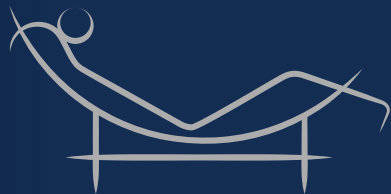


Michael Rauterkus (ed.)

WATER INTELLIGENCE ENJOYMENT

VOLUME 8



Pure Freude
an Wasser

GROHE
WAVE

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“GROHE’S IN-HOUSE DESIGN TEAM CREATES ICONIC INNOVATIONS AND OPERATES AT THE VERY HEART OF OUR BUSINESS. THEIR RECORD-BEATING RUN OF DESIGN PRIZES RECOGNIZES THAT THIS APPROACH IS NOW BEING CELEBRATED BY THE WHOLE CREATIVE COMMUNITY.”

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

Welcome to this, the eighth edition of our annual “Water. Intelligence. Enjoyment.” publication, featuring some of the most exciting, iconic and innovative architectural projects from across the globe.

Introducing this book is a yearly opportunity for us at GROHE to take stock of our progress and achievements, and over the last year we are proud to have taken great strides in the arena of digitization. How do humans interact with water? Enjoy it? Better conserve it? How can digitization improve the experience? We consider these questions to be at the heart of our business as the digital home becomes a reality.

In the last year at GROHE we have launched an entirely new product category with our GROHE Sense and Sense Guard. Using digital technology to alert homeowners to water leaks, and to switch off the water supply remotely, as well as offering monitoring functions, the products take us forward into a world of greater consumer control over every aspect of their homes. We see ‘digitizing’ water as a huge leap forward for consumer confidence and conservation of this precious resource.

We’re delighted to say that the impact is already being felt from this bold advance. Our belief that innovative ideas can change the world was reinforced when in September *Fortune* magazine listed GROHE in its ‘Change the World’ ranking. Listing 50 companies that are having a positive impact on global problems, we were the only German brand to make this illustrious list. *Fortune* cited Sense and Sense Guard – as well as our excellent water recycling figures in manufacturing – as exceptional contributions to water sustainability and security.

Elsewhere we have committed huge investment to all of our factories. We have opened a new manufacturing facility in Klaeng – Rayong, Thailand, where solar panels and treatment and reuse of waste water have made it the most sustainable factory of its kind in SouthEast Asia. At the same time an expansion of our site in Lahr has increased our capacities and created new jobs, reaffirming our commitment to the “Made in Germany” mark of quality.

Linking both our new product categories and our investment in our manufacturing expertise is, of course, innovation, the key to anticipating and adapting to consumer needs. Our recent investment in 3D printing at our Hemer factory allows us to further explore individualization, new materials and small batch manufacturing, keeping our company at the forefront of progress.

It’s an ethos that is ingrained within our own in-house design team, who operate at the very heart of our business, and who have garnered over 300 design awards for GROHE over the last decade. In 2017 alone we have received over 62 such awards. For an insight into how the strength of GROHE’s design team continues to carry us forward, our interview with our VP of Design, Michael Seum (page 8), talking about recrafting the iconic Atrio collection, is a must-read.

Sustainability and expertise are another two pillars of the GROHE brand, both of which have been at the heart of our work in the last year. In 2017 we were awarded the prestigious CRS award by the German government, recognising our commitment to sustainability through every branch of our business.

The innovative Sensia Arena shower toilet points to the importance of expertise. Being part of the LIXIL family allows us to draw on centuries of Japanese bathing culture and decades of technical knowledge, enabling GROHE to create a product that has become market leader in Germany over the first twelve months of being on the market. It is this same expertise that will run through every aspect of a new bathroom ceramic category being launched in 2018, giving consumers the opportunity to create a complete GROHE bathroom for a harmonious, perfectly integrated bathroom solution.

These same GROHE brand characteristics – of quality, technology, design and sustainability – are beautifully threaded through every project featured in this book, each of which represents not just the best in global design and architecture, but also the highest standards of luxury and sustainability.

You’ll find so much to inspire you, from the elegant combination of old and new that informs the Potsdam Museum Barberini (page 50) featuring our infrared technology, to the new five star Radisson Blu in Swinoujście, Poland, built to LEED gold standards (page 68). And what water-lover could resist the idea of living in such close harmony with it as residents in the Jewels of Salzburg project (page 14), where the buildings are designed to directly interact with the creek and rock formations around them?

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 Sensia Arena at Le Château de Beaulieu (page 42) and our innovative SmartControl system in the beautiful Phang Nga, La Vela (page 166).

As the founder sponsor of the World Architecture Festival (WAF), GROHE supports and celebrates the design community in their endeavours to create some of the world’s most outstanding buildings. As the headline partner of the WAF Research Programme we are helping drive the next wave of innovation too, challenging the community to find solutions to the problem of water scarcity. In light of this we hope you’ll agree with us that, in this digital age, the future of water has never been so exciting.

It’s a feeling that everyone at GROHE carries into their work, each and every day. We hope that through this publication we can help pass to you, the reader, some of that enthusiasm, optimism and excitement for how humans will interact with water into the future.

Michael Rauterkus
CEO GROHE AG



Michael Seum
VP Design GROHE

RERAFTING AN ICON

One of GROHE's best-loved faucets has been redesigned for the next generation. Michael Seum (Vice President Design) talks about revisiting a classic, challenging the engineers, and creating an icon in the new Atrio

Redesigning a classic is a task not to be taken lightly. It's a design opportunity that involves walking a tightrope between respecting the past and opening oneself up to future ideas. Michael Seum, Vice President Design at GROHE, was delighted however to step up to exactly this challenge in the shape of redesigning the classic GROHE Atrio faucet. It was, he says, an exciting opportunity to build on the strengths of this GROHE icon while giving it a feeling of timelessness.

"I felt it was a move we needed to make, to make the product more iconic," he says. "To me, what makes something iconic is that you could ask someone to draw it from memory. I wanted the faucet to be something that doesn't fade into the background, but that still gives pleasure to the user ten years from now." The striking simplicity and purity of line in the new Atrio faucet achieves exactly that.

"The original Atrio was a warhorse, a staple of the brand which people were very attached to," Michael says, explaining the mix of excitement and responsibility that undertaking such a project entailed. The original Atrio has been part of the GROHE family of faucets for over 17 years, but it was felt that a move to a more contemporary style segment was necessary for the product to remain competitive and relevant in the current market.

"In the past, Atrio was a mixture of style segments, sitting somewhere between contemporary and cosmopolitan," Michael explains of where Atrio was positioned within the wider GROHE family. "In this relaunched Atrio series, we have firmly rooted the new collection in our contemporary design segments which is one of the most timeless of styles within the GROHE SPA portfolio."

Updating a design that has been so successful for a brand requires a delicate mix of skills, as well as clarity and confidence about the aims of making such a change. "The challenge was to find the balance between paying respect to the previous line of Atrio," Michael says, "and creating something unique and new, while also achieving design permanence. And then, of course, our challenge is to stand out in a highly competitive environment as well."

Although no ideas or options were off the table, the result of research, study, experimentation and refinement has been to streamline the Atrio, making the silhouette cleaner and more precise, with every intersection pared back to be sleek and seamless. The distinctive three-spoke handles on the faucet have also been updated to a logical and visually satisfying four-prong cross shape that you can just picture sitting comfortably in the palm of your hand.

"The new Atrio is an obsessive simplification of the previous line," confirms Michael. "The details within the collection are composed of pure symmetrical intersections and a precise attention to proportion and scale. The result is an icon of pure elegance and precision. I am proud of the team's design work."

"We explored so many different design possibilities and in the end, came down to design reduction." Paring back a silhouette to the simplest possible iteration, simplifying and clarifying each line so that only the essential remains, gives the designer, as Michael points out, nowhere to hide.

The visual, however, is not the only concern for a product that is as central to daily life as a faucet, however. The aesthetics have to embody a deeper ease of use that will make it a pleasure for consumers to operate. For this it was not just the purity of the

form that was important, but also how the user feels about interacting with it. That ineffable quality of the tactile. For Michael, the art of making someone want to reach out and touch the Atrio was once again based in the subtle, almost subliminal use of GROHE's central design DNA elements. "The GROHE design DNA appears in every aspect," he explains. "The circle as the purest of forms is the basis for the faucet as a whole, but also the lozenge shape and the 7 degree angle that are GROHE design signatures – the shape of the spout is drawn from a pure lozenge shape and the spout angle is also 7 degrees."

Laypeople could be forgiven for thinking that a redesign of an existing project is not as large a task as designing something completely new, but for Michael the distinction is negligible. "I don't take the approach of a redesign being any different to designing from scratch," Michael says. "I like to start all design projects in the same way. We – the design team – get together with lots of blank sheets of paper, so that we get input from everybody, lots of ideas. We have people performing very varied roles within the team, so for example I worked with a technical engineer throughout the process." The finished faucet went through 18 months of intensive design work, with every existing element considered, challenged and rethought.

Alongside the work of the whole in-house design team, the realization of the project was thanks to the incredible reservoir of engineering skill available at GROHE. Michael emphasizes that the longevity of the product, the elusive qualities that go into making any iconic design, is not just about the visual work, but also live in the craftsmanship which is then applied to make the design a reality. This craftsmanship will in turn be something that the user experiences every day of the product's life.

If the redesign gave the designers nowhere to hide, then the same was true of the technical demands. The project not only pushed the design team, but also the technicians and engineers at GROHE. "When I showed the drawings to the technical engineer, at first, he turned to me and said 'are you joking?'" admits Michael. "In fact he said something not safe for print! Because it was a huge challenge. It's a very narrow aperture into which we have to fit a lot inside the faucet. So it was technically very challenging." The fact that GROHE not only rose to meet the demands laid down by the design team, but were keen to embrace the updating of this much-loved faucet

design, feels Michael, is testament not only to the expertise within the company, but also the desire to keep everything moving forward, an appetite to improve on excellence.

"It shows that progress is not always about technology" he adds. In the enthusiasm for digital advances and the exciting future for consumers offered by developments in the area of the 'Smart Home', GROHE is also prepared to look at analog solutions, as well as to learn from and build on their successes in order to remain at the forefront of the market.

Michael is keen to emphasize that the redesign had nothing to do with trends – quite the opposite. "I think for every trend there is a counter trend," he says. "The idea behind new Atrio is design permanence – the design is going to last a long time."

However he admits that an additional benefit of the honed lines of the new Atrio is that it creates a product that can stand alone, but is versatile enough to meet the evolving needs of the consumer or designer. "It's a faucet that can be very at home in a number of settings" he says, and as consumers demand a greater choice of finishes and variations – one currently being met by GROHE's increased selection of brassware finishes – so the Atrio is strong and streamlined enough to take on these extra options while retaining its own visual identity. Longevity means creating a product with its own irreducible logic, its own integrity, which can sit comfortably within a variety of settings and styles without losing its own instantly recognizable identity. In the new Atrio just this combination of versatility and solidity has been achieved.

"The elegance of the Atrio collection gives interior designers, architects, and consumers more flexibility in terms of what type of bath environments they can create," Michael says. "Atrio has a contemporary feel, but I think with the right colour and finish this collection can totally transform to sit comfortably within other environments. It offers the freedom to use it in any way possible."

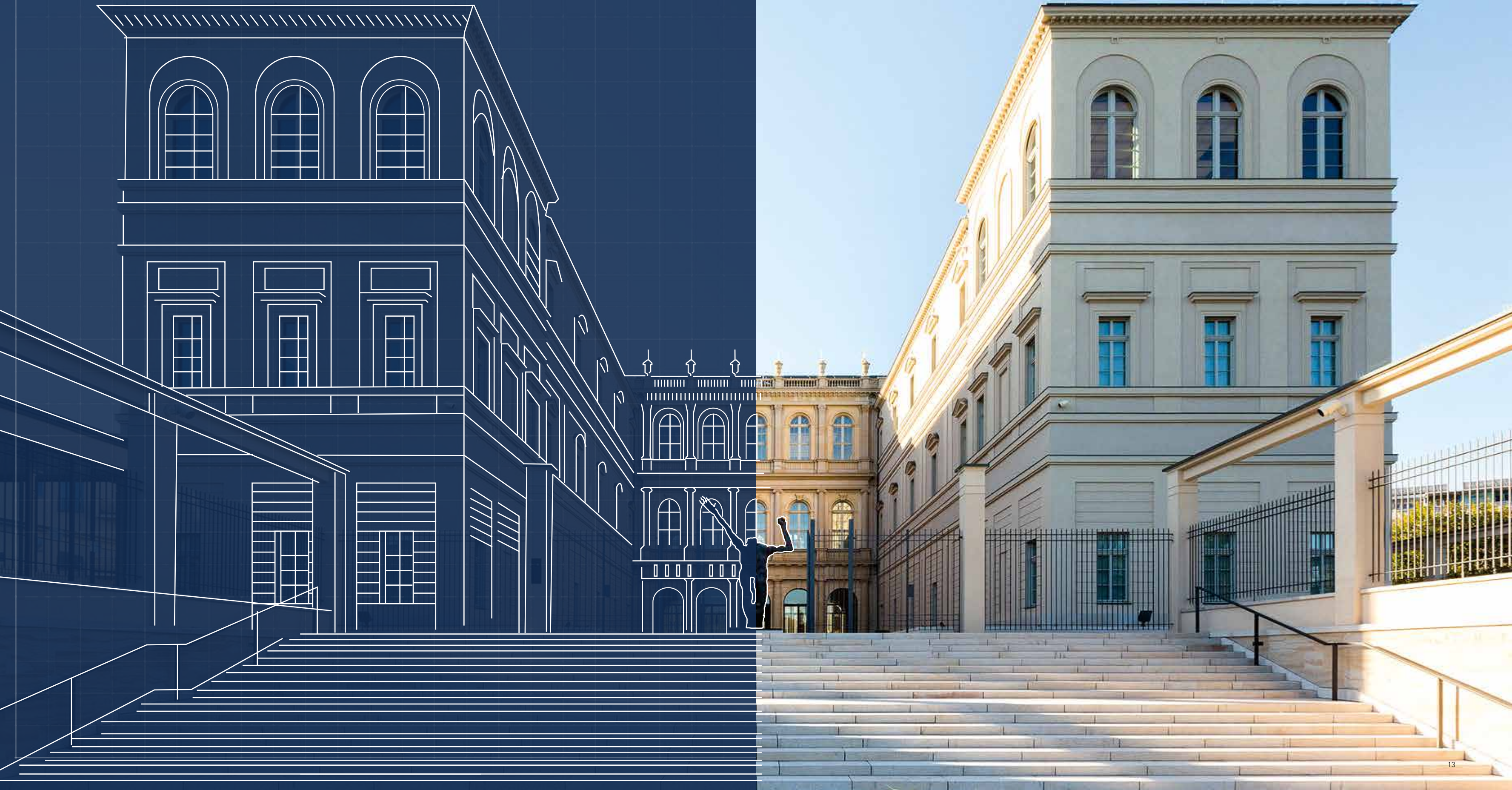
Whether it is in chic, sleek SuperSteel or a masculine Brushed Hard Graphite finish, placed in a converted church, Art Deco apartment or ultra-modern warehouse, the faucet will be instantly recognisable and enduringly desirable. A statement of timeless taste, made with precision.



EUROPE

Austria 14
Czech Republic 18
Denmark 22
Germany 26/50/56/64/88/98/102/106/112
Netherlands 30/116
Belgium 34/84/114
Finland 36
Spain 40/46

France 42/58/110
Norway 54
Poland 62/68
Sweden 72
Ukraine 76
UK 80/90
Russia 94/120





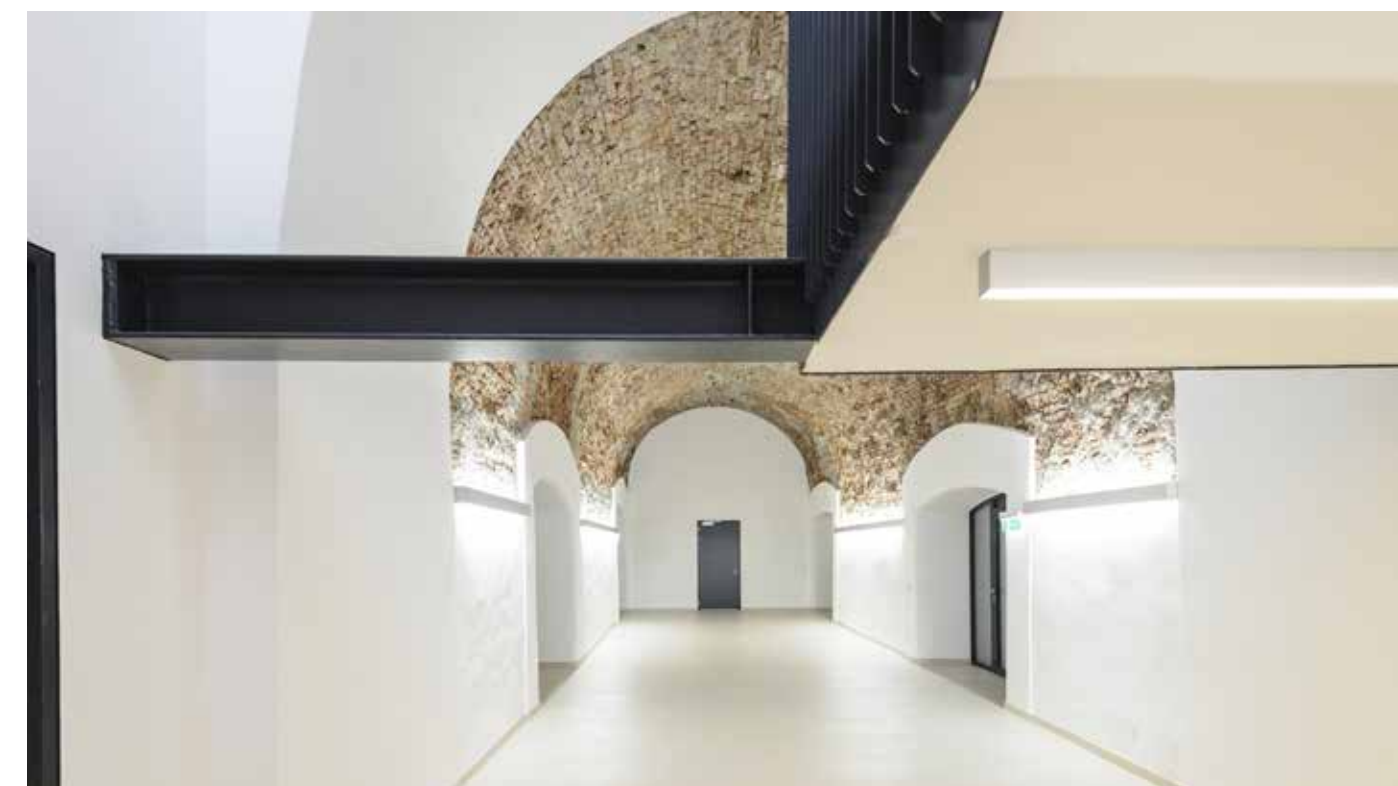
SALZBURG JEWELS OF SALZBURG

Jewels of Salzburg is a unique premium residential project in Austria. The singular design of these units communicates with surrounding natural rock formations, which are part of the concept. The Salzach river is also present, in the form of a narrow creek. "The master plan of this development abstractly mimics the city and becomes microcosm of the city of Salzburg itself."

The design of the GROHE Minta single-lever basin mixer was literally inspired by the element of water. The rinsing arm for the L-shaped faucet has the greatest imaginable flexibility, making the washing of large pots an expression of freedom. Due to EasyDock the rinsing arm glides gently out of the housing and back in again – the Glideflex® hose has very little friction and a small lead counterweight. This comfortable kitchen gem is an indispensable part of Jewels of Salzburg.

- 1 A pavement was installed next to the riverbed so as not to deprive the public of the beauty of nature. But the architects' dealt carefully with the residents' private sphere, ensuring there is no direct contact.
- 2 Inside, too, there is a dialogue with natural materials in the surroundings.
- 3 Each unit was designed so that residents have an expansive view. Floor-to-ceiling windows in the bedrooms make the space seem even more vast.
- 4 spacesmunch - boguschewski + kreissl gbr from Germany designed the modern interior.
- 5 "Each block becomes a container, a wrapping enclosure of smaller blocks or apartments within, allowing each living unit to be unique."

2





Mojgan Hariri & Gisue Hariri

Architect

Hariri & Hariri Architecture
New York, USA
www.haririandhariri.com

Interior Design

spacesmunich - boguschewski +
kreissl gbr
Munich, Germany

Date of completion

2014

Area used

8850 m²

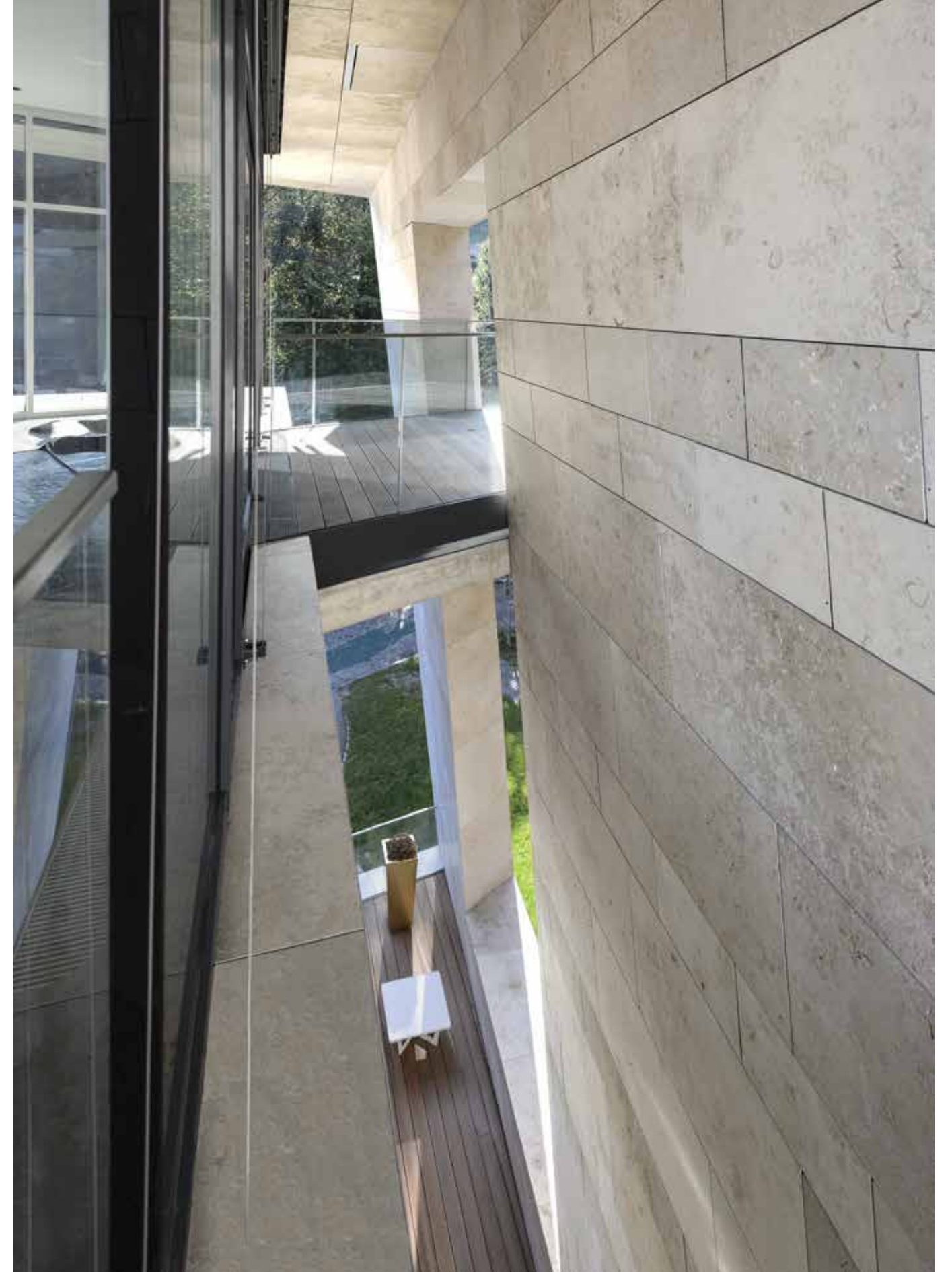
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5



PRAGUE DANCING HOUSE HOTEL

The famous Dancing House, also known as Ginger & Fred, was designed in the 1990s by American-Canadian architect Frank Owen Gehry, together with the Czech architect of Croatian origin, Vlado Milunič. In 2016, Luxury Suites company opened a luxurious, four-star DANCING HOUSE HOTEL within it. It contains 40 suites utilising timeless, elegant design. The hotel is located on the Vltava's right bank and offers an incredible view of Old Town and Prague Castle. For foreign visitors, the Dancing House is an icon of Prague, almost as well-known as Charles Bridge and St Vitus Cathedral.

In the bathrooms the GROHE Lineare series impresses with clear shapes. Like the architectural concept of Dancing House, the interplay between the cylindrical and rectangular shapes creates harmonious aesthetics and dynamic elements. Endless water enjoyment at the foot of the famous Vltava.

- 1 The Dancing House is one of the most famous buildings in the Czech capital.
- 2 Most rooms have a unique view of Prague Castle, the Vltava River and the Old Town.
- 3 The GROHE Euphoria Cosmopolitan bath set with a shower hose has a perfect look thanks to the GROHE StarLight chrome and SpeedClean nozzles ensuring a special bath experience.
- 4 This bathroom is equipped with a wall-mounted Lineare OHM trimset basin two-hole mixer. It also sports the Rainshower Icon hand shower and the Skate Cosmopolitan: the solution for a clean and fresh WC at the push of a button.





Architect

Ing. arch. Vladimír Kříž

Interior Designer

Ing. Lenka Víznerová/Innex

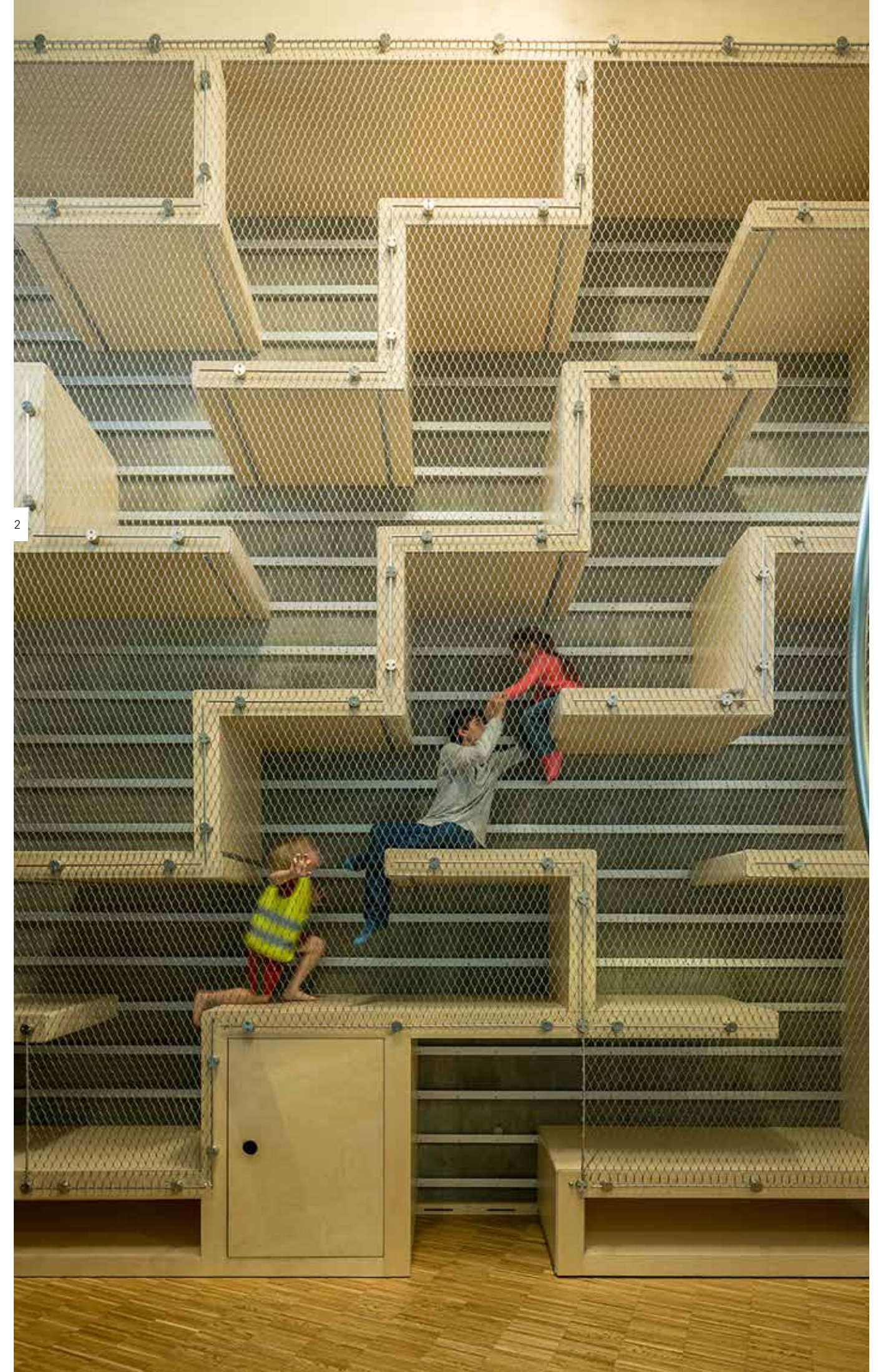
Address

Jiráskovo nám. 1981/6
Prague, Czech Republic
www.dancinghousehotel.com

Number of rooms

40

FREDERIKSBERG KU.BE



3



4



5



Architects

ADEPT
Copenhagen, Denmark

MVRDV
Rotterdam, Netherlands

Address

Dirch Passers Allé 27
Frederiksberg, Denmark

Date of completion

2016

Area used

3200 m²



Ku.Be House of Culture in Movement is a unique project for the Copenhagen community and a 3,200 m² playground that unites the theatre, sports and learning branches. MVRDV and ADEPT Architects created a fantastic building that brings people together and that can healthily improve their quality of life. "We designed Ku.Be to encourage the unexpected," explains MVRDV co-founder Jacob van Rijs.

