

GROHE MAGAZINE

LUXURY BATHS, KITCHENS, ARCHITECTURE & WATER STORIES

N°01 / 2016



A CLEAN START

GROHE's SmartControl
makes taking a shower even
more pleasurable

NEVER ANY END TO ASPEN

Living the high life in the Rockies
from skiing to culture

THE SPACE BETWEEN US

How architect Ole Scheeren
is changing the face of Asia

*Pure Freude
an Wasser*

GROHE
~~~~~

# EDITORIAL

Dear Readers,

welcome to the winter edition of the GROHE magazine. It's the time of the year when thoughts turn to getaways on dazzling white pistes, and for snow lovers and culture fans alike there's no better place than the ever-fashionable ski resort of Aspen, Colorado. World-class winter sports meets world-class art and design in this picturesque gem of a town.

Located high in the Rocky Mountains, Aspen has long been associated with the joy of water in its crystallised and solid states. However, it's also a retreat that offers relaxation in all its forms, and it has a deserved reputation for attracting a discerning, design-conscious crowd to its many beautiful hotels, spas and chalets. We take a closer look at the rebirth of the town's legendary Hotel Jerome; once a favourite of Hollywood A-listers, it has recently been refurbished in an elegant and sympathetic Art Deco style, enhanced with technology that's strictly 21st century.

Elsewhere we look forward with architect Ole Scheeren, who talks about his work in the rapidly changing landscape of China (p.66), and how he believes that reimagining private and communal space will be at the heart of cityscapes of the future. Ron Bakker, the architect behind the world's most sustainable office building, The Edge, discusses his iconic project, sharing his thoughts on creating efficient, outstanding workspaces – and where GROHE technology fits in (p.72). We also look back at the highlights of the recent London Design Festival, hand-picking key trends that are set to influence interior design over the next twelve months (p.60).

Great design isn't only about trends, however, as we at GROHE understand. Our Masters of Technology series focusses on our engineering



Michael Rauterkus,  
Chief Executive Officer of GROHE AG

## “GREAT DESIGN ISN'T ONLY ABOUT TRENDS, AS WE AT GROHE UNDERSTAND”

that informs the development of groundbreaking technologies inside our products and introduces you to some of the passionate, highly-skilled people who are working on them today (p.40).

We hope you enjoy discovering all these fascinating stories and more as you immerse yourself in the world of GROHE.

Sincerely,  
Michael Rauterkus

GROHE  
EUROCUBE

A CLEAR  
STATEMENT

Pure metropolitan design. No ifs, no buts, no deviations. The overarching concept of GROHE Eurocube evokes the dynamic lifestyle of active people and celebrates the dramatic beauty of the cube. Enjoy a bit of clarity.

grohe.com

Pure Freude  
an Wasser



Photo: GROHE AG



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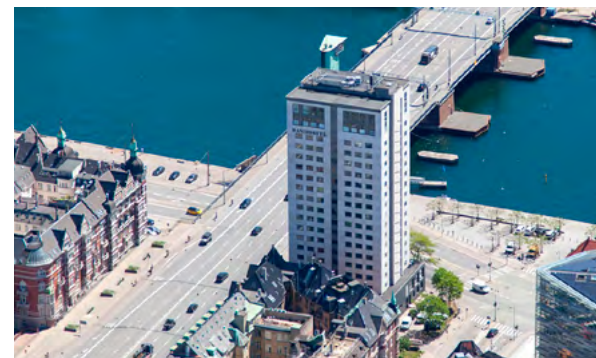
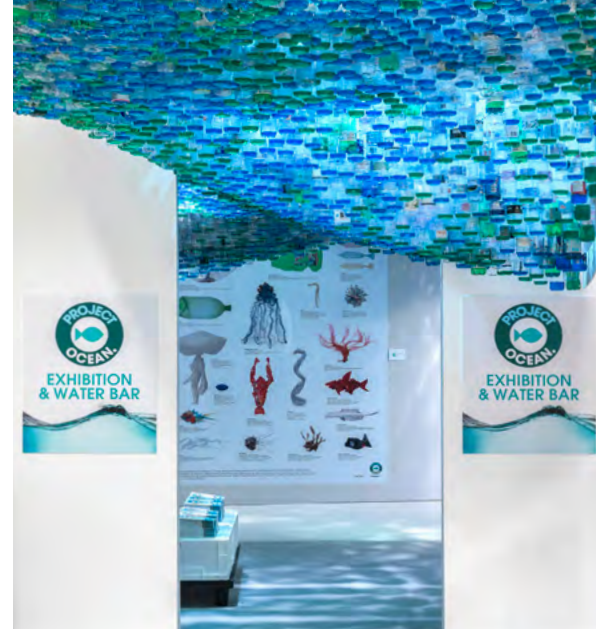
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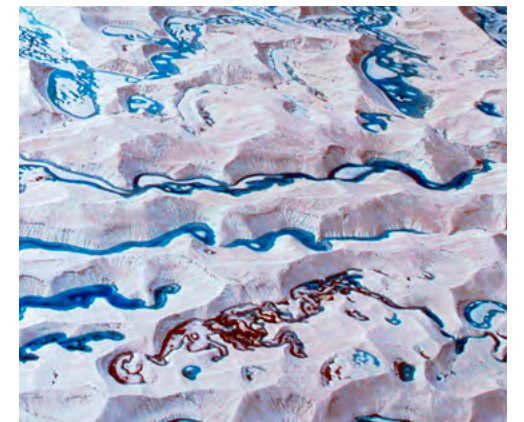
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Photos: Mirjam Wählen, OVG, Andrew Meredith, PR, Javier Callejas, Richard Stanaway



# THE SOURCE OF LIVING

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NEW

**GROHE**  
WAVE

*Pure Freude  
an Wasser*

Discover a minimal style that's full of warmth with GROHE's new Essence faucet. The slim architectural shape is enhanced with organic design elements ideal for a contemporary kitchen, inviting touch and interaction for the sensual chef.



NEVER  
ANY  
END TO  
ASPEN

TEXT  
AN PAENHUYSEN

From extreme sports to avant-garde architecture and world-famous art, Aspen's cultural profile is so rich it's practically inexhaustible





Aspen has always been a favourite with winter sport enthusiasts.



Aspen is home to many architectural highlights – from turn-of-the-century buildings in typical red brick to contemporary gems like the newly erected Aspen Art Museum with its translucent facade.

Aspen is like a precious jewellery box. Nestled in the Rocky Mountains, this picturesque Colorado town possesses many riches, not least its world famous ski resort, popular with adventurers keen to tackle its steep slopes. Going downhill happens very quickly in Aspen, but the resort always feels like it’s on its way up. And it’s not only the location’s thin air that will keep your spirits high. Visiting Aspen is like going on a luxury yacht: while you’re there it feels like you’re the only person that matters in the entire universe. Situated 2,400 metres up in the Rockies, Hollywood’s favourite ski resort offers you the height of grandeur as well as outstanding natural beauty.

## Glitzy skiing – and more

Nonetheless, when most people think of Aspen, they think of skiing. This isn’t surprising – with four mountains encompassing more

than 21 square kilometres there are slopes for skiers and snowboarders of all abilities. For example, Aspen Mountain and Aspen Highlands are ideal for intermediate and expert skiers. On the other hand beginners, snowboarders and those that like a jump will love Snowmass and Buttermilk, the former of which boasts 1,350 metres of vertical skiing – the longest drop in the US – whereas the latter is known as the home of the ESPN Winter X Games. And if all that wasn’t enough there are dog sled rides, snowshoeing and snowmobile safaris on offer, too.

After a day in the snow it’s time for some après ski back in Aspen, a settlement whose history is traceable through its architecture. The town dates back to the late 1870s – and you can still see evidence of this in many of the listed buildings, which range from hotels to opera houses. Later, in 1946, the Aspen Skiing Company was

started by Walter Paepcke, inaugurating the town’s illustrious reputation as a ski resort. In fact, Chicago-born Paepcke had such great cultural aspirations for Aspen that, in 1949, he staged a celebration for the 200th birthday of Johann Wolfgang von Goethe there. In the Seventies, Aspen even gained counterculture notoriety when Gonzo journalist Hunter S. Thompson moved in, and marijuana boutiques like Silverpeak Apothecary – currently situated in the heart of Aspen – are a reminder of that leftfield attitude.

Today, one of Aspen’s most distinguishing features is its glamour and wealth, with movie stars, musicians and other A-listers flocking there to enjoy its exclusive lifestyle. Some, such as Kurt Russell, Antonio Banderas and Kevin Costner have bought homes in Aspen, while others prefer the services of the town’s five-star hotels and world-class spas.

Regular visitors include Cameron Diaz, Bill Murray and Melanie Griffith, while at the St. Regis you can find the likes of Paris Hilton, Uma Thurman and the Kardashians.

## A cultural gem

However, Aspen isn’t just a hotspot for the rich and famous; it also has a proud reputation for welcoming some of the most creative minds in the world. One such person was the Austrian-American architect Herbert Bayer. The former Bauhaus teacher was enticed to Aspen in 1946 by commissions from Walter Paepcke to design a headquarters for his policy studies group, the Aspen Institute, as well as to help restore the Wheeler Opera House. Reopened in 1950, this multifunctional opera house has seating capacity for 503 people and, following the installation of digital screens in 2013, is now also a cinema.

Photos: Aspen Snowmass, PR, Michael Moran/OTTO



Situated 2,400 metres up in the US Rockies, Hollywood’s favourite ski resort dates back to 1870 when the first settlers came to the valley. Today the town is a treasure trove for visitors: world-class skiing on 21 square kilometres plus a cultural programme unparalleled by any other mountain resort.



Since 2010 it has hosted the Aspen Laff Festival, too – the town’s premier comedy event. And between Christmas and New Year’s Day it throws an annual film festival which shows films nominated for Academy Awards that year.

Near the county airport lies another must-see; the Aspen Santa Fe Ballet. Founded in 1994 and made up of eleven dancers, the school has two sites – one in Aspen, another in Santa Fe – and a year-round Mexican folk dance outreach programme in both Colorado and New Mexico. In addition to this, their programme also features summer and winter seasons with touring dance companies from around the world. And for their 2015/16 winter season they’ve commissioned a special performance by acclaimed

choreographers Fernando Melo, Cayetano Soto and Alejandro Cerrudo, to mark the school’s 20th anniversary. This winter, they’re putting on a special show for children and families in the form of a contemporary interpretation of The Nutcracker, that mixes ballet, flamenco and Chinese sword dancing.

Indeed, Aspen’s institutions are always updating their outlooks. Last year, the Aspen Art Museum moved to new premises from its original home in a converted hydroelectric plant, where it first opened its doors in 1979. Now based in a building designed by award-winning Japanese architect Shigeru Ban, the museum could be considered an art object too, with its exterior covered from top to bottom in a sophisticated screen of wooden

strips woven together like a basket. And with Heidi Zuckerman as its CEO and chief curator since 2005, the museum has brought some of the best-known names in contemporary art to Aspen. Ai Weiwei, Sarah Lucas and Lorna Simpson have all exhibited at the gallery, and the winter programme features work by installation artist Liz Larner, sculptor Anna Sew Hoy and multi-media artist Diana Thater.

## Take-away treasures

For those less stimulated by culture, Aspen still has a lot to offer, particularly for people who enjoy a spot of retail therapy. Local boutiques such as Maison Ullens and Blooming-birds easily rival those on found on London’s trendy Brick Lane, whereas the Galena district

is the place to go for big luxury fashion labels such as Prada, Gucci, Dior and Ralph Lauren. Yet there’s still excitement to be had for shoppers on a more modest budget, who can dig for designer treasures at the Aspen Thrift Store – an excellent chance for anyone to take home a souvenir to remember Aspen as the jewellery box that it is.

Photo: Aspen Snowmass





ATRIO  
See page 19

# STAYING POWER

**At 126 years old, Aspen's Hotel Jerome has been with the town through thick and thin. And thanks to a recent renovation, it looks like it will be around for many more years**

Hotel Jerome was built in 1889 with the aim of rivalling other famous grand hotels, but has become an institution in its own right. In the Sixties it was popular with rich hippies and movie stars alike. It's now made a grand transition in the 21st century, thanks to a renovation by Aspen-based architects rowland+broughton in 2012.





The Hotel Jerome's suites and shared areas display an eclectic design mix of Western Victoriana and Art Deco.



If one building could tell the story of Aspen it would be the Hotel Jerome. The three-storey red brick hotel was built in 1889 by Jerome B. Wheeler with the aim of rivalling the likes of the Savoy in London. However, Hotel Jerome has achieved much more by becoming an institution in its own right, and one that is a testament to the transformations in Aspen's history. And having been fully renovated three years ago, the hotel now features 93 guest rooms and suites as well as a swimming pool overlooking the glorious Rocky Mountains.

