure that they are optimally chrome-plated. The molding blank is refined like a raw diamond in many individual stages until the final aesthetics are achieved. Even the base of the Axor Massaud faucet is hand-polished until it acquires a brilliant shine. The faucet therefore travels from the casting department to the polishing and electroplating departments all the way to the final assembly stage.



▼ 1. Casting department



▼ 2. Polishing department



▲ 3. Electroplating department



▲ 4. Final assembly

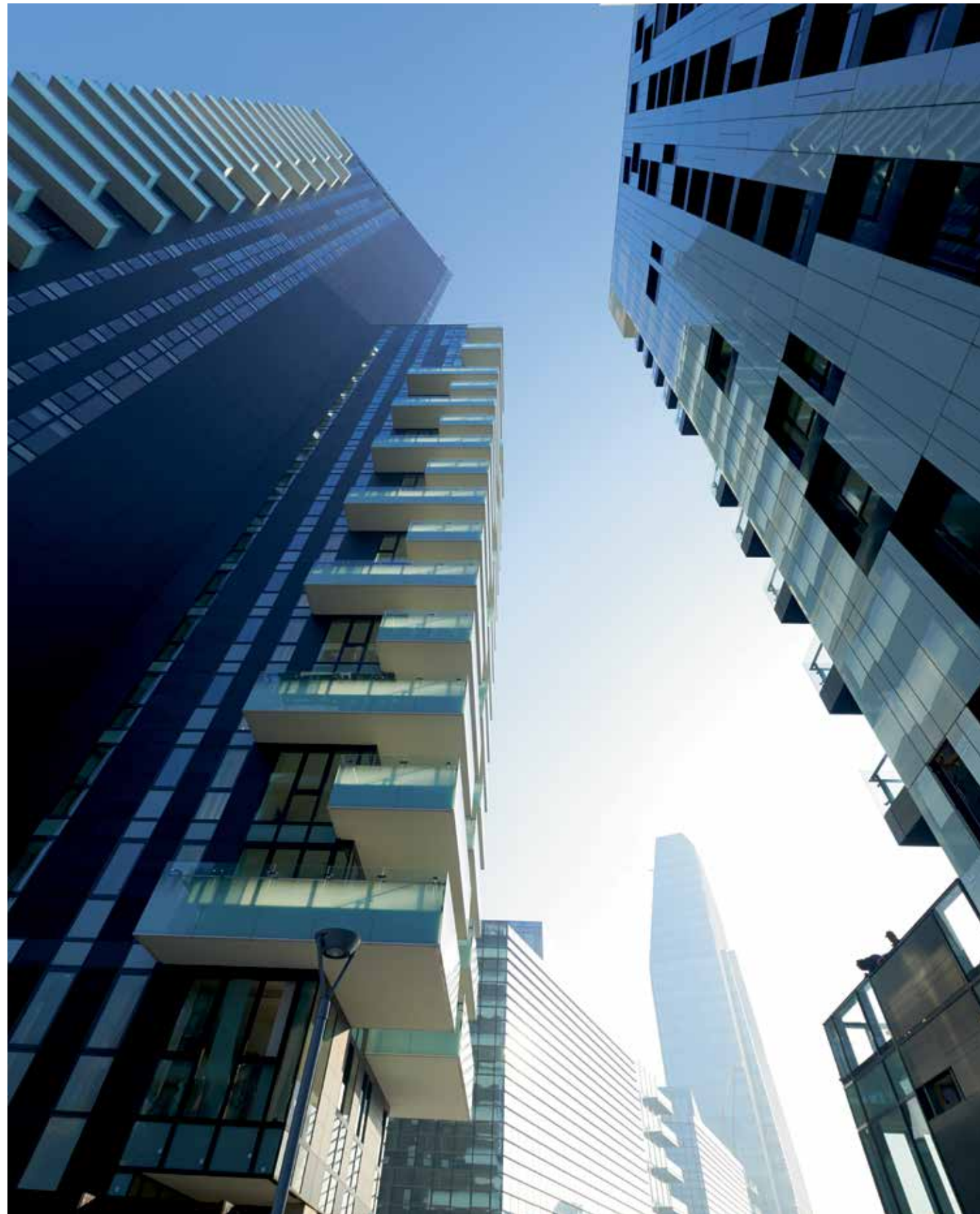
ALONE, A GEM. TOGETHER, A HARMONIOUS COLLECTION.

WHAT MAKES A BATHROOM COLLECTION?