Big and small guests alike are offered endless opportunities to investigate movement and interpret space. In a building like Ku.Be House, the sanitary rooms also have to be appropriate. The GROHE Europlus E is a worldwide classic offering maximum reliability, safety, and hygiene in public spaces. The robust Relexa 70 shower head with its sporty look also ideally fits into the dynamic surroundings.

- 1 The urban gardens create a link between Ku.Be and the urban neighbourhood.
- 2 "At Ku.Be we tried to turn accustomed experiences of a building on their head", explains ADEPT's cofounder Martin Krogh.
- 3 "What would otherwise be a simple, mindless journey through the building turns into an exploration and discovery of movement."
- 4 Nets link several storeys and invite people to climb them. Guests are allowed to dance and jump.
- 5 The fastest way down is not by stairs, but on a long slide.

THE WESTIN HAMBURG

1

Foto: Ivan Baan





Jacques Herzog, Pierre de Meuron, Ascan Mergenthaler

2

Foto: Maxim Schulz

Architect

Herzog & de Meuron
Basel, Switzerland

Interior Designer

Tassilo Bost

Address

Platz der Deutschen Einheit 2
Hamburg, Germany

Date of completion

2016



3



4



Fotos: The Westin Hamburg

The Westin Hotel is situated in one of the most spectacular locations in Hamburg. The Elbphilharmonie is a magnet for people from across the globe. The hotel, housed in the east wing of the building, is a highlight of the work of the Swiss architects Herzog & de Meuron. The interior design was consciously kept purist so as not to distract from the tremendous view of the city and the river Elbe. In conceptual terms, the elements of sand, water, and air are themes that are found on the exterior and inside the building.

In the port's luxury hotel the motif of water had to be thought out to the end. The development of the bathrooms was a special focus. To support the restrained interior furnishings, minimalist GROHE products were chosen. Both the GROHE Cosmopolitan Design and the clear contours of the linear fittings shine. The Grohtherm 300 Cosmopolitan thermostat ensures showering pleasure with perfect water temperatures with a view of Hamburg harbour.

- 1 The architecture of "Elphi" calls to mind shipping and wave motifs. 1,100 reflecting glass elements were inserted in the facade.
- 2 All 12 suites at the Westin are individually designed and have grandiose views. The glass facades were printed with grey dots to prevent the building from heating up too much.
- 3 High above the roofs of the city: With its ceiling-high windows the Panorama Suite is the absolute highlight of the hotel.
- 4 Interior designer Tassilo Bost opted for a linear design idiom in the Westin's bathrooms. The GROHE Lineare basin mixer was the first choice. Grohtherm 2000 Cosmopolitan thermostats ensure a balanced water experience.

WESTERHOVEN CENTER PARCS



This holiday park in southern Holland is situated amidst lush forests and lakes. Center Parcs offers cosy cottages in different categories, for two to ten people. "During the creation of this cottage nothing was off-limits. Everything had to be right. We would settle for nothing less than 100%," says Hans Dekkers, Director of Accommodation & Cleaning at Center Parcs.

"In every room, we want our guests to marvel, 'Wow, I wish I had this at home,'" explains Dekkers. Guests will also have this feeling in the bathrooms thanks to the prizewinning GROHE Sensia Arena shower toilet. With GROHE Rainshower SmartControl, showering in the cottage under trees becomes an incredible 3D experience. In the kitchen there is the innovative GROHE Red boiler system enabling guests to obtain boiling hot water for tea directly from the faucet. With the intelligent GROHE Blue water filter still or sparkling water can be tapped, chilled or at room temperature.

1 This Premium Villa is an expression of luxury and sustainability in the middle of nature. It is the beginning of a new luxurious category at Center Parcs.

2 GROHE can deliver water at a temperature of 99°C immediately. The energy-efficient titanium boiler under the faucet is hidden, thus saving room. With this clever solution energy and time are also saved. With GROHE Blue the degree of carbonation and the water temperature can be set on the LED control unit.

3 With the GROHE F-Allure Digital in the bathrooms of the cottages the water volume and the spray pattern can be set using innovative plus and minus buttons. "Press. Twist. Shower" – perfect adjustment with SmartControl buttons.

4 The new GROHE Sensia Arena shower toilet adapts to people's needs. The spray functions and drying temperature with warm air can be controlled individually. The forest wallpaper also makes it a place of freshness.



Helge Docters van Leeuwen

Interior Designer

HDVL Design Makers

Hilversum, Netherlands

Address

Kempervennendreef 8

Westerhoven, Netherlands

Date of completion

2017

Area used

120m²

3



4



KNOKKE-HEIST AZ ZENO



2



An ultra-modern building complex was built to house the new AZ Zeno hospital. The architects' ambitious plan was to create a place where patients, visitors and staff are all comfortable and where high-quality care is cultivated. Architecturally, it is suspended above the landscape and the architecture is meant to contribute to the healing process.

The contactless GROHE Eurosmart CE and Eurosmart Cosmopolitan E are intelligent solutions in hospitals, where hygiene regulations are extremely important. Due to the seamless transition between body and spout, they can also be cleaned easily. Efficient technologies help conserve water and energy and are in line with the concept of the hospital, which has stringent environment-protection guidelines. The extra GROHE Europlus single-lever sink mixer with pullout dual rinsing spray is robust for use in large kitchens and incredibly comfortable.

Architect
THV AAPROG / BOECKX. / B2Ai

Planner
Ingenium

Installer
Van Severen

Address
Knokke-Heist, Belgium

Date of completion
2017

3



- 1 Due to the "floating" architecture there is a seamless transition between the care facilities inside and the public outdoor spaces.
- 2 "Ceci n'est pas un hôpital" (This is not a hospital) is a quote from the artist René Magritte referring to a hospital that doesn't feel like a hospital. It is a calming and open care environment, inspired by art, light, nature, warmth, and fantasy.
- 3 The hospital is a so-called floating construction, hovering above the landscape like a cloud.

TURKU MEIN SCHIFF 6

"Making something unique from something special" is the philosophy on board Mein Schiff from the Finnish shipyard Meyer Turku Oy. It is a holiday resort on a premium level. Around 2,500 guests are thoroughly pampered by the premium all-inclusive concept, which intends to make them feel at home all over the world. The overall concept and many interior areas, from the design to the construction supervision, was done by cm-DESIGN. Due to the innovative interior guests experience a sense of vastness, freedom, and inspiration. Holistic relaxation.

On the high seas, the enjoyment of water has to be continued with sophistication in the bathrooms. The gentle, circular elements of the GROHE Concetto line pleasingly round off the cruise experience on Mein Schiff 6. The GROHE Euphoria shower system with GROHE DreamSpray technology offers guests a fulfilling showering experience. Last but not least, there is the novel innovation of one-click showering. With just a touch of a button the desired spray pattern can be selected.

- 1 Water as far as the eye can see. In addition to a 25m long pool, guests of the suites can relax in a whirlpool bath on the luxury liner, with a breathtaking view of the sea.
- 2 Mein Schiff 6 is the newest member of the fleet. It is 295m long.
- 3 The cabins and suites of the Mein Schiff fleet were designed by cm-DESIGN with a light and balanced-out colour and material look.
- 4 Over 80% of the 1,267 cabins have a balcony. The aft-balconies of three family-cabins can be combined to a large group experience.
- 5 The Concetto single lever basin mixer with a high spout is a luxurious eye-catcher in the Himmel & Meer-Suites. It rotates up to 100° and thanks to GROHE SilkMove the temperature and water volume are effortlessly adjustable.

2



1



4



5



Interior Designer
cm-DESIGN
Hamburg, Germany

Address
Turku, Finland

Date of completion
2016

Number of rooms
1,267

MADRID WANDA METROPOLITANO



The new football stadium in Madrid opened in the autumn of 2017 and since then has been called the “football temple” of Atlético Madrid. It was built to be the best stadium in Europe. “Homogeneity, proximity, visibility, comfort, innovation, security and identification with the club,” were the fundamental goals for the structure, which were met with intelligent architecture design solutions. The arena holds 67,703 people.

In this state-of-the-art stadium sporty and hygienic solutions were needed in the sanitary facilities. GROHE Euroeco Cosmopolitan is a durable self-closing faucet that reliably delivers pre-mixed or cold water. After the game, the teams refresh themselves under the GROHE Tempesta, or the GROHE Relaxa deluxe head shower, which with all GROHE technologies cuts a fine figure and stands out due to its durability.

- 1 The roof is already the stadium's trademark.
- 2 UEFA declared Wanda Metropolitano a “five-star stadium”. With a capacity of 68,000 spectators it can therefore host European competition finals and World Cup finals.
- 3 The new stadium is much bigger than the old one, which could only accommodate 19,000 spectators.

2



Antonio Cruz & Antonio Ortiz

Architect

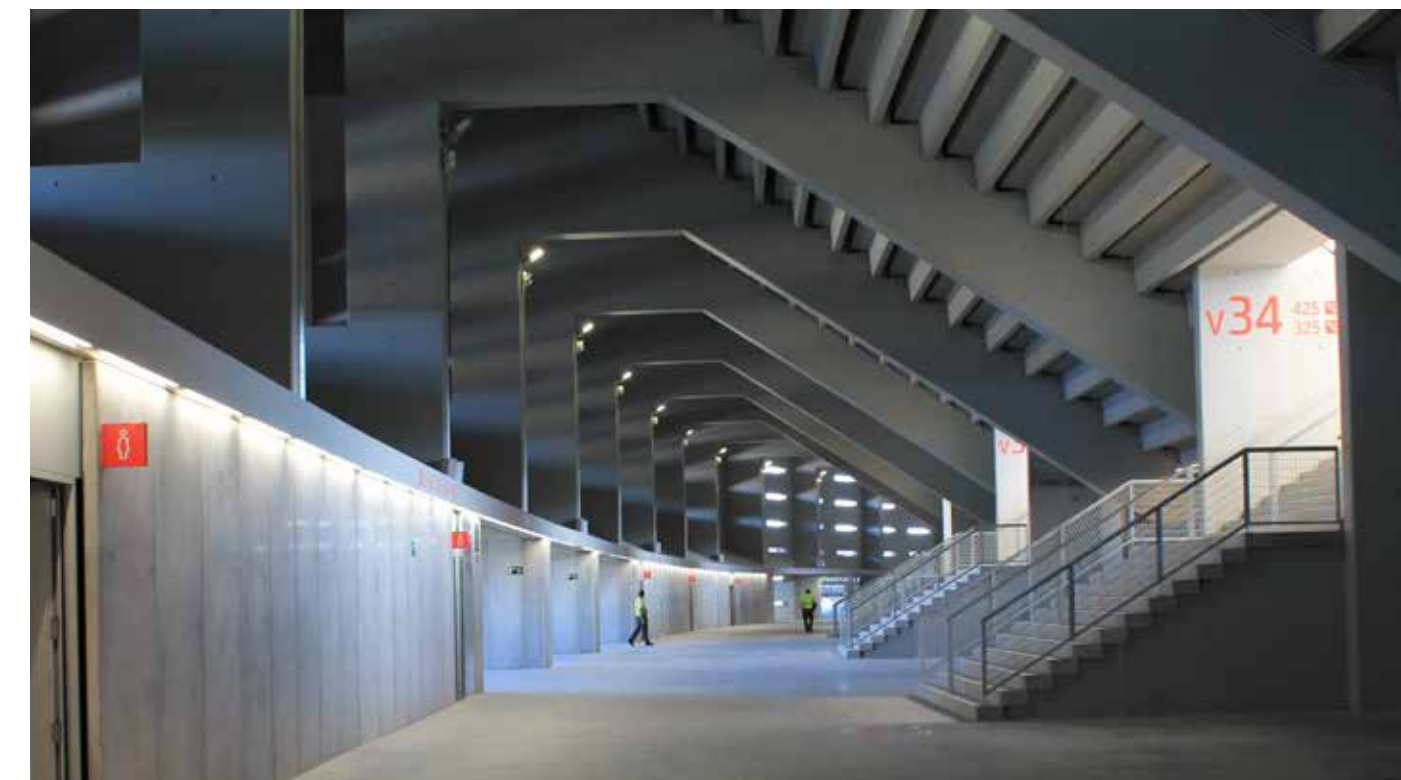
Cruz y Ortiz Arquitectos
Amsterdam, Netherlands

Address

28022 Madrid, Spain

Date of completion

2017



BUSNES LE CHÂTEAU DE BEAULIEU

1



Interior Design
Chien d'Or Design
Tours, France

Owner
Marc Meurin

Address
1098 Rue de Lillers
Busnes, France

Date of completion
2017

2



3



This four-star boutique hotel in northern France is situated in countryside that can look back on a long history. This is reflected in the château's classical architecture and supplemented by contemporary art and a considerable portion of sophistication and comfort. Guests are supposed to be oblivious to time and space so that they can completely enjoy the many relaxation possibilities during their stay and go home full of calmness.

An absolute novelty was integrated into the premium bathrooms: the GROHE Sensia Arena shower toilet, probably the cleanest place in the world. At the château, guests experience a surprising new kind of cleaning. It is gentle on the skin and leaves behind a good and dry feeling. The GROHE Euphoria shower system also unleashes feelings of happiness. The filigree technology of GROHE DreamSpray technology ensures precise water pressure on every single jet. Guests love the new GROHE Bokoma Spray® and GROHE Rain O2 spray patterns.

- 1 The four-star hotel with the typical architecture of a French castle is near the tradition-rich Flanders region.
- 2 The majestic grand suites measure 55 sqm and afford a fantastic view of the park.
- 3 The hotel is famous for its gastronomy, for which the hotel's owner and Michelin-starred chef Marc Meurin is personally responsible.

TENERIFE HOTEL IBEROSTAR ANTHELIA



IBEROSTAR Anthelia is located on the Canary Island of Tenerife. The family-friendly five-star hotel won the “Travellers' Choice Award” as Spain’s best all-inclusive hotel. The hotel aims to pamper guests like gods on Mount Olympus. And they are served exquisite cuisine in the Zeus and Poseidon restaurants.

The GROHE Essence series with its flattering shapes celestially matches the philosophy of IBEROSTAR Anthelia. The water faucets can be operated comfortably even after years of use and do not lose their gloss. Sporting the latest technologies, the Tempesta Cosmopolitan shower system guarantees many years of showering pleasure.

- 1 The hotel's soft architecture fits beautifully into the Mediterranean landscape.
- 2 After relaxing at the pool or undergoing an anti-aging treatment, guests are supposed to feel like young gods.
- 3 Body care with a view of the sea. In the elegant bathrooms of IBEROSTAR Anthelia the clear form of the GROHE Essence single-lever basin mixer is very striking.
- 4 In the 365 rooms and suites with sea views, guests can forget the hustle and bustle of daily life and sleep like Greek gods.



3



4



Owner
Grupo IBEROSTAR
Mallorca, Spain

Address
Calle Londres 15
Santa Cruz de Tenerife, Spain

Date of completion
2017

Number of rooms
365

POTSDAM MUSEUM BARBERINI

1



The original building of the museum in Potsdam was erected in 1771, inspired by a Roman palace. It was reconstructed thanks to the Hilmer & Sattler architectural office. The themes of the exhibitions range from the Old Masters to contemporary art.

The GROHE Eurosmart Cosmopolitan line is an ingenious solution for the sanitary facilities. The basin mixers, equipped with infrared sensors and Bluetooth® modules, can be operated touchlessly. This is perfect for public bathrooms, where hygiene is the top priority.

- 1 The ochre sandstone façade and the arches recall the architecture of ancient Rome.
- 2 It took three years to renovate the baroque building.
- 3 The Museum Barberini has a total of 17 light-flooded rooms.
- 4 The stringent colour concept from white to greyish brown is retained in the passageways.
- 5 With the GROHE Eurosmart Cosmopolitan basin mixer, both the range and overrun time, as well as the temperature and automatic rinsing time can be set.

2



Architect
Hilmer Sattler Architekten
Ahlers Albrecht
Munich, Germany

Address
Humboldtstraße 5-6
Potsdam, Germany



Thomas Albrecht

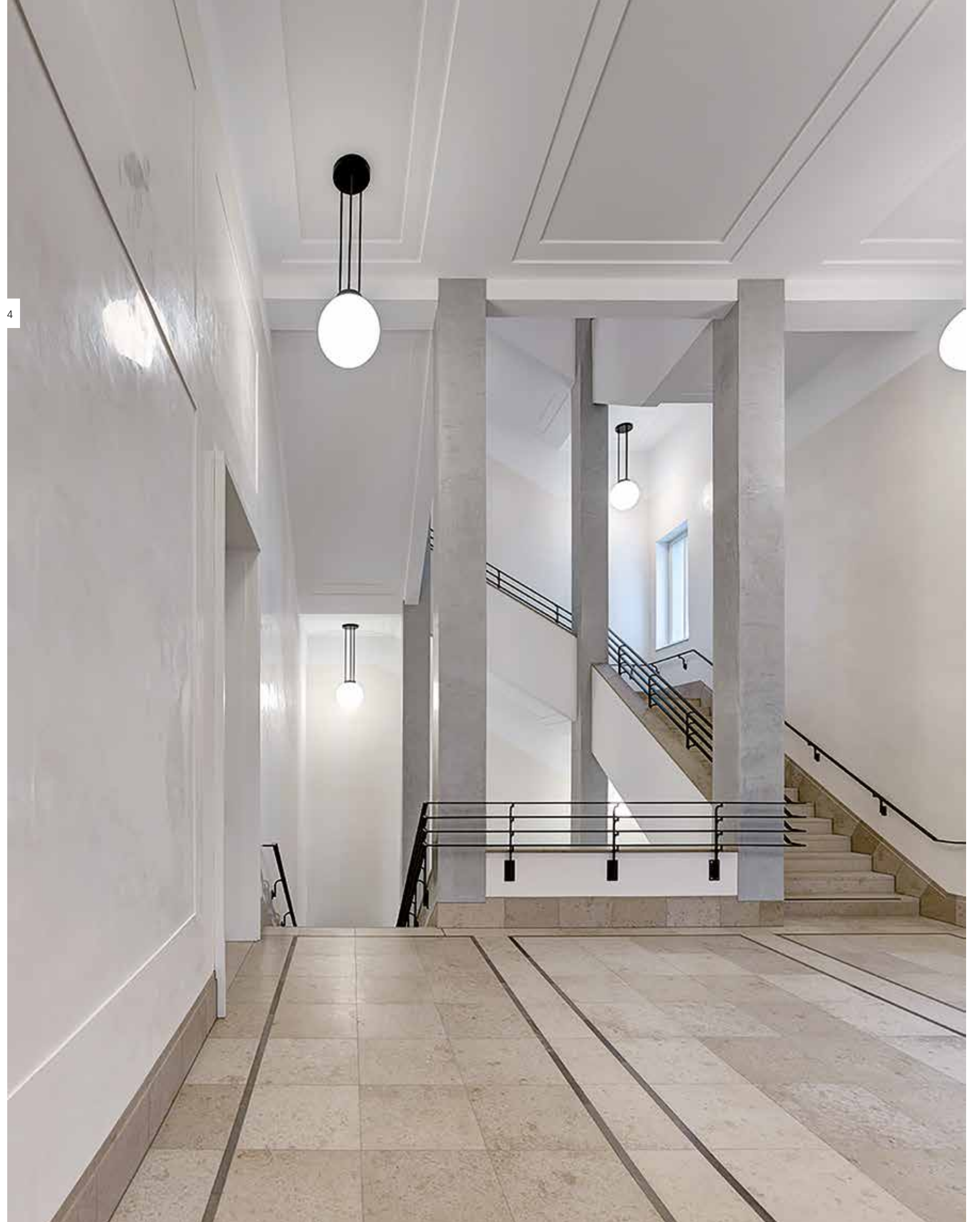
3



5



4



BERGEN HOTEL OLEANA



Hotel Oleana is located in Bergen, Norway's second-largest city. Also called "the city among seven mountains", it has a great deal to offer. Ultramodern Hotel Oleana was built on historical foundations and thoroughly renovated. The interior design is refreshingly sexy and provocative with its burlesque features. Each of the 97 rooms has unique colour intensity, emanating cosiness and strength.

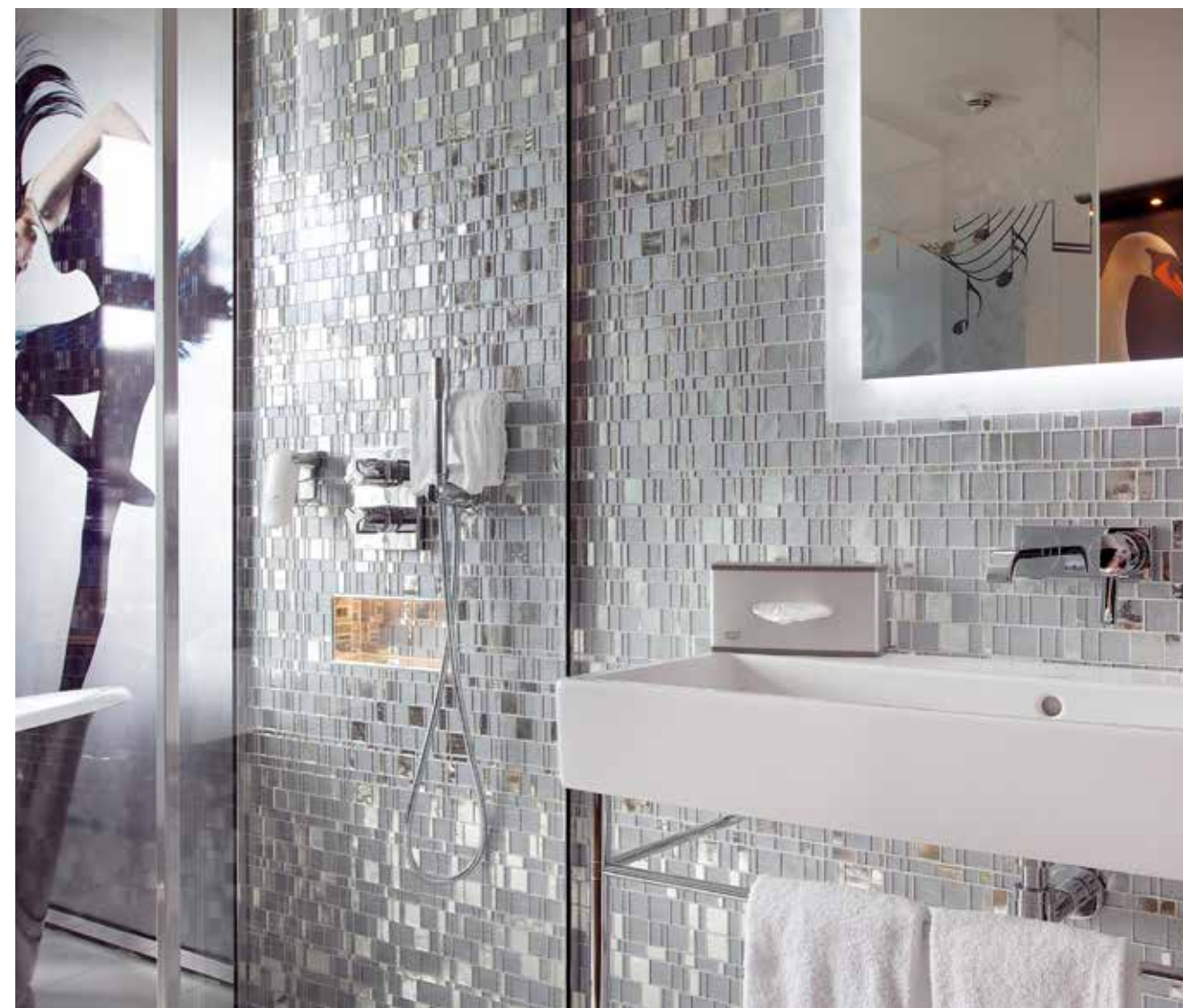
The elegant bathrooms with their pioneering design boast the shapely forms of the GROHE Allure series. In the showers, hotel guests are pampered by the GROHE Rainshower F series, which captures the hotel's concept best. Indulgent moments are combined with a customised design. The GROHE Rainshower F series has won Good Design, reddot design and product design awards.

- 1 The core of Hotel Oleana dates back to the eighteenth century.
- 2 The rooms are jet-black or painted bright colours, with heavy designer furniture ensuring maximum comfort.
- 3 The Allure wall-mounted two-hole basin mixer perfectly balances out the energetic design of the bathroom.

2



3



Niels Torp

Architect
Niels Torp
Oslo, Norway

Interior Design
Radius Design
Oslo, Norway

Address
Øvre Ole Bulls plass 5
Bergen, Norway

Date of completion
2015

BERLIN BECYCLE



BECYCLE Berlin is the boutique studio concept of the future. With its high-intensity indoor cycling classes set to Berlin's hottest tracks juxtaposed to the 'refine' classes where one can fine-tune their muscles, core and mind to mellower beats, it really is a one-stop shop for the entire body and spirit. To zen out or work post/pre-workout, BECYCLE's cosy lounge up front invites those looking for that unconventional co-working space. Furnished with plush couches, family-style dinning tables and planters with walls decked in retail from high-end athleisure brands, and did we mention, it's connected to the organic cafe next-door, MyGoodness. It's no question why or how one can spend hours on end in this tight-knit fit community. And such a community is exactly why BECYCLE was created in the first place. To connect with like-minded, fitness-inspired people to keep each other motivated to keep up their healthy routines.

The first-class studios feature the classic GROHE Atrio series, which has a sporty yet luxurious look in the sanitary facilities. As a three-hole basin mixer, it adeptly creates elegant accents for the fit clientele.



Interior Design

götz+bilchev ARCHITEKTEN
Lien Tran Interior Design & DRAA
Berlin, Germany & Santiago, Chile

Address

Brunnenstraße 24
Berlin, Germany

Date of completion

2016

3



- 1 My Goodness Kitchen serves delicious 100% plant-based smoothies and bowls for post-workout nutrition.
- 2 "At Becycle we believe working out is far more fun with good music and even better company."
- 3 For the GROHE Atrio three-hole basin mixer, here with the classic cross handle, though elegant levers can also be selected. Due to the GROHE StarLight surface they keep their gloss for years despite being used heavily in the public areas.



