

PROJECT PLANNING

GROHE.COM

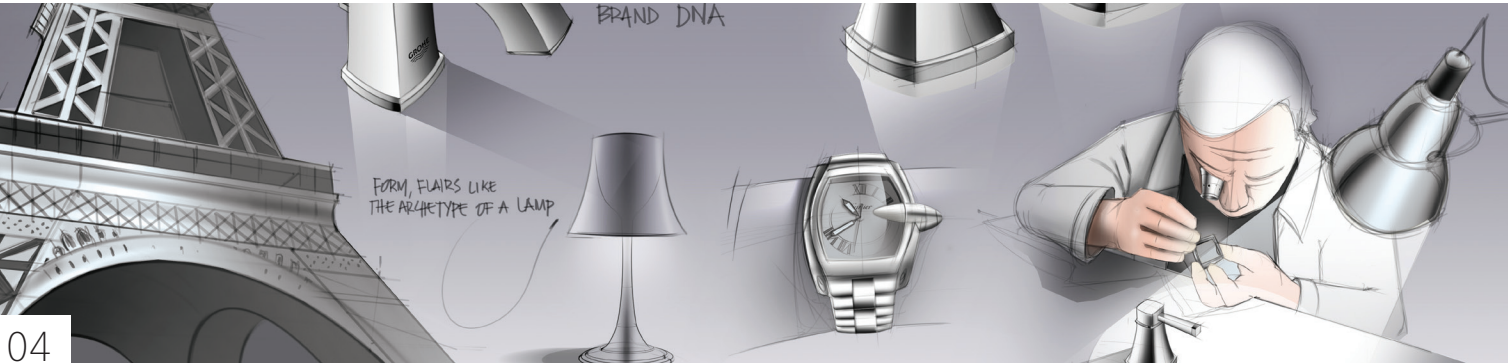
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GROHE
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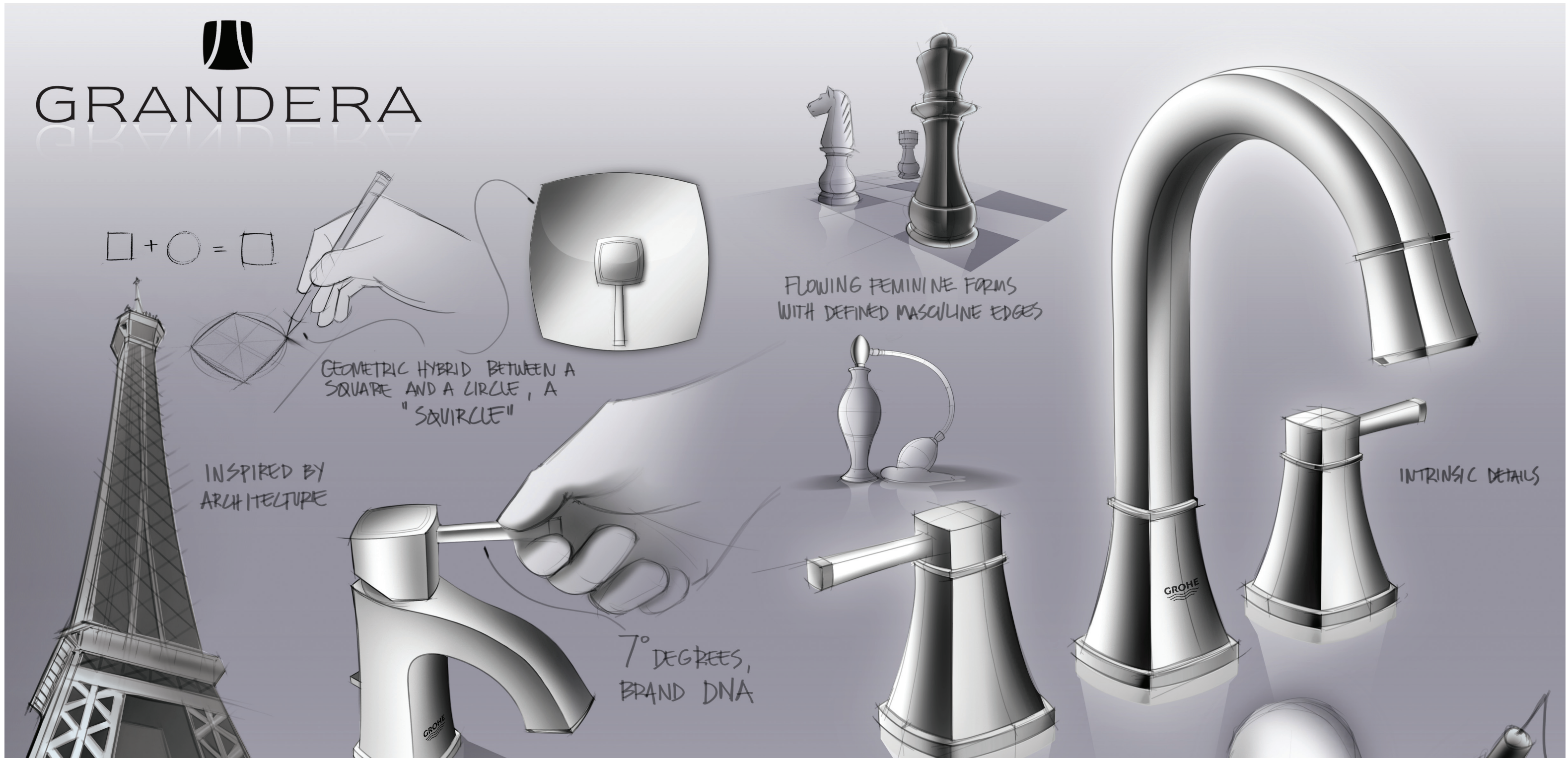
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GROHE
DESIGN EXPERTISE