A bathroom collection starts with a faucet and does not end with a bathtub. In addition to the typical products such as the vessel sink and bathtub along with the thermostatic trim and diverter valves, the designer's philosophy is always found throughout the entire collection. The individual elements all come together to create harmony in the bathroom. Axor develops distinctive products from faucets to accessories in line with the designers' sketches and desires. The Axor Collections

contain a plethora of individual products – often up to 80 items that all epitomize their designer's style and make life in the bathroom that little bit more special. The broad range of individual lifestyles are therefore reflected in the different bathroom collections – from a minimalist living room to bathrooms inspired by nature. With the Axor Massaud collection, for example, a candle holder or a flower vase in a typically organic design round off the special room experience. In other collections, this effect is created by elements such as a multi-functional room divider or space-saving shelves.





PORTA NUOVA RESIDENZ MILAN, ITALY

- Architects: Arquitectonica, Miami, Caputo Partnership, Milan, Italy
- Interior designers: Antonio Citterio, Patricia Viel & Partners, Coima Image, Milan, Italy, Dolce Vita Homes, Edmonton, Canada
- Collections: Axor Citterio, Axor Citterio M, Axor Uno, Axor Starck, Axor Montreux



HYATT CAPITAL GATE ABU DHABI, UAE

- Architects: Robert Matthew, Johnson-Marshall & Partners (RMJM), Abu Dhabi, UAE
- Interior Designers: RPW London, UK
- Collection: Axor Citterio





W HOTEL
TAIPEI, TAIWAN

· Interior Designer: GA Design International, London, UK
· Collection: Axor Citterio



HOTEL MANDARIN ORIENTAL
BARCELONA, SPAIN

· Architects: Carlos Ferrater and Joan Trias de Bes
· Interior Designer: Patricia Urquiola
· Collection: Axor Urquiola



THE CHEDI
ANDERMATT, SWITZERLAND

· Architects and Interior Designers: Dennison International Architects & Planners, Kuala Lumpur, Malaysia
· Collections: Axor Starck, Axor Starck X



VILLA MAGNOLIA
MOUGINS, FRANCE

· Architects and Interior Designers: Sotyrys Pantopulos and Aleksander Pantopulos, digital effect design studio, Krakow, Poland
· Collections: Axor Bouroullec, Axor Massaud, Axor Urquiola, Axor Citterio M, Axor Starck, Axor Starck X

SLS HOTEL LAS VEGAS LAS VEGAS, NEVADA

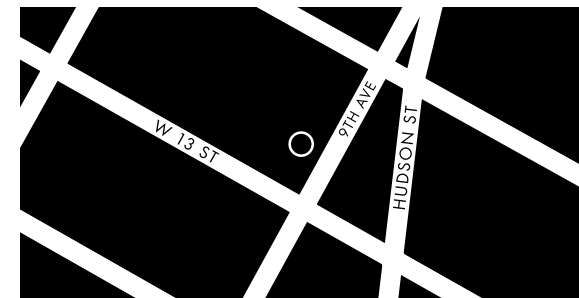
- Interior Designer: Philippe Starck
- Owner: SBE
- Collections: Axor Starck, Axor Starck Classic, Axor Starck Organic



AXOR NYC DESIGN STUDIO NEW YORK

- Architect: Pietro Ferruccio Laviani
- Interior Designers: Vincent Bandy, RA, AIA, BDA and Andrew Reyniak, RA, AIA

Opened in 2011, the 3,000-square-foot showroom, located in Manhattan's Meatpacking District at 29 Ninth Avenue, showcases the entire Axor line of products for North America. Featured are individual vignettes of the Axor ShowerCollection, Axor Urquiola, and Axor Starck Organic collections as well as a fully functional kitchen and a chic, yet comfortable conference/work area. In addition, the state-of-the-art studio hosts educational seminars, interactive demonstrations, and designer discussions.



ROSE RESIDENCE PALM SPRINGS, CA

- Designer: PSMODERN, LLC
- Collections: Hansgrohe Raindance, Axor Starck Organic, Axor Citterio SemiPro, Axor Citterio Prep





The principle of reduction can be seen in the basic shapes and clear functions. Whether for the washbasin area, shower or bathtub, all products in the Axor Starck collection are all uncompromisingly minimalist: There are no distractions.



In today's hectic world, people yearn more and more for tranquility and simplicity. The Axor Starck collection therefore focuses on the basics: The enjoyment of water.



original
uncompromising



clear
minimalism
emotional
power
design
tranquility
slender
more
simplicity
individual
sense
iconic
experience
bathroom
purity
uncompromising



Philippe Starck is the *enfant terrible* of internationally-renowned designers. Starck caused a stir in 1994 when he developed the first faucet with a "joystick" handle. He has already created five collections for Axor.