When Hotel Jerome was first built, the silver mining industry in Aspen also began to thrive, which subsequently attracted a myriad of investors. However, at the turn of the century, the town's economy slumped causing people to leave, including many of The Jerome's customers. Following this, Aspen didn't experience prosperity again until the 1940s, when it became a ski resort. This transition was presaged by the installation of the town's first ski lift, which attracted a new set of visitors, and by the 1960s it had become popular with hippies and celebrities alike. Film stars such as Lana Turner and John Wayne visited the town, and The Jerome became the favourite watering hole of the Eagles and Jack Nicholson; today, Mariah Carey likes to get a drink there, too.

After decades of welcoming thousands of visitors every year, The Jerome was in need of a make-over. Enter Aspen-based architects rowland+broughton, who took on the challenge of bringing back the hotel's original charm using state-of-the-art technology in 2012. They also invited renowned interior designer Todd-Avery Lenahan, who chose chic furnishings inspired by Western Victoriana and Art Deco. For example, in the guest rooms, Lenahan selected Streamline



Moderne-style lighting fixtures as well as GROHE faucets for the ultimate luxury statement. But it's in the warm and lively living room where the designer's love of Aspen is most palpable, with its eclectic collection of furniture and upholstery decked in rich colours and tartan.

Tradition is nonetheless present in every aspect of this refit. Now in its 127th year, The Hotel Jerome features floors inspired by Native American rug patterns, a grand full-relief oak-carved fireplace and an elegant Auberge Spa. The restaurant even has hand-stitched leather chairs and an innovative lighting system that can adapt to different moods. And although the final result gives The Jerome an incredibly luxurious look, it does so with a stylish flair; a fusion that's likely to entice yet another generation of guests.

#### ATRIO See page 17

With a distinct nod towards the Bauhaus dictum of form following function, the Atrio Classic faucets are a harmonious blend of cylindrical forms and the finest GROHE technologies – the perfect addition to The Jerome's eclectic design mix.

Photos: PR

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The hotel's Auberge Spa is a place to relax – thanks to its cosy charm and calming atmosphere.

Photo: PR



# INSIDE OUT

INTERVIEW  
WILL FURTADO

PORTRAITS  
DANIEL TRESE

Architect and Aspen resident Sarah Broughton gives a local’s perspective on where to eat, drink, party and unwind in her snow-capped hometown



Sarah Broughton is the co-founder of rowland+broughton, the architecture and urban design agency responsible for bringing Aspen’s Hotel Jerome back to its former glory. She’s lived in the Colorado town for ten years and is a huge fan of its buildings as well as its wild-life and nature. In her opinion, the unique thing about Aspen is that, despite being relatively small, it’s very cosmopolitan – offering a little something to everyone and welcoming visitors from all over the world, all year round. Indeed, on top of its international reputation as a ski resort it also boasts a wealth of top restaurants, bars, cafes, spas as well as unrivalled views of the great outdoors – enough to keep any visitor entertained. Drawing on her inside knowledge, we spoke to Sarah about where to go and what to see in Aspen.

## GROHE

Aspen is best known as a place of outstanding natural beauty, but it also has some unique architecture, too. How has the interior design scene developed over the years?

### S.Broughton

In terms of the look people prefer in their homes, natural light is very popular, because the quality of it here is really amazing. So it’s all about capturing that light, usually through window placement. We always use them when designing interiors for properties in Aspen. There are definitely more styles around today than there were 20 years ago, but natural materials such as wood, stone and wool still seem to be popular. In fact, that’s what we also went for when renovating the Hotel Jerome. With that project, we wanted to respect the property’s history while helping propel it into today and into the future.

**G** Where’s the best place to eat?

**SB** I’d have to say Matsuhisa. The food there is just excellent. It’s a Japanese restaurant and the quality is exceptional. I love the salmon they serve, especially the way they cook it. It’s prepared in a very specific fashion that they call ‘new style’. Coffee-wise, I’d check out a cafe called Peach’s. Their food is fresh as well as organic, and their egg dishes are really, really delicious.



Sarah Broughton describes Aspen’s views as “out of this world”.

**G** What do you like doing when it gets dark?

**SB** In the evenings I just love to go out and grab some dinner, which in Aspen is easy, because we have such fantastic restaurants. Apart from Matsuhisa, there’s an Italian place called Casa Tua that I like. It’s in a huge old chalet building in town, but they also have a branch in Miami, too. After dinner, I usually go to see live music at Belly Up. They bring in famous and unknown musicians alike, and I try and go there as often as I can.

**G** Where do you go when you want to relax?

**SB** I’m outdoors kind of person. My hobbies include biking, a little cross-country skiing and downhill skiing; Aspen Mountain is the one I usually go to for that. I’m also absolutely mad about mountain biking on a trail called Sky Mountain. Road biking up to the Maroon Bells is fun, too.



# “THE TRULY UNIQUE THING ABOUT ASPEN IS HOW IT MERGES NATURE AND CULTURE”

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**G** Apparently Aspen has some of the best wellness clubs and spas.

**SB** Yes it does, and there are so many to choose from. I particularly like the Aspen Meadows Resort, which is a really cool international-style building. Wilma’s River Resort is excellent too, and I also enjoy going to St Regis, where they have a spa called Remède. I like to treat myself by going there and getting a massage and hanging out by the pool. I also have a membership with the Aspen Club, where they have everything from cardio machines and weights to classes in yoga and pilates.

**G** What are Aspen’s sports highlights?

**SB** Every year we also host the women’s FIS Alpine Ski Word Cup. Our agency actually sponsors it, and it’s always brilliant to have the international racing community in town.

**G** What’s the town’s best-kept secret?

**SB** The North Star Nature Preserve, east of Aspen. You can visit it at any time of year and it will always be amazing. During autumn the elk are in mating season and the leaves on the trees turn golden. In winter, the reserve’s wardens prepare a cross-country trail that people can use to explore the park on either snowshoes or by cross-country skiing. In the springtime the rivers rise and the entire area becomes wetlands, and in the summer you can use these to canoe in. It’s a really special place.

**G** Where’s the best place to find a breathtaking view of Aspen?

**SB** I’d say that your best bet is to take a hike up Smuggler Mountain. At the top there’s a viewing platform that overlooks the town and the valley. Another option is to take the Ute Trail to a rocky outcrop where the views are just out of this world.



The trail was named after the Ute Indians, who were the first inhabitants of Aspen. For views from indoors, the lobby at the Wheeler Opera House has astounding ones of Aspen Mountain. The sights from the conference room of our studio take some beating, too!

**G** What do you miss the most when you’re away?

**SB** The truly unique thing about Aspen is how it merges nature and culture. I was just in Park City and it’s not the same. I’ve visited so many great ski resorts in Europe and every time I’m amazed at what we have here. That’s what Aspen is: a perfect union of majestic mountains and world-class culture.



Sarah Broughton designed this private residence in true Aspen style.



Photos: Daniel Trese, rowland+broughton



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SPA



# A CLEAN START

**GROHE’s Rainshower® SmartControl shower system  
makes taking a shower even more pleasurable**

Putting the smart in shower: GROHE’s SmartControl  
lets the user control the shower’s functions with  
just a gentle touch and a turn of the wrist.



Photo: GROHE AG



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Good news for shower-lovers: To adjust the temperature and intensity of GROHE’s SmartControl shower system all that’s needed is a gentle touch.

Few things in life are better than starting (or ending) the day with a shower that is just right – be it hot, cold or any desired temperature in between. Fortunately, the new GROHE Rainshower® SmartControl system features new technology that makes having a shower even easier and more enjoyable than it ever was.

The innovation in GROHE’s system lies in its ‘on button’. Not only does it start the shower, it also allows users to adjust the water volume by rotating it lightly – no faucets or prayers to the gods of morning bathing required whatsoever.

The SmartControl innovation is available as part of GROHE’s top-of-the-line Rainshower® system which is also equipped with an extra-large 360mm shower head that covers the users entire body and gives them the feeling of showering under a warm tropical waterfall. The SmartControl button also regulates the intensity of the shower from a light drizzle to a real downpour. This system can also be combined with GROHE’s Rain, Rain O² and TrioMassage spray patterns, the latter of which gives a head and shoulder massage in a combined spray.

Apart from these astonishing technical qualities, SmartControl is also beautifully designed. Its button, shower plate, thermostat chassis and flat glass tray have all been rendered in a pleasingly modern, minimalist style that matches the forward-thinking technology it conceals. Moreover, with the benefit of CoolTouch®, shower times are also safer, since it prevents users from scalding themselves if they touch the controls whilst showering.

Most of all, GROHE’s Rainshower® SmartControl system makes every shower even more pleasant and comfortable for shower-lovers by focusing on the details that are so often overlooked.



A simple push of the button starts the shower. Turning it adjusts the water volume gradually from Eco to Full Flow.

Photos: GROHE AG

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HEAD SHOWER  
1-TrioMassage



HEAD SHOWER  
2-PureRain / Rain O²



P & S HANDSHOWER  
Rain + Rain O²







SKATE COSMOPOLITAN  
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# DRIVEN BY DESIGN

TEXT  
KEVIN PERRY

PHOTOGRAPHY  
SCHNEPP · RENOU

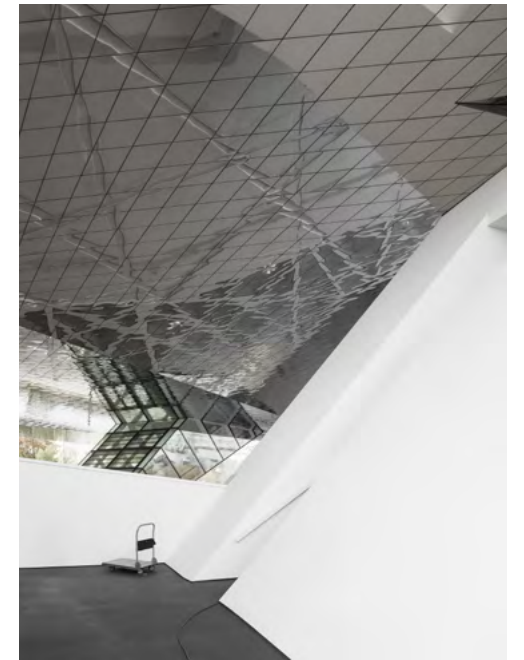
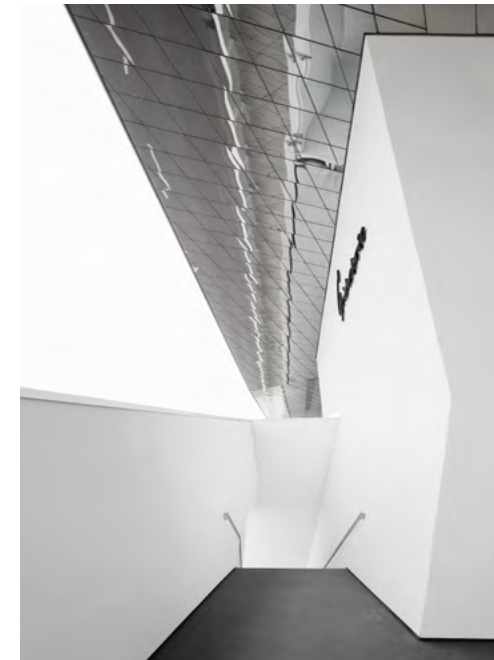
**The museums of Porsche, BMW and  
Mercedes Benz are as dynamic as the  
cars they display**







The Porsche Museum in Zuffenhausen is an architectural highlight – from the outside as well as the inside.



NEWS  
&  
PRODUCTS

In 1953, an exhibition at New York's Museum of Modern Art opened with a 1952 Porsche 1500 Super on display. Since then, the German manufacturer's cars have rightly assumed the status of works of art, and it's therefore unsurprising that the Porsche Museum in Stuttgart is an architectural marvel in its own right.

Located at Porsche's birthplace in the Zuffenhausen district in Stuttgart's northern suburbs, the museum opened to the public in January 2009. The tender to design the building had been won four years earlier by Viennese architects Delugan Meissl, who beat off strong competition from a field of 170 bidders.

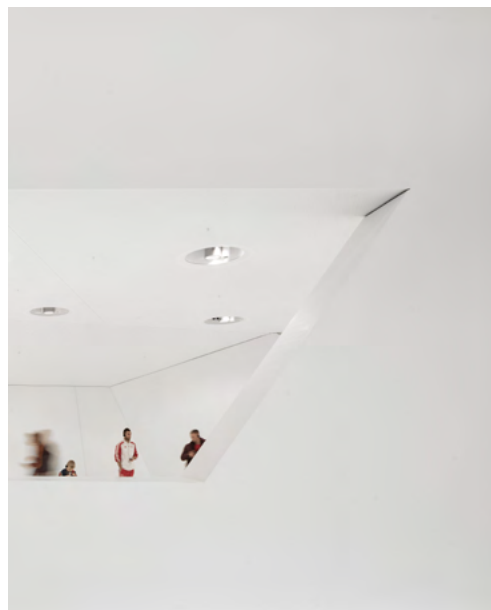
And it's easy to see why they won: their completed design is as bold as the brand it represents. The main structure of the museum, which is supported on three V-shaped columns, appears to float above the ground.

