PRESS INFORMATION

World Architectural Festival 2019 sponsored by GROHE fosters professional exchange within international architecture community

- The World Architectural Festival 2019, sponsored by GROHE, welcomed 2,300 professionals from 75 countries and hosted 39 exhibitors
- Founder sponsor GROHE co-awarded the annual Water Research Prize
- LocHal Public Library in Tilburg, the Netherlands was chosen as the best completed design from 467 submitted entries, winning the “World Building of the Year” Award

Düsseldorf, 10 December 2019. GROHE, a leading global brand for complete bathroom solutions and kitchen fittings and founder sponsor of the World Architecture Festival (WAF), looks back at a successful event. At this year’s WAF in Amsterdam, the Netherlands, GROHE not only welcomed more than 1,000 visitors from the international architecture and design world at their booth: “We are proud to be a part of some of this year’s nominees for the Building of the Year Award”, says Stefan Schmied, Vice President Global Projects Grohe AG. “Being able to contribute to some of the finest buildings around the world continues to be an inspiration and an honor. We are very happy to see those buildings get the professional acclaim they deserve.” LocHal Public Library in Tilburg, the Netherlands has been declared the World Building of the Year 2019. The scheme was designed by Civic Architects (lead architect), Braaksma & Roos Architectenbureau and Inside Outside / Petra Blaisse.

A Platform for professional exchange

As founder sponsor of the festival, GROHE appreciates the WAF as an opportunity to meet with the industry’s top specialists and, of course, potential partners and customers. As in years past, the 2019 festival proved that the event is the place to be when it comes to professional networking and exchange about innovations, trends, and future developments in architecture and the built

environment. “As founding sponsor, GROHE is thrilled and immensely proud to see how WAF has developed over the years. What makes this festival so unique is the ability to engage in discussions with architects from all over the world and explore developing macro trends such as urbanisation, sustainability, health and wellbeing. We’d like to thank the architectural community for the positive feedback to the products we have shown at our booth. Many of our solutions have been created from the insights we’ve gathered in the previous years” says Paul Flowers, Chief Design Officer LIXIL.

Investing in the Future of Water

As one of the most sustainable brands of the sanitary sector, GROHE is dedicated to supporting research that explores the future of saving and preserving our water. In this role, GROHE has been donating money for the Water Research Prize which is awarded at the WAF for the second time. This year, the research initiative “Recycle Build Brazil” convinced the jury around Paul Finch, Programme Director, WAF, Paul Flowers, Chief Design Officer LIXIL and Henk Ovink, Special Envoy for International Water Affairs for the Kingdom of the Netherlands with their proposed sustainable architectural solutions for a school in the Brazilian Saõ José dos Campos area. By using recycled materials and implementing intelligent rainwater harvesting systems, the project not only improves the lives of the schoolchildren but also raises awareness of their interaction with water. Starting with the school building as a pilot project, there is also a longer-term proposal for the enhancement of the local 400 low-income housing units. The Water Research Prize is based on the WAF Manifesto. It describes the most important challenges for architects within the next ten years. Proper handling of water is a top priority, which is also a key commitment for GROHE.

For more information, please visit:
www.grohe.com
www.worldarchitecturefestival.com/water-research-prize
www.worldarchitecturefestival.com

You will find a press kit with event and product pictures here.

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About GROHE
GROHE is a leading global brand for complete bathroom solutions and kitchen 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

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