

## GROHE Case Study

### **Elegant GROHE Products Blend Style and Sustainability at Brooklyn's 550 Vanderbilt**

It's possible to live less than 25 minutes away from the hustle and bustle of the world's financial capital and yet experience soothing natural landscapes, a unique sense of community and breathtaking views of the New York City skyline — the only reminder that this is still a metropolis. All this is possible thanks to 550 Vanderbilt, a full-service Brooklyn condominium complex designed to create a modern residential community set against the idyllic backdrop of historic brownstones that grace this neighborhood.

The new, 17-story, 217-room building offers its residents a host of amenities including a 24-hour concierge, library, stunning roof deck and fully-outfitted fitness center. Its salient feature, however, is access to the 350,000 square-foot Pacific Park, a mixed-use residential and commercial development project located in the Prospect Heights section of Brooklyn. In addition to offering vast green space for picnics and outdoor activities, this mecca of activity boasts trendy eateries set beside cultural offerings ranging from the Brooklyn Museum, to the Brooklyn Botanical Gardens, to the ever-popular Barclays Center.

Initiated in late 2015, this complex was developed by Greenland Forest City Partners and designed by COOKFOX architects, with incorporation of eco-friendly elements and resource efficiency as primary drivers. It earned a LEED Silver designation from the U.S. Green Building Council (USGBC) for environmentally sustainable design and construction.

This uniquely crafted property offers residents a variety of floor plans that accommodate various rental housing options. Mirroring the contemporary design and energy-conserving goal of this project, the developer selected sleek-styled, water-efficient [GROHE faucets](#) for installation in the one-, two-, and three-bedroom apartments.

“With its breadth of stylish, durable, and highly-engineered products, GROHE was able to offer premium quality bathroom and kitchen plumbing fixtures that fit both the design and sustainability requirements at 550 Vanderbilt,” said Matt Ingold, Northeast project sales manager for LIXIL Americas, the business unit under which GROHE operates in North America.

Adaptable to various applications within this project was the GROHE [GrohFlex universal valve system](#) – from single-showers to tub/shower combos to high-flow custom showers – with only one universal rough-in needed for all of them. “The GrohFlex can accommodate single, dual or multi-bath functions, as well as diverters for body sprays, for full flexibility in function and design,” explained Ingold.

Inside the spacious residences, high-style GROHE fixtures and faucets save water while enhancing the deluxe atmosphere that permeates the complex.

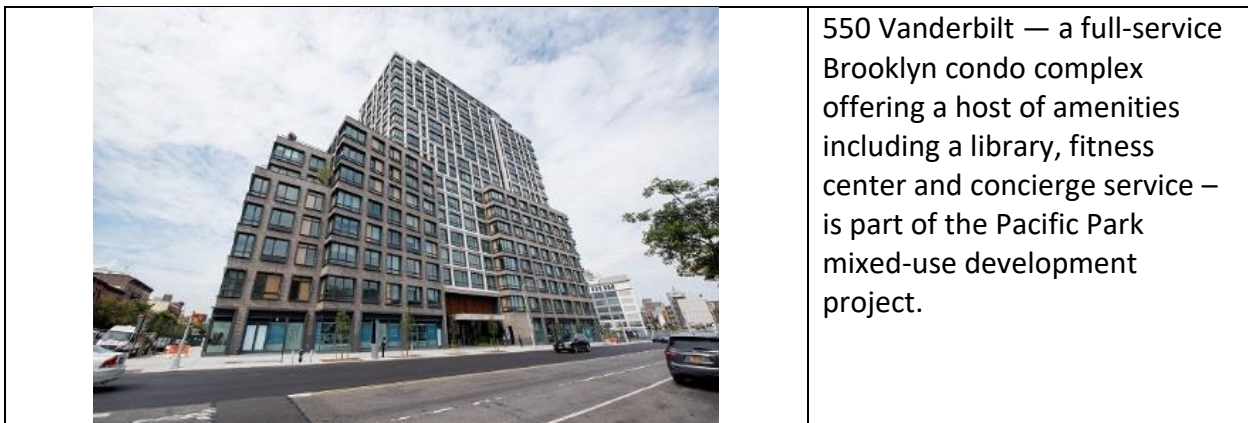
The [Essence lavatory faucet](#), with its balanced, modern form, adds simplicity and style to the contemporary bathrooms that it graces. Its brand-exclusive GROHE EcoJoy feature reduces water consumption by up to 40 percent, promoting water efficiency while delivering a satisfying water flow. Neighboring it, the [Euphoria Cosmopolitan 180 Shower Head](#) incorporates GROHE DreamSpray technology for an exquisitely balanced water spray pattern for the ultimate user pleasure.