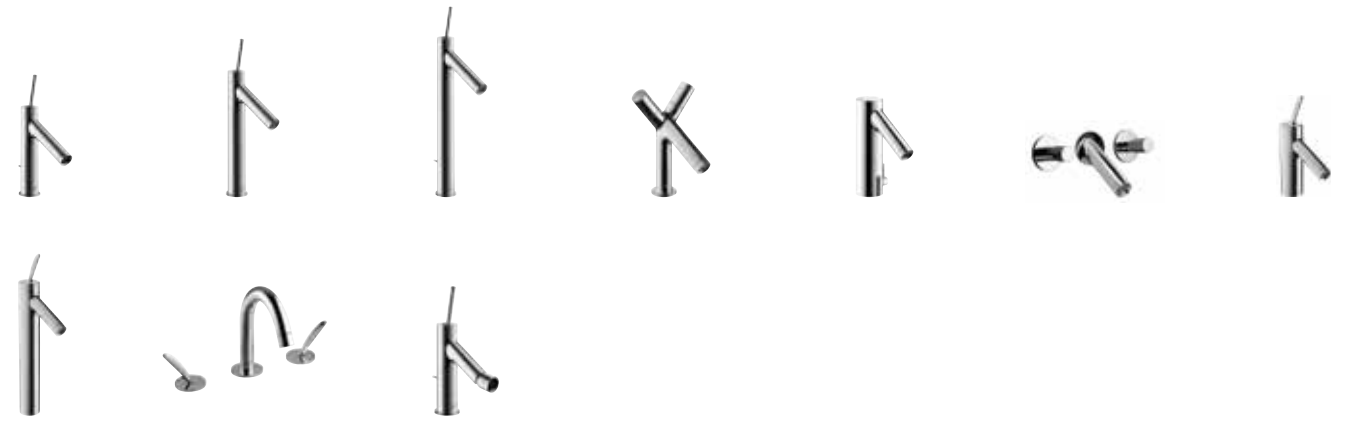


Available Finishes:

Chrome

Brushed Nickel

Faucets



Showers



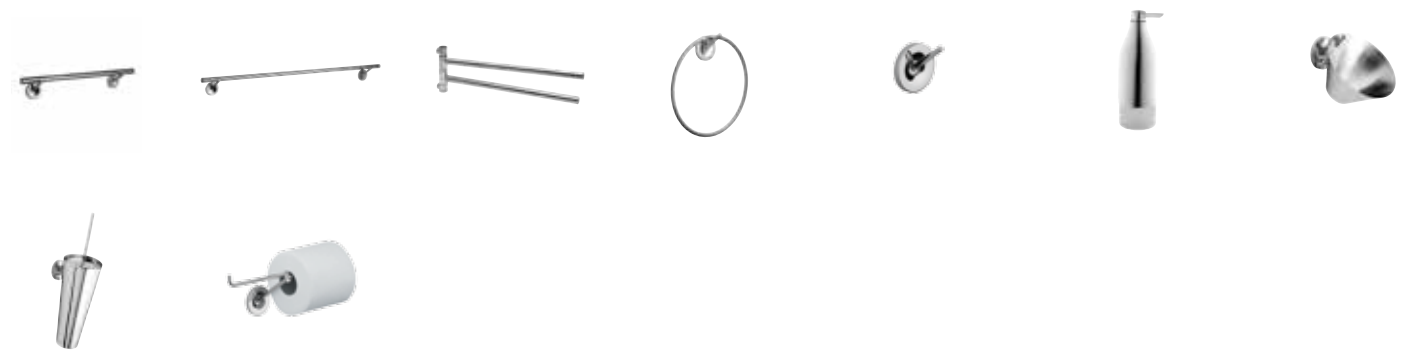
Trims



Bath

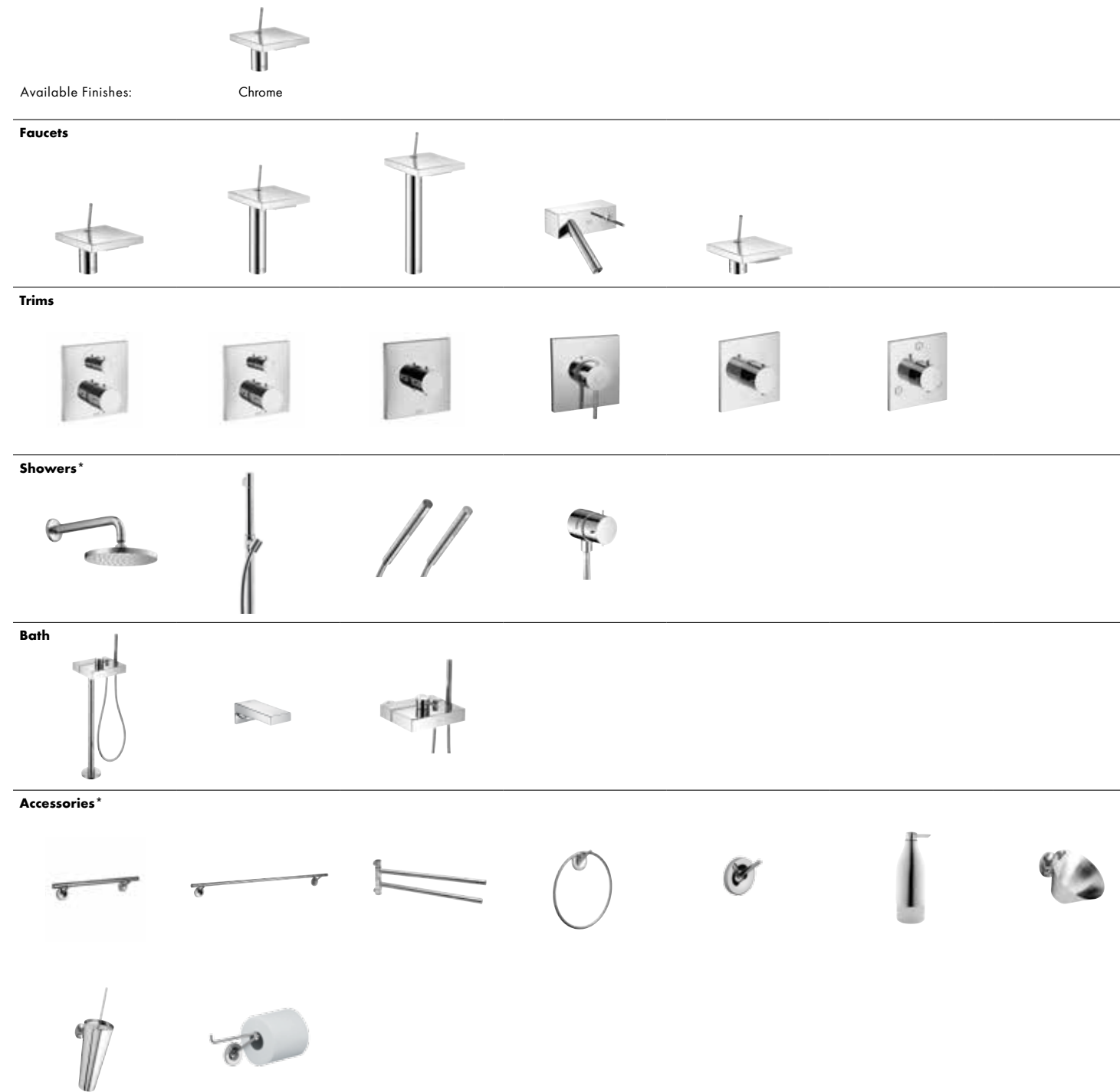


Accessories





The Axor Starck X faucet has an almost sculptural design language. The square plate seems to weightlessly hover above the sink.



* Available in chrome and brushed nickel

organic

0.9 GPM **voluminous**

heart

efficiency

shower spray

harmony

design

eco

head

energy

HOW MUCH THINKING CAN GO INTO A BATHROOM COLLECTION? AND HOW MUCH HEART?

A whole lot. The Axor Starck Organic collection designed by Philippe Starck brings design and technology, ecology and economy, together in harmony. The faucet's unique shower spray offers us a highly sensual water experience while also enabling us to save water. The revolutionary operating concept, with separate temperature and water volume control, makes us more aware of our consumption of water.





The powerful design of the Axor Starck Organic collection is characterized by slender beauty. Inspired by nature: The elegant, minimalist lines of the design evoke nature in all its vitality, energy, and efficiency.



◀ The freestanding tub filler features an integrated handshower. Thanks to its organic, minimalist design, it looks great with a wide range of tub styles.

Available Finishes:



Chrome

Faucets



Trims



Showers



Bath



Accessories



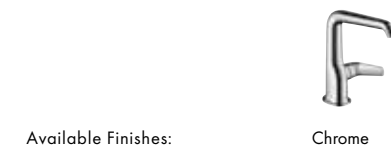
* Polished Stainless Steel matches Chrome product



The faucets from the Axor Bouroullec collection can be combined with all kinds of washbasin shapes and styles, offering numerous design options.



In the form of space-saving accessories for the wall or counter, shelves are a characteristic element of the Axor Bouroullec collection. They are not only attractive, but also functional.



Faucets - Shelf with single-handle faucet: Mineral cast with durable gel coat finish



Washbasins - Mineral cast with durable gel coat finish



Trims



Showers



Bath - Bathtub: Mineral cast with durable gel coat finish



Accessories - Shelves and mirror frames: Mineral cast with durable gel coat finish



* Available with round or lever handle

“THOSE WHO ENJOY CELEBRATING THE DAILY RITUAL OF WASHING SHOULD DO SO WITH BEAUTIFUL PRODUCTS.”

Antonio Citterio



WHAT DOES LUXURY REALLY MEAN?

Antonio Citterio pays tribute to the element of water with a particularly elegant, minimalist collection: The true richness of the precision surfaces and edges together with beautiful details only become evident at a second glance. With a classic and elegant design and outstanding workmanship, the faucets are almost works of art. A pleasantly timeless collection with an aesthetic concept based on the idea of “being good to yourself.”