IN-HOUSE DESIGN EXPERTISE - THE WINNING FORMULA

With a reputation built on performance and longevity, rather than outsourcing to “celebrity” designers, we have chosen to nurture talent within. This investment has clearly paid off. Our team’s specialist knowledge is second to none as they continue to push boundaries and challenge pre-conceptions to create new and exciting ways for our customers to enjoy water.

The GROHE Design Team, led by Paul Flowers, has been honored with the Red Dot: Design Team Of The Year award for 2011. GROHE is the first manufacturer in the plumbing industry to receive this illustrious award. The award is presented annually to “international design teams which continuously produce innovative work.”



RIDING THE WAVE OF SUCCESS

Paul Flowers and the GROHE Design Team have been producing innovative and beautifully designed products since 2005 and are proud winners of the globally recognized “red dot: design team of the year” award.

GROHE joins a celebrated list of iconic brands such as Apple, Bose, Audi, Mercedes-Benz and Siemens to have been awarded the most prestigious accolade in product design.

“We set out to create experiences which go beyond the product as such,” Paul Flowers explains. “Quality, technology and sustainability are fundamental pillars that are genuinely acknowledged by consumers. However, our ambition was to take this relationship to a higher level by converting their acknowledgment into a feeling of love for our products. Through our designs we have been able to achieve this.”

“This evolution of GROHE AG from being a purely technological leader in the field to that of a leader not only in bathroom technology but also in the wider field of product quality and design has earned the company global recognition and wins it the 2011 ‘red dot: design team of the year’ award.”

Prof. Dr. Peter Zec, CEO “of the red dot design award”



reddot design award
design team of the year 2011

Paul Flowers
Senior Vice President Design



Since his appointment in 2005, Paul Flowers has led the GROHE in-house design team to phenomenal success. The team now has a remarkable track record of winning respected design awards for GROHE products. The total red dot award count stands at an impressive 20 – and this includes four “best of the best” awards, for GROHE Ondus® Mechanical (2007), GROHE Ondus® Digitecture (2009), the GROHE Rainshower® Icon hand shower (2010) and the new Digital Controller (2011).