PARIS LE TSUBA HOTEL

Guests love this four-star hotel in Paris due to its soul-soothing aesthetics in champagne, gold and moleskin shades. The design was partially inspired by the decorative elements of a tsuba, the guard at the end of a traditional Japanese sword. Another thread in the interior design is elegant Parisian art deco. "Tsuba is a search for harmony and refinement in which graphic and ornamental lines are brought together," says Views Architecture Intérieure.

The GROHE Atrio line, which adheres to the Bauhaus principle of "form follows function," harmonises with the pure elegance of Le Tsuba Hotel. The clear lines of basic shapes are coupled with leading-edge GROHE technology. The GROHE Rainshower Cosmopolitan head shower is a further ornamental highlight in the interior. With the O2 spray pattern, which is like a stream of natural rain enriched with air, it creates a velvety fine showering experience in the Paris design hotel.



Architect
BDVA Architectes
Paris, France

Interior Design
Views Architecture Intérieure
Paris, France

Address
45 Rue des Acacias
Paris, France

Date of completion
2016



3



5



- 1 The white facade of the building was erected in 1926 and revisited by BDVA Architects.
- 2 The floor mosaic by Pierre Mesguich is an example of the attention to detail at Le Tsuba Hotel.
- 3 The lounge and bar form a welcoming and relaxing common space thanks to the natural light brought by the canopy.
- 4 The Atrio three-hole basin mixer with high swivel spout shines thanks to the GROHE StarLight surface. Even after years of hotel operations hoteliers and guests delight in the unscratched surface.
- 5 The 82 elegant rooms are strikingly luminous and spacious.





GALKOWO ACQUA DI ROSA

This unique gem of a hotel mixes rural charm and luxury. The Acqua di Rosa Resort in northern Poland was created for its guests, enabling them to recuperate from the hustle and bustle of cities and to recharge their batteries. The spa is a special focus, with a wonderful range of wellness treatments, dry saunas and steam baths that relax and rejuvenate body and soul.

- 1 The Acqua di Rosa has a very large and peaceful outdoor area where guests can enjoy nature in all four seasons.
- 2 The Atrio basin mixer is exceedingly comfortable due to its high spout. Due to GROHE StarLight technology it is low-maintenance and resistant to scratches.
- 3 The dining area also has a soft colour concept which promotes inner balance with no unnecessary stimulation.

The bathrooms of the wellness resort pick up on this emphasis. The GROHE Rainshower System 400 with the jumbo showerhead has an extra wide radius and is a source of endless pleasure for guests. Thanks to GROHE TurboStat the thermostat ensures that the water is the desired temperature at any given moment. The timeless, classic GROHE Lineare and Atrio series in the bathrooms are always an excellent choice. With the Atrio line one can choose between purist Ypsilon cross handles and elegant Jota levers.



Architect
+ARS Studio
Małgorzata Kufel
Poznań, Poland

Address
Zameczek 5
Zameczek, Poland

Date of completion
2015



BERLIN 50HERTZ



The transmission system operator 50Hertz wanted more space for its employees and to create a communicative, informal working environment. The LOVE architecture and urbanism team developed an appropriate design. The building is dynamic inside, and changeable like a puzzle, enabling it to be continually recomposed. The exterior reflects the system operator's corporate purpose.

The innovative office building also required extraordinary sanitary products. With its touchless faucets GROHE offered the perfect solution. The GROHE Essence E series with its purist elegance is extremely hygienic, robust and sustainable. Thanks to these qualities, among others, the building has been certified several times.



Bernhard Schönherr, Mark
Jenewein & Herwig Kleinhapl

Architect

LOVE architecture and urbanism
Graz, Austria

Interior Design

KINZO
Berlin, Germany

Address

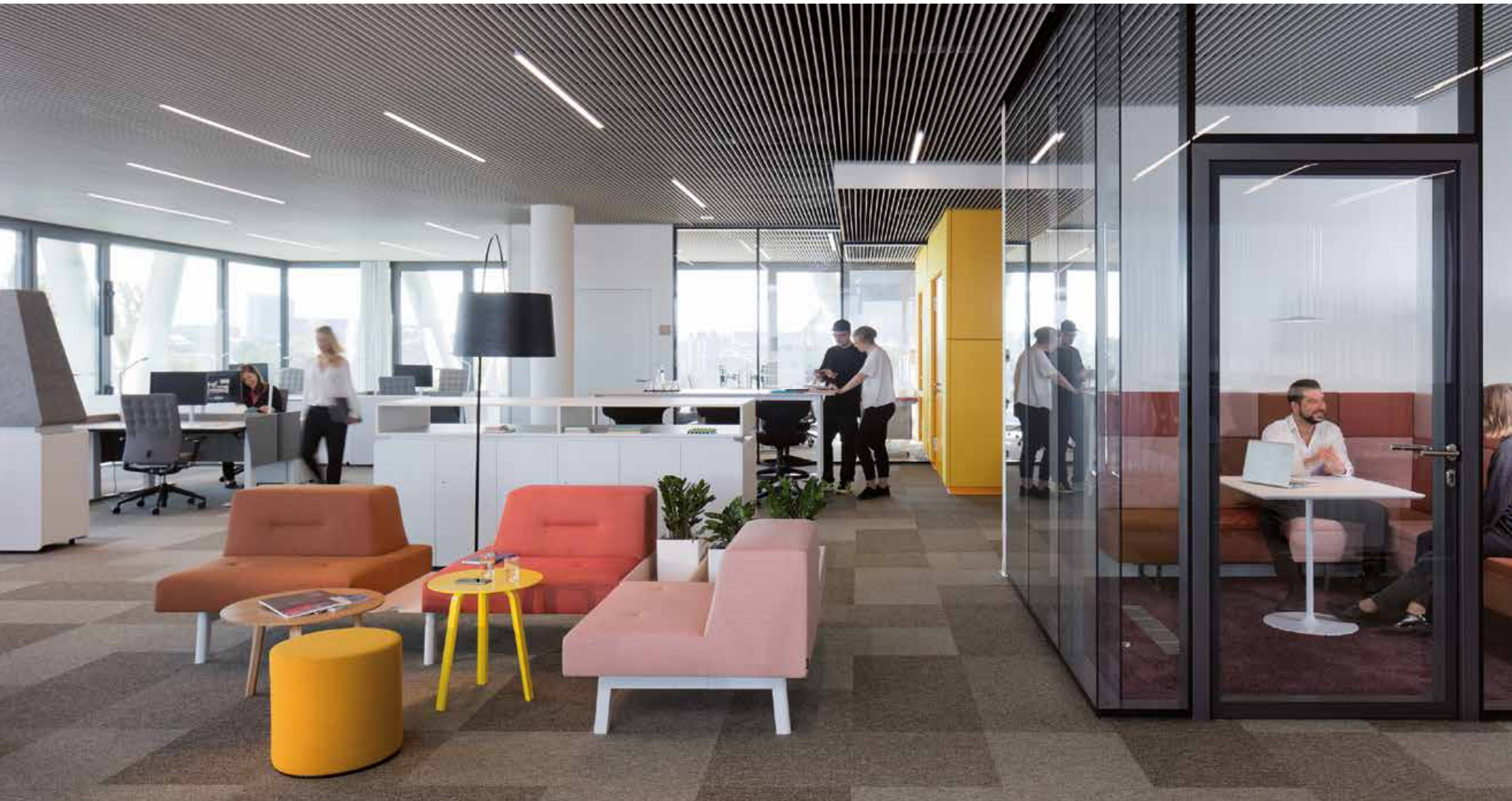
Heidestraße 2
Berlin, Germany

Date of completion
2016

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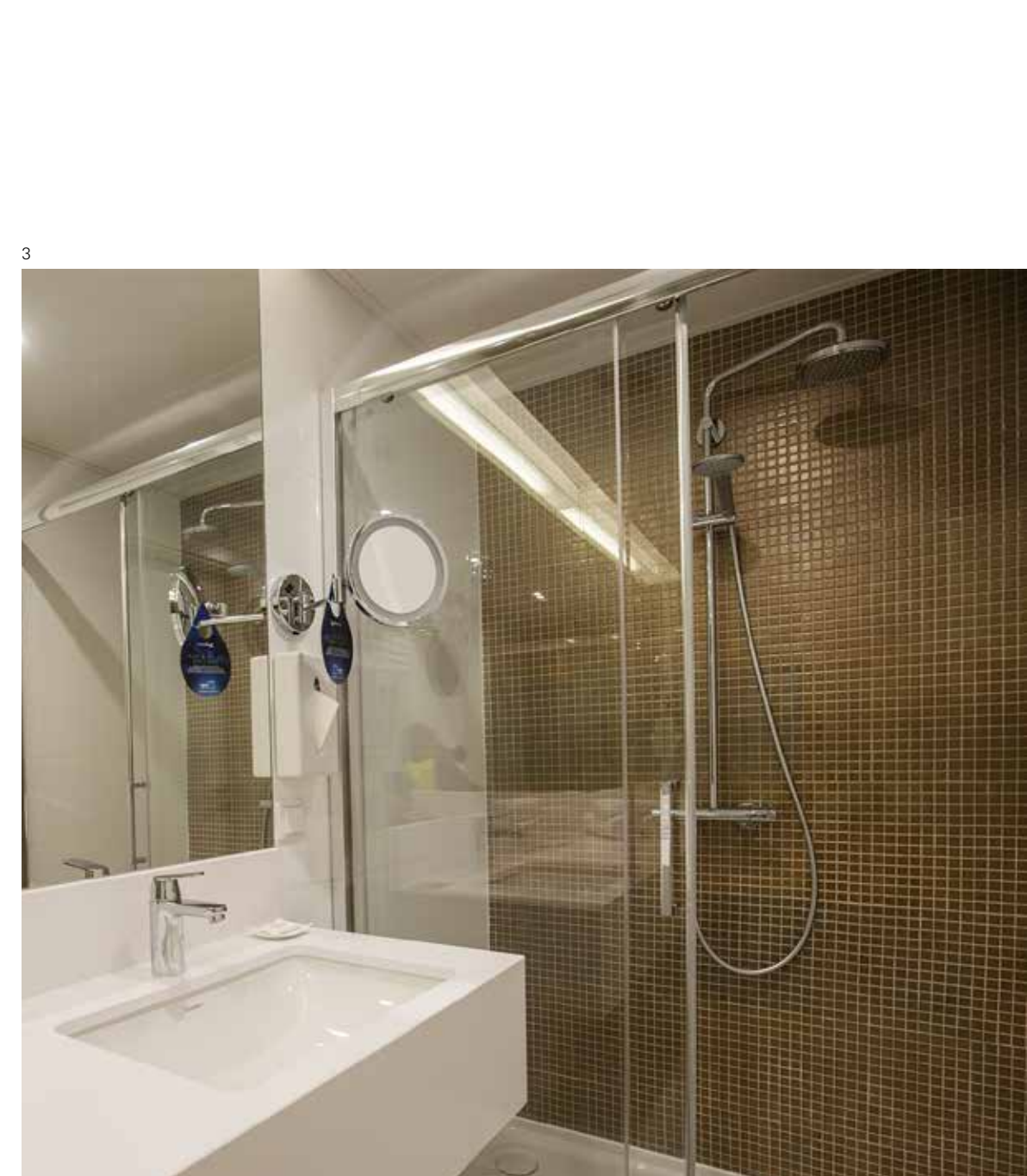
6



- 1 The web-like construction of the supporting structure recalls frequency bands of sine curves.
- 2 The balconies with a patio effect are outdoor workspaces. They represent new job opportunities.
- 3 Employees could help plan the office spaces, which can be reinvented again and again depending on the users' needs.
- 4 "It was important to us for there to be zones with no direct link to the topic of work," says LOVE architecture.
- 5 The GROHE Essence E basin mixer: filigree aesthetics with the highest level of hygiene due to touchless infrared electronics. It can be adjusted for cold and premixed water. There is an automatic safety stop.
- 6 The heart of 50Hertz: From the reserve control centre system operations are monitored and controlled.

ŚWINOUJŚCIE
RADISSON BLU RESORT





The brand new hotel changed the cityscape of Świnoujście, a resort city at the Baltic coast in Poland. Exclusively located only a few meters from the sandy beach. Zdrojowa Invest & Hotels held an architectural competition and the concept of PPA Studio was the winner. With LEED certification the Radisson Blu Resort, Świnoujście is the first five-star hotel in Poland designed and built to meet strict sustainability standards.

Installed inside the Radisson Blu Resort are GROHE Euphoria shower systems, veritable technological marvels. The GROHE StarLight chrome surface delivers durable high gloss, GROHE DreamSpray technology offers water flow to perfection, and thanks to GROHE precious resources are saved without comprising enjoyment. The classic Eurosmart Cosmopolitan faucet is the perfect choice for the bathroom of the luxury hotel and meets all of the guests' and the hoteliers' requirements.

- 1 From the 340 rooms and suites, guests have a fantastic view of the Baltic Sea.
- 2 The lounge features extremely stylish decorative elements.
- 3 The GROHE Euphoria shower system offers luxurious water enjoyment in different designs. The GROHE Eurosmart Cosmopolitan bathroom faucet with a drawbar and a water-saving function is just the right thing for the Radisson Blu. Modern, timeless design, comfort and low consumption come together.
- 4 Pure recuperation. The Radisson Blu offers tourists and business guests world-class facilities.



Architect
PPArchitekci
Warszawa, Poland

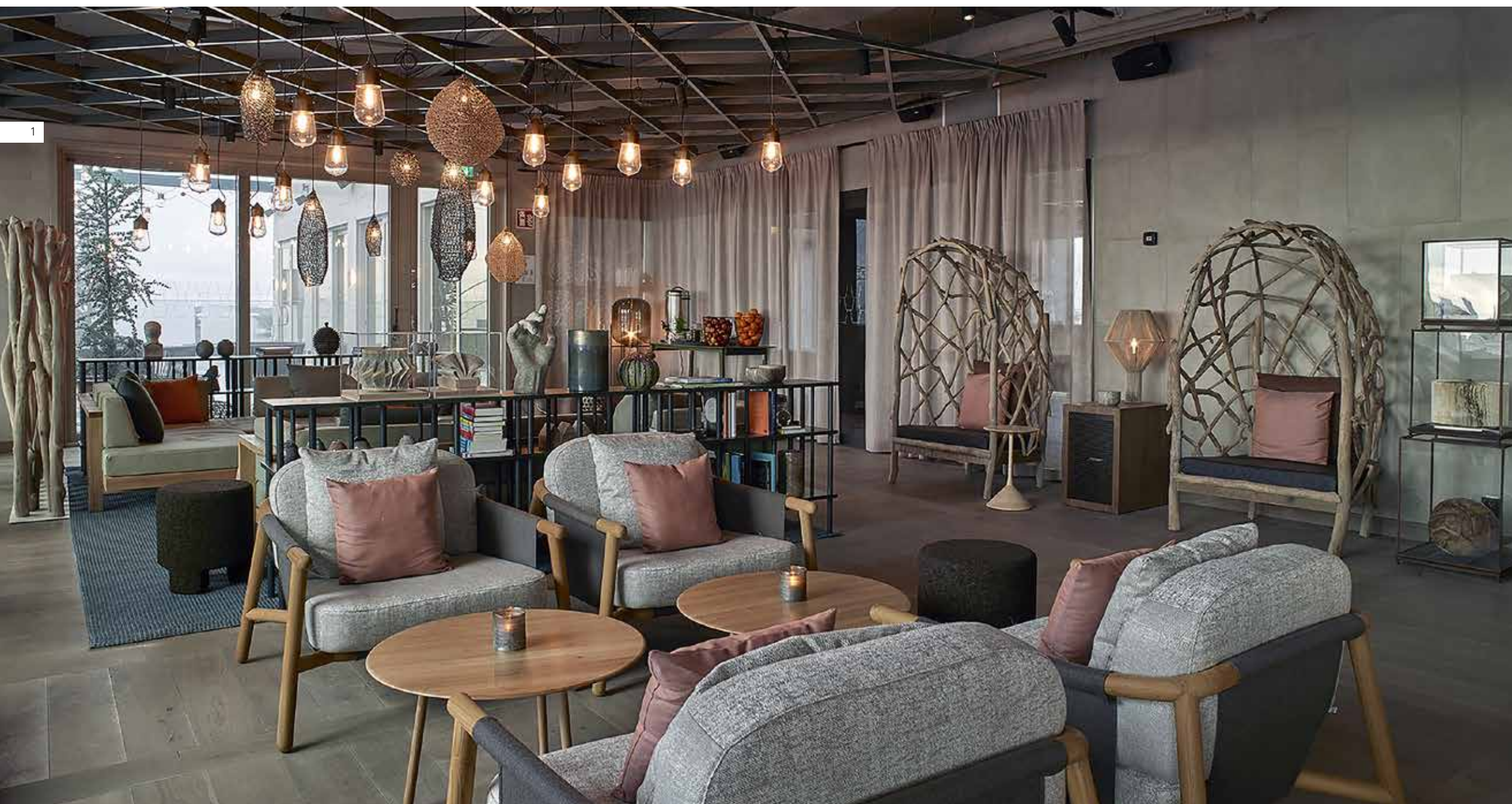
Interior Design
LOOKastudio
Kołobrzeg, Poland

Address
Aleja Baltic Park Molo 2
Świnoujście, Poland

Date of completion
2017

Investor
Zdrojowa Invest & Hotels

STOCKHOLM DOWNTOWN CAMPER BY SCANDIC



Urban discoverers and big city adventurers take note: a truly hip hotel has opened in the heart of Stockholm which leaves nothing to be desired for a city trip in terms of location, style, and service. Downtown Camper is a lifestyle hotel that reflects Nordic outdoor passion. A social hub in a creative and inspiring atmosphere, it is as cosy as a mountain cabin with luxurious hotel comfort amidst big city life in Sweden.

The GROHE Eurodisc Cosmopolitan and GROHE Eurosmart Collection exude just as much confidence as the Downtown Camper hotel. The Stylt Trampoli team and DOOS Architects designed every detail of the hotel including in the bathrooms. The rougher look of the custom-designed GROHE faucets emphasizes the classic balance of wanderlust and domesticity that the design captures.

- 1 Downtown Camper has five individual and inspiring function rooms that are anything but static.
- 2 GROHE shower systems were given a custom-made rough finish to capture the outdoor design concept in the bathrooms as well.
- 3 The rooms are a beautiful mix of a cosy summer camp atmosphere and urban chic.
- 4 A rustic Scandinavian mountain cabin in the middle of Stockholm. Stylt Trampoli like to call themselves "storytellers" rather than designers or architects.
- 5 GROHE Eurodisc and Eurosmart fixtures have a new custom-made brushed finish at Downtown Camper.

2



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4



Bronwynn Welsh, DOOS Architects



Erik Nissen Johansen, Stylt Trampoli

Architect
DOOS Architects
Stockholm, Sweden

Interior Designer
Stylt Trampoli
Gothenburg, Sweden

Address
Brunkebergstorg 9
Stockholm, Sweden

Owner
Scandic Hotels AB

Date of completion
2017



KIEV EBSH TRX BOX

Hanging chains, concrete modules, and an aggressively sporty design motivate people to train hard. The Russian word "EBASH", which means "work hard", is programmatic. Soesthetic Group gave this bold sports club in the heart of Kiev an industrial and extremely masculine look, rounded off by a humorous touch in a Fight-Club style.

The GROHE cover plate is timeless and infinitely adaptable to the design of its surroundings. With the two-button system a full or small flush can be activated. The GROHE EcoButton reduces water consumption by up to 50%. Thus environmentally aware athletes can actively contribute to saving water.

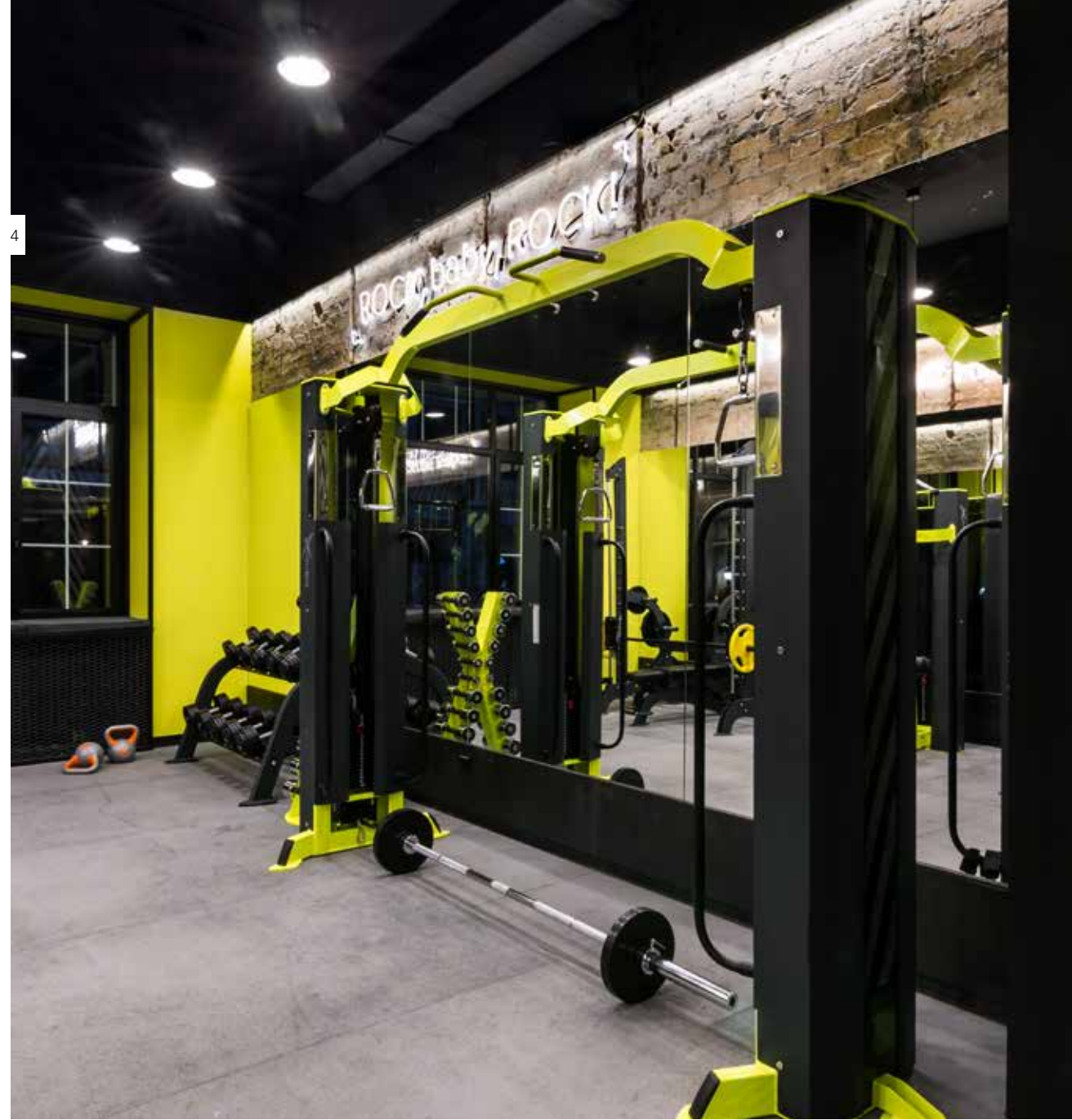
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4



Architect

Collaboration of MONO ARCHITECTS
& OMO DESIGN
Kyiv, Ukraine

Address

Vozdvyzhens'ka St, 38
Kyiv, Ukraine

Date of completion
2015

Area used
approx. 300m²

5



6



- 1 In the athletes' bar, people can get the ultimate protein boost after training.
- 2 Artistic elements express precision, resolve, and willpower.
- 3 The sports clubs focuses on boxing training.
- 4 In the tough Pumper Dungeon sports freaks get their money's worth.
- 5 The stylistic GROHE cover plates set elegant accents in the sporty sanitary rooms of the fitness club.
- 6 The stringent colour concept consisting of strong black and grey with a sprightly yellow gives the club a playful building-site look.

INTERCONTINENTAL LONDON – THE O2



A direct walkway connects InterContinental London – The O2 to The O2 Arena. Originally called The Millennium Dome, The O2 Arena is the world’s largest domed building and hosts sports and entertainment events. Here the InterContinental London – The O2 has a top location. In the stunning spa, gold gilt, blue pearl granite, and heavy timbers were combined, inspired by Greenwich’s historic naval ships.

At InterContinental London – The O2, a very special GROHE thermostat was installed, because comfort and guest safety are top priorities. The GROHE Grohtherm 2000 with GROHE TurboStat technology ensures the desired temperature is reached in a flash and maintained. Aqua Paddles guarantee non-slip handling. Thanks to GROHE CoolTouch in a solid metal housing, there is no risk of scalding and the water enjoyment is endless.

Architect
Graham Clark (Arora)
London, UK

Address
1 Waterview Drive
London, UK

Owner
Arora Group

Date of completion
2016



- 1 Eighteen Sky Bar, located on the eighteenth floor, offers guests breath-taking views of London’s Canary Wharf.
- 2 With influences from the East India trading routes dating back to the 18th century, the beautiful spa offers tranquility and relaxation from the moment you step through the door.
- 3 Not only guests to The O2 Arena like to stay in the 453 spacious bedrooms and exclusive suites.
- 4 The GROHE ProGrip surface of the Grohtherm 2000 thermostat ensures comfortable handling. The Allure basin mixer is a high-quality highlight in the hotel’s bathrooms.

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82

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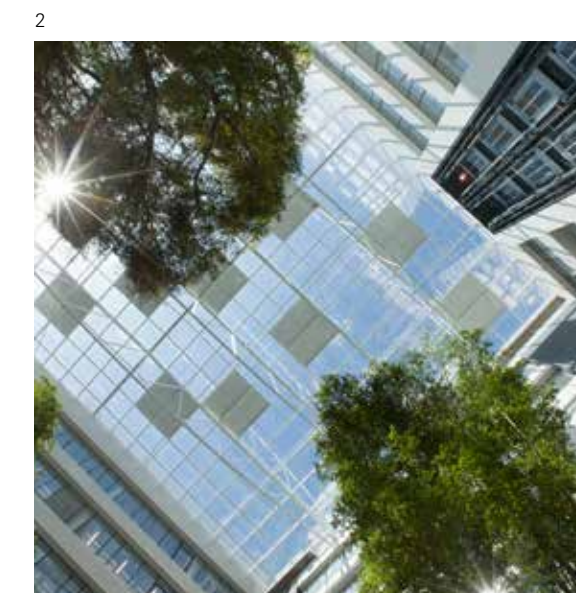
83



ZAVENTEM DELOITTE HQ

The International Deloitte group, which works in consulting, auditing, financial consultancy and risk management, decided to move into the Gateway building in Brussels Airport for the long term. There is no better business location in Belgium due to the transport links. The existing structure of the building was completely renovated and two new wings were added, with respect for the original concept. The new offices will have room for 2,000 employees.

To guarantee a good workflow, the climate has to be right. To deliver refreshment to its staff on a daily basis, Deloitte opted for the GROHE Blue Professional Minta single-lever sink mixer. This wonderful water faucet has an integrated filter function, and employees can switch between chilled, room temperature, still, medium and sparkling water. This fitting not only obviates the need to lug bottles of water, but also saves a huge amount of resources.



3



Architects

Jaspers-Eyers Architects
A2RC
Brussels, Belgium

Address

Luchthaven Brussel Nationaal
Zaventem, Belgium

Area used

34,500 m²

4



5



- 1 Due to the many glazed areas the whole office building is flooded with light, which improves the quality of life during working hours.
- 2 The heart of the building is a beautiful atrium.
- 3 The unique office development was designed by Jaspers-Eyers Architects and A2RC.
- 4 Deloitte's new offices are situated in the middle of Brussels Airport. With over 610 flights daily, a high-speed train station and the city's biggest bus station, it is a preferred business location.
- 5 The Deloitte Gateway development is the first step of the roughly 34,500m² "Airport Village" that aims at the gradual establishment of offices, meeting facilities, conference centres and hotels.