"The building translates the dynamic nature of the Porsche brand into architecture," says museum director Achim Stejskal. "From every

angle, the shapes of the monolith and base building look different, thanks to their polygonal, avant-garde forms and the variation in the structures and windows."

More than just a delight for the eye, the museum is designed to allow visitors the freedom to explore the exhibits however they wish. "The museum is not only for car enthusiasts and petrolheads – it's for everyone," says Stejskal. "A conscious decision was taken to avoid the 'discovery zone' approach, with all its showiness. The sports cars should be allowed to speak for themselves. There is no prescribed path, so access for everyone is guaranteed."

The museum has been constantly evolving since it opened, adding an interactive touch-wall, Sound Showers and free Wi-Fi. However, there's one exhibit no visitor should miss: Stejskal's personal favourite. "The 904 – the best looking Porsche sports car ever!" he says. "It was developed by Ferdinand Alexander Porsche, the guy who designed the 911.





Pure Freude an Wasser.

The model of the 904 that we have at the museum was released in 1965 and has a smaller front; it's also one of the first Porsches to have a plastic body."

Of course, Germany is spoilt for choice when it comes to world class automobile museums. Just nine kilometres south-east of the Porsche residence in Stuttgart is the Mercedes-Benz Museum. Opened in May 2006, it was designed by the Dutch architects UNStudio and was inspired by the shape of a car engine. On the other side of the country in Munich is the BMW museum, which was designed by the Viennese architect Karl Schwanzer in 1973 and is known for its distinctive 'white cauldron' shape. It was renovated and reopened in 2008.

Time spent wandering the halls of any of these buildings can't help but reinforce the peerless quality of German design. Forget galleries – if you're in Germany and looking for modern art, head to a car museum.



**OPENING HOURS**

**TUE – SUN, 9:00 – 18:00**  
Porscheplatz 1, 70435 Stuttgart  
[www.porsche.com](http://www.porsche.com)

**SKATE COSMOPOLITAN**  
See page 32

The Porsche Museum's bathrooms feature the Rapid SL. A dual-flush cistern that allows the user to select the flush volume by pushing the large button (full volume) or small button (half volume) on wall plates like the Skate Cosmopolitan.



Shunning the 'discovery zone' approach, the Porsche Museum in Zuffenhausen puts the company's elegant sports cars – and carriages – on centre stage.



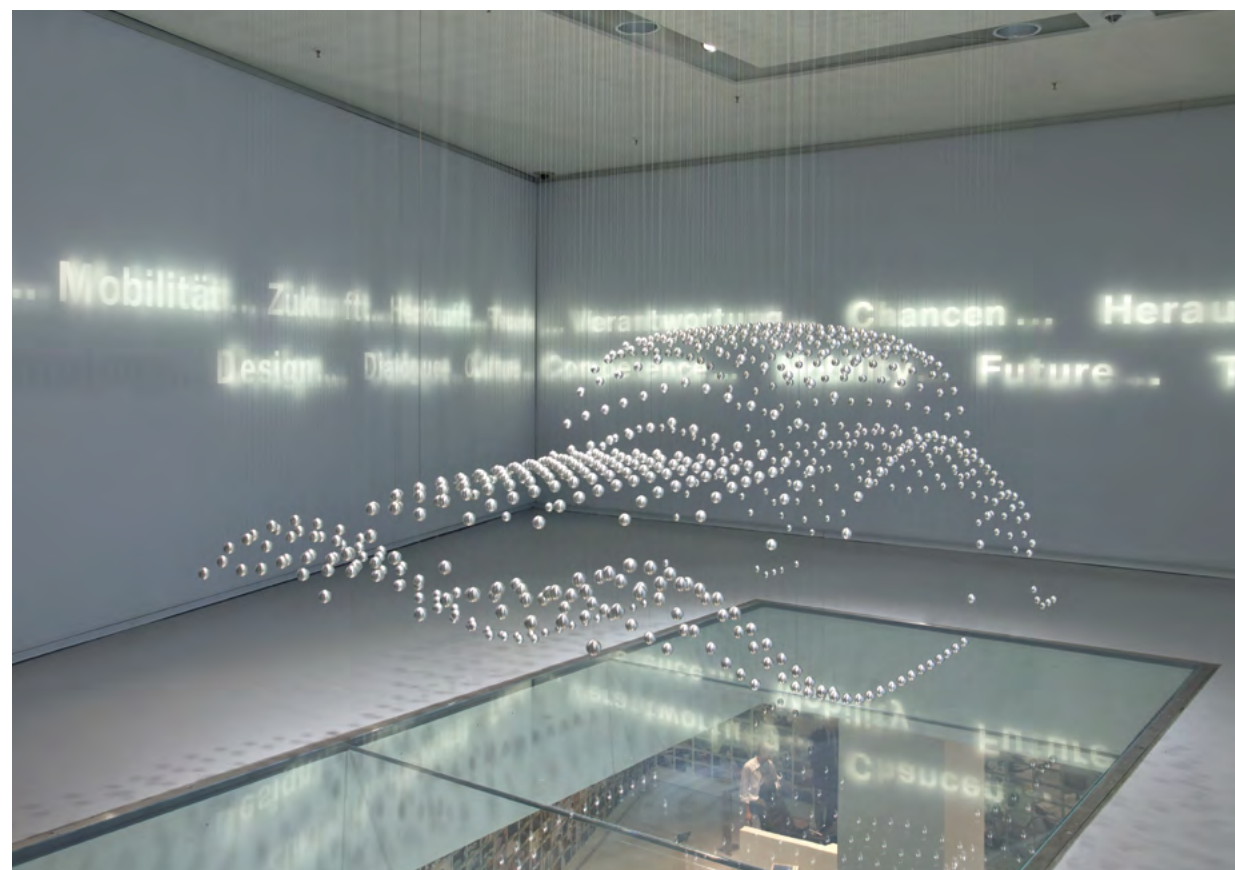
## BMW Museum

More than 90 years of BMW's history are presented here in seven houses: Design, Company, Motorcycle, Technology, Motor Sport, Brand and the Series. Each of them provides a detailed overview of a particular aspect of the BMW heritage and illustrates the process of a car creation from its conception to its promotion.

The museum itself is an architectural masterpiece built with highest attention to detail. Designed by Wolf D. Prix of Coop Himmelb(l)au its bathrooms feature **GROHE Eurostyle E** faucets which match the museum's overall clean design perfectly.

### OPENING HOURS

TUE – SUN, 10:00 – 18:00  
Am Olympiapark 2  
80809 Munich  
[www.bmw-welt.com](http://www.bmw-welt.com)



## Mercedes-Benz Museum

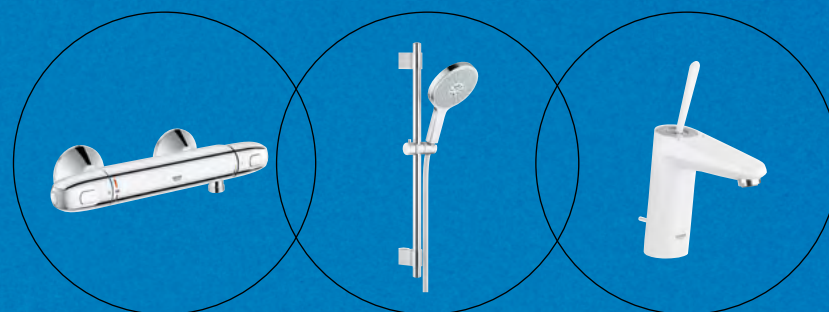
With more than 160 vehicles and 1,500 exhibits across nine floors, the museum illustrates the development of Mercedes-Benz as well as the car industry in general during the last 125 years. Audio tours are free, and there's also the chance to glimpse behind the scenes and see one of Mercedes' factory floors where they manufacture many of their engines. And just like its Porsche counterpart, the Mercedes Benz museum's bathrooms are also fitted with **GROHE Rapid SL** – allowing the users to save water by flushing with a reduced water volume.

### OPENING HOURS

TUE – SUN, 9:00 – 18:00  
Mercedesstraße 100  
70372 Stuttgart  
[www.mercedes-benz.com](http://www.mercedes-benz.com)







GROHTHERM 1000

POWER &amp; SOUL®

EURODISC JOY

# TECHNOLOGY & INNOVATION INSIDE

TEXT  
SARAH FAKRAY

PHOTOGRAPHY  
RAMON HAINDL

**GROHE is a world leader in water technology, and with its brand values of quality, technology, design and sustainability, it consistently strides ahead to create the most innovative new technologies in the sanitary industry. Here we speak to three GROHE trainers about the company's technologies, each of which was forged by GROHE's unique spirit of evolution.**

## Some like it hot

GROHE's precision control thermostats use the most sensitive thermometer there is when it comes to gauging temperatures: your skin. The TurboStat® gives users their desired temperature in the fraction of a second, and keeps it constant.

"From a consumer perspective, the GROHE thermostats are all about the benefits of comfort, safety and savings," says GROHE's Christian Böttger. "Comfort because I can easily turn the thermostat off and back on again in order to wash my hair or lather up. Safety in the sense that, in the event of a cold water supply failure, the thermoelement shifts up, closing off the hot water so that I don't get scalded. And savings because the shower reaches the desired temperature without adjustments."

Consumer perspective aside, what's really exciting is the technology within the thermostat. "The cartridge's sensor is constructed from a specific copper-wax composition, which allows the TurboStat® to level out the temperature in 0.3 seconds," explains Böttger. As such, thermostats like the Grohtherm 1000 are not just mechanical gauges but technological interfaces between the user's skin and the water.

Discussing the company's latest development, the Power&Soul® shower, Jörg Nitschky-Germann agrees that adjustability is an important part of GROHE's design philosophy. "The special feature of this product is its different spray patterns that can be changed individually and which can also be combined," he says. The showers are shaped in curved silhouettes. Featuring a large 190mm shower head and a choice of three sizes for hand use, it also has a spray selector that allows users easy access to their

favourite patterns: Rain, Rain O², Jet and Bokoma Spray. Again, it's what the consumer doesn't see that makes the Power&Soul® shower so special. "A good example of that is what happens when you push the button for the shower's Rain O² function," explains Nitschky-Germann. "Upon pressing it, a small flap opens. This allows air to stream into the shower head, where it's mixed with water, so that the individual drops increase in volume."

## It's all in the details

GROHE has been paying close attention to the fundamental parts of bathroom design. One area of interest has been the cartridge engine – an essential component in modern sanitation that regulates the water supply flowing to showerheads and basin faucets. If this important piece of equipment is badly produced or installed incorrectly it can cause inconsistencies in water temperature and pressure.

In response, GROHE has created a cartridge engine featuring the SilkMove® system. Made from two ceramic discs that work in unison with the triggering lever, the precision-engineered technology creates less friction, eliminating the risks and problems associated with older cartridge engines.

"SilkMove® is synonymous with the velvety smooth opening and adjustment of the water flow," says Heiko Middendorf from GROHE. These improvements are due to microscopic innovations: One of the SilkMove® ceramic discs is covered with pores the size of micrometres that serve as beddings for grease, allowing for the grease to stay on the discs for up to 20 years. Middendorf concludes: "It's important for the customer that this ease of use doesn't diminish over the years, and this system allows us to guarantee that it won't."

## Grand designs

Today it is easy to forget that the health benefits and sheer pleasure of luxuriating in a hot bath or jet massage shower are only available thanks to earlier water technologies. Driven by an inventor's curiosity and the desire to keep increasing user satisfaction, GROHE continues to improve its existing products while producing new designs every year. By combining its expertise in kitchen and bathroom fittings with the ceramics knowledge of its partner company LIXIL, GROHE has now developed into a supplier of complete bathrooms. This consumer-led progress means that GROHE's technical marvels can be introduced to the home, hotel or business as part of a specially designed bathroom environment. And none of this would be possible without the dedication of GROHE's Masters of Technology, who shape these outstanding products with pride and precision, fine-tuning each piece until they have created an unsurpassable customer experience.

### GROHTHERM 1000

**This thermostat is equipped with TurboStat®, which delivers a maximum of comfort, safety and savings by reaching the desired temperature within a second and keeping it constant.**

### POWER & SOUL®

**The Power&Soul® hand showers by GROHE let the user choose from four individual spray patterns: GROHE Rain O², Rain, Bokoma Spray and Jet – which can also be combined for maximum comfort.**

### EURODISC JOY

**The basin mixer from GROHE's Eurodisc Joy line features a cartridge engine with SilkMove® technology. Its ceramic discs create less friction and allow for a prolonged ease of use.**





“THERMOSTATS  
WITH TURBOSTAT  
LEVEL OUT THE  
WATER  
TEMPERATURE  
IN 0.3 SECONDS”

Christian Böttger



A disassembled thermostat cartridge:  
The sensor is constructed from a copper-wax  
composition which allows the TurboStat® techno-  
logy to level the temperature in milliseconds.