It is a testament to the consistent excellence of the design team’s products that GROHE is ranked number 1 in the “sanitary fittings & kitchen faucets” category for the 2011 red dot design ranking. This is a phenomenal achievement and underlines the fact industry-leading design now lies at the heart of the GROHE brand.

“Rather than outsourcing to external designers, we have chosen to invest in creating a world-class design team of our own – an international mix of industry specialists whose understanding of the market is second to none,” Flowers adds.





PERFECTLY ENGINEERED

Everything at GROHE comes with a seal of exceptional quality. All our products' components, ease of operation and perfect looks have to withstand numerous endurance tests – the toughest in the industry – and pass with flying colors before the products leave our premises.

At GROHE's life testing laboratories in the Black Forest, our products are put through their paces and shown no mercy. Here, our faucets, showers and thermostats and all the components that go with them have to endure the simulated effects of 20 years' daily use – with especially hard water. That we outperform our own as well as international quality standards in the process pays dividends – and it shows. GROHE quality goes well beyond an article's normal life cycle.

Life testing is at the core of GROHE's commitment to quality. For instance, test criteria for the GROHE SilkMove® faucet cartridge includes actuation force, lever play, precision and water tightness with robots turning a faucet on and off 210,000 times and from hot to cold 140,000 times. All this to ensure that the "life" and high performance of a GROHE product is exceptionally long.

GROHE RECOMMENDATIONS LUXURY




The unique premium lines from GROHE combine innovative, award-winning design with advanced technology of the highest order. They create an exclusive atmosphere of sophisticated feel-good ambiance and total relaxation. To see our complete line of products, go to www.grohe.com/us and download the latest GROHE Price List.



GROHE
RECOMMENDATIONS
LUXURY



Rainshower® Cosmopolitan 400

Allure		Allure Brilliant	
			
Allure Lavatory wideset		Allure Brilliant Lavatory wideset	
			
Allure 5-Port diverter trim	Allure Floor-mounted tub filler	Allure Brilliant 5-Port diverter trim	Allure Brilliant Floor-mounted tub filler
Veris		Accessories	
			
Veris Lavatory wideset		Allure 24" Towel bar	Allure 8" Towel ring
			
Veris 5-Port diverter trim	Veris Floorstanding tub filler	Allure Robe hook	Allure Paper holder
			
		Allure Brilliant 24" Towel bar	Allure Brilliant Soap dish
			
		Allure Brilliant Robe hook	Allure Brilliant Paper holder
			
		Veris 22" Towel ring	Veris 9" Towel ring
			
		Veris Robe hook	Veris Paper holder

GROHE
RECOMMENDATIONS
LUXURY



Allure Lavatory Highspout Centerset



Veris Wall-Mounted Vessel Trim Faucet



Allure Brilliant Floor-Mounted Tub Filler with Handshower



Allure Brilliant Lavatory Wideset



Rainshower® Veris

GROHE RECOMMENDATIONS UPSCALE

Research studies predict increasing demand for hotel rooms in the upscale price segment in the future. The special features of this room require the architect to carefully select faucets, showers and sanitary systems. GROHE provides products for this segment that impress with their high-quality, appealing design and economic efficiency. To see our complete line of products, go to www.grohe.com/us and download the latest GROHE Price List.