The Italian designer and architect Antonio Citterio is regarded as the gentleman of design. He’s influenced by Italian design like no other, and also influences it in return. He loves focusing on existing styles in his creations – for example, Axor Citterio pays tribute to 1930s Italian design trends.



LUXURY AT A SECOND GLANCE

The Axor Citterio collection lets us truly enjoy the time we spend in the bathroom. In a bathroom that cultivates both living and cleanliness. The Antonio Citterio collection intentionally separates his dream bathroom into two areas: The functional area with the toilet and the wellbeing area with a feel-good room experience created through natural light, refined materials, and an open atmosphere.



Available Finishes:



Chrome



Brushed Nickel

Faucets



Trims



Showers



Bath



Accessories



* Available with cross or lever handle

MILAN METROPOLIS MODERN CHIC



URBAN CHIC.

What does a bathroom collection inspired by modern city life look like? It reflects the fine art of timeless modern design. The Axor Citterio M collection is shaped by strikingly slender forms and an elegant overall appearance.

The 'M' stands for modernity, metropolis and Milan – the home city of the designer Antonio Citterio. A collection that fits perfectly into different lifestyles, with its unique ease, yet highly striking design.

Available Finishes:  Chrome  Brushed Nickel

Faucets



Trims



Showers



Bath



Accessories





Awakening
your **SENSES.**

A bathroom collection that *awakens our senses. Patricia Urquiola* loves mixing different **STYLES**. Each individual element possesses its own *charm* and combines with the other items in the room to create a personalized space.

Old and new blend together wonderfully. Soft **FORMS** that *merge* with asymmetrics, and large surface areas. Faucets that look like they evolved naturally. The archetypal shape of the washbasin and bathtub makes them resemble old-style wash tubs. Axor Urquiola is a *sensual*, imaginative collection, down to the very finest **DETAIL**.



“The **BATHROOM** comes
alive through many little memories
and *personal* items that make
a **ROOM** a *home*.”

Patricia Urquiola



Available Finishes: Chrome Brushed Nickel



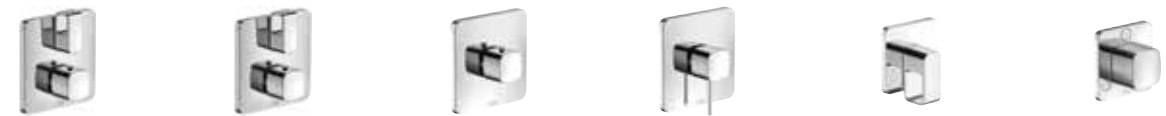
Faucets



Washbasins - Mineral cast with durable gel coat finish



Trims



Showers



Bath - Bathtub: Cast marble with durable gel coat finish



Accessories



Water is the source of all life. Jean-Marie Massaud has developed a bathroom concept that is at one with nature.

The shower becomes a rain cloud. The faucet is a waterfall. The towel holder a branching tree. The bathtub a lake.

Nature-inspired Design

Nature-inspired Design

Nature-inspired Design

Nature-inspired Design

Nature-inspired Design

Nature-inspired Design

Nature-inspired Design

Nature-inspired Design

Nature-inspired Design



NATURE-INSPIRED DESIGN.

Jean-Marie Massaud has developed a bathroom concept that is at one with nature. The water spray becomes a waterfall. The towel holder a branching tree. The bathtub a lake.

Nature-inspired

Design.



HOW CAN NATURE PLAY A STRONGER ROLE IN THE BATHROOM?

Water is the source of all life. The Axor Massaud collection gives us a sensual experience of water. Let's leave hectic everyday life behind and immerse ourselves in nature. Nature-inspired design.



Available Finishes:



Chrome

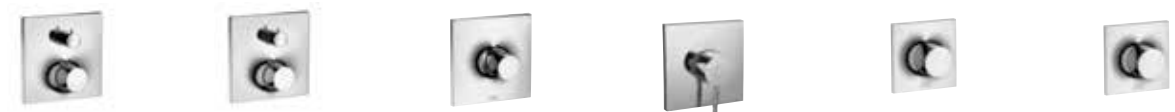
Faucets



Washbasins - Mineral cast with durable gel coat finish



Trims



Bath - Bathtub: High insulating polyurethane material with durable gel coat finish



Accessories





THE CLASSIC MINIMALIST.

The understated style of this faucet collection is based on a clear, geometric design with high, slender basic forms. This makes it suitable for all bathroom environments and gives people room to express themselves. The Axor Uno collection was designed by long-standing partners Phoenix Design.



AXOR UNO — THE CLASSIC MINIMALIST

The understated style of this collection is based on a clear, geometric design with high, slender forms. This makes it suitable for all bathroom environments and gives people room to express themselves.