GROHE's Power & Soul® hand showers comprise many parts – all "Made in Germany" – that contribute to one goal: a highly individual shower experience.



**“THE SHOWER  
HEAD MIXES AIR  
WITH WATER SO  
THAT THE  
INDIVIDUAL  
DROPS INCREASE  
IN VOLUME”**

Jörg Nitschky-Germann





“IT’S IMPORTANT  
THAT THE EASE OF  
USE DOESN’T  
DIMINISH OVER  
THE YEARS”

Heiko Middendorf



The Eurodisc Joy’s FeatherControl® and SilkMove® cartridges feature ceramic discs that are finished with micropores, which helps the grease last for up to 20 years.



# IN THE ZONE

ARTWORK  
OLLANSKI

**The bathing rituals of Japan  
inspire GROHE's luxurious  
home spas**

**GROHE's Aqua Zone concept turns every bathroom into a private spa, a space for pampering where one can feel special. Based on Japanese bathing culture, which dictates a unique zone to each stage of the bathing ritual, GROHE has created five essential zones and a range of products to fit. Here we illustrate the Aqua Zones while British interior designer Vanessa Brady explains the logic behind them.**



# 1

## **Rejuvenation Zone: GROHE Rainshower® F-Series 40 Aquasymphony**

The Rejuvenation Zone is designed to wake and refresh its users in the morning, and to soothe them in the evening. This spacious, multi-faceted luxury shower has a range of aquatherapy options including stimulating jet massages, restorative waterfalls and cleansing steam sessions.

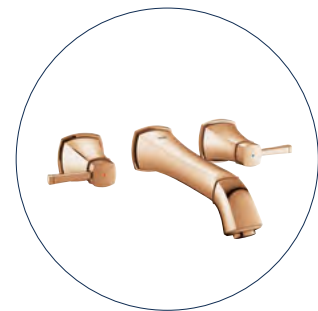
The GROHE Rainshower® F-Series 40 Aquasymphony is the largest ever ceiling shower in GROHE's portfolio and takes showering to new levels, allowing bathers to play a soundtrack

direct from their smartphones using Bluetooth. There's also an adjustable coloured LED lighting system to help set the mood, too.

"It's scientific fact that we feel emotions stronger when we engage more than one sense, and with this shower GROHE have created a unique way of relaxing or energising multiple senses," says Brady. The different combinations of water, light and sound are potentially limitless, making this the optimum tailor-made shower.







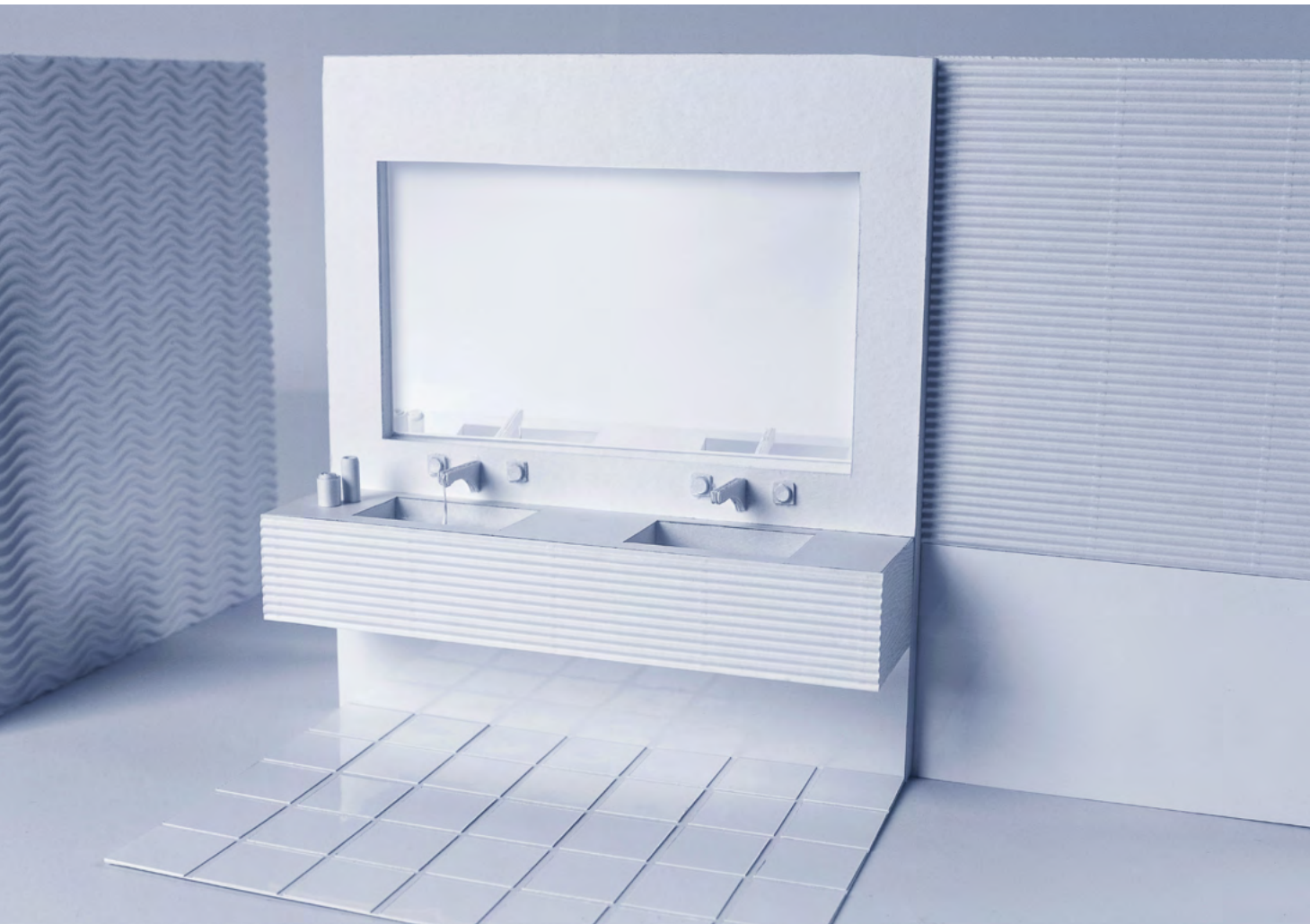
## Preparation Zone: GROHE Grandera 3-hole Basin Mixer Faucet

2

The stylish Preparation Zone employs extravagant surroundings to transform daily cleansing routines. GROHE believes that in a spa bathroom there should be room for two, so twin basins always feature side-by-side.

Brady describes GROHE's transformation of the bathroom "from a functional space to an indulgence area in which you can spend long hours. The bathroom is now a pleasure zone and a personal space."

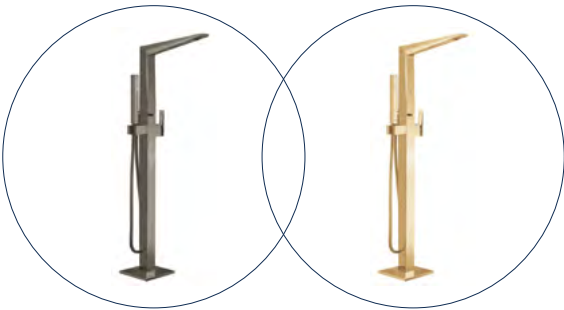
Part of the modern yet timeless GROHE Grandera collection, the 3-hole basin mixer faucet shows off the exceptional craftsmanship that went into creating such clean lines and elegant shapes. Dirt and scratch resistant, this durable faucet has been made using GROHE Starlight® technology that works to retain a brilliant shine.



## Relaxation Zone: GROHE Allure Bath Filler

The Relaxation Zone is the ideal place for body and mind. GROHE's bathing products bring together innovative design and the philosophy of Japan's ancient bathing practices. The purpose of these traditional rituals was not simply to cleanse, but to attain a spiritual connection with the natural elements and achieve inner harmony.

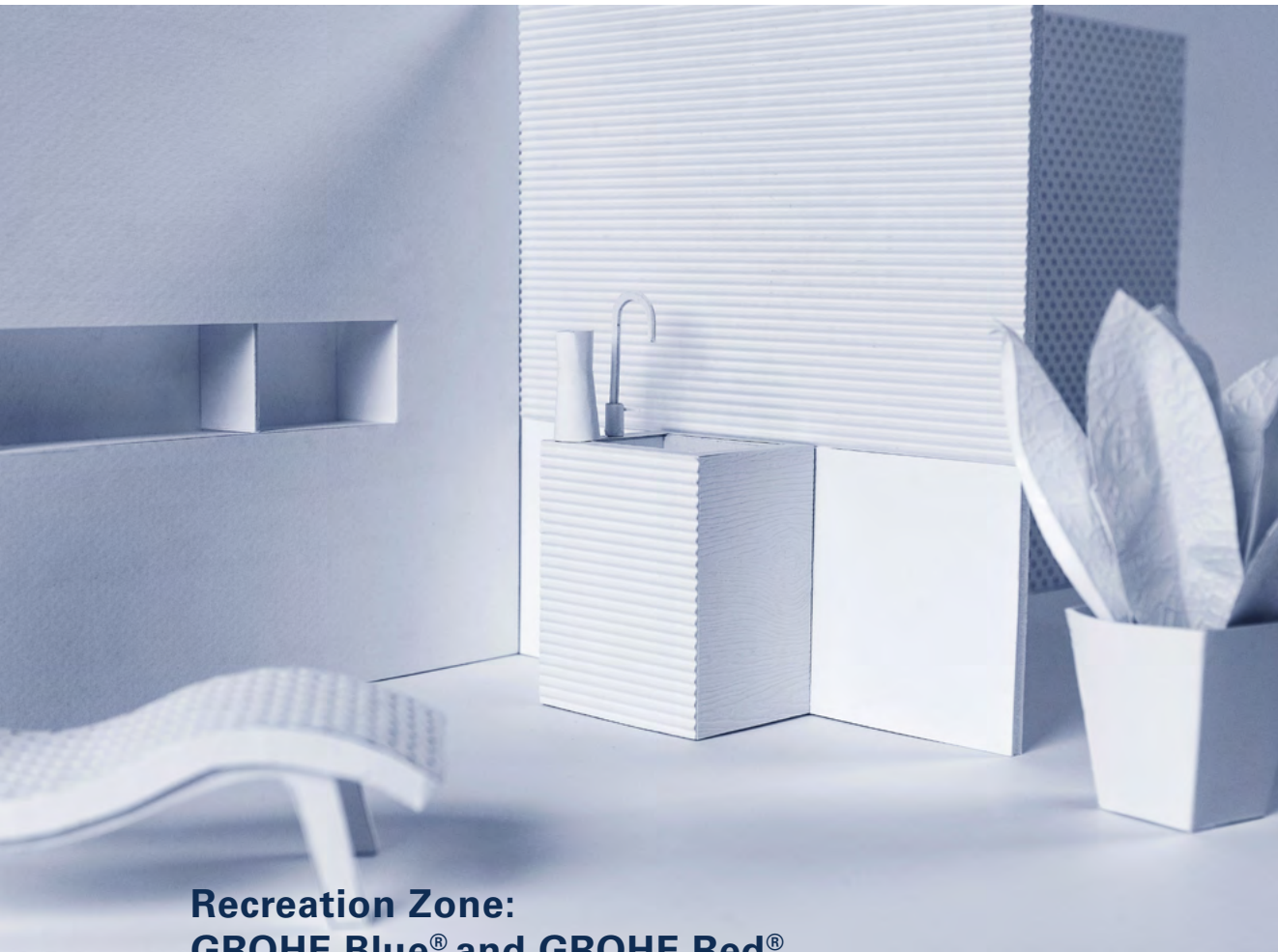
GROHE's unique freestanding bath fillers are iconic designs that add value to the room interior, even when they are not in use. Where bathers position their bath is up to them, but Brady informs us that current trends reflect a desire for openness, with baths in the centre of the bathroom instead of the corner, "demonstrating a fluidity and freedom of space".



3







## Recreation Zone: GROHE Blue® and GROHE Red®

GROHE is serious about creating the complete spa experience, which is where the Recreation Zone comes in. Bathing while enjoying a glass of chilled water or a cup of mint tea is part of the spa tradition. And what better way to keep your body topped up than with the GROHE Blue® and GROHE Red® hydration stations, which provide chilled, crystal-clear filtered, sparkling water and boiling hot water straight from two single-lever faucets – for your more meditative bathroom moments.

“This luxurious feeling – the experience of water and how it makes us feel – adds to our emotional well-being,” says Brady. Alongside GROHE’s range of bathing products, the GROHE Blue® and Red® hydration stations are the perfect way to enjoy the Aqua Zone experience.



4



## Contemplation Zone: GROHE Arena®

The Contemplation Zone blends hygiene with inner harmony. GROHE Arena® is a cutting edge spalet designed to cleanse as part of a healthy lifestyle.