BERLIN HOTEL AM STEINPLATZ



- 1 In the rooms, bright natural hues are combined with dark elements.
- 2 The floors of the common areas consist of elegant granite and marble.
- 3 The cubic forms of the GROHE Eurocube series fit in perfectly with the stunning bathroom design.



The Berlin architect Claudia Dressler transformed the building from 1907/08 into a boutique hotel. "The biggest challenge was to integrate historic elements into the comfort requirements of a modern luxury hotel," says Dressler. Guests love the intimate atmosphere of the exclusive hotel in the Art Deco style.

GROHE's Eurocube series with its straight geometric lines fits in perfectly with the design of the Hotel am Steinplatz and sets clear trends. Grohtherm 3000 Cosmopolitan thermostats offer the greatest possible showering comfort and safety.



Claudia Dressler

Architect
morgen Gesellschaft
von Architekten mbH
Berlin, Germany

Interior Designer
Tassilo Bost

Address
Steinplatz 4
Berlin, Germany

Date of completion
2014



MANCHESTER IRWELL RIVERSIDE

These modern factory-built townhouses are situated not far from Manchester in the United Kingdom. Residents can put together a perfect home based on their needs. Also, each townhouse is equipped with state-of-the-art intelligent technologies and heating and light can be controlled completely even when there is no one home. Magnificent views of the river, gardens and carefully planned landscaping make the site a perfect neighbourhood.

The Irwell Riverside houses also strive for perfection in the kitchens. In these architect-designed, super flexible, Urban Splash built houses the kitchen can be put on the ground floor, in the yard, or in the loft. The GROHE Minta sink mixer provides the greatest possible comfort, which is expected by the demanding residents.

- 1 The house is designed by ShedKM, the award-winning architects behind Chimney Pot Park in Salford and MoHo in Castlefield, Manchester.
- 2 The design relies on minimalism and clear lines.
- 3 The GROHE Minta sink mixer plays a key role in the designer kitchen. The extractable mousseur with EasyDock glides especially simply and smoothly back into the housing as the Glideflex® hose has extremely low friction.
- 4 The dream bedroom was created by the residents themselves.

2



Architect
ShedKM
London, UK

Developer
Urban Splash
Manchester, UK

Address
Springfield Lane
Salford, UK

Date of completion
2016

4



3



DOUBLETREE BY HILTON MOSCOW – MARINA



DoubleTree by Hilton Moscow – Marina is perfectly situated, especially for business people, on Lenin-gradskoye Shosse. The Olympia Business Park, the Crocus Expo International Exhibition Centre and the Metropolis Business Centre are nearby. The hotel has 270 rooms and 11 conference rooms. The hotel is adjacent to the only water reservoir in Moscow and the Royal Yacht Club.

GROHE Atrio Classic basin mixers have an especially timeless design and thus fit perfectly in the Hilton. The round, cylindrical basic shapes are linked to elegant levers available in two shapes. With the Grohtherm 3000 Cosmopolitan thermostat bath mixer guests can precisely regulate the water temperature, thanks to GROHE TurboStat. The faucet is not only aesthetically appealing but also safe. The surfaces do not get too hot due to GROHE CoolTouch and the SafeStop button prevents overly hot temperatures from being set by mistake.

- 1 The Lobby Bar & Lounge area is especially modern, promising sociable moments and a formidable beverage menu.
- 2 Warm, dark colours and large beds with 100% cotton linen promise a good night's sleep in the spacious guest rooms.
- 3 La Veranda restaurant offers international cuisine in an amicable, elegant atmosphere.
- 4 The stylistic ARTYASHOK Restaurant was designed by the celebrated British architect Martin Hulbert.
- 5 The GROHE Thermostat 3000 Cosmopolitan with the AquaDimmer enables one to switch from the bathtub faucet to the hand shower in a wonderfully gentle way. In addition, the amount of water can be regulated and the water supply switched on or off.

2



3



4



5



Architect & Interior Design

Front Architecture
Moscow, Russia

Address

Bld.1, 39 Leningradskoe Shosse
Moscow, 125212, Russia

Owner

Autoconcept Co LLC
Moscow, Russia

Date of completion

2014



1

HAMBURG SIR NIKOLAI

Hamburg directness, unostentatious charm and dry humour: that is Sir Nikolai. Situated on one of Hamburg's oldest canals, this boutique hotel is a singular mixture of new tradition and unique design. Like locals from the Hanseatic city, the hotel knows how to express itself.

The handpicked luxury of the hotel in the Old Town is continued by the GROHE Cosmopolitan 400 head shower. After inspiring sightseeing in Hamburg, guests can pamper themselves under the Rain-shower to make their city trip truly unforgettable. A perfect spray pattern is guaranteed by Dreamspray technology.

- 1 Izakaya restaurant is a culinary hotspot in Hamburg serving extravagant Japanese cuisine with a South American twist.
- 2 The one-bedroom Sir suite welcomes guests with customized furniture, fresh flowers from the market and a well-stocked minibar.
- 3 Renowned artworks, vintage carpets, and customised lighting are hallmarks of the unobtrusive, luxurious interior furnishings.
- 4 The atrium expands the space upward and enables daylight to enter.
- 5 The Rainshower Cosmopolitan 400 head shower is a combination of perfect GROHE design and the best possible technology. Demanding guests can choose between broad spray, stimulating jet spray, bubbly Champagne spray and gentle Pure spray.

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3



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Architect

TSSB architekten.ingenieure
Hamburg, Germany

Address

Katharinenstraße 29
20457 Hamburg, Germany

Date of completion

2017

Number of rooms

95

DUSSELDORF PRIVATE RESIDENCE



The architecture and design studio Ferreira Verfürth created the atmospheric impression that the builder had in mind. All of the rooms are decorated in complementing white hues. As a result, it seems as though daylight flows through them continuously. The rooms have a floating lightness without seeming cold. The building's floor plan alludes to 19th century city villas, which are still popular today.

In keeping with the building, the cubic structure was given a pyramid roof. Due to the focus on clear geometric shapes and minimalism in the interior, no series is better suited to this residence than GROHE Eurocube. The cuboid forms of the bathroom architecture express stylistic clarity and stringency. The temperature and water volume can be regulated easily thanks to GROHE SilkMove. GROHE Starlight enables the fittings to shine in impeccable splendour.

Architect

Ferreira I Verfürth
Architektur & Design Studio
Dusseldorf, Germany

Interior Design

RF Interior Design

Address

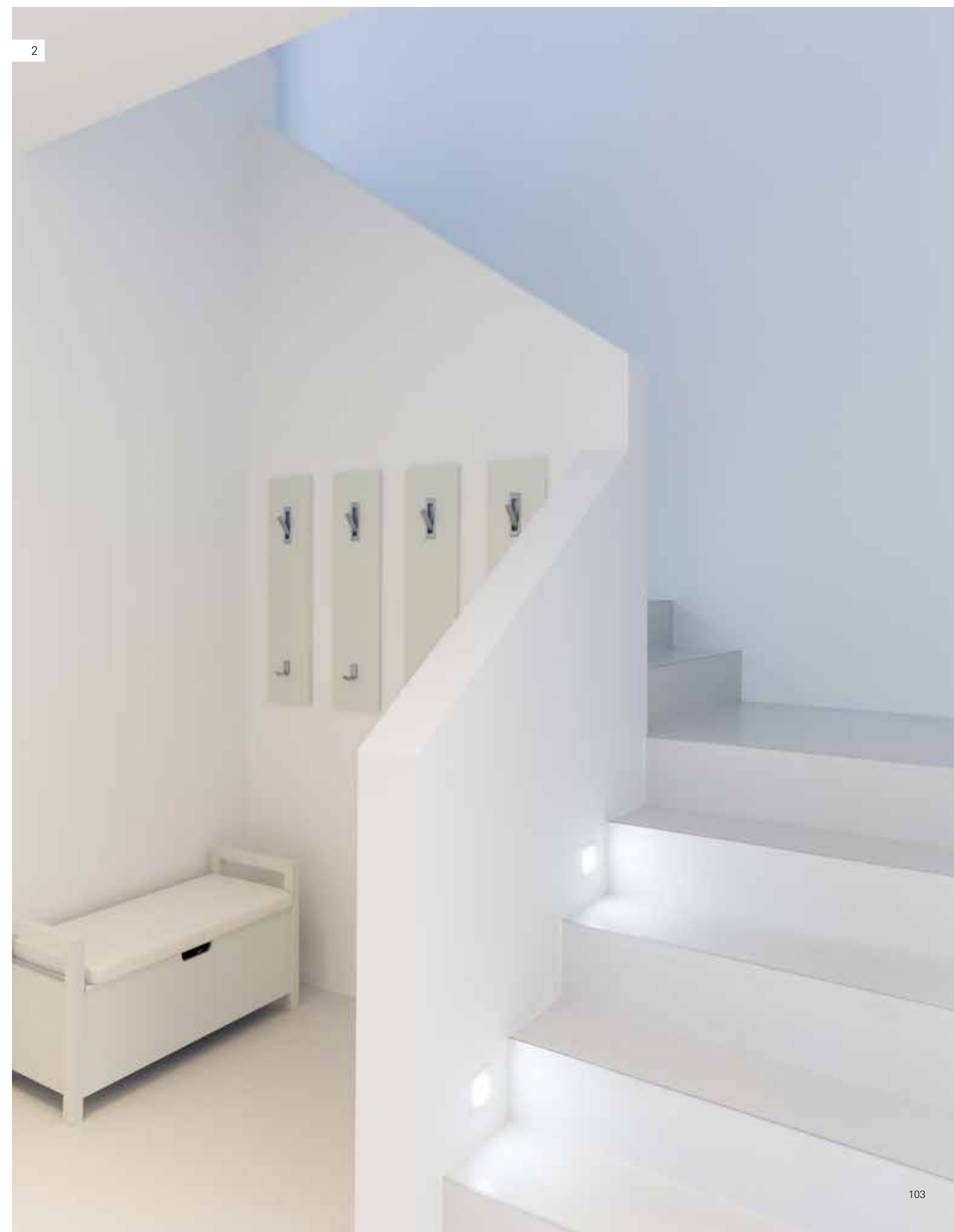
Dusseldorf, Germany

Date of completion

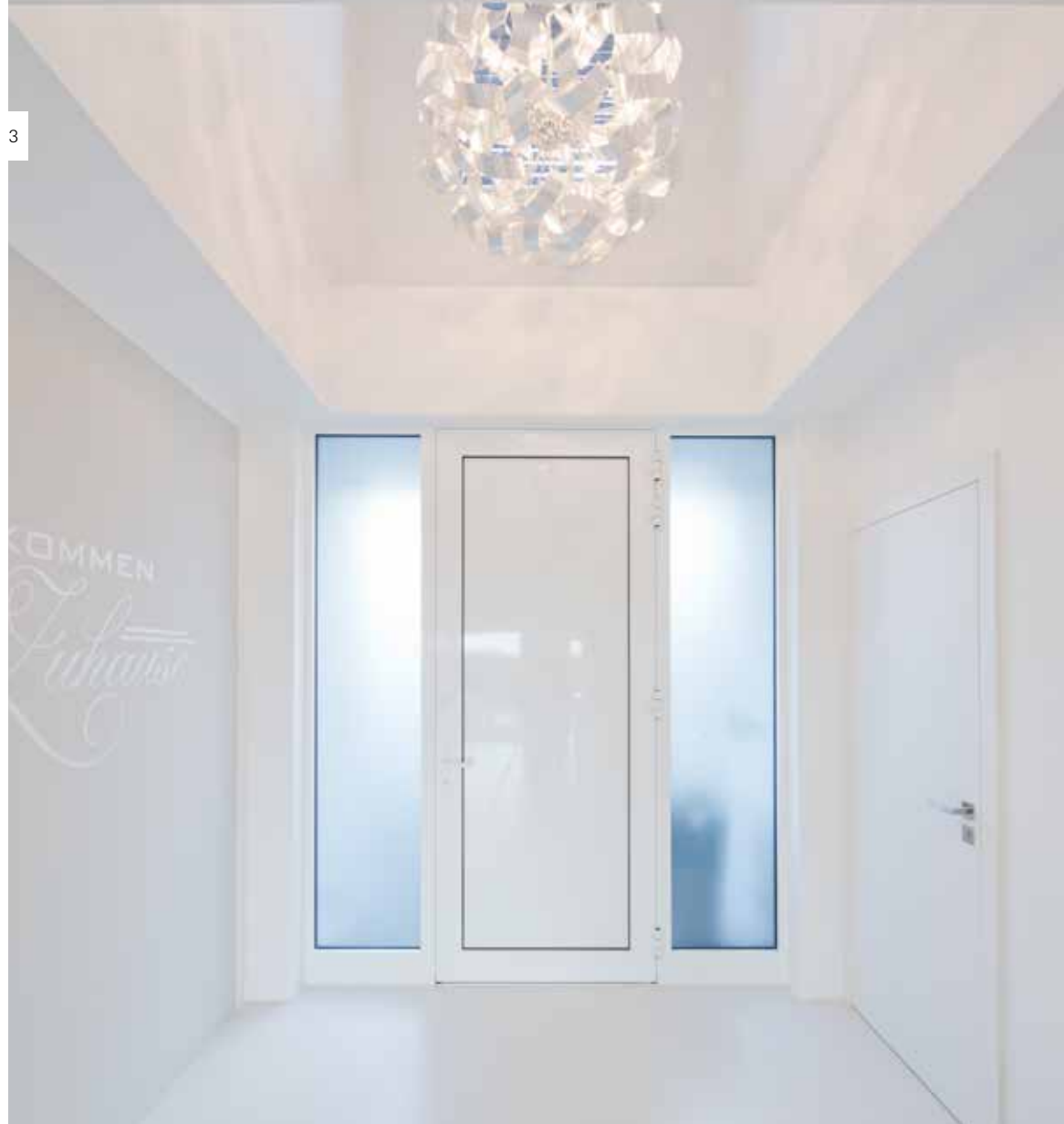
2015

Area used

220 m²



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- 1 The kitchen is on the ground floor and situated centrally. The living room and kitchen are separated by a chimney wall.
- 2 The light planning was a challenge. Due to targeted bundling of the light fixtures, islands of light can be created that support the rooms' atmosphere in the evening.
- 3 The entrance area of the building. The house opens up gradually when one enters: the further one goes, the more expansive the lines of sight.
- 4 The kitchen leads right into the dining room.
- 5 The shower-bath adorns an anthracite-coloured terrazzo floor. The GROHE Eurocube single lever basin mixer and the oversized GROHE Rainshower create a luxurious ambience. GROHE DreamSpray technology ensures the water is distributed evenly from every single nozzle.
- 6 The Eurocube two-hole basin mixer can be found in this stylish bathroom. The smooth faucet is perfect for daily routine. With GROHE AquaGuide the water stream can be adjusted to meet individual needs. Thanks to the GROHE shower system, residents can comfortably refresh themselves on a daily basis.

WOLFSBURG YARD BOARDING HOTEL



The heritage-protected Yard Boarding Hotel, situated on the outskirts of Wolfsburg, has been a manor since 1846. To save the building from decay, architects from KEFERSTEIN+SABLJO BDA took up the task of refurbishing it completely. The aim was not only to preserve the spirit of the building, but also to enable people to experience it anew. To this end, they opted for a robust and discreet interior design. State-of-the-art furnishings form a gentle contrast.

For the rustic and stylish bathrooms, the architects chose the GROHE Eurosmart Cosmopolitan. The high, curved faucet is an elegant eye-catcher in the traditional ambience of the historic building. In the showers Euphoria shower sets offer guests pleasant relaxation. GROHE EcoJoy technology promotes conscious use of water and electricity, and has economic benefits for hoteliers.

- 1 The main building of the heritage-protected edifice was once a stable. The original character was preserved and livened up.
- 2 The GROHE Eurosmart Cosmopolitan matches the timeless design of the Yard Boarding Hotel. The swivel spout provides for extra flexibility.
- 3 Graf von der Schulenburg wanted the building's leitmotif in the interior to remain visible. The roof beams underline authenticity and are an important rustic element in the interior design.
- 4 Guests can linger all day long in the country-house-style dining rooms. In a sociable atmosphere, a homely feeling is created here.



Irina Joana Kresic & Tatjana Sabljo

Architect
KEFERSTEIN+SABLJO Architekten BDA
Hannover, Germany

Address
Schulenburgstraße 6A
Wolfsburg, Germany

Date of completion
2016

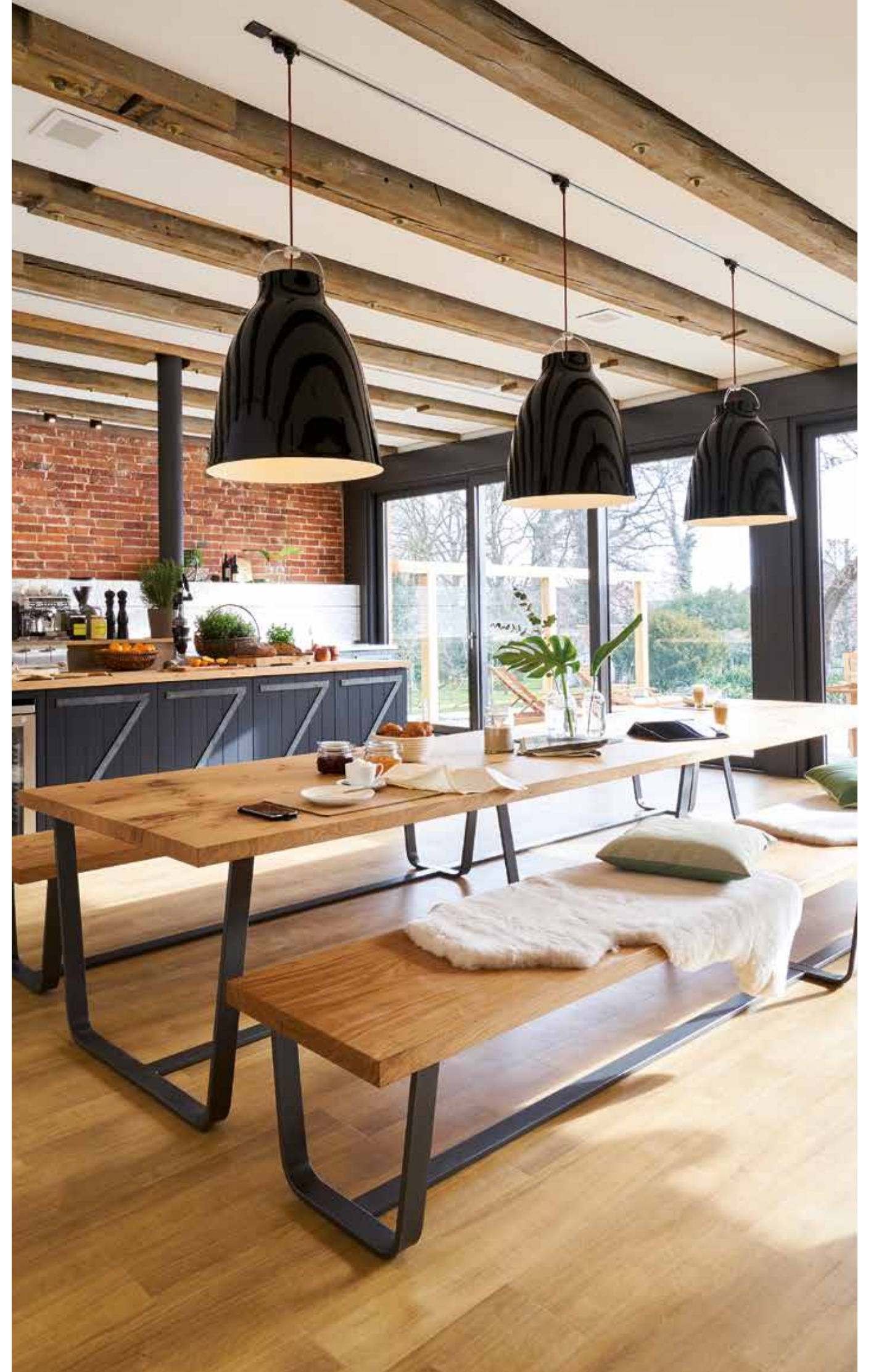
2



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4



PARIS

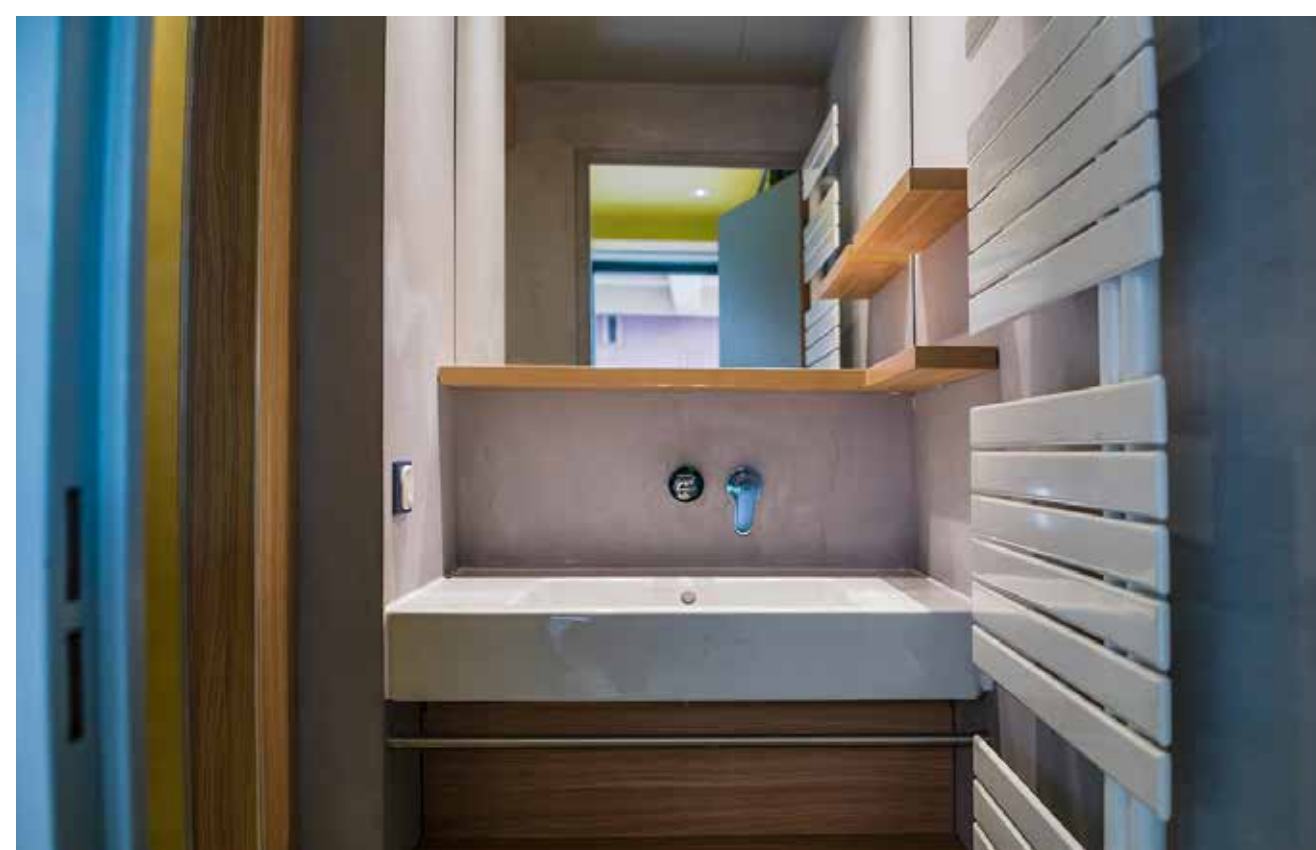
YOOMA URBAN LODGE



Stylish Yooma hotel is situated on the Seine in Paris. The name is derived from the word “humanity,” which refers to the hotel's values. “Yooma wants to create togetherness in this divided world.” The creative director Ora Ito was responsible for the design in collaboration with the French conceptual artist Daniel Buren. It is based on 1970s architecture in Beaugrenelle. The interior boasts bright Pop Art colours and has 106 rooms that can accommodate two to six guests, suitable for families, professionals and friends.

Creativity is the common thread that runs through Yooma and the bathroom design also knows no bounds thanks to the GROHE Eurodisc Cosmopolitan. The sweeping gesture of the washbasin faucet reflects resolve as well as the hotel's trendy design. The GROHE Rainshower F series guarantees pure pleasure. In keeping with the modular concept of this line, it can be extended and combined as needed.

- 1 The curvaceous facade of the 1970s structure is clad in stainless steel and aluminium sections punctuated by deep blue and black panels.
- 2 The hotel is an art object developed from an office building.
- 3 The bright colours in the bathrooms stand for positivity. The Eurodisc Cosmopolitan two-hole basin mixer impresses with its fresh and confident look and is especially low-maintenance and durable during hotel operations. Due to the moveable spout end the water stream can be adjusted to meet individual needs.



Architect
Calq Architecture
Paris, France

Interior Design
Ora Ito
Paris, France

Address
51 Quai de Grenelle
Paris, France

Date of completion
2017

Number of rooms
106

DUSSELDORF ME AND ALL HOTEL

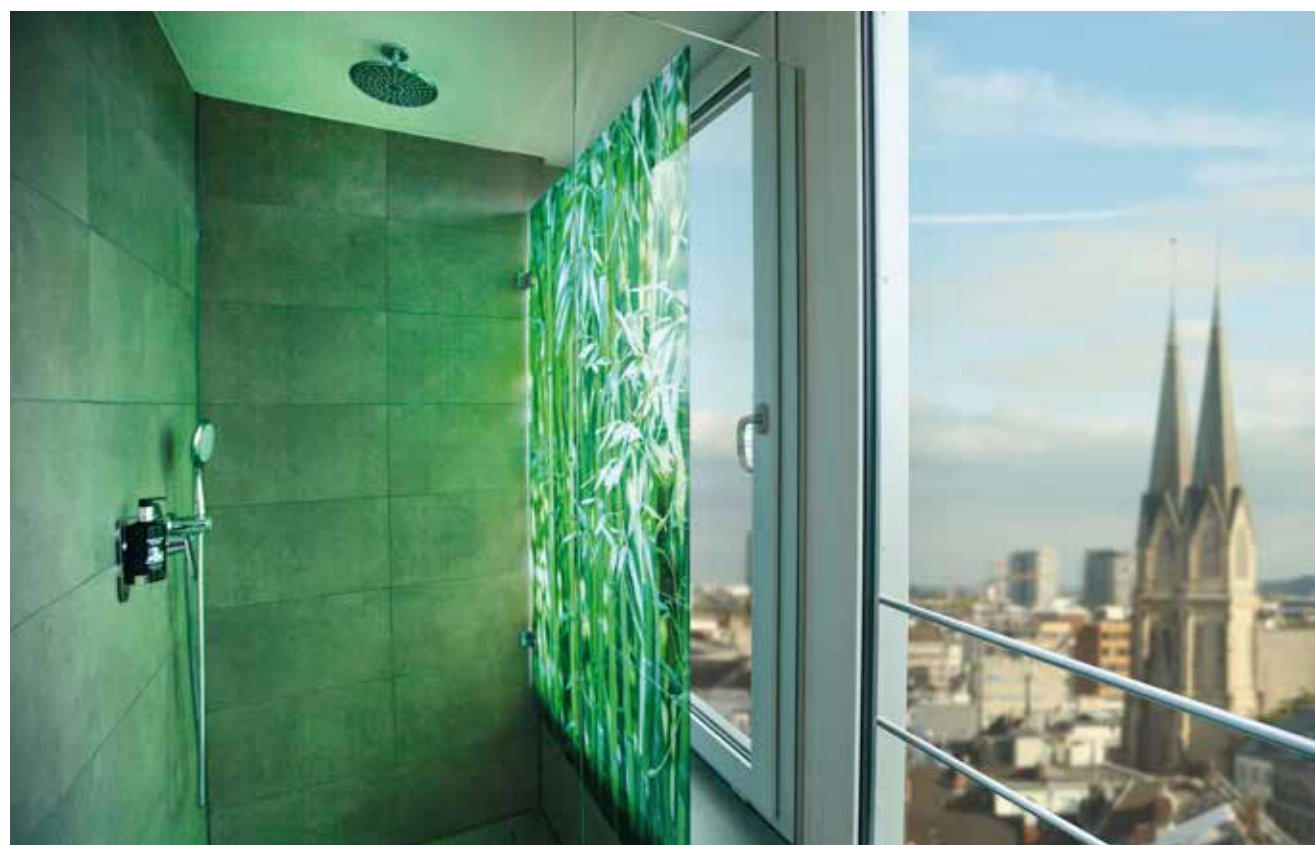


Rodolfo Nogales, Sonja Grimbacher,
Erich Grimbacher

Architect
Grimbacher Nogales Architekten
Oberkassel, Germany

Interior Designer
Geplan Design
Stuttgart, Germany

Address
Immermannstraße 23
Dusseldorf, Germany



"Inhale, exhale, arrive." The me and all hotel has a clear intention and it is well received. The interior designers from GEPLAN Design relied on reduction, quality and global Zen. Tranquility. Security. Togetherness. The hotel is a declaration of love for Dusseldorf and intends to create precisely the space guests seek. A temporary home, a workspace or a space for exchange? Local heroes, travellers and lingerers come together here. "Dusseldorf for everyone for a change!"