Available Finishes:



Chrome



Brushed Nickel

Faucets



Trims



Showers



Bath



Accessories



The Axor Montreux collection fits in perfectly with both traditional and modern bathroom environments. In every detail, the faucets invoke memories of traditional industrial design, with modern technology concealed inside. Charming bathroom accessories are available to complement this stylish collection.



The Axor Montreux collection is available in chrome, as well as polished nickel and brushed nickel (shown).

Available Finishes:



Faucets



Trims



Showers



Bath



Accessories



* Available with cross or lever handle

AXOR IN THE KITCHEN

You can eat food purely to nourish your body, or you can eat for enjoyment, with all the senses, delighting your nose and eyes and pleasing your palate. This defines the character of Axor kitchen faucets, which do far more than just provide water; they also inspire with their beauty and quality. The different design collections are as individual as the people for which they were made.

Axor kitchen faucets are perfect in every respect – in design, quality, and functionality. Be inspired!

KITCHEN CUCINA KEUKEN CUISINE KÜCHE COCINA



Axor Citterio M 2-Hole Kitchen Faucet, Pull-Down



Axor Starck Semi-Pro Kitchen Faucet



Axor Citterio Semi-Pro Kitchen Faucet

廚房
KITCHEN
 KEUKEN
KÜCHE
 Кухня
COCINA
 CUCINA
CUISINE

Axor Starck



- Individually adjustable swivel range (150°)
- Pull-down sprayer with 2 spray modes (laminar and needle spray)
- ComfortZone
- Joystick handle
- Variable handle position (right or left)

HighArc Kitchen Faucet, Pull-Down



Axor Citterio



- Pull-down sprayer with 2 spray modes (laminar and needle spray)
- ComfortZone
- Individually adjustable swivel range (360°)
- Ergonomic handle

HighArc Kitchen Faucet, Pull-Down

See available finishes for each collection below.