Featuring an array of adjustable, personalised settings as well as an automatic body recognition system, it is the basis of extremely meticulous personal hygiene. Moreover, the Arena® has an advanced thermal self-cleaning system, leaving it magically clean after each use.

5







GROHE RED®  
See page 59

# INSTANT INDULGENCE

TEXT  
THOMAS PLATT

PHOTOGRAPHY  
CHRISTIAN HAGEMANN

## From student fodder to Michelin-star chef's favourite snack, instant noodle soups are making a comeback as a culinary sensation

Modern nouvelle cuisine owes many of its impulses to Asian cooking. Today, coconut, coriander, ginger, Thai basil and lemon grass have become staple ingredients in Western and international diets, and Asian as well as fusion restaurants rank among the best restaurants in the world. Despite this prevalence and esteem, there's one product of Asian gastronomy that some consumers have a hard time taking seriously – instant noodles.

Indeed, their ubiquity is one of the things putting people off. Since their creation in 1958 by Taiwanese-Japanese inventor Momofuku Ando, they have become a common snack throughout the world, and there are very few supermarkets that don't stock these pressed blocks of dried food. And in some corners of the globe, the name of the most popular brand,

Yum Yum, has assumed the generic term for the product, which is sold around the clock in many cities as an alternative to dinner for those pressed for time and money. Yum Yum has also revolutionised lunch breaks, usurping the dominance of sandwiches, yogurt, muesli and chocolate bars. Part of the reason for this is because they're incredibly easy to prepare – all you need to do is add hot water, and some manufacturers even provide a plastic pot for you to 'cook' your noodles in.

## Changing face

As such, it's easy to see why instant noodles aren't thought of very highly. An inexpensive and simple to make snack, they have become associated with students, bachelors and camping trips. And in an age in which culinary





connoisseurship now co-defines social prestige, that's not a good thing, and the absence of a 'premium' line has only perpetuated the instant noodle's reputation as an unsophisticated snack.

But look closer and actually, the instant noodle isn't that one-dimensional. In fact, its many flavours reflect the full spectrum of Asian culinary traditions from China to Thailand, Vietnam and Indonesia, to Korea and Japan. As a result, they come in all shapes and sizes. Consumers can get them with rice or egg noodles of varying degrees of thickness, and with different types of sauce, including ones made from miso or soya, and those topped with a variety of meats and seafood.

However, the versatility of the instant noodle has also contributed to another negative myth:

that this adaptability is somehow synthetic and therefore unhealthy. Thomas A. Vilgis, Professor of Theoretical Physics at the University of Mainz, leading flavour researcher and author of the trailblazing cookbook "Aroma – The Art of Seasoning", sees no threat in Yum Yum soup: "Besides starch, the noodles contain wheat flour and two different thickening agents that are completely harmless," he says. "Acidity regulators such as citrate or small amounts of phosphates pose no threat either."

Contrary to public opinion, flavour enhancers also aren't harmful. Mostly made from yeast extracts, they simply trigger certain tastes and smells and are therefore just as 'authentic' as other food products that are naturally salty and bitter or sweet and sour. As a basic principle, taste and smell simply exist on a molecular level, in which certain combinations produce







certain gastronomic effects. And whether or not the foods that produce these effects were synthesised in a laboratory, extracted from foods or consumed in their natural form, molecules are molecules, and our bodies can't tell the difference.

herbs but native additions such as savory, lovage, marjoram and celery leaves. Sometimes, he even chucks in a few fresh oysters for good measure, turning a simple Yum Yum soup into a slippery delicacy.

## A culinary treat

Last year, in a test for German newspaper F.A.S., Berlin-based star chef Michael Kempf showed that a number of these instant noodles have a rightful claim to culinary status. Fellow Michelin-star decorated chef Hendrik Otto, Kempf's colleague at the Lorenz Adlon Esszimmer restaurant in Berlin, likes to cook these soups at home with halibut. He cuts the fillets into thin strips and cooks them in hot water with the noodles until piping hot. To round things off, Otto doesn't add Asian

**GROHE RED®**  
See page 55

**For those who want their favourite flavour of instant noodles even faster, GROHE's Red® offers hot water directly from the faucet. The innovative GROHE Red® system keeps up to 6 litres (depending on the model) of filtered kettle-hot water ready for immediate use at all times. As a result, Asian instant noodles become even more enjoyable – as all substances that might impair the smell and taste are being filtered out – and the added convenience of having hot water on tap means that instant actually means instant.**



Pure Freude an Wasser.



01



02



04



05



03

Photos: PR

# EYE ON LONDON

The 2015 London Design Festival placed the best of the international design world head-to-head for review. Paul Flowers, GROHE's and LWT's Chief Design Officer, guides us through five key trends

The London Design Festival is a massive undertaking, covering the most innovative and exciting creations in interiors, furnishings, textiles, accessories, and even socially-conscious industrial design. Over 350 events and installations were arrayed across the city in magnificent locations, from a ceramic Tower of Babel in the Victoria and Albert Museum to a translucent Serpentine Pavilion in Kensington Gardens. We walked them all to identify some unifying conceptual threads woven through the tapestry of emerging design. From irreverent improvised housewares to antique homages, here are the critical pieces that best captured the themes to watch in the coming season.

## Exclusivity

Both established brands and new labels are producing 'premium' twists on existing product lines by reissuing them with elite, high-quality finishes, like in these lamps and chairs, all by **TOM DIXON (01-05)**. The result is added longevity and a sense of limited-edition refinement. Warm metallics, particularly brass, were everywhere – **SKULTUNA's** ornate, intricately cut candleholders (**06**) are a superior example.



06



Pure Freude an Wasser.



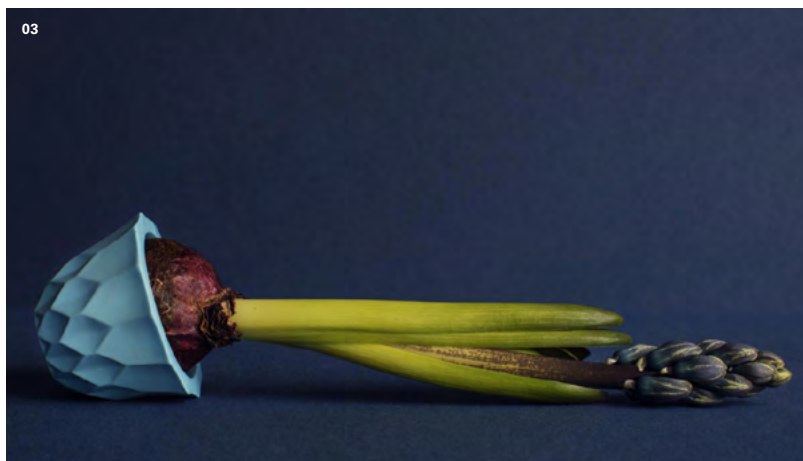
01

## New vintage chic

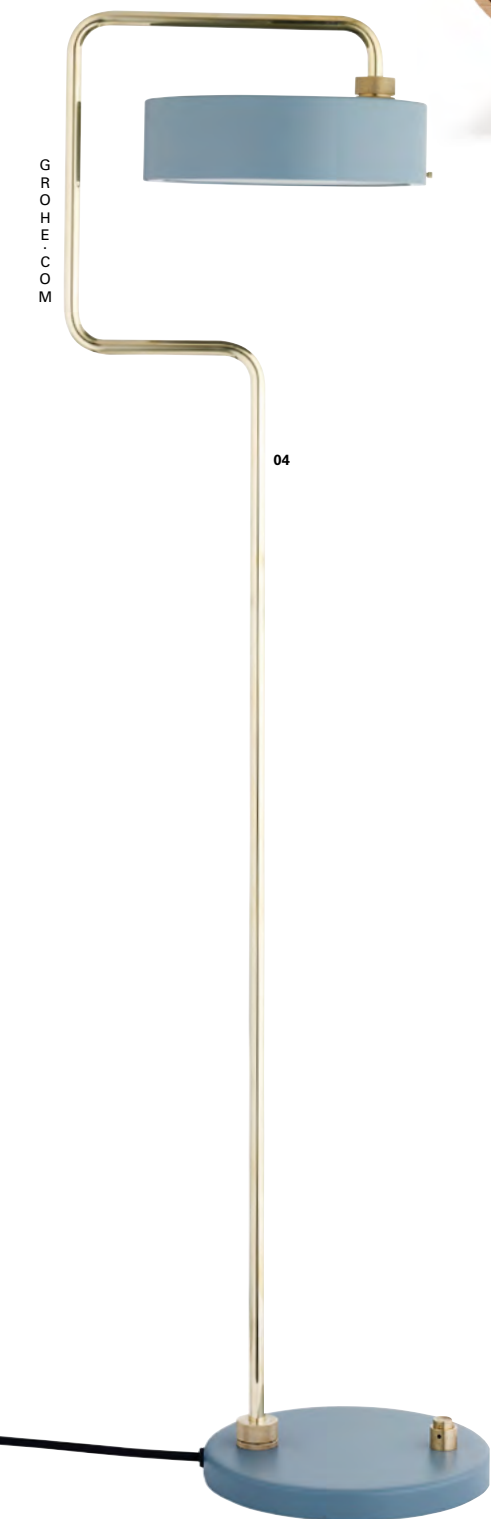
The concept of 'retro style' continues to broaden, as companies sample from an array of periods, remixing mid-century classics like this credenza by **MADE.COM** (01) and postmodern kitsch—dishware here by **SMUG** (02, 03). More than just throwbacks, these furnishings tweak the past with modern sophistication. **LINDHOLDT**'s lamps (04), with rounded corners, golden finishes, and a palette of pop colours and pastels, typify the trend.



02



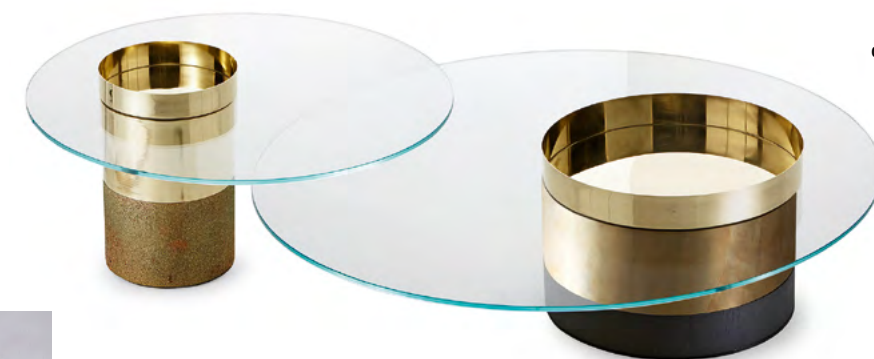
03



04



01



02



03

Photos: PR

## Form within form

Designers are using glass to encase interior shapes, framing them without blocking them out. In both **LUUM**'s "Flame" bulbs (01) and **LA CHANCE**'s "Toy" vases (03), enclosed forms float suspended, giving them a delicate, protected air. The inner is visually subtracted from the outer in **GALLOTTI&RADICE**'s "Haumea" tables (02) through contrasts in light, material, or colour, focussing the eye on the negative space between the two.

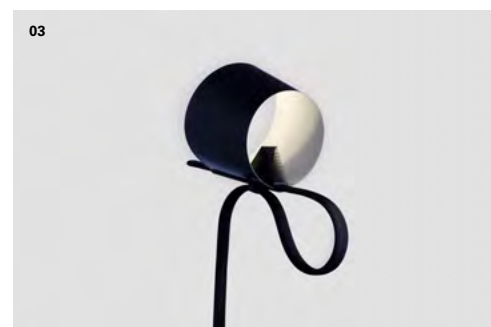




01



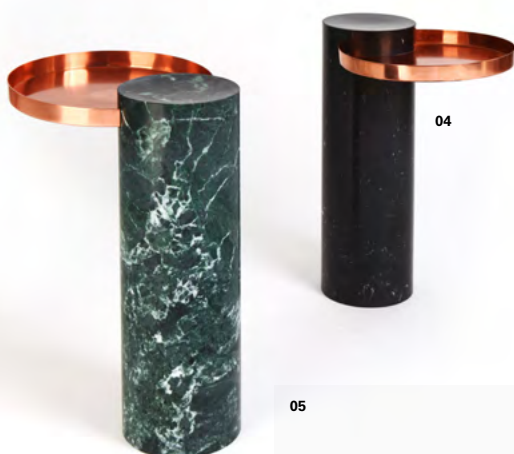
02



03

## New interactions

**WRONG FOR HAY** are whimsically repurposing everyday items, juxtaposing cord, metal and nails in unexpected combinations, as can be seen in their “Rope Trick” lamp (03). **MR. AND MR.’s** “Altar” shelves (01, 02), have a lighthearted, impromptu aesthetic, as if the designers were just playing around with shop leftovers. But they force us to ask, “Is there such a thing as an unremarkable object?”