There is only one faucet line that can pick up on this straightforward concept: the GROHE Lineare series stands for straight lines and geometric minimalism. Both at the me and all hotel and with Lineare, the focus is on the elementary. The GROHE EcoJoy water-saving technology conserves valuable resources. At a hotel with constantly changing users, this benefits the environment and the wallet. Water consumption is reduced by up to 50% without compromising comfort.

- 1 For the me and all hotel the perfect lounge is a mixture of "many nice people, good sounds, comfortable armchairs and delicious food in a street-food format." With a great view of the city to boot.
- 2 The Dusseldorf hotel has 177 rooms and suites that boast minimalist perfection.
- 3 Guests shower with a view of the Dusseldorf Old Town. Additionally, the GROHE Euphoria shower system provides unlimited water enjoyment with the river Rhine outside the window and GROHE DreamSpray technology when showering.

EEKLO AZ ALMA

This new regional hospital in Eeklo, Belgium, was opened by the Flemish health minister in the spring of 2017. The quality of the care and the human element are at the centre of AZ Alma. This is ensured by 120 doctors and 1,290 employees working round the clock.

GROHE faucets actively contribute to hygiene maximization and infection prevention. The Eurosmart CE and Euroeco CE infrared electronics for washbasins are ideal solutions for contactless operation when people wash their hands. The Grohtherm 1000 thermostat is a safe device guaranteeing patients water enjoyment with no temperature fluctuations. The GROHE K7 single-lever sink mixer with a 360° manoeuvrable spring arm and functional characteristics from the professional segment is ideal for large hospital kitchens.

Architect
AAPROG Architecten
Wetteren, Belgium

Technical Planner
SDK “nv Studieburo De Klerck”

Installer
THV Van Braeckel - Van Maele - Van Severen

Address
Ringlaan 15
Eeklo, Belgium

Date of completion
2017

Area used
60,262 m²



2



- 1 The new hospital has ten operating theatres and three labour rooms.
- 2 Patients, visitors and employees love the modern cafeteria, which has different dishes every day.
- 3 “Together with patients and service providers we work in a spirit of mutual trust and openness to deliver high-quality care in our region.”

3



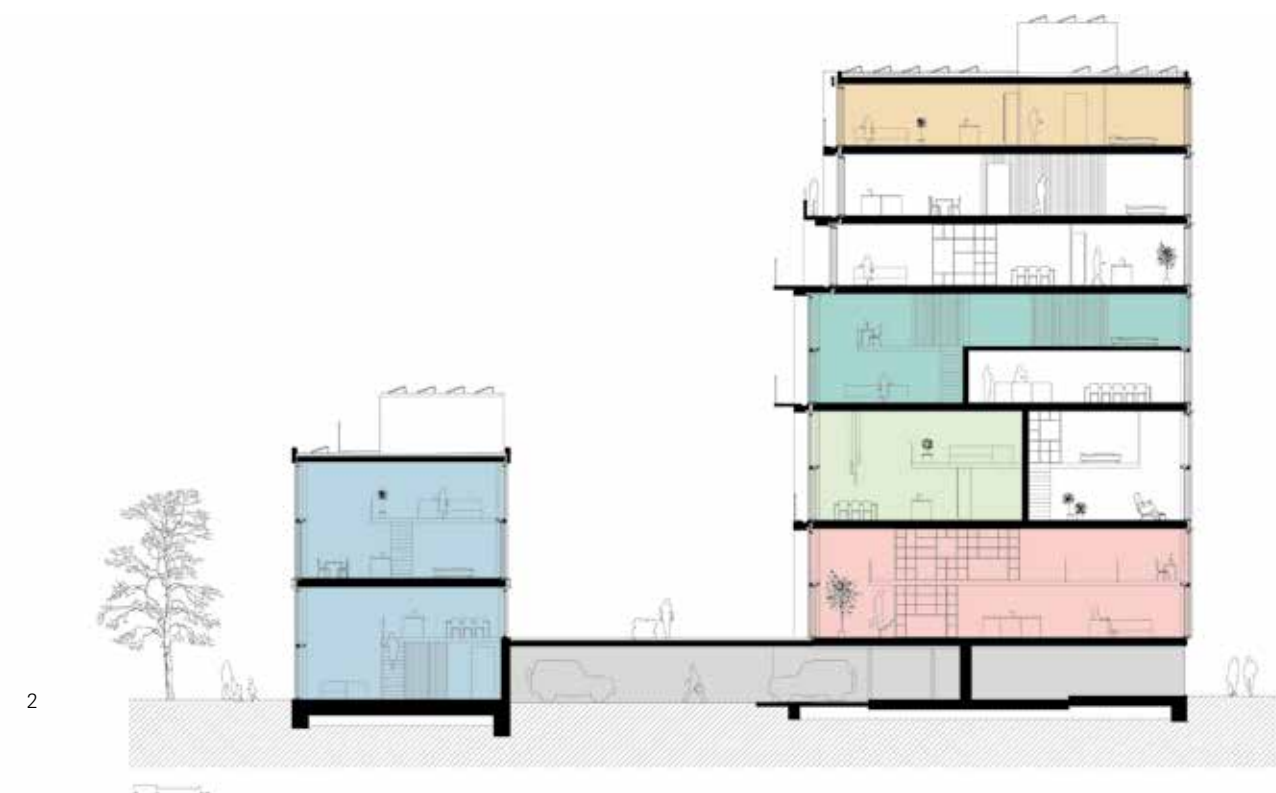


AMSTERDAM SUPERLOFTS

These urban wonders are flexible super flats. In a densely populated city like Amsterdam, they offer an unusual large amount of space and unique possibility to customize to the residents' own wishes. The raw space can be designed individually or in close collaboration with the architect. Each house can be adapted to the changing living scenarios and wishes of the residents over years. For Marc Koehler Architects, "city living, personal freedom and eco resilience" are the most important values of the Superlofts concept. Superlofts is now operating in multiple large cities in the Netherlands and is starting its endeavor abroad.

The bathrooms of the prize-winning lofts are adorned with GROHE Essence two-hole basin mixers. In the lofts, which command a view of Amsterdam's atmospheric canals, water can be enjoyed to the full. And in the showers residents can treat themselves to gentle waves with the GROHE Euphoria shower system.

- 1 Four Superlofts projects are realised in Amsterdam, and Superlofts is also operating in Utrecht, Delft, Rotterdam and Groningen.
- 2 Superlofts is a revolutionary development and design model for hybrid co-housing communities that can radically improve the quality of cities and the way people live together.
- 3 With the Superlofts DIY kit, customers can design their home themselves based on their family situation and needs.
- 4 The Essence series with wall mounting is a particularly elegant GROHE solution. The long separate faucet offers maximum comfort, and thanks to AquaGuide the water spray can be directed precisely. The Euphoria shower system, here in a double version, offers luxurious showering comfort for the whole family.
- 5 In 2017, the Superlofts concept won the prestigious prize for the world's best residential project at the international World Architecture Festival in Berlin.

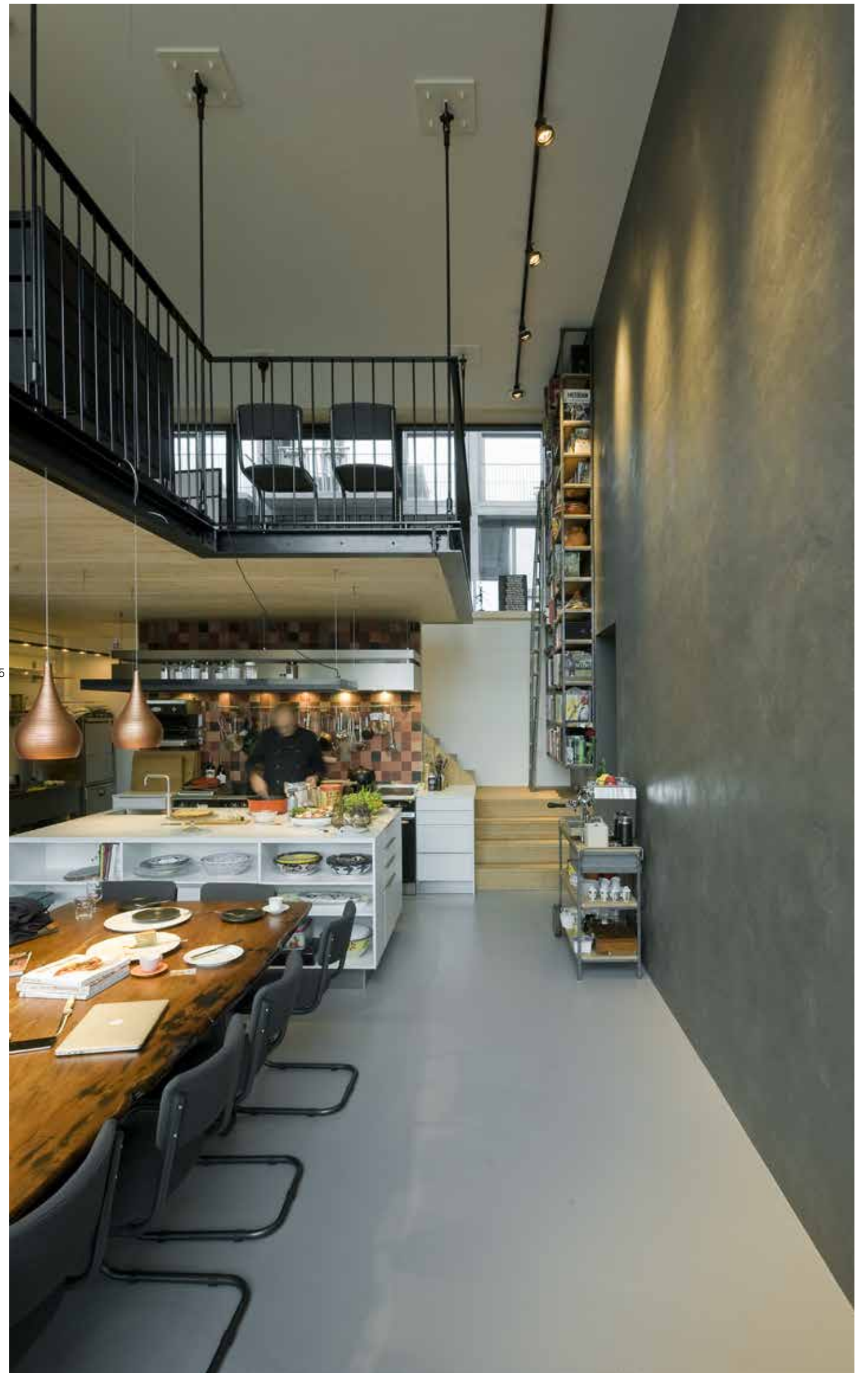




3



4



5



Architect

MKA Marc Koehler Architects
Amsterdam, Netherlands
www.marckoehler.nl

Address

Haparandaweg
Amsterdam, Netherlands

Date of completion

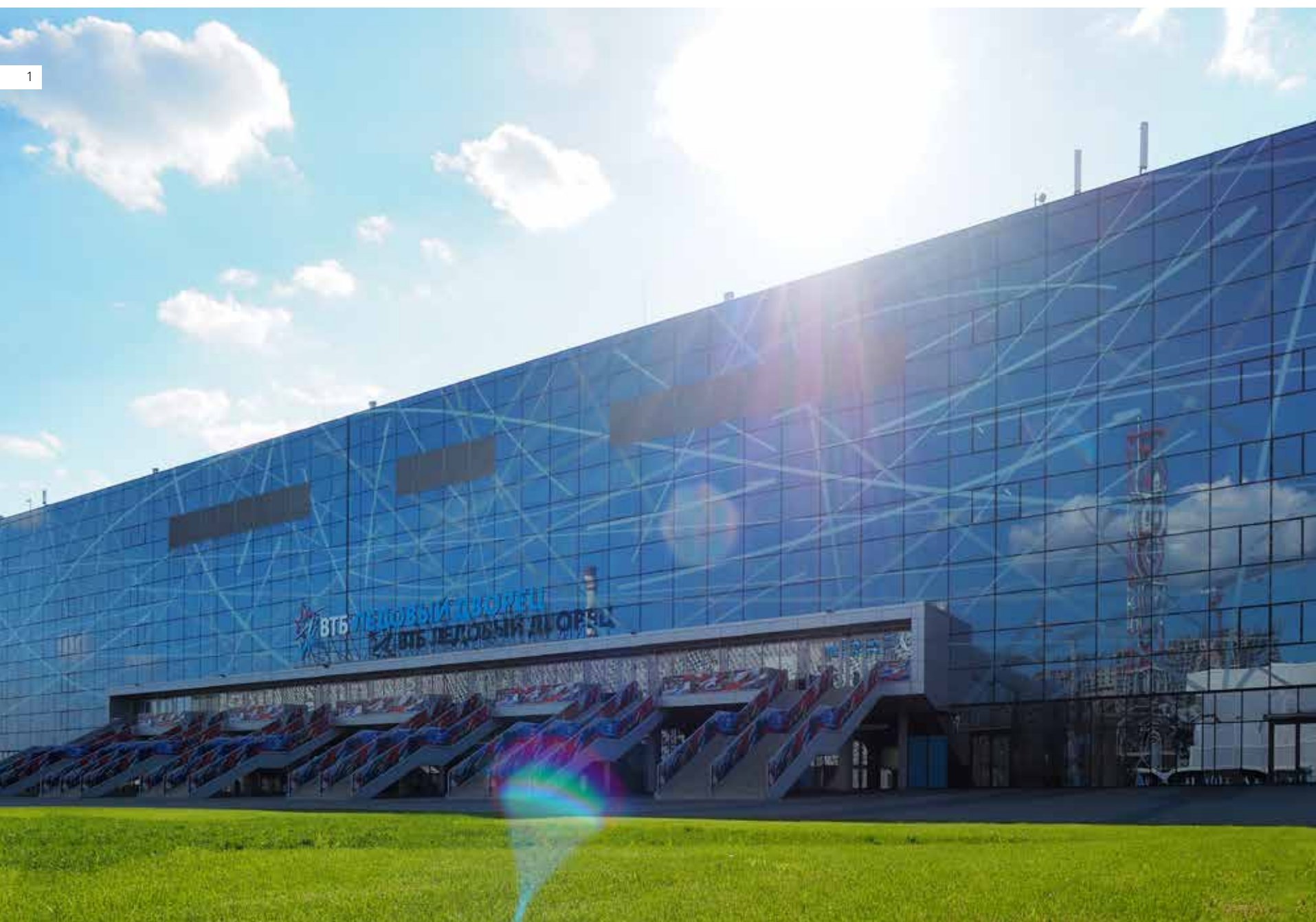
2016

Area used

3,095 m²



MOSCOW VTB ICE PALACE



This multifunctional arena in Moscow, Russia, is part of the Park of Legends, the largest sports and entertainment quarter in Russia. The focus of the Ice Palace is on ice hockey, but the three different-sized arenas also serve as venues for other local and international sporting events, concerts and shows. The largest arena accommodates 12,000 people, the middle arena 3,000 and the small one has 200 seats and is mainly used for training.

Architect

Speech
Moscow, Russia

Address

Avtozavodskaya str. 23 A
Moscow, Russia

Date of completion

2015

Hygiene is the be-all and end-all in public areas. The sporty look of the GROHE Eurosmart Cosmopolitan E impresses with its aesthetics and cutting-edge technology. The infrared sensor enables contactless usage and is therefore a smart solution. In addition, the body was designed so that it is especially cleaning-friendly. The Relexa Basic head shower in the athletes' cabins provides refreshment after training and games.

- 1 The Ice Palace is a home arena for two ice hockey teams Dynamo Moscow and Spartak Moscow. It has also hosted men's Ice Hockey World Championships.
- 2 The common rooms have a plain design so as not to steal the show from the interior of the Palace.
- 3 The GROHE Eurosmart Cosmopolitan E with contactless technology radiates modern aesthetics in the Ice Palace.





AMERICAS

USA 124/132/136/140
Mexico 128/148
Chile 144/146
Colombia 152
Puerto Rico 156

WASHINGTON OLYMPIA PRAIRIE HOME

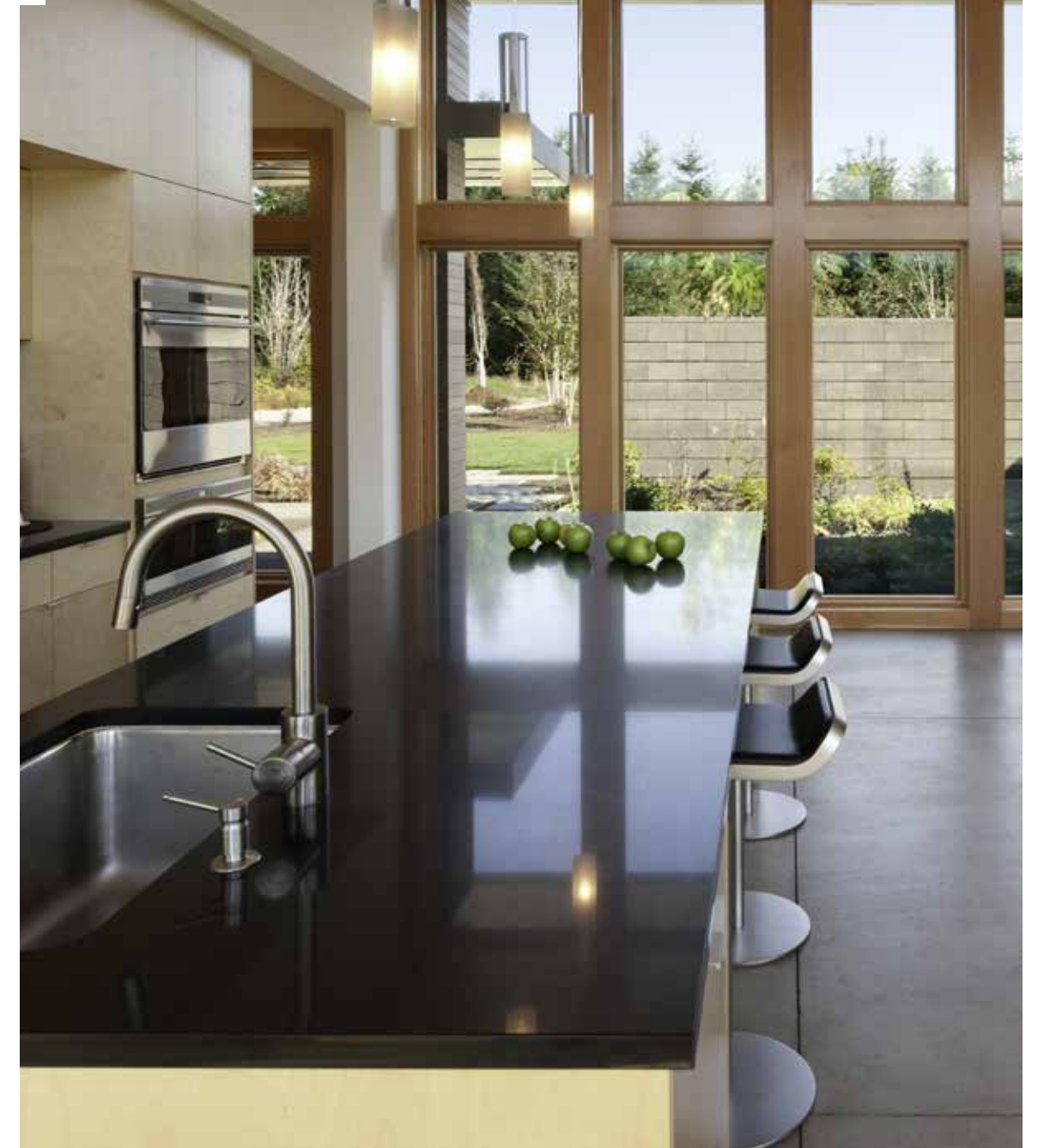




“We are committed to creating buildings that have a positive impact on the environment and people who use them. We believe that better design leads to better quality of life,” assert Coates Design Architects. The modern L-shaped contemporary country home is located in Washington. The house is in sync with the lifestyle and needs of its residents and is sustainable and environment-friendly.

In the open kitchen of Olympia House the architects opted for the GROHE Minta sink mixer. An excellent choice. The spray head is extractable and the entire swivel arm can be turned up to 360°. Switching from fine-beaded stream to powerful jet spray is child’s play and the amount of water is easily adjustable.

- 1 Concrete masonry unit walls frame the entry and a flat roof plane hovers overhead to melt the project into the prairie-like landscape.
- 2 The floor-to-ceiling windows make the spaces seem more expansive. The furnishings are discreet so that they don’t distract guests from the pristine natural beauty they adore.
- 3 With the GROHE Minta Comfort sink mixer rinsing pots or vegetables is a pleasure. The spout is available in an L shape or in the C shape pictured.



Matthew Coates

Architect
Coates Design Architects
Washington, USA

Address
Yelm, Washington

Area used
approx. 205 m²

COZUMEL PRESIDENTE INTERCONTINENTAL COZUMEL RESORT & SPA

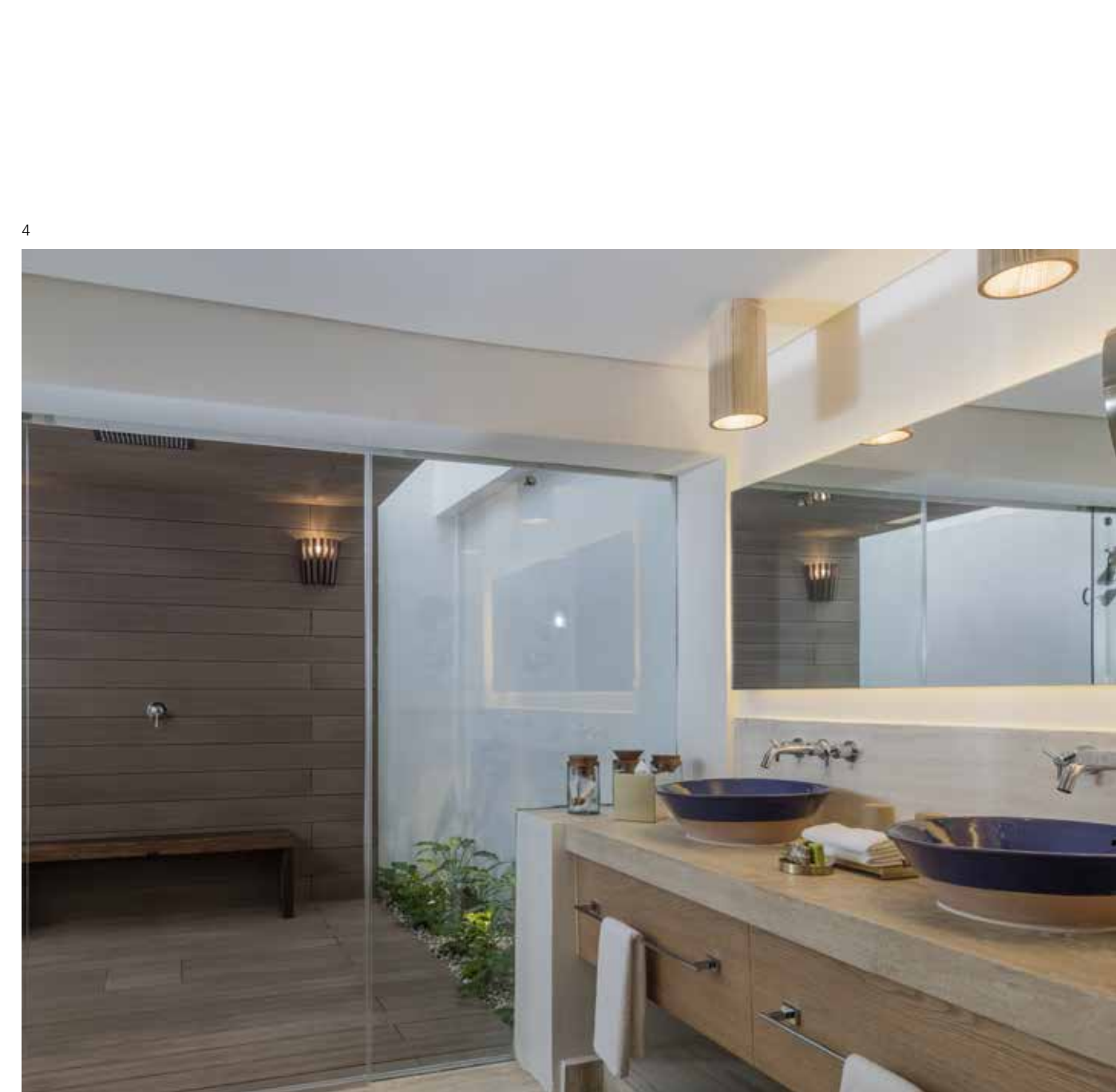


2



Guests who spend their holidays at the Presidente InterContinental Cozumel Resort & Spa on the Mexican island of Cozumel find their dreams and postcard motifs. Crystal-clear water and half a mile of white private beach invite them to kick back and relax. For scuba diving enthusiasts one of the world's largest coral reefs is right outside the door. A hotel for the whole family: there is a large spa area, sports opportunities and the Chiqui Club entertains kids.

Under the hot Mexican sun guests at the Presidente InterContinental Cozumel Resort & Spa indulge in refreshment and cool waters. With the luxurious GROHE Rainshower F Series showering becomes a revitalising experience. The ultra-flat ceiling-mounted shower head is an unobtrusive yet stylistic centre piece. The GROHE Atrio Classic meets people's needs for refreshment par excellence. The accessories in the bathrooms contribute directly to perfection and are supplemented by GROHE Essentials Cube towel holders and bathrobe hooks.



Interior Design
MOB

Address
Carretera a Chankanaab KM 6.5
Cozumel, Mexico

Owner
Grupo Presidente

Date of completion
2016



- 1 Inside the palm-tree encircled site guests can relax in infinity pools, at the serene spa or in the bathwater-warm Caribbean waves.
- 2 The 150 sqm Reef Suite is situated in the exclusive part of the resort with direct access to the beach.
- 3 The lounges boast contemporary design furniture made of natural wood.
- 4 The GROHE Atrio Classic three-hole basin mixer, here with the classic Ypsilon cross-shaped handle, impresses with its cylindrical forms. The GROHE Rainshower F series has exquisite space around it enabling it to fully unfold. The spray from the Rain jet is as enchanting a warm summer rain.
- 5 The natural look of the Atrio Classic three-hole basin mixer perfectly matches the ceramic washbasin. And of course there is a hammock and pool on the large terrace.

SONOMA CONNECT 5

Connect Homes is the next generation of the prefab industry. With the new modular system they are bringing innovative, sustainable, inexpensive houses onto the market of which up to 90% is made in the factory and then shipped. Buyers can create their home online down to the last detail – there is no room for unpleasant surprises. The Connect 5 model has an area of 150 sqm with two or three bedrooms and two bathrooms.