Kitchen Faucets

Axor Starck
Chrome
Steel Optik



Axor Citterio
Chrome
Steel Optik

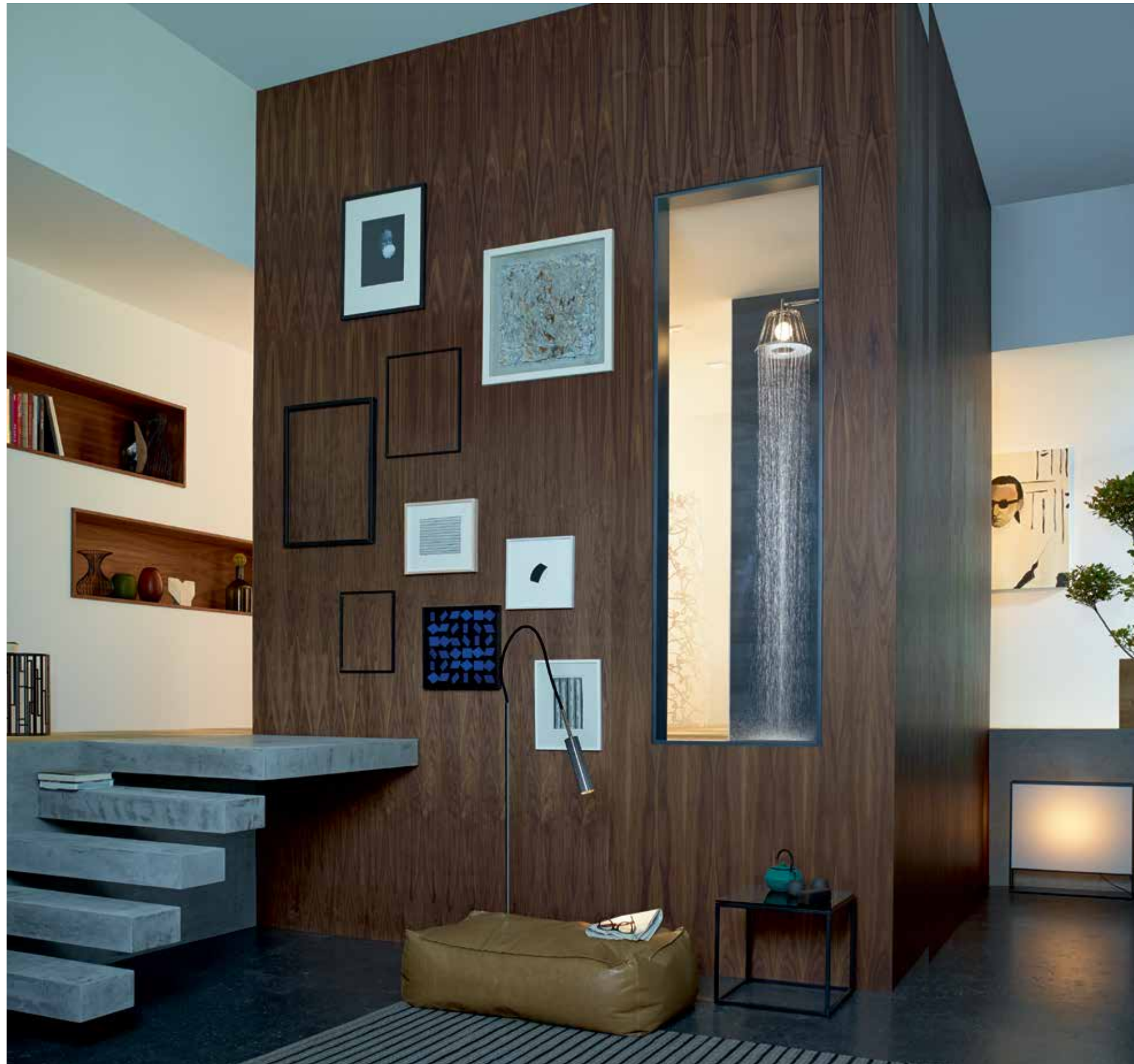


Axor Citterio M
Chrome
Steel Optik



Axor Montreux
Chrome
Brushed Nickel
Polished Nickel





The Axor LampShower designed by Nendo does away with the traditional boundaries between spaces in an astounding fashion. The bathroom blends into the living area as though it were always so. At the same time, the Axor LampShower brings a personalized character to the bathroom, and can be perfectly combined with shower and bathroom products from a range of different collections and styles.



Thanks to their universal character, Axor ShowerProducts designed by Front can be combined with many Axor collections and integrated into a range of environments – from renovated old buildings to modern loft apartments.





Antonio Citterio once said that we only really need 30 seconds in the shower to get clean. We shower for longer because we like to make ourselves feel better. The Axor brand combines exclusive shower aesthetics with unique showering comfort. This includes handshowers, overhead showers, bodysprays, shower sets and shower systems. All from the Axor designers, and all using state-of-the-art technology.

Available Finishes: Please refer to www.hansgrohe-usa.com for available finishes.