04



05

## Marble

Brands love the word ‘timeless’, but only marble is literally classic. The elegant stone had a strong showing at the festival, cropping up in everything from **LA CHANCE’s** pedestal tables (04) to these martini glasses by **LEE BROOM** (05). Its polished cool worked best with other noble materials, such as wood and glass, lending gravitas to lighter designs.

Photos: PR, Arthur Woodcroft

MASTERS OF TECHNOLOGY

# THE SOURCE OF CONVENIENCE



GROHE  
RED®

Never wait for the kettle to boil again. With the innovative GROHE Red® system you can fill anything, from a mug to a large pot, with kettle-hot water in an instant – and all direct from your kitchen faucet. With GROHE Red® you still have your standard kitchen mixer, but a second lever provides kettle-hot water on tap.

Pure Freude  
an Wasser







# THE SPACE BETWEEN US

TEXT  
JENI FULTON

PORTRAIT  
MIRJAM WÄHLEN

**Through redefining the relationship between people and architecture, Ole Scheeren is reconceiving the notion of shared spaces**

Architect Ole Scheeren is reinventing the high-rise. Forty-four years old and originally from Karlsruhe, Germany, his far-flung career has taken him from the Netherlands to New York, Singapore and China. His firm has offices in Hong Kong, Beijing and now Berlin. Most of his recent projects are located in Asia, where he specialises in distinctive tower blocks that are as much about the inside as the outside.

Scheeren first visited China 24 years ago due to “an intuitive interest”, he tells GROHE. “Asia is characterised by extreme urban density. More than 50 percent of the world’s population live in cities, and China is leading the pack. In the past decade the question of how to re-envision human existence in those dense environments is at the centre of my work, as I’m confronted with it on the daily basis.” His

Photos: Ivan Baan, Buro OS (courtesy OMA)

Beijing’s CCTV building serves as the Chinese state television headquarters.





work in China coincided with “a new openness” – the economic boom that followed Deng Xiaoping’s reforms brought about a process of high-speed modernisation. “Prompted by this condition, China had to confront itself much more acutely with the question of the future and how to deal with things differently, because the way that things were was simply not working for them. And of course that is a very exciting context for an architect to work in,” he says. As director of the Chinese branch of Rem Koolhaas’ OMA office, Scheeren created the iconic headquarters for Chinese state television, the CCTV building, which heralded a new era in Chinese architecture. “CCTV was built at the moment when Beijing had become a member of the WTO and had won the Olympic Games, and it felt like China was stepping onto the global stage. We thus reimagined the skyscraper away from its hierarchical disposition to something that was all about a giant collective. And that was the core idea of the CCTV.”

## Going public

A key driver for his practice is the evolving question of how people inhabit different spaces, what their experiences and psychology are and how this relates to the psychology of the space. This has led to a number of residential projects such as The Interlace in Singapore, Maha Nakhon in Bangkok and 1500 West Georgia in Vancouver, which interweave transparency and structure, the public and private. “If you look at examples of my work, I’m really interested in the question of how we can integrate privacy with the higher degree of communality, the sense of being together and sharing things,” he notes. This is particularly true of The Interlace, a ‘vertical village’ of intersecting horizontal blocks that are stacked



Photos: Mirjam Wähelein, Iwan Baan



FEATURES

## “WE WANT TO GIVE A CITY A SILHOUETTE THAT EXPRESSES LIFE”

in hexagons to form an open, plaza-esque environment, a reversal of housing typology and a reinvention of the monolithic housing block. The project has attracted much critical acclaim and was awarded “Building of the Year” at the World Architecture Festival in Singapore in November 2015.

Exterior and interior space are inseparable in Scheeren’s buildings. “The basic question that connects all my projects is how can we open up the mute shaft of the tower in large-scale architecture? And how can we break its scale into components that speak about human occupation or its usage?

### WORLD ARCHITECTURE FESTIVAL

First held in 2008 as a “festival dedicated to celebrating and sharing architectural excellence from across the globe” the World Architecture Festival annually attracts the most important figures in the industry to discuss the future of building design. One of its regular guests is German ‘starchitect’ Ole Scheeren, who previously spoke at the event and has just received an award for his The Interlace building at the 2015 edition. Singapore has hosted the Festival since 2012, and GROHE remains its founder sponsor.

[www.worldarchitecturefestival.com](http://www.worldarchitecturefestival.com)





We want to give a city a silhouette that expresses life,” he says. “The emotional effect that a building has on people both in terms of looking at it from the outside and experiencing it from the inside are closely interconnected. We do most of the interior design for our buildings, and for me it’s an integral part of our work.” Of course, one would expect this to be reflected in Scheeren’s home, but this is not the case: “For most of my life I actually lived in very small and completely anonymous, barely functioning apartments with only a mattress on the floor and a big table for my work. I travel enormous amounts – I’m hardly ever at home, which means that you can’t afford to have many possessions because it immediately starts to limit your mobility,” he says.

Through his work process, Scheeren reconciles the cultural, environmental and urban contexts of his commissions alongside his client’s needs. The task then becomes “how to push it to a point where it becomes relevant beyond itself, where it starts to address the greater context of the public domain of the city”. In contrast, his favourite building is a structure that is almost invisible – the Large Hadron Collider, a particle accelerator in Geneva, Switzerland, where the fundamental structure of the universe is under investigation. “I’ve never been there, but I find it incredibly fascinating as a structure, and that has nothing to do with the architecture.”

## Ideal city

Scheeren’s father was also an architect, and some of his first memories are of the long corridors of the university his father taught at, and of the architectural models he found there. “At 14 I was at my father’s office designing for his projects. At 21 I got my first commission.

Photos: Büro Ole Scheeren (courtesy OMA)

Someone gave me this project and I executed it,” he grins. His early career was spent with Rem Koolhaas’ renowned OMA studio in Rotterdam. His decision to work there, he says, was because Koolhaas was then the only architect who positioned architecture in a social context. “I went there because I was seeking a dialogue with him. I think there were very few people at the time who were driving that dialogue. Today is a different story, almost everybody talks about almost everything,” he says, wryly.

Ultimately, Scheeren’s believes that architects are essential for navigating the challenges of an increasingly urbanised world where building is driven by the demands of capital. “As an architect I’m looking at ways how to break open the structure of buildings – be it a skyscraper or any other type – and to reconnect them with the city, to find spaces to carve out of these projects, and give them back to the public domain. And this increases the value of the project, because it attains meaning for the city and for the public,” he says. However, he notes, “We have to be brutally honest about how limited we are. And at the same time we have to be completely optimistic, and believe in the possibility to make a change, because otherwise you cannot work, you surrender before you have even started.”



In Bangkok: The Maha Nakhon’s facade has a pixelated aesthetic.





# WATER THERAPY

**Curator Jane Withers' exhibition is bringing awareness to what's going on in our oceans**

This year is the fifth iteration of Selfridges' Project Ocean, an exhibition aiming to expand public understanding of plastic pollution in our oceans. Greeting visitors at the entrance, 'Flotsam', an undulating installation by How About Studio uses 5,000 plastic bottles, approximately the amount used in the UK in under 15 seconds.

The exhibition also includes 'Gyrecraft' by Studio Swine and Andrew Friend, a collection of five objects crafted from plastic retrieved from the gyres where it accumulates. The Water Bar, a collaboration between Withers and

Arabeschi di Latte, serves visitors with water treated with charcoal, minerals and herbs – encouraging them to imagine life without the plastic bottle.

Previously, Withers has curated shows at the V&A and the Royal Academy highlighting environmental issues, and describes her obsession with water as 'hydrophilic'. She also works as a design consultant and is co-founder of Wonderwater, an initiative developing projects around the world aimed at raising awareness of global water issues.

Photo: Andrew Friend

For the exhibition, Studio Swine and Andrew Friend created a replica of the Sea Dragon, the research vessel on which the designers sailed into the North Atlantic Gyre.





Using plastic from the South Atlantic Gyre, this object is inspired by the area's treacherous waters and the polar expeditions that have crossed this passage.



How About Studio's installation of plastic water bottles simulates clear blue waters and also acts as a navigation through the exhibition.





For their representation of the North Atlantic Gyre, Studio Swine were influenced by the traditional local Scrimshaw craft of engraving practised by whalers.



Studio Swine's Indian Ocean piece is based on a shipping container, as 10,000 of these large metal crates are lost in the ocean each year, according to the designers.

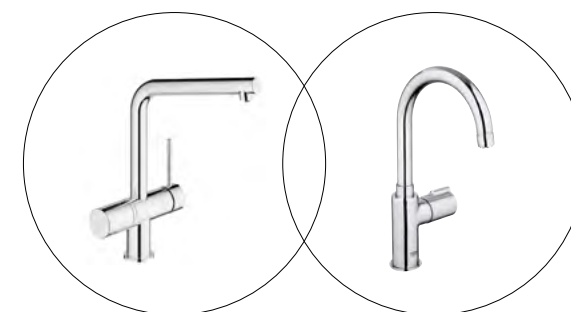


Italian studio Arabeschi di Latte and curator Jane Withers installed the bar at London's Selfridges that aimed to make visitors "imagine life without the plastic water bottle".



Photo: Andrew Meredith





GROHE BLUE® & RED®  
See page 82

# DOUBLE EDGED

TEXT  
ARSALAN MOHAMMAD

PORTRAIT  
GEORGIA KUHN

## Architect Ron Bakker explains how balancing cost efficiency with the environment helped him design The Edge in Amsterdam

Dutch-born architect Ron Bakker is a founding partner at London-based PLP Architecture, the team that conceived The Edge. Currently used by accountancy firm Deloitte as their Amsterdam office, in 2014 it was rated “outstanding” by the environmental sustainability assessment agency BREEAM – the highest rating ever. In conversation with GROHE Bakker discusses sustainability, how to design workspaces for the 21st century, and why GROHE products complement his environmentally friendly outlook.

**occupy six or seven levels while the rest shared by a variety of other companies. With The Edge, we tried to unite different aspects of the office environment by integrating technology with sustainability in a way that redefines the concept of the workplace.**

**G** In 2014, the environmental assessment agency, BREEAM, awarded The Edge with the highest score ever, thus making it the most sustainable office

### GROHE

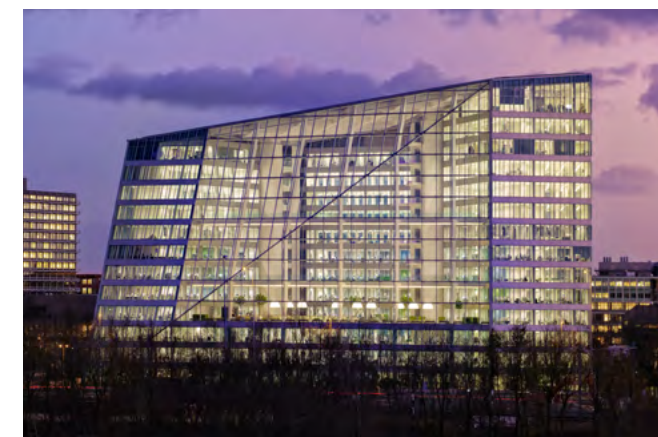
When did PLP Architecture begin?

### R. Bakker

**About six years ago: in the Nineties I came to London and worked for KPF architects for 18 years. Then some colleagues and I decided to start a new company. We now employ 200 people, and work a lot in London, Europe, the Middle East, China and Korea.**

**G** Who came up with the original concept for The Edge?

**RB** The idea was developed by the design team in close collaboration with Deloitte and project developer OVG. The Edge is a market office building and Deloitte





building in the world. You’ve said elsewhere that this was partly caused by 2008 the recession, which encouraged you to source eco-friendly, cost effective materials. Is that correct?

**RB** Yes. When the recession hit it became harder to take the risks involved with developing a large project. However, we carried on, and researched how we could make it work. We looked at different strategies, like phasing and multi-purpose functionality, and also read up on studies about how we could balance sustainability with cost efficiency, which helped us discover that there were better ways to build the structure.

**G** The award from BREEAM was also the highest they’ve ever issued. How did you achieve that?

**RB** Sometimes with difficulty! BREEAM looks at every tiny aspect relating to sustainability, so it’s easy to lose your way by trying to score as many points as possible. That said, Deloitte and OVG weren’t interested in point scoring. They wanted a sustainable building for the sake of sustainability, which is why the building was conceived like that even before we discussed accreditation. OVG and Deloitte set targets high, which made us realise our potential.

**G** As an architect, how do you design workspaces and help create new ways of working?

**RB** At PLP, we’ve been talking about what makes a good workplace for a long time. Through these discussions it’s become apparent that people seem to enjoy being in a workplace where they can have chance encounters. In fact, we’ve recently been working with a client who backed this up. The project itself is the Crick building in London, and when it’s finished it will be home to the UK’s most advanced and innovative biomedical research building. Anyway, while we working with them, someone from their team mentioned to us that each large advance in biomedical research can be traced back to a chance meeting between two people from different fields. It’s a brilliant story, and maybe there’s something in it. These people are experts, after all.

