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## PRESS INFORMATION

### **Milan Design Week: During the Fuorisalone Event, GROHE will celebrate the introduction of the newest contemporary SPA line – ATRIO.**

- GROHE ATRIO SPA collection - celebrating the new icon of elegance and precision
- Like no other trade fair, the Milan Design Week stands for exclusive insights into the industry trends
- An inspiring design installation will present the new line in a dramatic and dynamic experience for visitors

**Düsseldorf, 8<sup>th</sup> of March 2018.** The Milan Design Week is one of the annual highlights for fans of innovative architecture and sophisticated design concepts. The GROHE DESIGN team will be presenting a one of a kind installation in the courtyard and, in its completely redesigned showroom, will be showcasing for the first time the new GROHE ATRIO SPA collection - celebrating the new icon of elegance and precision.

Inspiration and creation at the highest level – when the Milan Design Week welcomes the international design and architecture scene on the 17<sup>th</sup> of April, GROHE will present the reinterpretation of a new design icon: As part of the design event Fuorisalone, visitors will be invited to GROHE ATRIO's exclusive product launch at the newly designed GROHE showroom at Via Crocefisso 19. An inspiring design installation will present the new line in a dramatic and dynamic experience for visitors. With its design, the product line sets the tone for the next generation of timeless yet contemporary design.

Like no other trade fair, the Milan Design Week stands for exclusive insights into the industry trends. From the 17<sup>th</sup> to the 22<sup>nd</sup> of April, Milan will once again be the meeting place for architects, interior designers, trade press and design-savvy customers from all over the world. The centrepiece of the trade fair is the Fuorisalone, which attracts hundreds of thousands of visitors each year. The design elite and young talents, as well as global brands will be presenting a special kind of showcase

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throughout the city centre, using pop-up exhibitions, demonstrations, and events. GROHE, and its award-winning design team, has to be part of it!

This year, GROHE will be part of this design show of superlatives in the heart of Milan. Just in time for the start of the Fuorisalone, the GROHE showroom will be open to visitors starting on the 17<sup>th</sup> of April. The public will be invited to visually as well as sensually experience the GROHE product lines in their latest trend colors: GROHE ATRIO in striking Brushed Hard Graphite, GROHE ESSENCE in classy Warm Sunset, and GROHE Lineare in purist Chrome. With GROHE ESSENCE Spa Colours and the luxurious shower AQUASYMPHONY, GROHE will present two product lines that stand for stylish design in a unique symbiosis of form and function, transforming the bathroom into a wellness oasis. Other highlights will include the GROHE water systems RED and BLUE HOME, which, directly from the attractive kitchen faucet, provide water that is either heated to 100 °C or filtered and chilled to the optimum drinking temperature in the versions still, medium and sparkling. Hence, every visitor can look forward to a delicious refreshment.

On the 18<sup>th</sup> of April, GROHE will welcome media representatives to a press breakfast followed by a tour of the showroom and the art installation. At night, there will be an exclusive VIP dinner for invited guests from the architecture and design industry. GROHE's showroom and the ATRIO installation will be open to the public from 10 am to 8 pm from the 17<sup>th</sup> to the 22<sup>nd</sup> of April; on Wednesday, April 18<sup>th</sup> the showroom will be open on 10 am to 2 pm.

#### **About GROHE**

GROHE is the world's leading provider of sanitary fittings and has a total of over 6,000 employees, 2,400 of which are based in Germany. GROHE has been part of the LIXIL Group Corporation since 2014. As an international brand, GROHE pursues the brand values of technology, quality, design and sustainability, seeking to offer the "Pure joy of water". GROHE has been developing new product categories since its inception. This includes the GROHE Blue and Red water systems and the recently-introduced GROHE Sense water security system, which is an innovative component in the growth market of smart home technology. Innovation, design and development are closely aligned with one another and are enshrined in the German site as an integrated process. As a result, GROHE products carry the seal of quality "Made in Germany". In the past ten years alone, more than 300 design and innovation awards as well as several top rankings at the German Sustainability Award have confirmed GROHE's success. GROHE was the first in its industry to win the German government's CSR prize and was also featured in the renowned Fortune® magazine's ranking of Top 50 that are "Changing the World".

#### **About LIXIL**

LIXIL makes pioneering water and housing products that solve every day, real-life challenges, making better homes a reality for everyone, everywhere. Drawing on our Japanese heritage, we create world-leading technology and innovate to make high quality products that transform homes. But the LIXIL difference is how we do this; through meaningful design, an entrepreneurial spirit, a dedication to improving accessibility for all and responsible business growth. Our approach comes to life through industry leading brands, including INAX, GROHE, American Standard and TOSTEM. Over 70,000 colleagues operating in more than 150 countries are proud to make products that touch the lives of more than a billion people every day. Learn more at [www.lixil.com](http://www.lixil.com)

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