Showerheads



Handshowers



Wallbar Sets



Showers

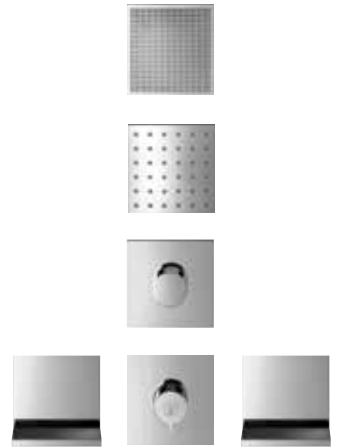


Bodysprays





5x5

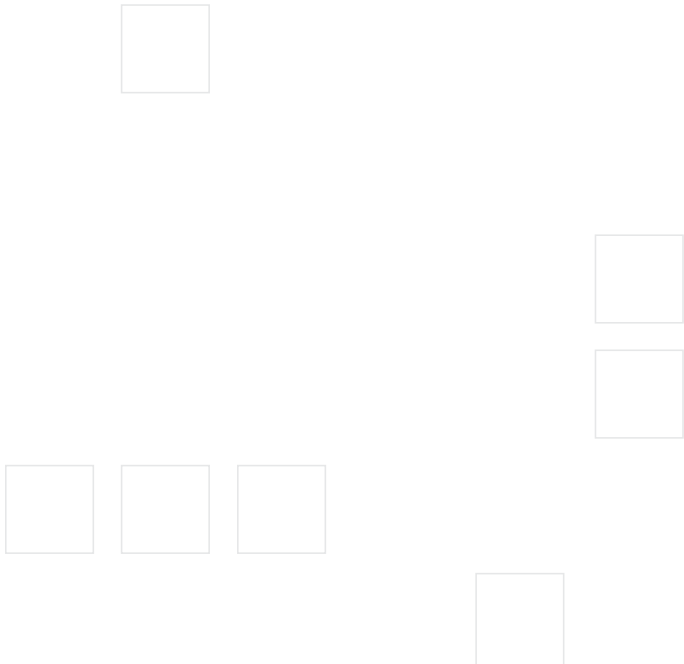


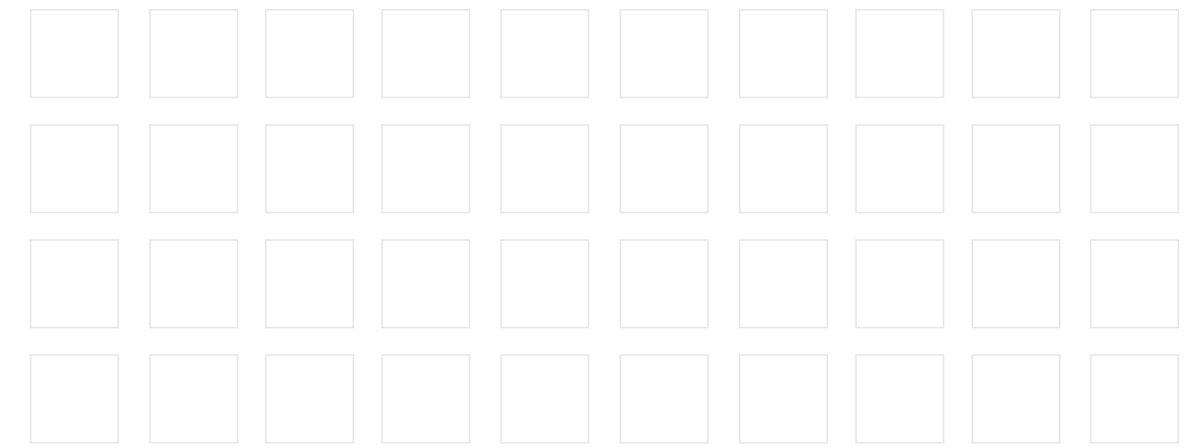
Just

it!

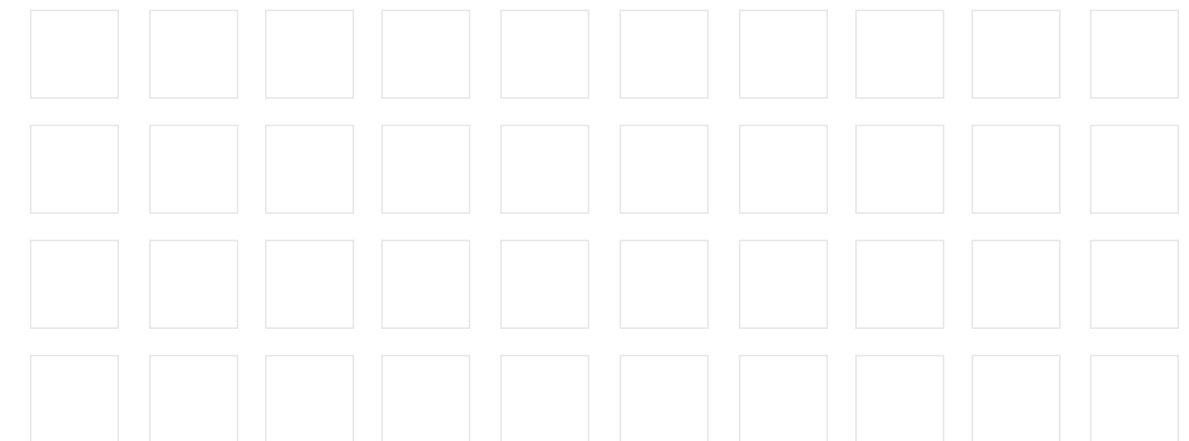
mix

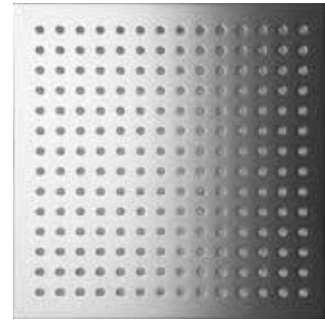
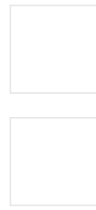
The simple, customizable system of showerheads, shower modules, and accessories provides almost endless design freedom. 5 x 5-inch squares can be arranged to our visions. Whether arranged in linear fashion or in a free pattern – anything is possible. The modular design can transform the shower into a tailor-made spa.





An exciting addition to the Axor ShowerCollection, this new multifunctional tub spout serves as a 10-inch shelf and as a spout with waterfall spray in one.





The individual modules can be flexibly combined to design your own perfect shower system: Whether for use in a standard shower or a luxurious personal spa. The modules can be arranged vertically, horizontally, or in a corner for a complete shower experience.



Available Finishes:

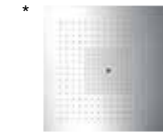


Chrome



Brushed Nickel

Showers



Trims



Accessories



* Polished Stainless Steel matches Chrome product

FINISHES AND FURTHER INFORMATION

Special Finishes

Axor bath and kitchen products are available in a variety of finishes to match your decor. The last three digits of the part numbers correspond to the finishes below.



-00x Chrome



-82x Brushed Nickel



-83x Polished Nickel



-80x Steel Optik

ACCESS ADDITIONAL INFORMATION

Axor Collection Essentials serves as an introduction to the world of Axor kitchen and bath products. Visit our website to view our full range of products, and to find a Hansgrohe dealer in your area at our [Where-To-Buy](#) section.



Hansgrohe, Inc. · 1490 Bluegrass Lakes Parkway · Alpharetta, GA 30004
Tel. 800-334-0455 · Fax 770-889-1783
www.hansgrohe-usa.com