GROHE
RECOMMENDATIONS
UPSCALE



Rainshower® Grandera™

Atrio®		Grandera™	
			
Atrio® High spout lavatory wideset	Rainshower® Cosmopolitan Shower head	Grandera™ High spout lavatory wideset	Rainshower® Grandera™ Shower head
			
Atrio® Wall mount vessel trim	Atrio® Low spout lavatory wideset	Grandera™ 5-Port diverter trim	Grandera™ Basin mixer
			
Atrio® Diverter	Grohflex® Timeless Pressure balance valve trim	Grandera™ Wall mount vessel trim	Grohflex® Grandera™ Pressure balance valve trim
Somerset®		Accessories	
			
Somerset® Lavatory wideset	Rainshower® Rustic Shower head	Atrio® 24" Towel bar	Atrio® Towel ring
			
Somerset® Pressure balance valve trim	Somerset® 3-Port diverter trim	Atrio® Robe hook	Atrio® Paper holder
			
Somerset® Tub spout	Rainshower® Rustic Handshower	Grandera™ 24" Towel bar	Grandera™ Towel ring
			
		Grandera™ Robe hook	Grandera™ Paper holder
			
		Essentials Authentic 24" Towel bar	Essentials Authentic 8" Towel ring
			
		Essentials Authentic Robe hook	Essentials Authentic Paper holder

GROHE
RECOMMENDATIONS
UPSCALE



Grandera™ Lavatory Wideset



Somerset® Lavatory Wideset



Rainshower® Rustic



Atrio® Lavatory Highspout Centerset with Trio Spoke Handles



Grandera™ Lavatory Highspout Centerset

GROHE RECOMMENDATIONS MIDSCALE























Blending style with functionality is an important objective for designers when delivering a midscale hotel room. Practical for the business user and appealing for the tourist market, GROHE has a selection of products that fit the bill. To see our complete line of products, go to www.grohe.com/us and download the latest GROHE Price List.



GROHE
RECOMMENDATIONS
MIDSCALE



Eurocube® Lavatory Highspout Centerset

Eurocube®		Essence	
			
Eurocube® Lavatory centerset	Euphoria Cube™ Shower head	Essence Single lever lavatory centerset	Euphoria® Cosmopolitan Shower head
			
Eurocube® Lavatory wideset	Eurocube® Pressure balance valve trim	Essence Lavatory wideset	Essence Pressure balance valve trim
Seabury®		Accessories	
			
Seabury® Lavatory centerset	Euphoria® Rustic Shower head	Essentials Cube 24" Towel bar	Essentials Cube Soap dish
			
Seabury® Lavatory wideset	Seabury® Pressure balance valve trim	Essentials 24" Towel bar	Essentials 24" Towel bar
			
		Essentials 8" Towel ring	Essentials Robe hook
			
		Seabury® 24" Towel bar	Seabury® Towel ring
			
		Seabury® Robe hook	Seabury® Paper holder

GROHE
RECOMMENDATIONS
MIDSCALE



Seabury® Lavatory Wideset



Retro-Fit™ Shower System



Essence Centerset



Essence Highspout Lavatory Centerset



Eurocube® Lavatory Wideset



Eurocube® Centerset

GROHE RECOMMENDATIONS ECONOMY

















The functional equipment of a standard category hotel room for price-conscious guests is determined by functionality and economic efficiency, without sacrificing comfort and design. In the GROHE product portfolio, architects and designers can find fittings, showers and sanitary systems perfectly suited to the completion of sophisticated designs for hotel bathrooms in the standard price range. To see our complete line of products, go to www.grohe.com/us and download the latest GROHE Price List.



GROHE
RECOMMENDATIONS
ECONOMY



Concetto Centerset

Eurosmart®		Concetto	
			
Eurosmart® Lavatory centerset	New Tempesta® Classic Shower head	Concetto Lavatory centerset	New Tempesta® Cosmopolitan Shower head
			
Eurosmart® Lavatory wideset	Eurosmart® Pressure balance valve trim	Concetto Lavatory wideset	Concetto Pressure balance valve trim
Eurosmart® Cosmopolitan		Parkfield™	
			
Eurosmart® Cosmopolitan Lavatory centerset	New Tempesta® Cosmopolitan Shower head	Parkfield™ Lavatory centerset	New Tempesta® Rustic Shower head
			