Pioneering technology can be found in the bathroom of Connect 5 in the form of the GROHE Eurostyle Cosmopolitan washbasin mixer. In keeping with the resource-saving concept of Connect homes, GROHE EcoJoy technology reduces water consumption by up to 50% with the same full water spray. The lever is set at a gentle incline of seven degrees, charmingly calling for usage. The line is classic and tasteful at once.

- 1 The modules take 3-4 months to build in the factory and they are delivered and installed in a day.
- 2 Due to the large window facades and the corresponding interior, indoor and outdoor fuse together.
- 3 “Our goal was to give consumers the high-quality home they desired at a price point they could afford,” says Jared Levy, cofounder of Connect Homes. The designer furniture in this living room is an extraordinary combination of highly modern and rustic.
- 4 The GROHE Eurostyle Cosmopolitan basin mixer is extremely easy to use thanks to sophisticated GROHE SilkMove cartridge technology. Temperature and water volume are effortlessly controlled.



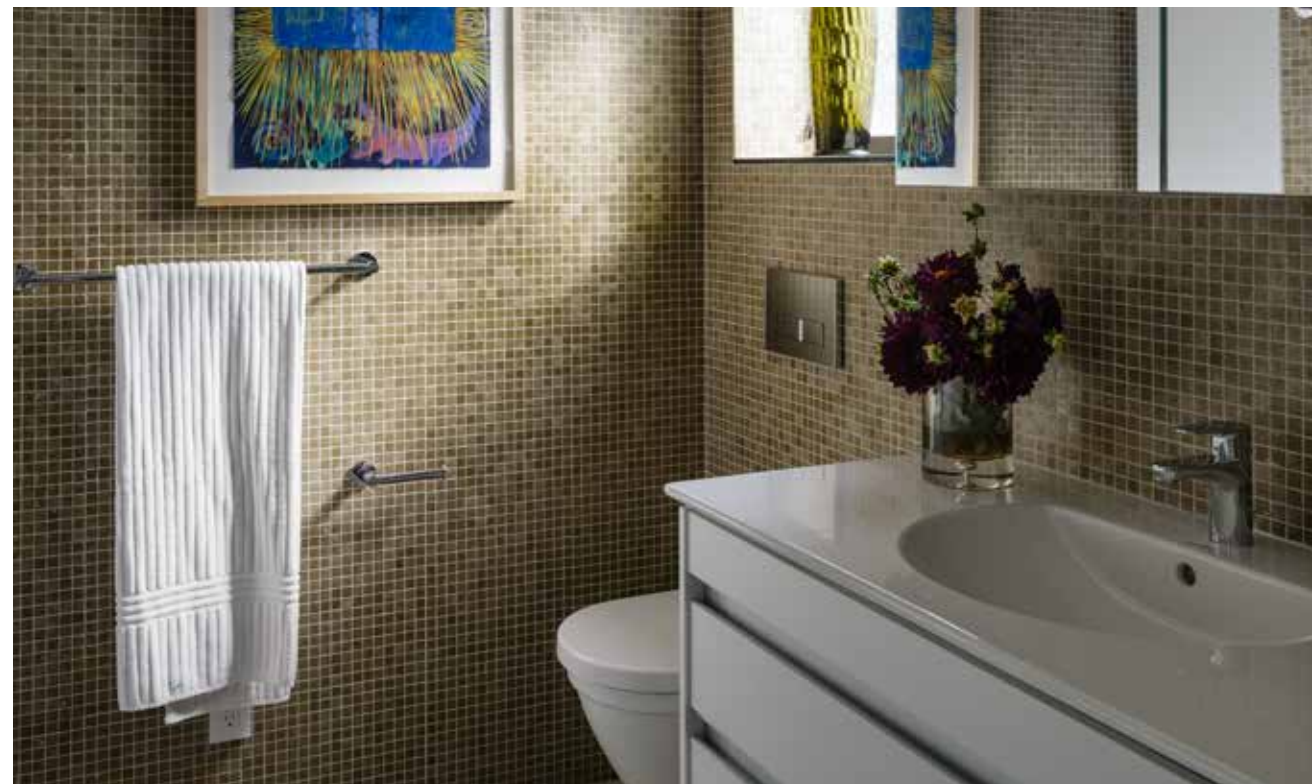
2



3



4



Architect
Jared Levy
Los Angeles, USA

Interior Design
Meredith Rebolledo
Glen Ellen, USA

Address
Sonoma, California

Owner
Connect Homes
Los Angeles, USA

Date of completion
2012

Area used
approx. 150m²

PALM SPRINGS DESERT EICHLER HOMES

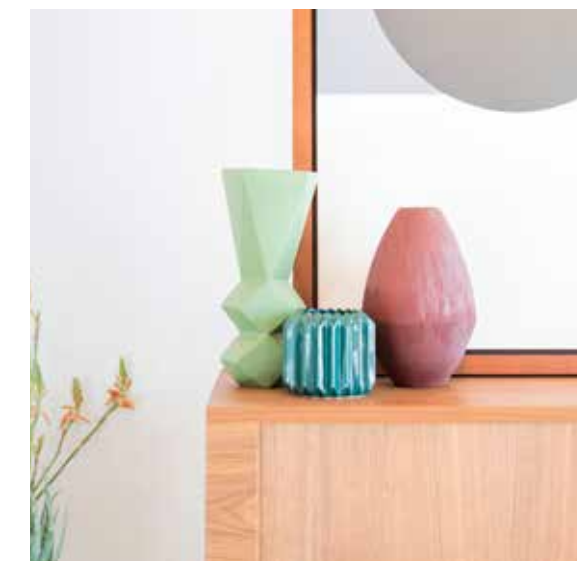
1



“Original Eichler homes modernized for today's living” is the slogan of KUD Development, which builds Desert Eichler homes with the typical A frame and flat roof. Joseph Eichler was one of the most influential real estate developers in the USA in the twentieth century. Today his name still stands for quality standards and innovative California modern design. These houses are part of the new Eichler community near Palm Springs.

“Modernized for today's living” also means innovative bathroom solutions. Therefore the houses are equipped with GROHE F Series head showers. Due to its straight lines the flat element fits in with the design concept of Eichler homes, which are punctuated by meaningful geometric shapes.

2



3



Developer
Troy Kudlac
KUD Development
Palm Desert, USA

4

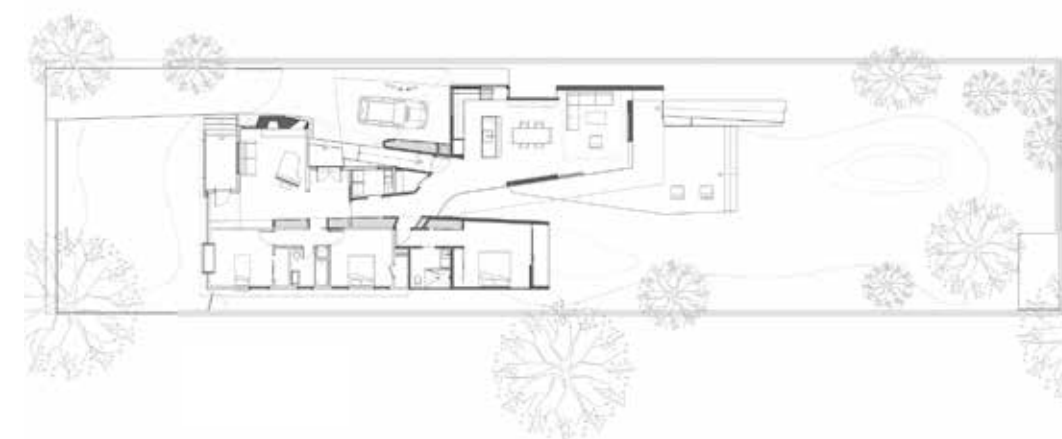
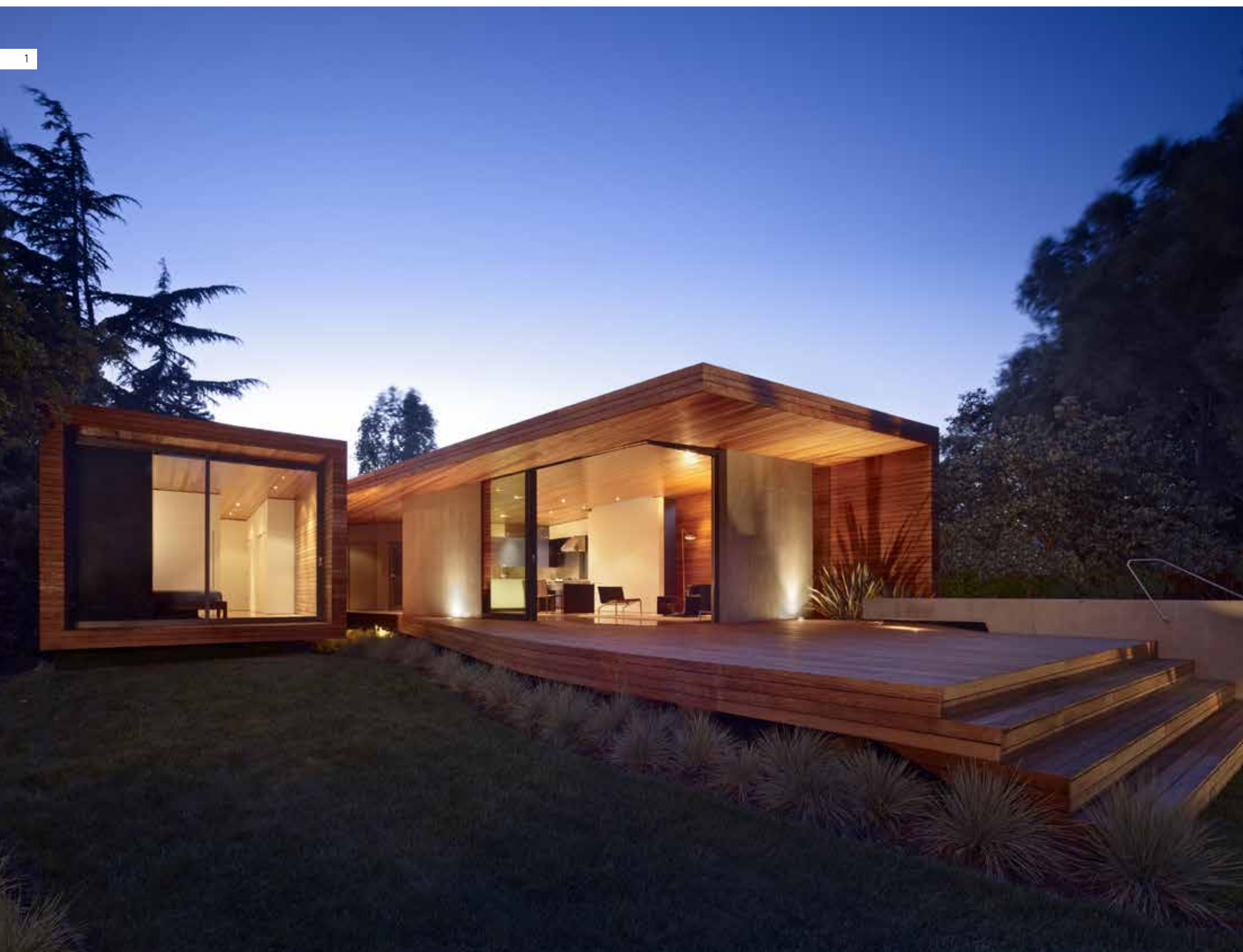


5



- 1 Modern architecture calls for designer furniture. This one-legged bedside table from Mid Century Mobler (Berkeley, CA) is truly unique.
- 2 Typically Eichler: the interior design by Bobby Berk is a veritable play of forms.
- 3 In the middle of the Californian desert this home is a stylish oasis.
- 4 Each of the houses has a custom pool and spa.
- 5 The progressive design language is supplemented by a timeless flow.

MENLO PARK BAL HOUSE



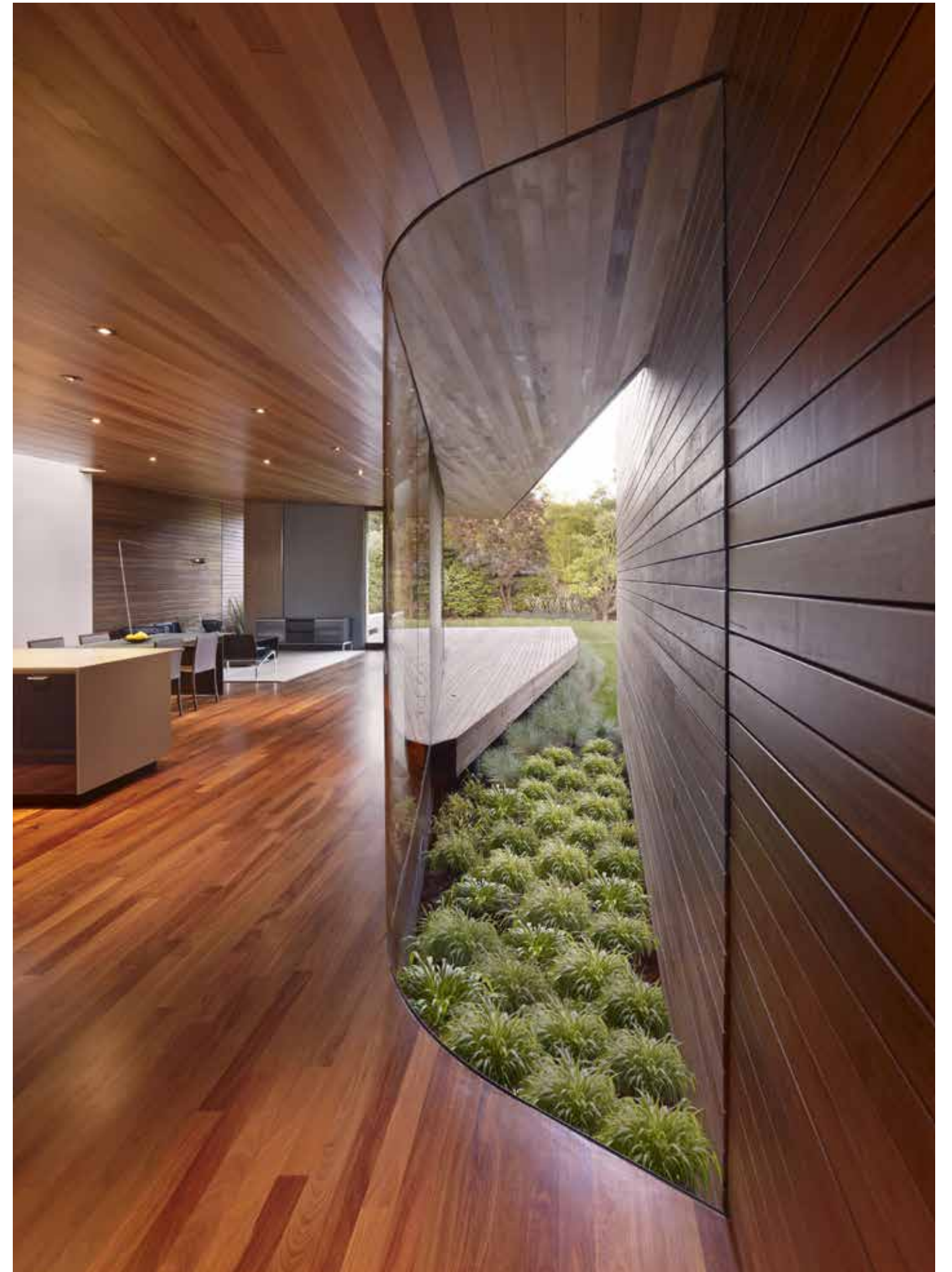
This modern building in Menlo Park, California, is an old ranch house that was thoroughly renovated and given a second wing. Tailored to the needs of older residents, it was designed so that everything is within easy reach. The two wings gradually diverge from the original structure to generate a glass-clad fissure in between. Hence the interior and the garden are interwoven and so natural green elements come alive in the building.

- 1 The bedroom is in the west wing and the living and cooking area in the second wing.
- 2 The east wood wall plane of the main space folds onto two concrete walls to form the main roof plane.
- 3 The main space produces large transparent voids that open out onto a deck at the rear garden. This space pulls the garden inwards.
- 4 The Concetto basin mixer shines as the surface is refined with GROHE StarLight. Blue conceptual accents are found repeatedly in different areas.

The bathroom contains the GROHE Allure Thermostatic shower mixer, which with resource-saving GROHE EcoJoy technology fits perfectly in the modern Bal House. With GROHE TurboStat the water temperature can be controlled extremely precisely and maintained regardless of the water pressure and supply. The convincing GROHE Concetto basin mixer with the inclined operating lever subtly invites usage.



3



Alex Terry



Ivan Terry

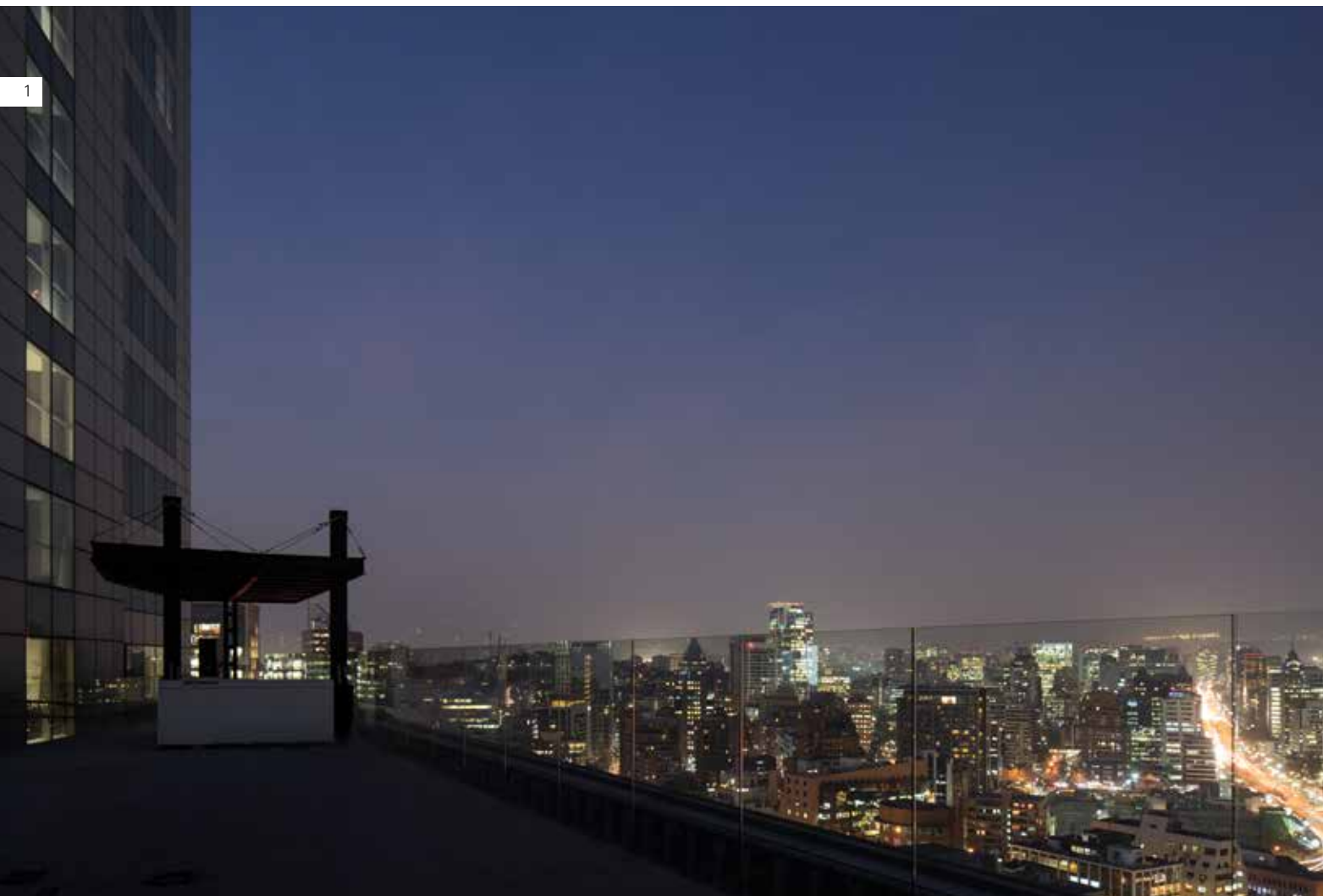
Interior Designer
Alex Terry AIA, Ivan Terry
Berkeley & San Francisco, USA

Date of completion
2011

Area used
186m²



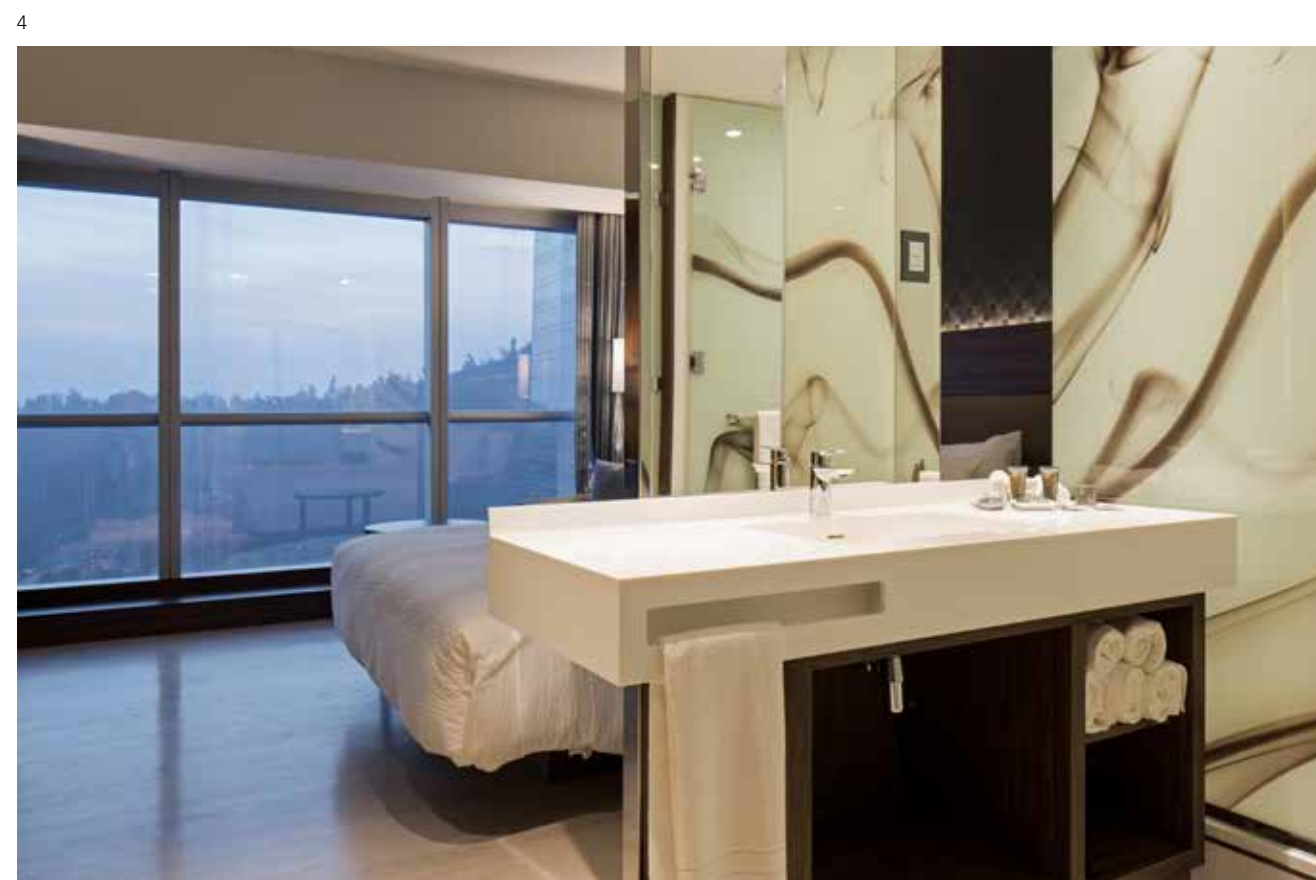
SANTIAGO AC BY MARRIOTT



This high-end hotel is part of a spectacular skyscraper, Costanera Center in Santiago de Chile. The brand-new AC by Marriott Hotel with its timeless design offers everything that leisure tourists or business travellers need to feel at home in the city.

In the shower, guests at the AC Marriott are pampered by the GROHE Tempesta Cosmopolitan shower system. The centrepiece of the showerhead is GROHE DreamSpray technology. The Bokoma stream from jets mimics a manual massage, and the new GROHE Rain O2 technology is especially gentle because it enriches the water stream with air. GROHE BauEdge mixers are installed at the basins. Their classic design is sumptuously elegant.

- 1 On the terrace of the hotel in Latin America's tallest skyscraper guests have a breath-taking view of Santiago de Chile.
- 2 With the GROHE Tempesta Cosmopolitan system the spray pattern is particularly easy to choose thanks to one-click showering. The GROHE BauEdge single-lever basin mixer shines in timeless elegance due to the chrome-plated StarLight surface.
- 3 In the tasteful rooms guests are treated to high-quality, comfortable furnishings with all facilities.
- 4 All hoteliers make an effort to conserve valuable resources. And the GROHE BauEdge single-lever basin mixer is equipped with GROHE EcoJoy technology, which saves 50% with perfect water comfort.



Raimundo Morales

Architect
ABWB

Interior Design
Raimundo Morales

Address
Avenida Vitacura 130
Providencia, Santiago, Chile

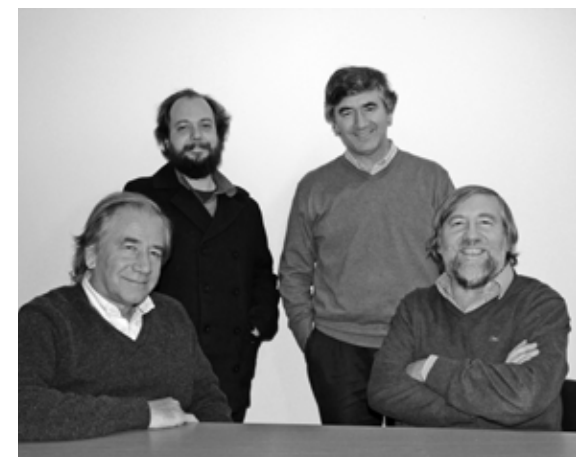
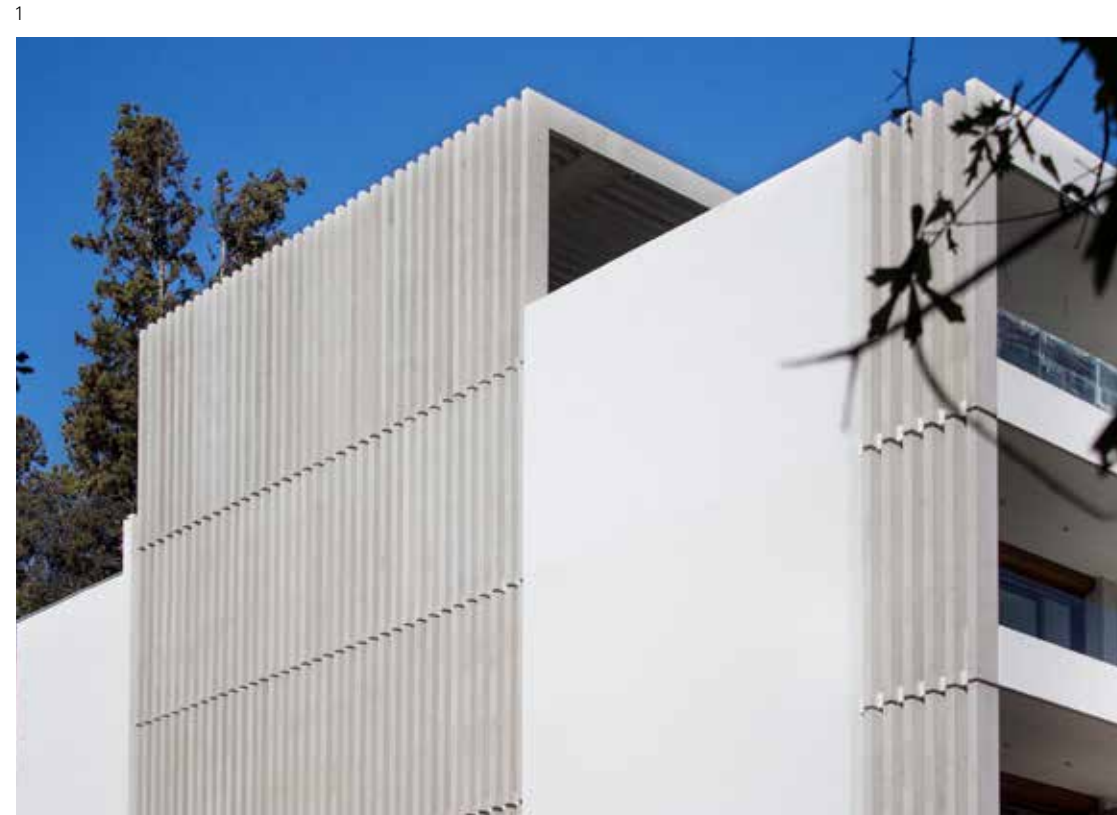
Date of completion
2018

SANTIAGO JARDINES SAN DAMIÁN

The residential project Jardines San Damian, which opened in 2017, is located in an exclusive suburb of Santiago de Chile. Every square and every detail was inspired and thought out based on residents' requirements. A high degree of privacy, size and safety are guaranteed.