Another showering option offered is the [Euphoria Cosmopolitan Stick Hand Shower](#) — convenient for users of all heights and mobility levels — with GROHE EcoJoy water efficiency, plus a cool-to-the-touch handle. The condo bathtubs showcase the extra-long [Concetto spout](#), which features the durable GROHE StarLight chrome finish that is soil repellent, scratch resistant and non-tarnishing.

In the 550 Vanderbilt penthouses, the luxurious [Atrio bath collection](#), with its harmonious blend of cylindrical forms and the finest GROHE technologies, represents the company’s most select offering, geared toward those who place an emphasis on showering in style.

The [Concetto](#) dual spray pull-down kitchen faucet, with its distinctive high arc form, is featured prominently in many residences, providing optimum functionality for kitchen tasks. Its unique GROHE SilkMove ceramic cartridge technology offers users smooth operation and precise handle movement.

These elegantly styled fixtures bring the latest in efficiency, design excellence and comfort to 550 Vanderbilt’s residents. They ideally match the builders’ primary goal of providing a sustainable residence in a natural setting, right in the shadow and convenience of the city that never sleeps.





The 550 Vanderbilt condo complex boasts high-style kitchens – outfitted with sleek GROHE Concetto pull-down faucets – that showcase a dramatic view of New York City.



The Concetto dual spray pull-down kitchen faucet from GROHE, with its stylish high arc and clean lines, is featured prominently in many 550 Vanderbilt apartments.



The luxurious condos at 550 Vanderbilt – located in the trendy Pacific Park mixed-use development in Prospect Park, Brooklyn – offer residents spectacular views of New York City.



This spacious master bathroom at 550 Vanderbilt features GROHE Essence bathroom sink faucets for minimalist beauty that gracefully delivers high-efficiency operation.



The Essence bathroom sink faucet from GROHE offers minimalistic styling with optimum functionality for residents at 550 Vanderbilt.



This residential bathroom at 550 Vanderbilt offers users the best in GROHE design and water-saving performance with the deluxe Atrio lever 5-way diverter trim and luxurious GROHE Euphoria Cosmopolitan 180 head shower. Neighboring it, the Essence bathroom sink faucet provides optimum functionality.



The GROHE Euphoria Cosmopolitan 180 shower head incorporates GROHE DreamSpray technology for the ultimate in balanced water spray patterns for showering pleasure. Complementing it, the GROHE Euphoria Cosmopolitan stick hand shower offer convenience for users of all heights and mobility levels.



The extra-long Concetto tub spout includes the exclusive GROHE StarLight chrome finish, ensures a brilliant appearance for years to come. The deluxe Atrio thermostatic trim features GROHE SilkMove technology for smooth operation and precise handle movement.



This ADA-compliant bathroom at 550 Vanderbilt showcases an American Standard Murro universal design wall-hung sink. Atop rests a Concetto lavatory faucet with GROHE SilkMove technology for smooth operation. Consuming only 1.28 gpf, the American Standard Afwall wall-hung toilet with hands-free flushing combines attractive accessibility with water efficiency.

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