Eurosmart® Cosmopolitan Lavatory wideset	Eurosmart® Cosmopolitan Pressure balance valve trim	Parkfield™ Lavatory wideset	Parkfield™ Pressure balance valve trim

GROHE
RECOMMENDATIONS
ECONOMY



Concetto Lavatory Wideset



Parkfield™ Lavatory Wideset



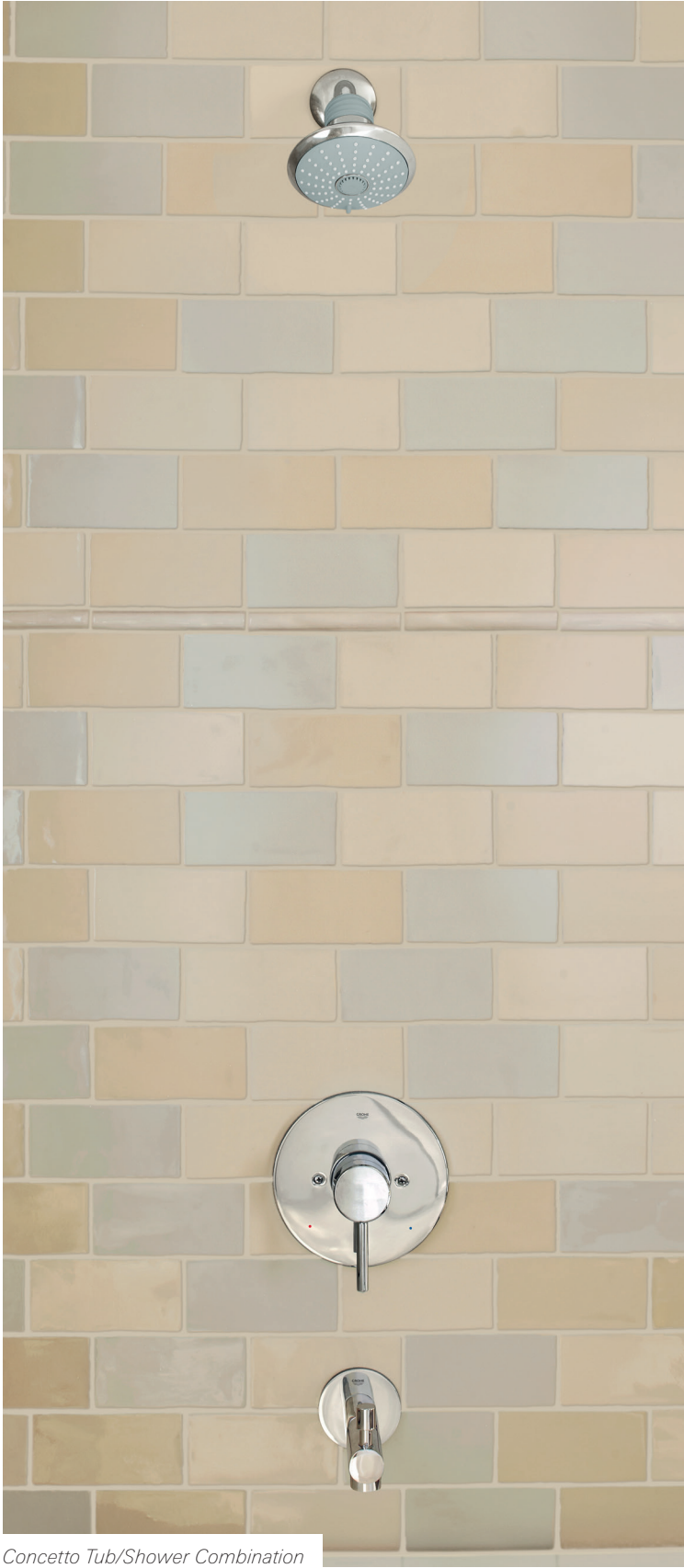
Eurosmart® Lavatory Centerset



Eurosmart® Cosmopolitan Lavatory Centerset



Parkfield™ Lavatory Centerset



Concetto Tub/Shower Combination

GROHE RECOMMENDATIONS COMMERCIAL

In the hotel industry especially, public conveniences represent an important calling card for the establishment. Cleanliness, as well as friendly, bright and stylish fittings and fixtures produce a positive overall impression of the establishment in the perception of the guest. GROHE faucets, accessories and wall carriers set standards in terms of hygiene, durability and economic efficiency in a contemporary design. To see our complete line of products, go to www.grohe.com/us and download the latest GROHE Price List.