An exclusive range of GROHE products ensures water enjoyment. The GROHE Eurostyle Cosmopolitan line is a pure joy in the residents' daily routine. Silk-Move cartridge technology enables users to have gradual and precise control of the water temperature and the amount of water used. The GROHE Lineare basin fitting ensures extravagant bathing pleasure.

- 1 The apartment buildings have two underground floors and four floor departments.
- 2 For stylistic reasons, Squella Architects attached importance to all of the high-quality materials used being in their natural state.
- 3 The Euphoria hand shower has four spray functions. A delicate rain spray, a pulsating massage spray, a soft stream of pure water and the exclusive Champagne spray.
- 4 The Minta sink mixer with its maximum swivel range is cherished by users of the kitchen for its comfort in daily use.



Atika Squella Arquitectos

Architects
Squella Architects
Jorge Squella - Sebastián Squella -
Germán Squella
Las Condes, Chile

Address
Camino La Viña/
Charles Hamilton 11.301/11.300
Santiago, Chile

Owner
Security Real State

Date of completion
2017

RIVIERA MAYA BREATHLESS RIVIERA CANCUN



This resort is situated at the very tip of the Quintana Roo Peninsula in Mexico at the famous Riviera Maya coast line. Its infinite luxury and the beauty of the Caribbean take guests' breath away. The owner, developer and construction company of this fabulous resort is the prestigious Mexican real estate development company Pulso Inmobiliario. The design by HKS Architecture and EDSA (master plan and landscape) consists of three buildings arranged in the shape of a horseshoe to give the gigantic complex of 526 ultramodern suites and seven restaurants, five bars and convention center, more intimacy. For party lovers there is the Xcelerate Zone with a whirlpool bath that accommodates 35 people and a swimming pool designed just for fun and entertainment, trendsetting DJs and a Champagne bar. At Breathless Resort & Spa guests enter a shimmering first class all-inclusive world of fun.

Guests can also expect breathless moments in the bathrooms. They feature GROHE evergreens, including the modern New Tempesta Cosmopolitan and the Rainshower Cosmopolitan with GROHE Dream-Spray technology for the ultimate water flow. The freestanding Atrio bath mixer with its curvaceous elegance fits in with the luxury resort and promises the utmost GROHE quality. The water pours into the bathtub as though from a fresh spring, and the Atrio can be switched to shower mode with exquisite ease.

- 1 The intelligently designed resort, located in Petemich Bay at Puerto Morelos, is surrounded by stunning tropical nature.
- 2 This oceanside hideaway is vibrant, chic and ultramodern.
- 3 The GROHE Atrio bath mixer, a real eye-catcher in the bathrooms of the suites, shines for a lifetime.
- 4 At Breathless Riviera Cancun almost everything is included, from gourmet meals to premium cocktails and great entertainment.

2



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4



Client

Pulso Inmobiliario
Lomas de Chapultepec, Mexico City, Mexico
Arq. Enrique Villanueva
Development Director
Arq. Juan Carlos Rodero
Construcción Director
Ing. Jorge Bastidas
Construcción Manager

Architect & Interior Design

HKS, Inc. Dallas
Texas, USA

Master Plan & Landscape

EDSA, Fort Lauderdale
Florida, USA

Address

Carretera Cancun
Puerto Morelos, Quintana Roo, Mexico

Operated by

AMResorts

Date of completion

2016

BOGOTÁ CERROS DE LOS ALPES

1



These accommodation units are found in the exclusive Usaquén district of Bogotá, Colombia. The “Cerros” or “towers”, each have nine floors, each containing four units. The residents share all of the sports and leisure offers, as well as the children’s playgrounds, as communal areas. Additionally, there are large integrated green areas. Cerros de los Alpes caters for a high standard of living and a few famous Colombians have retreated here.

With the Lineare washbasins and the Eurosmart Cosmopolitan line residents of the Cerros don’t have to do without comfort. And in the showers and tubs, the shiny Grotherm wall-mounted faucets are among the best, as they could not be easier to operate and are safe and low-maintenance. And reflecting control elements beautify the bathrooms. The kitchens of the luxury units sport GROHE Con-cetto sink mixers. And GROHE SilkMove cartridge technology makes it possible to regulate the temperature and volumes precisely and perfectly.

- 1 Cerros de los Alpes is surrounded by natural green areas and creates security and living quality.
- 2 The flats consist of an entrance hall, three or four bedrooms, a living room, a study and a dining room. In addition, they have direct lift access.
- 3 All of the units have a balcony and natural daylight illumination thanks to full glazing.
- 4 A heated private pool is provided for residents.

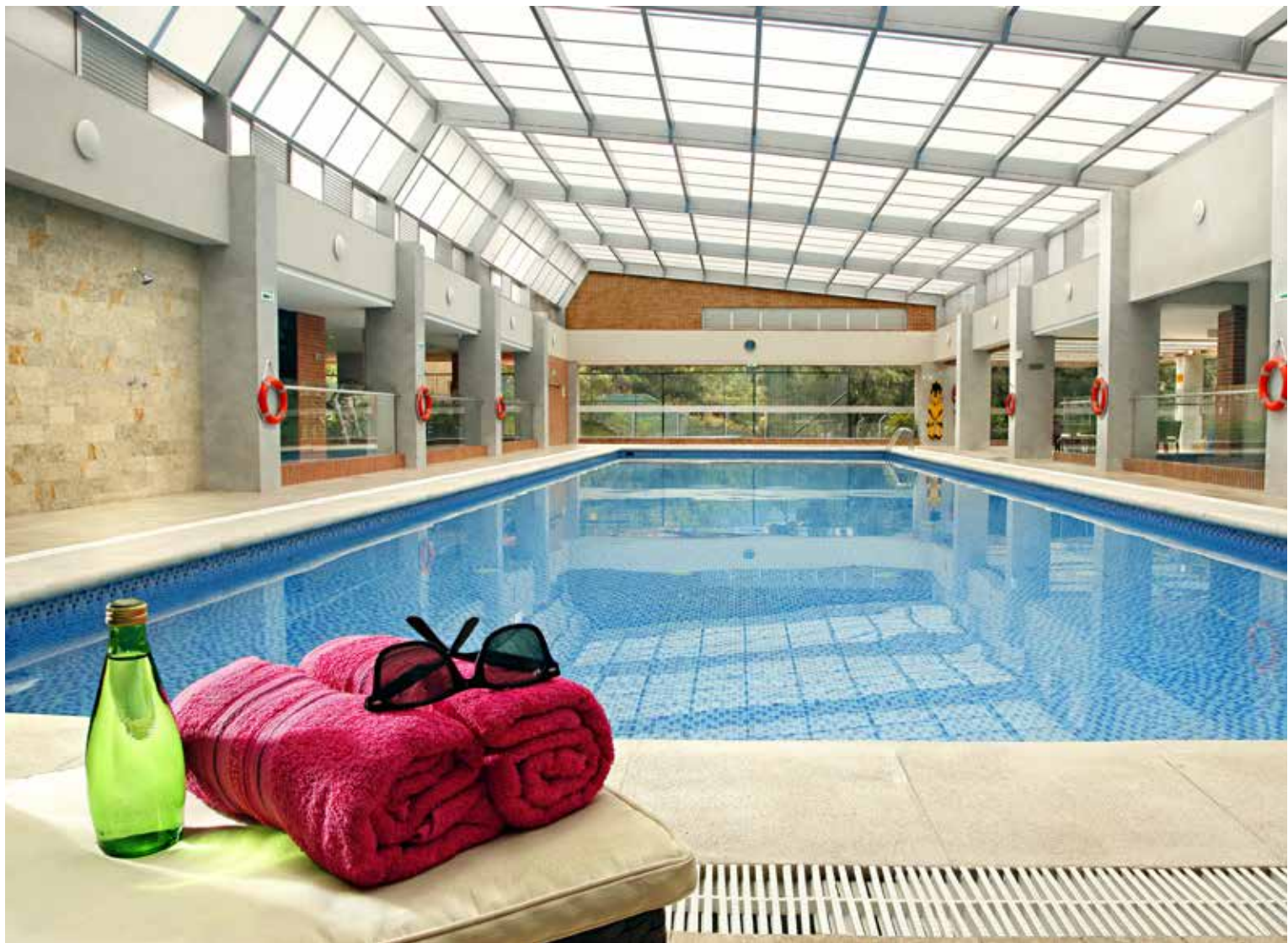
2



3



4



Architect
Arquitectura y Concreto
Bogotá, Colombia

Address
Santa Bárbara Alta Calle 121
Bogotá, Colombia

SAN JUAN LA CONCHA RENAISSANCE





The beach resort La Concha (which means “the shell”), situated right at the Caribbean Sea in San Juan, Puerto Rico, is one of the island’s most luxurious hotels. It opened initially during the tropical Modern Movement of architects Osvaldo Toro and Miguel Ferrer. In the planning the architects ensured cross-ventilation and natural illumination, with stylistic allusions to the island’s traditions. The trademark and a highlight of the hotel is La Perla, a seafood restaurant where diners feel like they are inside a shell.

Guests can enjoy sublime hours of wellness at La Concha thanks to innovative GROHE faucets that were made in Germany. The GROHE Tenso single-lever basin mixer impresses with its flatteringly dynamic form. It splendidly matches the hotel’s Caribbean flair and, moreover, deals with resources in a sustainable way. Water enjoyment can also be experienced in the shower with the GROHE Rainshower Cosmopolitan.



Architect

Toro & Ferrer Architects
Osvaldo Toro and Miguel Ferrer
San Juan, Puerto Rico

Address

1077 Ashford Avenue
San Juan, Puerto Rico

Date of completion

2016

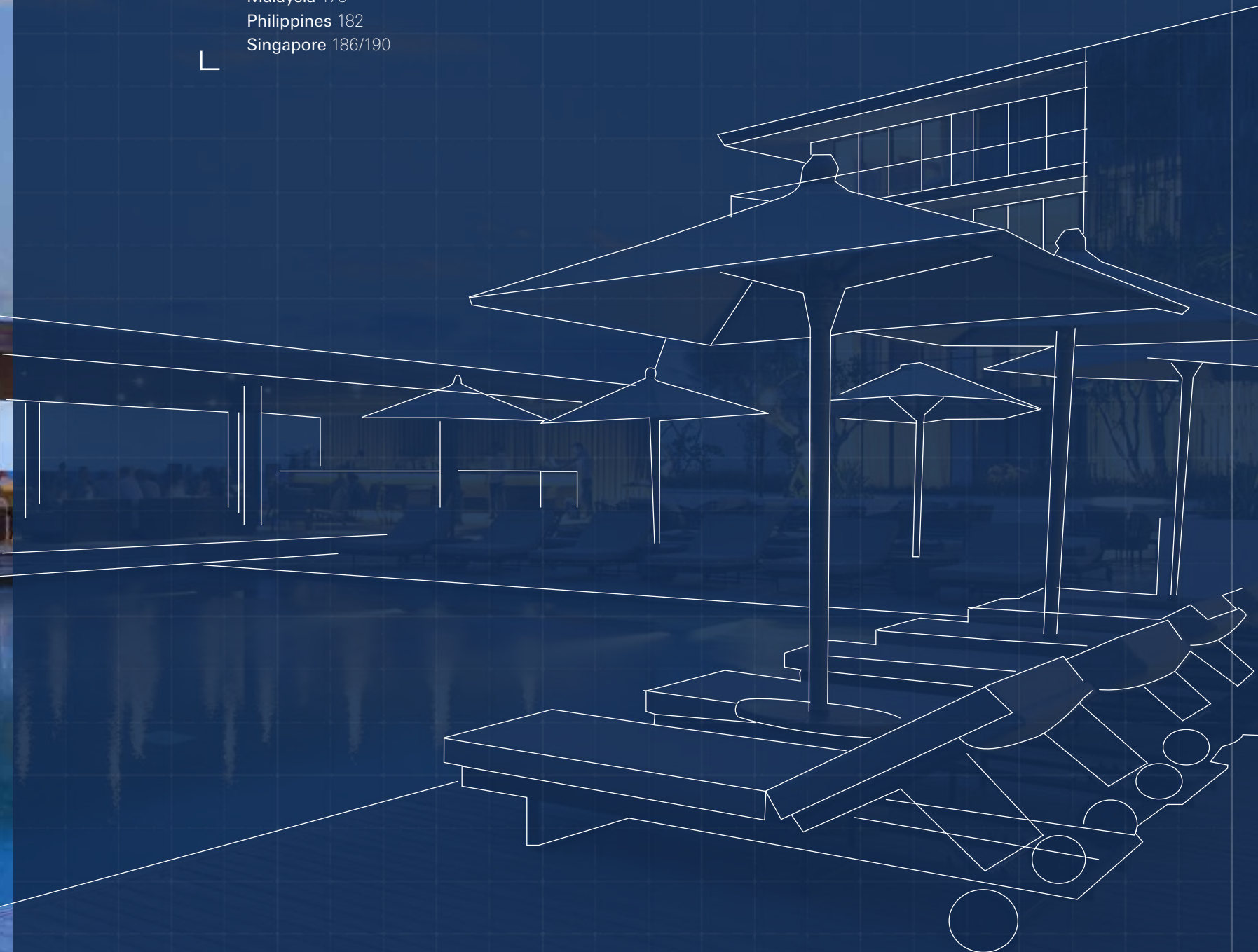
- 1 The resort has a special façade that filters sunlight into the corridors. It is called brise-soleil in French.
- 2 The suites are equipped with light, crisp contemporary furniture.
- 3 The curved handle and spout of the GROHE Tenso single-lever basin mixer invite immediate usage. All of the designs and sizes of the GROHE Rainshower Cosmopolitan have GROHE DreamSpray technology for the perfect water stream.
- 4 Hollywood stars often reside in the apartment suites. The GROHE basin mixer, here with a C-spout, satisfies demanding guests with its 360° swivel arm.



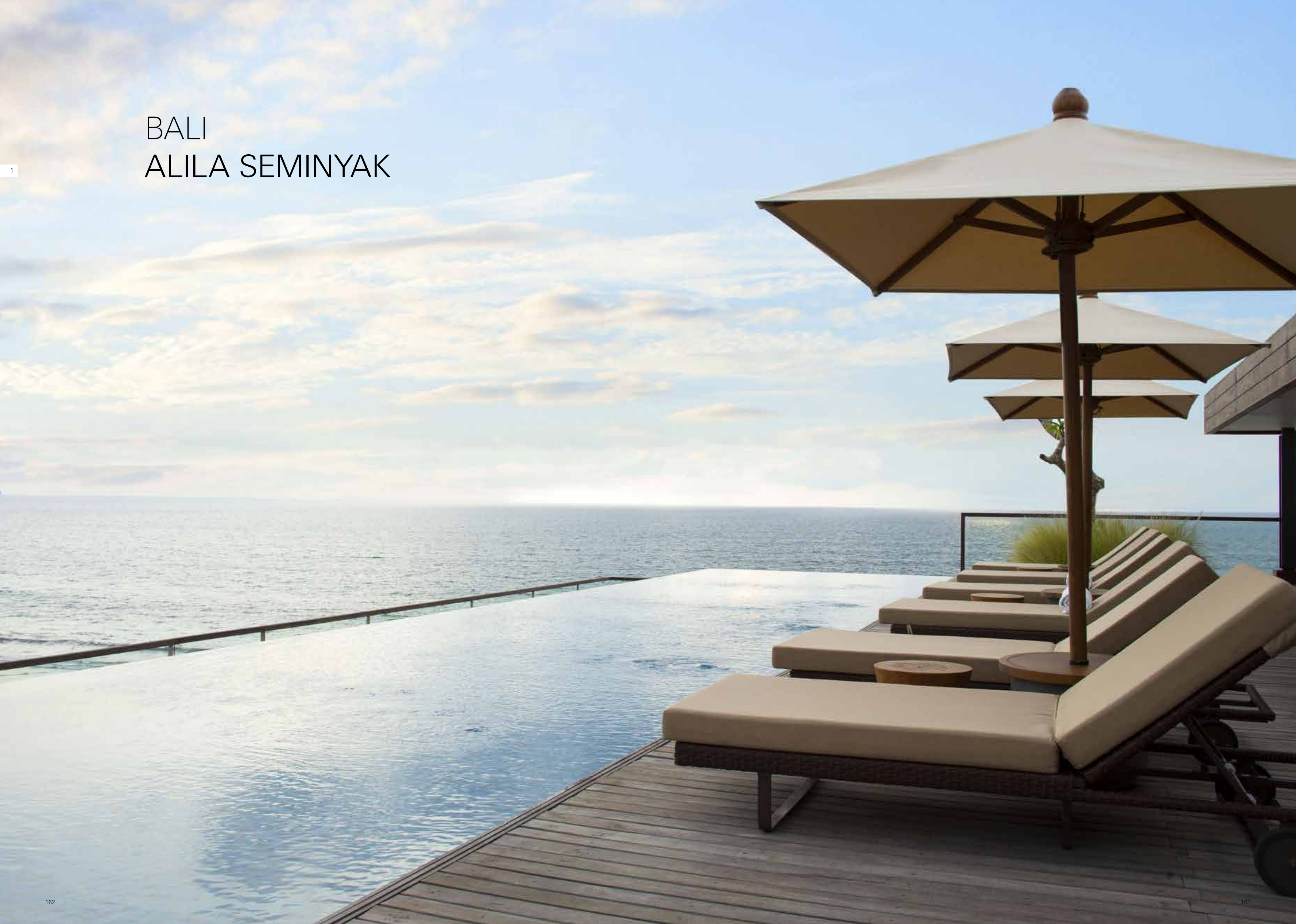


ASIA & PACIFIC ⁷

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BALI
ALILA SEMINYAK



2



3



4



Gaurang Khemka

Architect
URBNarc
Singapore

Address
Jalan Taman Ganesha No. 9
Bali, Indonesia



The paradisiacal Alila Resort is located right on the southwest coast of Bali, in the hip Seminyak district. With its vertical gardens and green roofs it combines ultramodern architecture with Balinese touches and tropical flair. It was important to the architects from URBNARC to minimize the ecological footprint and so they made sure environment- and energy-friendly systems were used in the design and construction. They were successful: The hotel has won three international property awards, has been Green Globe Certified with the highest ranking and is currently on the shortlist of the Best Resort Design.

GROHE products in the bathrooms, equipped with technologies that save both water and energy, helped the hotel win the awards. The Allure series in the bathrooms of the Alila Resort promises holistic water enjoyment. Inspired by the vastness of the Indian Ocean, elegant shapes are woven into the architectural design.

- 1 Luxurious comfort at the infinity pool. The Alila Seminyak knows how to celebrate water enjoyment.
- 2 The broad horizon of the ocean is reflected in the three-hole basin mixer of the GROHE Allure series, here with a flat lever variant.
- 3 The 811 sqm spacious penthouse has three bedrooms and its own pool on the terrace.
- 4 A sleek stream of water emanates from the GROHE Allure basin mixer as though from a fresh spring. It is a real eye-catcher in the spacious bathrooms.



PHANG NGA LA VELA

This beautiful beach resort has 181 rooms and is located on Khao Lak's serene Bang Niang Beach, one of the most beautiful, wide and flat beaches in Thailand. It is inspired by lush tropical nature, a shimmering ocean and a rich cultural heritage. La Vela and its rustic charm welcome visitors with amazing hospitality, bringing back the beautiful traditions of the local people. Truly a lovely escape and perfect holiday destination.

The holiday feeling with the deluxe sea view and the sound of waves lapping softly is not lost in the bathroom thanks to GROHE products. The GROHE Rainshower System SmartControl 360 with the XXL showerhead enchants users. With SmartControl, the shower can be turned on and off, and the type of spray and water volume adjusted and combined very simply. On account of the GROHE Essence line and the perfectly polished Allure Brilliant series guests won't want to leave this wellness oasis. Like La Vela, Allure Brilliant expresses architectural clarity and impresses with its design and technology.

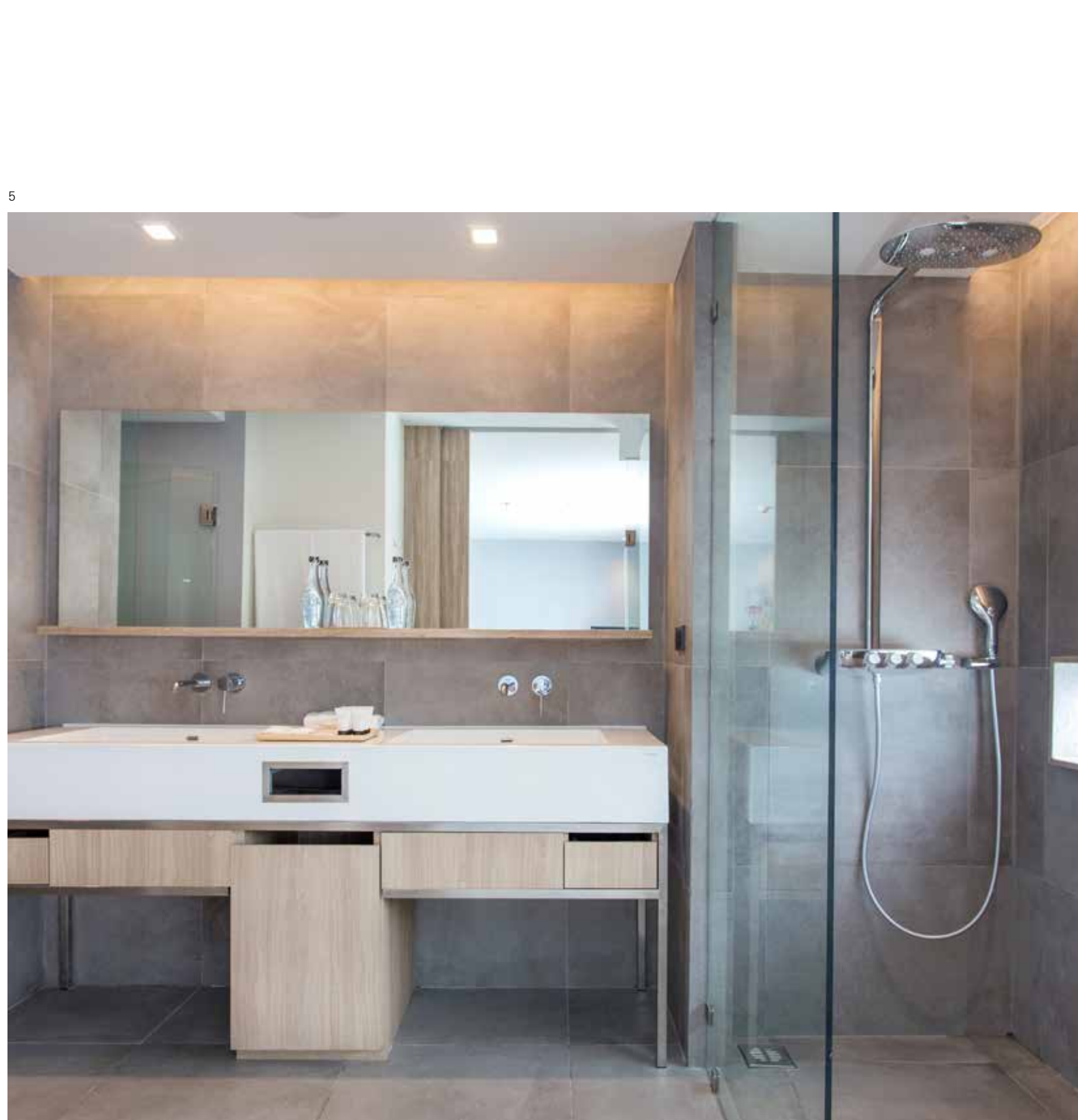
- 1 The interesting triangular architectural elements give the pool landscape a futurist character.
- 2 Miner's Bar at the pool with its rustic interior invites guests to sip exotic cocktails.
- 3 All of the Deluxe Oceanside rooms have large comfortable beds and their own balcony with an outdoor bath and sofa.
- 4 The six Pool-Access Grand Apartments boast tropical luxury with access to the pool and a private whirlpool bath.
- 5 The luxurious GROHE Rainshower System SmartControl 360 at La Vela massages with the GROHE TrioMassage jet, which is both stimulating and relaxing. Guests will long remember this exquisite showering experience. The GROHE Essence two-hole basin mixer is a subtle but elegant eye-catcher whose water stream can be adjusted precisely thanks to the AquaGuide.

2





4



Architect

Time Architecture Co., Ltd.
Phuket, Thailand
T.R.O.P.
Bangkok, Thailand

Address

98/9 Moo 5, Khuk Khak
Takuapa, Khao Lak
Phang Nga, Thailand

Date of completion

2017

Number of rooms

181

BANGKOK VITTORIO

Vittorio villas in Bangkok belong to the ultimate luxury class. Each apartment is uniquely designed and all corners are phenomenal. Due to the singular quarter building layout, each living unit has a whole section of the building all to itself. No unit shares a wall with other residents and that in a city of millions.

Given the outstanding luxury of the interior design, only GROHE Allure Brilliant was suitable. The Diamond series with the polished design is unbeatable. The many angles, the gloss and the love of detail highlight the gem-like character of this line. These premium faucets are revered by the residents of Vittorio apartments.

- 1 The residential mansions in Bangkok measure between 100 and 140 sqm and have two bedrooms and two bathrooms. "The paragon of elite living."
- 2 The main bedroom has a 270-degree view, as well as an ample walk-in closet.
- 3 In the living areas of Vittorio, elegant architecture meets fine materials and vanguard technologies.
- 4 The Allure Brilliant single-lever bath mixer from GROHE is a floor-mounted solution and is equipped with the Euphoria Cube+ hand shower.