**G** In OVG’s office 13th floor you’ve installed GROHE Blue® and GROHE Red® faucets in the middle of their kitchen. How do these products fit in with the overall ethos of The Edge?

**RB** Well, our agency has always used GROHE because their fittings are very high quality and very well designed, but these two faucets were totally new to me. We’d never used them before. GROHE Blue® turns ordinary water into sparkling water using a

filter, and GROHE Red® dispenses kettle-hot water on draft. I was particularly impressed with the potential for GROHE Blue® in relation to sustainability. Today, many people come into work with a plastic bottle of sparkling water, partially because they’ve become conscious of the impact drinking water can have as part of a healthy lifestyle. So what GROHE Blue® does is help people reduce their impact on the environment through their consumption of plastic.

**G** Coen van Oostrom, OVG’s founder and CEO, says he uses GROHE faucets in his home – would you do the same?

**RB** Yes, I think so. In fact, I would love to have a GROHE Blue® faucet at home. Here in London, the water doesn’t taste as good as in Amsterdam because apparently it’s already been drunk seven times before! Back home, sand dunes provide natural filtration. Recently, I read a research paper on the comparative benefits of drinking tap water or bottled in water in London. Overall, they found that tap water was safer than bottled water – and perhaps even better for you – since bottled water is quite high in minerals, which isn’t always good for you. Faucets should play a much more important role in people’s lives than they are currently given!

See page 81

GROHE BLUE® CHILLED  
& SPARKLING

GROHE Blue® purifies your tap water, giving it a fresh refined taste. The built-in cooling unit and exchangeable carbonisation bottle add the necessary chill and sparkle.

GROHE RED®

With GROHE Red® you can draw filtered kettle-hot water directly from the tap without having to wait. Up to three litres. Simple. Economical.



Photo: OVG, GROHE AG





# WASH NOT WIPE

PHOTOGRAPHY  
SCHMOTT

**The new Arena® range of spalets is transforming personal hygiene and improving well-being with the purifying power of water**





Arena® features the adjustable temperature and spray functions of DreamSpray® Technology, which cleanses and purifies for the ultimate mental boost.

The clean, minimalist design of Arena® is perfect for an attuned, health-conscious way of living.



With an automatic lid, remote control and app, Arena® makes personal hygiene and well-being even easier.



**ARENA®**

**GROHE's Arena® revolutionises personal hygiene with superior technology and functionality, and is the perfect match for all GROHE bathrooms.**



# TAPPING THE FUTURE

TEXT  
SUE GEORGE

**Hand in hand with the travel and hospitality industries, GROHE's cost-efficient products are rolling back the water shortage crisis**

Drinking water is running out. By 2030, global demand is expected to outstrip supply by 40 percent, and many rivers and lakes are drying up. Currently, 1.1 billion people lack access to water, and only one percent of all water consumed is fresh. The problem is critical, and the United Nations (UN) is responding by introducing Sustainable Development Goals (SDGs).

The SDGs are a set of targets drawn up by the UN which its members are expected to use as a framework for their policies. This, in turn, will have an impact on businesses. One goal concerns water, stating that countries should "ensure availability and sustainable management of water and sanitation for all. This includes the provision of clean drinking water, water resources management, water conservation and strengthening local communities' involvement in conserving water."

The causes of global water shortages are complex, ranging from climate change to urbanisation and population increase. As a result, the solutions are diverse, and although governments and multinational organisations have a responsibility to tackle it, so do individuals. Indeed, many people are aware of this but struggle to implement changes in their daily life. Media images of droughts may prompt donations to charity, but few ordinary people will immediately associate these disasters with their visits to an infinity pool or a leaking faucet.

Conscious of this dilemma, GROHE, the world's leading manufacturer of sanitary fittings, are integrating sustainability into their business. "It's present in every aspect of our corporate structure," says GROHE executive Thomas Fuhr. "It determines everything we do, from product development to manufacturing and logistics as well as use and disposal."

One of GROHE's biggest customers is the hospitality industry. According to a recent study by the Malta Business Bureau, 365 trillion litres of water could be saved by the EU's hotel business every year. The problem represents an area in which, by reducing their water consumption, hotels can also improve cost efficiency.

And by focussing on this issue and staying true to their commitment to high quality design, GROHE has been working with many of the world's leading hotel brands to help deliver the results they need. One case in point is luxury Danish hostel chain, Danhostel, whose Copenhagen city location recently swapped its older fittings and showerheads for water saving, environmentally-friendly ones made by GROHE. And the results speak for themselves: water usage was reduced from 13 to 5.8 litres of water per minute.

Prior to this, Danhostel Copenhagen City underwent a GROHE Water and Energy Check to see how much water and money it could save by switching to environmentally friendly fittings. For companies with reservations about making such improvements, it's a tangible way of demonstrating their products' potential. One of these is the Powerbox – an electronic faucet that uses its water flow to drive a turbine concealed in a small box below the basin, which then powers the faucet's infrared function. "Just 60 seconds of running water creates enough energy to power the faucet for 24 hours," says Fuhr.

One hospitality business that takes environmental considerations seriously is the Carlson Rezidor Hotel Group. Inge Huijbrechts, vice president for responsible business, points to many steps

her organisation has taken to ensure long-term water sustainability, both for its hotels and for the wider environment. This has included signing up to the UN CEO mandate, which engages businesses on issues that impact water sustainability.

Take the group's Radisson Blu hotels, for instance. According to Huijbrechts, "Radisson Blu focusses on water mindfulness across the brand. We are working with GROHE products for the showers and faucets because they combine stylish design and water efficiency. For example installing the latest rainshowers can save 80 litres per shower or 8 million litres per year in an average 250-room hotel."

## 365 TRILLION LITRES OF WATER COULD BE SAVED BY THE EU'S HOTEL BUSINESS EVERY YEAR

The travel industry around the world is also taking action. Travelife, founded in 1992, is one of its established sustainability charities, providing information to hospitality franchises and travel companies about how to implement water saving measures, from pool maintenance to the use of water-efficient sanitation and laundry services.

And today, sustainability isn't just a matter of being eco-friendly or making savings – with increased reporting on pollution it's vital that businesses promote



their efforts. "Access to clean water is becoming an increasing issue in many countries around the world," says Travelife Commercial Director Sören Stöber. His organisation provides an internationally recognised sustainability certification scheme, helping companies prove their credentials, and currently has 1,500 approved members in 56 countries including those run by major tour operators such as TUI and Thomas Cook.

To receive Travelife certification, hotels must pass an extensive checklist, featuring 20 criteria specifically relating to water usage. From administration to proper documentation and sanitation management, these checks are there so that when a holidaymaker stays in a Travelife-approved hotel, they know it's not wasting water.

Green Key international is the world's biggest eco-label, with over 2,400 hotels in 50 countries. Working with Green Key means that hotels' sustainability practices are vetted externally and that hotels can communicate effectively to guests about their environmental performance.

Carlson Rezidor has been a Green Key partner since 2009. Huijbrechts says: "There's a myriad of eco-labels for hotels out there. We have chosen to work with a not-for-profit to ensure the focus is on the positive environmental impact and not on the profits of the certifying body. Having a third party audit is essential to ensure that the stated activities are actually being implemented and to help the hotels to continuously improve their environmental performance."

It is also a member of the working group that is currently defining the Hotel Water Measurement Tool, as part of the International

Tourism Partnership along with KPMG and other members. This tool will develop consistent methods of measuring, reporting on and managing water usage.

## ONE CONCERN IS HOW TO IMPLEMENT SUSTAINABILITY MEASURES WITHOUT JEOPARDISING THE EXPERIENCE

One concern for hotels and travel companies keen to adopt water sustainability is how to implement it without jeopardising customer experience. For Jeanette Birkedal from Danhostel Copenhagen City, the strength of GROHE's products lies in their ability to deliver efficiency without losing quality.

"The best thing about our new shower heads is that we save water and money and deliver the same great service to the people that stay with us," she says. "As they take a shower, our guests won't be aware that we've reduced our water usage by over 50 percent, yet this has a very real impact on our budgets and on the environment." The secret of why GROHE's shower heads and hoses are able to deliver such a reduction in wastage is due to their innovative design: by pumping both water and air, they deliver the same feeling as an old water-inefficient shower and cut down the amount of liquid they use.

Moreover, such improvements don't just have an immediate effect – they're also

helping to shape long-term sustainability. As such, the issue of wastage isn't just significant for individual companies, but for the future vitality of trade and industry. And that affects everyone, because without workers, jobs and services, entire infrastructures are at risk.

Today, the situation is improving. The UN is helping by expecting its members to implement the SDGs, and sustainable travel NGOs are working to help the hospitality and travel industries adopt safer practices that won't damage their businesses. And of course, GROHE is working with its customers to provide products that will facilitate this. But from top to bottom, there's still more to do.

Not only should tourists ensure their accommodation meets sustainability standards, they should also consider with their personal habits. Holidaymakers are sometimes known for burdening local supplies. A 2012 report by charity Tourism Concern reported that tourists in Zanzibar used 16 times more fresh water than locals. Yet by remembering to turn off taps, report leaks and bringing bottled water on trips, visitors can have a positive impact while enjoying their holiday.

Hotels are advised to tackle the problem from more than one angle: Signing up to accreditation schemes is one step, but training is also important. By equipping staff with knowledge of how to spot problems and deal with incidents, they can embed best practice into the running of their premises. And by staying up to date with the latest water saving technology, they can prevent wastage, make savings and build the reputation of their brand.

To this extent, design is also critical. While it's common sense that customers want products that look good and provide an excellent service, sustainability must be considered at every stage. Fittings that are aesthetically pleasing but do not reduce waste are a threat to business. Manufacturers such as GROHE have been leading the way in this regard, and when their products are part of a system that includes water efficient plumbing and heating, the benefits can be significant.

## BY STAYING UP TO DATE WITH THE LATEST TECHNOLOGY, HOTELS CAN PREVENT WASTAGE, MAKE SAVINGS AND BUILD THE REPUTATION OF THEIR BRAND

"We believe in the power of water," says Fuhr. "We work to create products that celebrate and conserve it." And by embracing that attitude, individuals, businesses and governments can transform the current water shortage crisis into a chapter from history.



# ICONIC PLACES

TEXT  
JOSIA LAMBERTO-EGAN

A monolithic structure in the wilderness of America, a submerged building on a Spanish seafront and a domicile built on stilts in Japan; we visit three extraordinary private homes. All recently completed, they are examples of what can be achieved when a strong vision is paired with a fine eye for detail. It's no surprise then, that the owners and architects chose GROHE fittings for their bathrooms and kitchens

GROHE.COM

JOURNAL



Soaking up the light, The Black Desert House sits like a shadow in California's Yucca Valley.





ESSENCE  
See page 97

# DARK OASIS

**Featuring panoramic views of the sandy Californian landscape, The Black Desert House's dark décor and minimal design offer its owners a unique oasis of calm**

The Black Desert House, designed by Los Angeles firm Oller&Pejic, is a visual experiment in negative space. In the midst of the vast blue skies and the sun-bleached wilderness of California's Yucca Valley, its obsidian walls and aggressive angles soak up light like anti-matter. All of which is fitting, since the owners, Marc and Michele Atlan, gave the architects a single imperative: to create a house that looks like a shadow.

The designers responded with a building that would contrast the rugged landscape around it while simultaneously reflecting its terrain. "We treated the whole house inside and out as a instrument for focussing and heightening the perception of the landscape," says architect Tom Oller.

The result, completed in 2012, is a dwelling that the Atlans compare to a stealth bomber. On the outside of the building enormous, mirrored windows act as a cloaking device, reflecting the desert so flawlessly that large sections of the structure seem to dematerialise, giving onlookers the impression of seeing straight through the house to the wilds beyond. And since the house is more than a kilometre above sea level, the views are as expansive as those seen from an aeroplane.

As a result, the Atlans' home has a very calming effect. The wide, smooth planes of the exterior allow the eye to rest, and the minimalist interior is free of distracting embellishments. Black walls and polished concrete floors create a cool, cavernous atmosphere, enhanced by the fact that one wall of the living space is hewn from the raw stone of the hillside. At the centre of the building, a protected courtyard houses a simple, triangular garden that's ideal for isolative meditation. Indeed, the property, miles away from any neighbours, makes a magnificent retreat. Silence and a sense of deep tranquility pervade its grounds.

Unsurprisingly, the interior décor is also subtle. The open-plan kitchen and living room areas are surrounded by curtain glass walls, meaning the surrounding desert substitutes for formal decoration. Despite this simplicity, there are few eye-catching furnishings. Firstly, there's the Ingo Maurer "Zettel'z" chandelier, in which the familiar crystal drops are replaced with notes seemingly written by an aspiring poète maudit. Then there are GROHE's understated yet distinctive Essence fixtures. Finished in chrome, these cylindrical objects used throughout the building stand out against The Desert House's otherwise angular shape while complementing its general ambience.