GROHE RECOMMENDATIONS COMMERCIAL



Wall Carrier



Rapid SL for Toilet
For 2 x 4 Wall Installation



Rapid SL for Toilet
For 2 x 6 Wall Installation



Rapid SL for Bidet



Cast Iron Elbow
Optional

Rapid SL is a first-class installation system offering superior functions and features. The Rapid SL system gives you the freedom to design your ultimate bathroom by providing a secure and quick method of installing wall-hung basins, bidets, urinals and toilets.

Available in three different installation heights, each frame comes pre-assembled with sanitary ware fixings and is subject to stringent testing – our WC frames are tested to hold 400kg.

Actuation Plates



Nova Cosmopolitan
Metal Finish



Skate
Metal Finish



Skate Air
Metal Finish



Surf
Metal Finish



Skate Cosmopolitan
Quilted Leather



Skate Cosmopolitan
Leather



Skate Cosmopolitan
Metal Finish



Skate Cosmopolitan
Wood-look Finishes



Skate Cosmopolitan
Metal Finish



Skate Cosmopolitan
Metal Finish



Skate Cosmopolitan
Beveled Finish



Skate Cosmopolitan
Glass



Eau2 System



Eau2 Dual Flush Air
Remote actuator



Surf
Cover plate
Metal Finish

GROHE
RECOMMENDATIONS
COMMERCIAL



Eurosmart® E Lavatory Centerset

GROHE electronic basin faucets combine style with practical features. Perfect for luxury hotels, bars and restaurants, GROHE electronic faucets bring designer appeal to commercial projects.

Eurosmart® E



Eurosmart® E
Lavatory centerset



Eurosmart® E
Lavatory centerset



GrohTherm® Micro

Features include:

- Infrared, touch-free operation for maximum hygiene
- Optional remote control accessory

Euroeco



Euroeco
Lavatory centerset

GROHE RECOMMENDATIONS RENOVATION RETRO-FIT™

The GROHE Retro-Fit™ Shower System transforms an existing shower head installation with concealed pressure balance valve into a luxurious shower system with a shower head that swivels to the perfect angle (the shower arm can be either be fixed or used as swivel) plus the added convenience of a hand shower – both featuring GROHE DreamSpray® technology. Adding to the luxury experience is that both the hand shower and shower head can be operated simultaneously. The optional 6” height extension offers an extra solution for most applications. Furthermore, the upgrade is quick and easy to install as there is no need to change the tiles or remove any of the original work. It immediately creates a fully customized shower experience.

The GROHE Retro-Fit™ Shower System comes pre-packed with Euphoria® head and hand showers or as a basic package without head or hand shower. It can be used in any design of bathroom as it complements all GROHE shower products. To learn more, go to www.grohe.com/us and download the latest GROHE Price List.



GROHE REFERENCES

GROHE products can be found in some of the world's most iconic hotels and buildings around the United States. For a wider selection please visit the reference section of grohe.com/us or download the GROHE Reference App to explore products, tools and inspiration for your next project.



REFERENCES
NEW YORK
THE PIERRE



After extensive renovation and its reopening in June 2009, The Pierre’s Art Déco building combines traditional architectural features such as fireplaces, high ceilings and window frames with modern technology.

The completely refitted bathrooms have been stylishly equipped with timeless elegant GROHE Geneva™ basin and bath mixers. The design and technology of the faucets provide a perfectly controlled flow of water for a feel good experience.