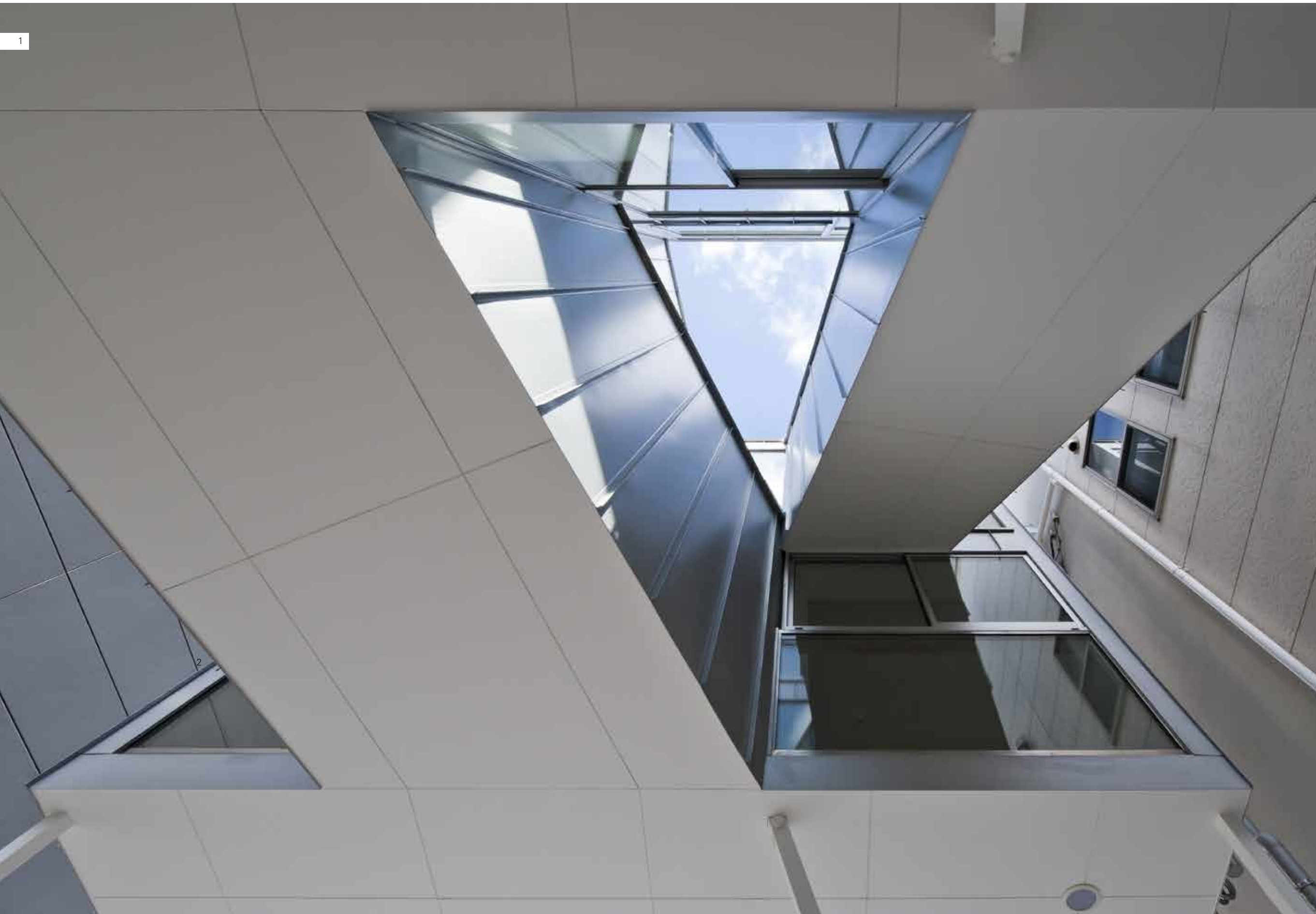


Interior Design
Design Worldwide
Partnership
Bangkok, Thailand

Address
8 Soi Sukhumvit 39, Khlong Toei
Nuea Khet Watthana, Krung Thep
Maha Nakhon, Thailand

Date of completion
2016

Units
88



OSAKA DIG IN THE SKY

In the heart of Osaka in Japan, Kentaro Takeguchi and Asako Yamamoto from Alphaville Architects designed a residence consisting of three buildings sandwiching two courtyards, in order to bring light to a narrow area surrounded by neighbouring houses on three sides. The interior, which is not confined by private rooms or doors, enables people to take different routes to get to their destination and has a cityscape feel thanks to tubes serving as semi-public space.

In this minimalist masterpiece, every product was chosen with mindful consideration. The GROHE Minta kitchen faucet, an absolute top-seller, lives up to this requirement. The GROHE Minta Touch edition enables the water to be turned on and off with just a slight touch leaving no smudges. It represents a new level of kitchen faucets. Swivelling 360°, the faucet offers users a great deal of day-to-day comfort.

- 1 The architects connected the rooms with tube-shaped corridors and staircases that cross the courtyards.
- 2 The rooms are joined by tube-shaped corridors and rather than being separated by doors are loosely linked by long stretch-shaped entrances.
- 3 Purism is also the leitmotif of the kitchen of the Dig in the Sky house. The GROHE Minta faucet, here with an L-shaped spout, can also be had with a curved C-spout. Both have a pull-out mousseur.
- 4 The tubes dance in the air. Part of the first floor consists of pilotis. A floating tube crosses the courtyard diagonally and obstructs or reveals sights and noise between rooms and neighbouring houses.

2



3



4



Asako Yamamoto & Kentaro Takeguchi

Architect
Alphaville Architects
Japan

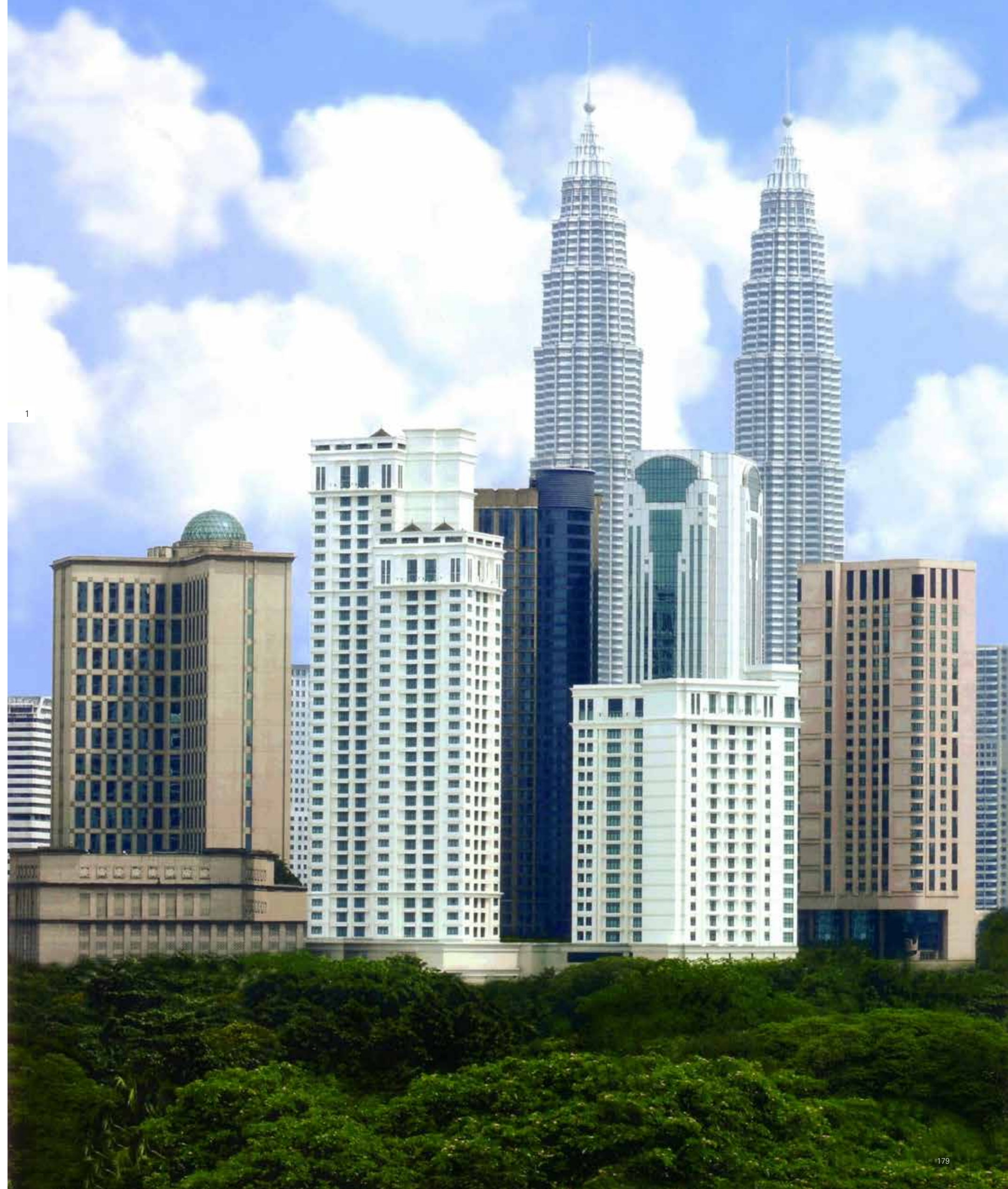
Area used
152 m²

KUALA LUMPUR THE RITZ-CARLTON

Those who want to get to know the luxurious side of Malaysia's largest city are well served at The Ritz-Carlton, Kuala Lumpur. The five-star luxury hotel is situated in the city's elegant Golden Triangle district, where the rivers Gombak and Klang meet. The hotel has 364 guestrooms, including 30 one-bedroom suites. In all hotel wing rooms full butler service can be enjoyed.

The Ritz-Carlton stands for exquisite elegance, which is brought to bear in the bathrooms by the GROHE Grandera washbasin mixer and the tub combination. This line is characterized by the harmonious interplay between the angular and round shapes that unite in this decorative composition. Thanks to GROHE StarLight technology it is resistant to dirt and even the tiniest scratches.

- 1 The Ritz-Carlton, which belongs to one of the world's largest premium hotel chains, can be seen here in the skyline of cosmopolitan Kuala Lumpur.
- 2 Timeless elegance is the standard at The Ritz-Carlton.
- 3 The common rooms exude regal grace.
- 4 The GROHE Grandera three-hole basin mixer and the Grandera four-hole single-lever bath combination are luxurious accessories in the marble bathrooms of The Ritz-Carlton, Kuala Lumpur.





Address
168, Jalan Imbi, 55100
Kuala Lumpur, Malaysia

Date of completion
1997

Number of rooms
364





MANILA SHANGRI-LA AT THE FORT

A stay at Shangri-La at the Fort, a luxurious sanctuary in the Philippine capital, Manila, is unforgettable. The hotel, which opened in the 1990s with 576 rooms and suites, has been renovated a few times and today shines in majestic splendour. On every floor guests are welcomed by waterfalls, and at the exquisite Horizon Club they can take advantage of special, attentive, personalized service.

The bathrooms feature the GROHE Lineare collection, which was inspired by minimalism. The washbasin and the bath spout are slender and elegant. The 90° swivel angle ensures a high degree of flexibility and comfort. Thanks to the PDV method the surfaces of GROHE faucets are ten times as scratch-resistant as conventional fittings and thus welcomed by hoteliers with open arms.

2





4



Architect
Handel Architects LLP
New York, USA

Address
30th Street, corner 5th Avenue,
Manila, Philippines

Number of rooms
576

5



- 1 The gigantic 28-storey hotel is situated in Manila's fashionable business, shopping and entertainment district. The hotel has the largest ballroom in the area and so it is often booked for major events and business functions
- 2 The décor elements include luxurious, traditional crafts.
- 3 The suites also boast discreet light colours. In the Presidential Suite on the top floor, the highest degree of sophistication and service is achieved.
- 4 The GROHE Lineare collection impresses due to its slender proportions. The optional high spout creates extra comfort. The faucets integrate the GROHE EcoJoy SpeedClean Mousseur, which saves water and is easy to clean.
- 5 The comfortable beds are equipped with plush 300-threadcount linen. And guests can choose from a menu of pillows, ensuring a good night's sleep.



SINGAPORE FOUR SEASONS

Four Seasons seek to appeal to people who want more from life and so they created a first-class experience at their location in Singapore. The five-star hotel is situated in central Singapore on the famous tree-lined Orchard Boulevard. The hotel boasts traditional, high-quality art and many of its 255 rooms, extending up to the 19th storey, command a sweeping view of Singapore's skyline.

Guests who are not satisfied with the ordinary love the GROHE Quadra basin mixers with their striking, fashionable style. The Allure Brillant Thermostat shower mixer not only looks like a diamond, but is also a gem in terms of its technologies. It is equipped with the GROHE SafeStop Plus temperature safety lock and the GROHE EcoButton, an economy button with an individually adjustable stop.

1 The Four Seasons Singapore is a luxurious oasis in the big-city jungle.

2 All areas of the hotel feature high-quality materials that glisten in royal splendour.

3 In a utopia-like ambience, all of the senses are stimulated.

4 The 162 sqm Ambassador One Bedroom Suite, the only accommodation of its kind in the hotel, is located on the 19th floor.

2



3



4



Address
190 Orchard Blvd
Singapore
Date of completion
2017 / 2018

SINGAPORE SHANGRI-LA



2



Architect

Tower Wing
Seah, Lee & Heah Architects &
Kanko Kikaku Sekkeisha

Garden Wing

Wimberly Whisenand Allison
Tong & Goo Architects
& Archiplan Team

Valley Wing

Chao Tse Ann & Partners

Address

22 Orange Grove Rd
Singapore

Date of completion

2017

Number of rooms

792

3



This gem of a hotel in the Shangri-La chain was selected as one of the world's best hotels. Here paradisiacal luxury is a reality. Guests can refresh themselves in tropical gardens, choose from four different top-class restaurants, and pamper themselves at the spa. With 792 rooms and 8 restaurants, the hotel is a gigantic wellbeing retreat in the middle of the city.

A Shangri-La is a land of milk and honey to which the GROHE Lineare faucet series adeptly adds sensual minimalism. The narrow, reduced basin mixers have intelligent, groundbreaking inner workings. The GROHE EcoJoy technology used reduces water consumption by up to 50% and is therefore extremely innovative. However, guests do not have to make any compromises as they indulge in water enjoyment.

- 1 The Shangri-La has a large spa. Guests can revitalize themselves thoroughly at this large outdoor pool.
- 2 Guests can revel in the magical pool landscape surrounded by tropical gardens.
- 3 The Grand Premier room in the Tower Wing is a spacious apartment with every conceivable amenity. An incredible view of Singapore is guaranteed.
- 4 The new wonderful Tower Wing lobby with its vertical garden and lush plants refreshes guests on the way to their rooms.

4



MIDDLE EAST & AFRICA

Greece 196
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Egypt 206
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1
MYKONOS
MYCONIAN KYMA
A MEMBER OF DESIGN HOTELS





The new five-star design hotel on the Greek island of Mykonos caters to guests who love Cycladic flair but don't want to do without the ultimate luxury. "Kyma," the Greek word for waves, is interpreted as "a tide of unprecedented indulgence." Clad in classic colours and shapes, the architecture strikes a balance between trendy and traditional. Kyma is a veritable Greek paradise that mixes bliss and perfection.

The bathrooms of Kyma hotel are openly woven into the living area and have an organic and natural design vocabulary. The GROHE Essence line with its high spout flatters the interior to the utmost. Its gestures invite people to use it. It can be adjusted gently and gradelessly thanks to GROHE SilkMove cartridge technology.

- 1 The area at the pool is a highlight of the luxury hotel that provides an unforgettable start to the day under the Myconian sun.
- 2 Situated on a hill, the gourmet Kalypso restaurant offers guests innovative cuisine made from local ingredients. It commands a panoramic view of the bay.
- 3 The private balconies also afford a fantastic view of the Aegean Sea. In a private whirlpool bath guests can enjoy memorable moments of luxury.
- 4 The GROHE Essence single-lever basin mixer is very dynamic with a swivel range of up to 360°. It is equipped with GROHE EcoJoy technology, which saves money and resources.

4



3



Architect
GM Architects
Beirut, Lebanon

Owner
Marios Daktylides

Address
Mykonos Town
Mykonos, Greece

Number of rooms
81

YALIKAVAK

ADRES YALIKAVAK



This residential project lies in one of Turkey's most beautiful bays on the Bodrum peninsula. With 32 villas, 14 flats, social facilities, and a beach club Adres Yalikavak epitomises luxurious lifestyle. Each house has an exclusive seaside setting without being interrupted by another block.

The people who live at Adres Yalikavak are very different and so are their tastes. As a result, various GROHE series can be found in the exclusive bathrooms and kitchens of the villas. The Eurocube single-lever basin mixer with the professional kitchen mixer more than meets residents' needs. Both the confident GROHE Eurodisc Cosmopolitan and the square shapes of the GROHE Eurocube are also represented. As is the GROHE Allure Brilliant series with its gem-like character.



Gokhan Aksoy



Aysin Sevgi Karakurt

Architects

Gokhan Aksoy Architects
AS Architects

Interior Designer

Ayaz Ergin Interior Architecture
Ali Ergin - Deniz Ayaz

Address

Yalikavak Mah.
Sendogan Cad. No:28
Bodrum, Turkey

3

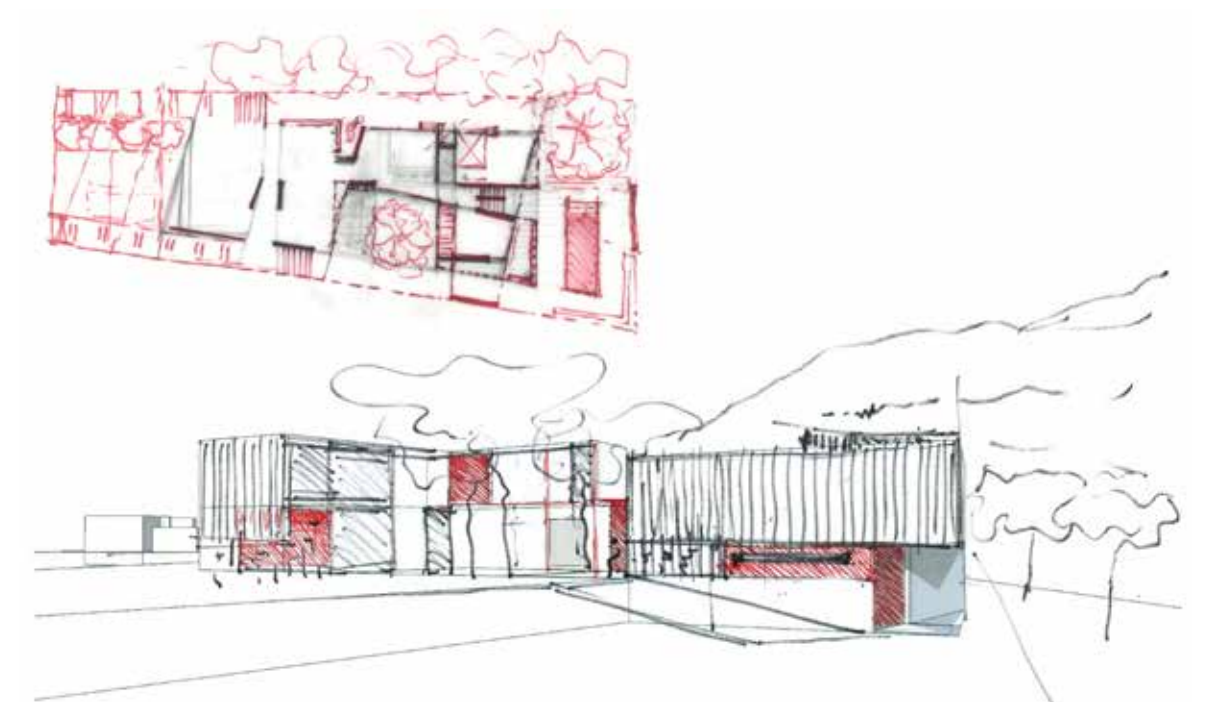


2



- 1 The modern kitchen boasts the Eurocube Professional. Its purist design and high-end fittings with spring suspension and a 360° swivel spout even make professional chefs happy.
- 2 The GROHE Eurodisc single-lever basin mixer makes it a pleasure to wash one's hands at Bodrum Villa. And showering is also a delight with the GROHE Eurodisc single-lever shower mixer.
- 3 Adres Yalikavak also is the winner of the WA Award Cycle 25 and European Property Award 2016.

JOHANNESBURG GRANITE HOUSE



This 400 sqm villa designed by MMA Design Studio stands in Johannesburg, South Africa. The four bedrooms and living areas are spread out in the north and south wings, are autonomous and have sliding partitions to accommodate the changing needs of a multi-adult family. The communal kitchen links the wings and forms the heart of the villa. The project is sustainable due to solar panels and a vegetated roof and green walls are planned to reduce the carbon footprint.

With playful curves and clear lines, the GROHE Veris line combines objectivity and emotion. At Granite House, this philosophy is reflected by a bath mixer. The Rainshower Allure head shower is equipped with GROHE EcoJoy technology, which with its water saving function fits perfectly into the villa's energy conservation concept. GROHE is also at home in the kitchen with the Eurostyle Cosmopolitan sink mixer.



Architect
MMA Design Studio
Johannesburg, South Africa

Date of completion
2016

Area used
400m²

- 1 Finishes in the Granite House are light industrial, borrowed from the mining aesthetic of Johannesburg.
- 2 The house is economical and saves energy by relying on solar energy for heating water and generating electricity, and natural gas for cooking and space heating.
- 3 The bronze staircase and the same-coloured decorations in the house form contrasts and are elegant elements.
- 4 The kitchen is the connecting element of the villa. Large glass openings fold away to further enhance the cave-like feel.

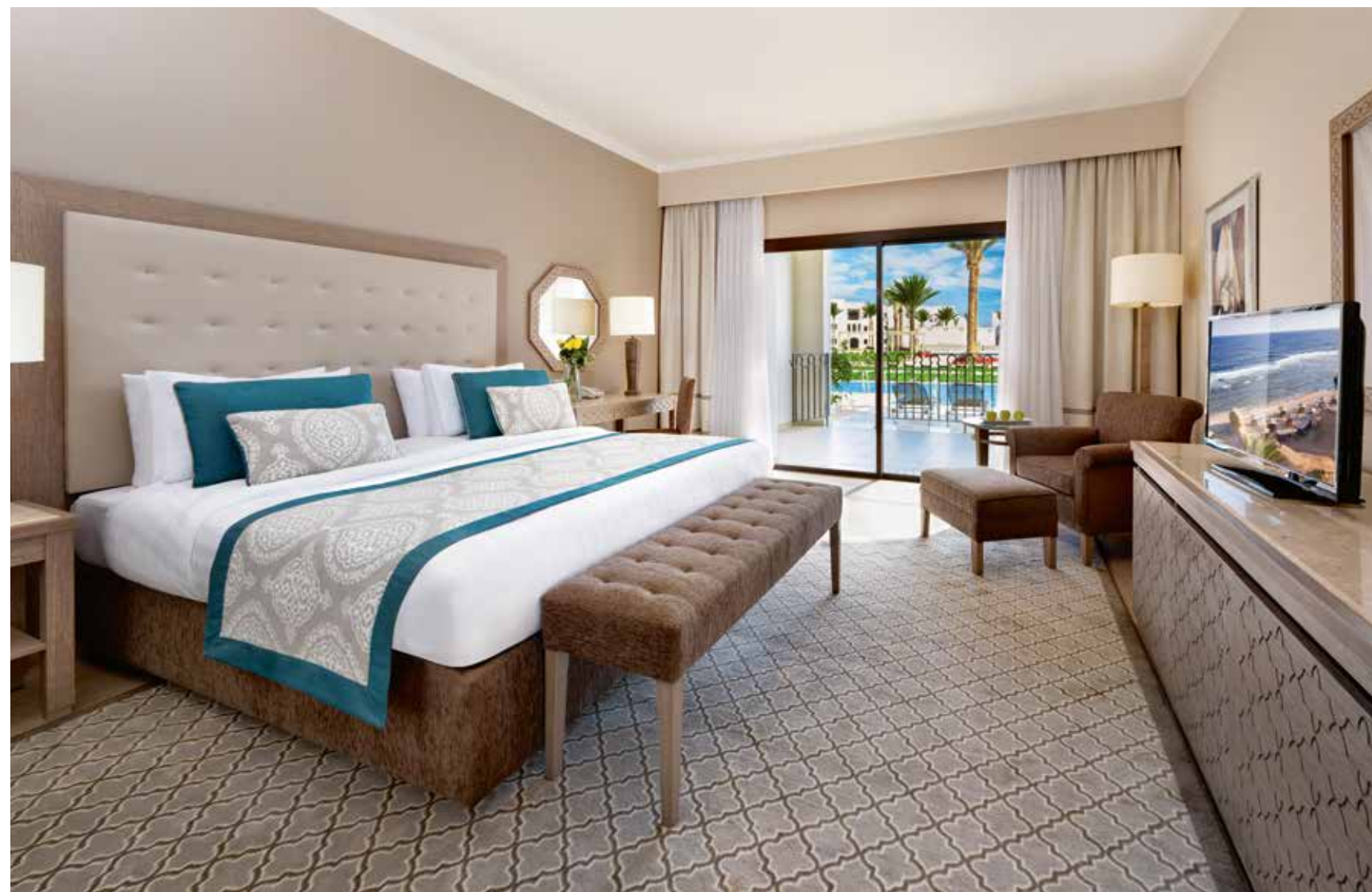


SOUTH SINAI GOVERNORATE STEIGENBERGER ALCAZAR





4



Egyptian holiday dreams are definitively fulfilled at the five-star Steigenberger Alcazar Hotel. Situated on the magnificent shores of the Red Sea, Sharm El Sheikh is a popular tourist destination and this impressive resort with 610 rooms is a top favourite. The spacious complex offers the full range of amenities and entertainment for adults and children. Guests can enjoy luxury in the sun on the private beach and at the pool.

High mountains, deep valleys and soft sand – in the evening and morning light the spectacular setting around the Steigenberger ensures breath-taking views of the Egyptian landscape. The water-inspired colour turquoise that runs through the holiday resort provides visual freshness. In the bathrooms, the GROHE Europlus line picks up on this concept. A fusion of sculptural design and outstanding technology is the recipe for success.

- 1 Aspects of the country's culture were integrated into the hotel's architecture and landscape planning.
- 2 The large pool landscape is the heart of the holiday resort.
- 3 Brilliant Starlight chrome surfaces and gentle operation that leads to finely tuned water amounts due to the GROHE Silk Move are captivating highlights of the GROHE Europlus basin mixer.
- 4 The 46 sqm superior rooms are stylishly furnished offering an inviting view of the pool landscape.

DUBAI ADDRESS BOULEVARD



A city lifestyle resort in the heart of downtown Dubai, Address Boulevard has exclusive rooms and exceptional suites in the hotel sector, as well as elite serviced residences in the form of studios and incredible penthouses. The elegant architecture was given calm bright shades that reflect luxurious and sophisticated Dubai life.

Architect
NORR Group Consultants
International Limited
Dubai, UAE

Date of completion
2017

Address Boulevard has a 760 sqm spa area where guests can immerse themselves in a world of serenity and peace. The divine GROHE Atrio three-hole basin mixture is a source of enjoyment in the bathroom, a veritable oasis in the urban jungle. A brilliant solution to begin the day in a good mood in bustling Dubai.

- 1 The hotel offers a breath-taking view of the inner city and of the world's highest building, the Burj Khalifa.
- 2 The hotel's entrance hall exudes opulent luxury.

2



ISTANBUL ACIBADEM ALTUNIZADE HOSPITAL

The ultra-modern hospital in Istanbul was planned by a talented team from Lina Architecture and Metex Design Group. It boasts the latest medical technologies and equipment and can accommodate 350 patients and 75 intensive care patients, who are given the best-possible care.

Needless to say, GROHE top-sellers are represented in this cutting edge hospital building. GROHE Essence E infrared electronics for basin fittings are not only eye-catching, but are also hygienic, thanks to contactless technology.



- 1 Istanbul-based Lina Architecture specialize in medical planning and hospital architecture.
- 2 With the futuristic interior design of the entrance area, the hospital points to its future-oriented possibilities.
- 3 The GROHE Lineare wall-mounted two-hole basin mixer is a luxurious feature in the unique hospital bathroom. Thanks to its chrome surface, it has a long life and is easy to clean.
- 4 The hospital's services include the oncological centre, consisting of a hybrid operating room, children's clinic and emergency room.



3



4



Aylin Sensoy,
LINA Mimarlık



Didem Çalışkan Gençsoy,
METEX Design

Architect
LINA Mimarlık
Istanbul, Turkey

Interior Designer
Metex Design Group
Istanbul, Turkey

Address
Altunizade Mahallesi
Yurtcan Sokakı No.1
Istanbul, Turkey

Date of completion
2017

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.

INDEX

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Lenka Víznerová / Innex 18

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