Keeping to this theme, the architects decided to pass on the ubiquitous faux-tropical turquoise paint given to many backyard pools in California. Instead, they set theirs in dark concrete, giving it a shadowy look appropriate to a mountain spring, making it seem as if the nearby granite boulders in the desert below are clambering up the hillside.

The scene is both remote and arid yet utterly unique and compelling – the reason Marc Atlan was attracted to it in the first place. "As soon as I saw the site every other location I'd considered was ruined for me," he says. And with Oller&Pejic's original design to go with it, who could resist the individual charm of The Black Desert House?



## ESSENCE

Balanced and poised, the Essence line of faucets – which has been updated since the completion of The Black Desert House – works especially well in cosmopolitan interiors.



# ETERNAL RETURN

**Overlooking the Atlantic Ocean in the city of Cádiz stands  
The House of the Infinite – a modern home fit for ancient gods**



RAINSHOWER® CLASSIC  
See page 100

According to Andalusian legend, the city of Cádiz was founded by Hercules. And if the divine hero still lived there today, he'd probably be found in The House of the Infinite – a luxury villa designed by the Spanish architect Alberto Campo Baeza.

The minimalist structure – a single, rectangular slab – was completed in 2014 and is made from travertine, a form of limestone similar to white marble; a reference to the

material used by the Roman settlers who expanded this city almost two thousand years ago.

Indeed, with half of the building sunk deep in the desert, The House of the Infinite often resembles an archaeological dig. This impression is reinforced by three freestanding walls found on its roof platform, which look like ruins. The longest of these structures separates the house from passing traffic, and is



Photo: Javier Callejas



cut by several tall doorways, evoking the lintel-and-column structure of a Greek temple. According to Baeza, the effect was intentional, and says he imagined the house as “an acropolis, where the gods descend to converse with humans”.

In keeping with the archaeological ambience, visitors enter the house via a recessed passageway, submerging themselves, as it were, into the limestone itself. Here, in the building’s second storey the design remains austere, but the style is unmistakably modern; the floor plan is largely open, which helps animate social occasions and emphasises the vastness of the living space. As one looks sideways across this floor, concentric apertures create a telescoping visual effect, similar to an ‘infinity mirror’ illusion. Above, the skylights are large, curving tunnels, like holes carved by waves into a grotto that lend the building a hint of whimsy.

Regardless, the undeniable main feature of this room is the view of the Atlantic Ocean, which runs perpendicular to the house, and is visible through floor-to-ceiling windows that cover nearly all of the 20-metre length of the building’s seaside face. Drenched in beams of light during the day, this is a room for idolising the sun god Apollo.

The bottom floor, comprised of several bedroom suites, opens directly onto the sand. The décor on this level is sparse, continuing the emphasis found elsewhere on uninterrupted lines. However, there are concessions to comfort, such as an extensive set of divans, found sporadically throughout the property. In the bathroom showers, Baeza chose GROHE fixtures from the Rainshower® Classics range because of their “simple lines and good finishes” that would

match his designs. Like the Roman aqueducts that once flowed to Cádiz from the mainland, these fittings deliver a fresh deluge to bathers after a salty afternoon on the beach.

Baeza chose Cádiz as the site for what he calls “the most radical house we have ever made” specifically because it is the oldest city in Western Europe. On paper, building such a contemporary-looking dwelling in a location steeped in tradition might seem like a mismatch, but in Baeza’s hands, it has been skilfully rendered. While The House of the Infinite is unmistakably modern, it exudes a sense of timelessness, making it a fitting homage to the relics of antiquity.

**RAINSHOWER® CLASSIC**  
See page 99

The installed GROHE Rainshower® Classic showerheads match The House of the Infinite’s modern lines, while also offering four different spray patterns: Jet, Champagne, Rain und DreamSpray.



Photos: Javier Callejas

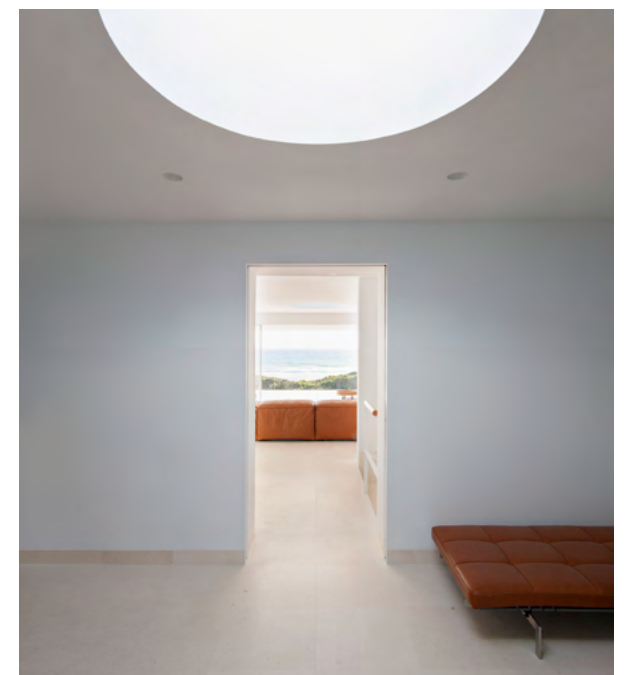






Photo: Toshiyuki Yano

COSTA  
See page 104

# HOUSE OF THE RISING SUN

**In Japan, dream-weaver architect Kimihiko Okada is turning fantasy into reality**

Legend has it that the concept for Toda House in Hiroshima came to be when a Japanese couple's young daughter asked them if they could live in a house that floated on air. Entertaining this flight of whimsy, her parents also made a list of their own requirements. These included a view of the sea, a street level-shop, parking space, and the feeling that they were living somewhere spacious and safe.

It all seemed unlikely, particularly given the lack of space in suburban Hiroshima. But architect Kimihiko Okada had the solution, Toda House – a home that levitates delicately above its neighbours on steel poles positioned in daring angles, lending the house a sense of precariousness. Underneath, there's room for

a car and a garden, and panoramic windows along all four exterior sides provide spectacular views at sunrise and sunset. Sometimes, dreams do come true.

Despite its impressive appearance, the most innovative aspect of the Toda House is its layout. Shaped like a Moebius strip, ceilings flow into floors, and the living area is a long, continuous passageway looping through the air. There are no physical divisions between rooms; instead of walls, level changes, each marked by one or two gentle steps, create transitions.

Living in Toda House sometimes feels like being on a train – in order to move from the kitchen to





the office, inhabitants must first stroll through the dining room and living room areas. According to Okada's vision, these little journeys throughout help stretch the perceived volume of the house.

Given the limited space, the décor is simple and low key. The steel columns themselves provide the most dramatic visual element, thrusting up through the interior from below. Their polished curves are paralleled in miniature by the GROHE Costa faucets used throughout the house. The owners hunted down the original line of these fixtures because they loved the balance of "futuristic design and classic form".

A house without a large common area risks isolating its inhabitants, but here, continuous windows along the interior of the spiral allow cross views, so family members are never visually cut off from each other. "As the height of the waist wall changes," explains Okada, "the family get glimpses of each other. There's a sense of security and comfort."

Indeed, the strength of Toda House is that it is both expansive and intimate, outward-looking yet introspective. It also seems to blend in with nature too; Okada refers to it as "the bird's nest" because it is built around a tree that stretches up through the centre of the courtyard.

Completed in 2011, the house is often compared to Le Corbusier's Modernist classic Villa Savoye; in 2012, it also won a special commendation from the Architectural Review. As such, Okada appears to be following in the footsteps of his mentor, the Pritzker prizewinner Ryue Nishizawa. But with such unique commissions as Toda House under his belt, Okada's career seems anything but predictable.

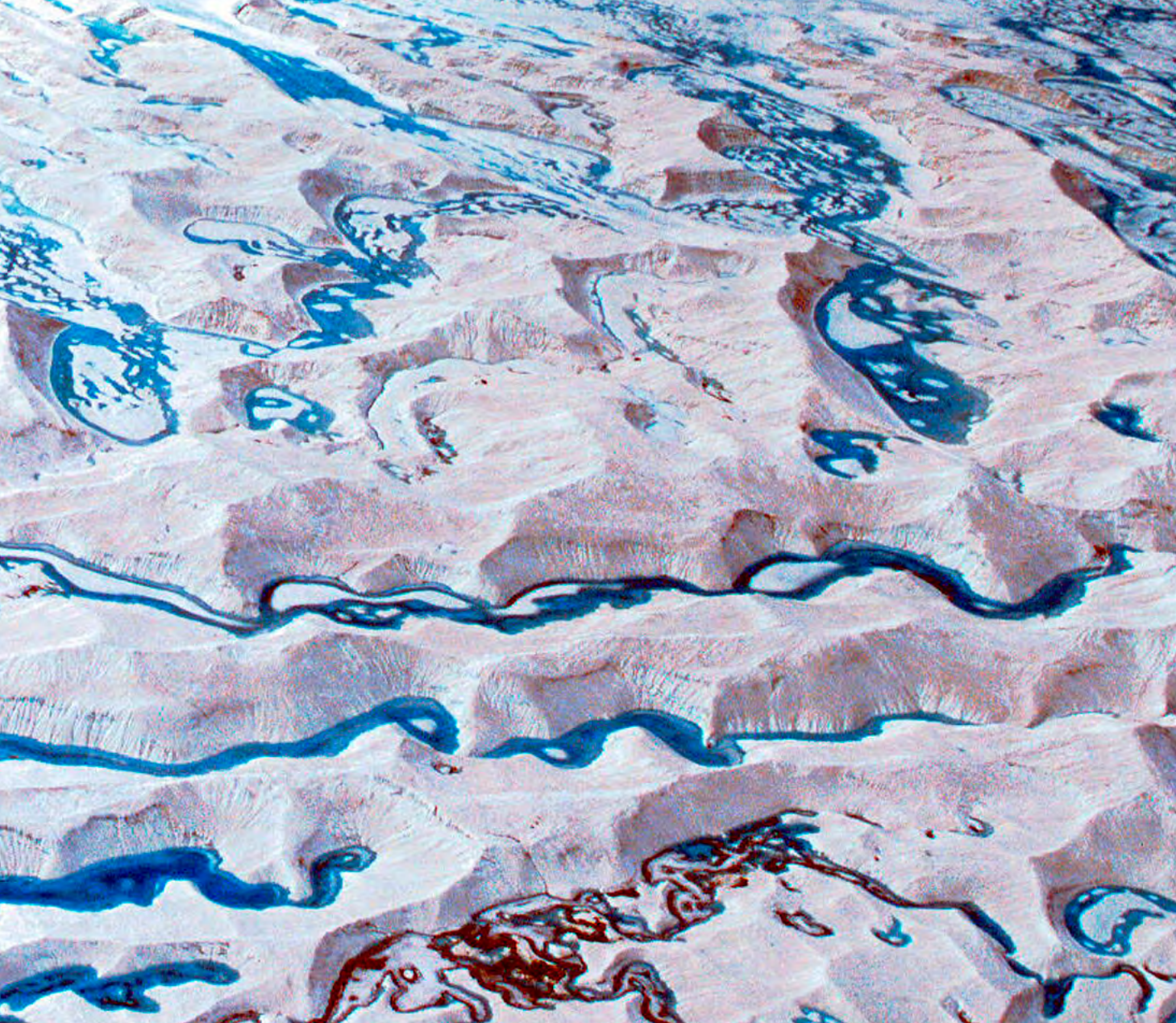
#### COSTA See page 103

A true GROHE classic: the Costa line of faucets matches the Toda House's steely curves with their minimalist design.

Photos: Toshiyuki Yano







# THE WORLD'S BIGGEST GLACIER

The Lambert Glacier in East Antarctica holds the Guinness world record for the largest glacier on Earth. Although its precise dimensions are difficult to measure since it is constantly moving, NASA estimates that it covers 20,000 square kilometres along a length of over 400 kilometres. Some prefer to think of glaciers as 'rivers of ice', because they behave in the same way that rivers do: ice streams down-

wards from a high elevation point. However, the Lambert Glacier unusually draws on icefall from the Antarctic ice sheet and flows north towards the Amery Ice Shelf instead. As well as being stunningly beautiful the glacier is also an important area of study for climate change scientists, since even the tiniest change in global temperature can have dramatic effects on its flow.

Photo: Richard Stanaway

MASTERS OF TECHNOLOGY

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Grotherm thermostats - for safe showering and bathing



**GROHE CoolTouch®**  
No danger of scalding on hot surfaces.



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Always the right temperature, for utmost safety.

*Pure Freude  
an Wasser*

**GROHE**



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**Rainshower® SmartControl – Choose the spray, control the volume, save the settings. All with one control.** Activate the spray pattern directly with the push button and turn it to find your individual shower volume. A truly innovative all-in-one solution which makes showering a pleasure.

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**GROHE**  
WAVES