Original Architect

Schultze & Weaver
New York
United States

Address

2 East 61st St
New York
United States

Number of rooms

140
38 Suites
11 Grand Suites

REFERENCES
MIAMI
DREAM SOUTH BEACH



Dream South Beach was created during the renovation of two historic buildings at the heart of Miami’s Art Deco District. Behind the original Streamline Moderne façade, the architects have created a hotel with all the modern comforts and the relaxed lounge flair of the 1970s. The Moorish and classical architectural motifs in the colorful guest rooms create a relaxed and intimate South Beach ambiance.

To complement the cosmopolitan styling of the hotel, the GROHE Allure series was selected for the Junior Suites and the Sun House Penthouse bathrooms. Their elegant design reflects the classic, straight lines of the building and the modernity of the interior.



Interior Design
Architropolis
Michael Czysz and Kelly Ogden, Portland
United States

Address
1111 Collins Avenue
Miami Beach
United States

Number of rooms
108

REFERENCES
NEW HAVEN
THE STUDY AT YALE HOTEL



The renovation of the “Colony Inn”, built in 1962, increased the bed capacity of the previously outdated hotel and transformed it into the modern “The Study at Yale”. The original five story building was extended by two stories and furnished with a glass curtain wall, whose interplay of light and texture sets a contrast to the masonry of the neighboring buildings.



The renovated hotel bathrooms are equipped with convenient GROHE Essence faucets. GROHE SilkMove® technology guarantees the precise and effortless operation of the elegant handles. In the showers, the different GROHE Relexa® shower jets pamper the guests with sensual pleasure.



Architect
Kuwabara Payne McKenna
Blumberg Architects
322 King Street West, Third Floor
Toronto, Canada

Address
The Study At Yale Hotel
1157 Chapel Street
New Haven, CT 06511
United States

Number of rooms
124

Area used
Approx. 6 500 m²

REFERENCES
LOS ANGELES
CALIFORNIAN VILLA



A few Mediterranean design features imbue the elegant villa with the cosmopolitan air of a European-inspired, modern country home. With their minimalist and sophisticated design, high quality GROHE Allure basin and bath faucets complete the luxury bathroom faucets. In the kitchen, the GROHE Minta™ faucet features cleverly designed details, form and functionality.



Architect
KAA Design Group

Address
Alta Mura Road
Pacific Palisades, CA
United States

REFERENCES

NEW YORK

LANGHAM PLACE FIFTH AVENUE

Langham Place Fifth Avenue is a blend of modern luxury and urban sophistication. The striking building façade in the prominent vicinity of the Empire State Building opens up to 157 guest rooms and 57 ultra-luxurious suites designed to inspire. The Essence line beautifully compliments the hotels’ contemporary accommodations and bespoke design.



Photos: Langham Place Fifth Avenue, New York



Architect
Gwathmey Siegel & Associates Architects
New York, USA

Address
400 Fifth Avenue, New York, NY 10018
United States

Area
570,000 m²

Number of rooms
157
57 hotel apartments
190 owner-occupied apartments



GROHELIVE! CENTER NEW YORK CITY

Developed to provide a full support service for our professional partners, the GROHELIVE! Showroom puts the needs of architects, interior designers and project specifiers first. Full bathroom vignettes and demonstration areas for showers and basin mixers give you and your business partners the opportunity to view and interact with our full spectrum of products.

GROHE has the products, the experience, and the expertise to support you every step of the way. We have a network of Project Directors and consultants, including several specialists experienced in the varying user and legislative requirements of different building types. From experts in hotel specification to specialists in the maritime and healthcare sectors, we understand that every project is unique, each with it's own set of requirements.



We look forward to welcoming you to our state-of-the art GROHELIVE! Showroom.

To make an appointment, please contact GROHELIVE! New York.

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Printed in the USA
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