

Pure Freude
an Wasser



GROHE presents the Aqua Gallery at Milan Design Week 2025

- The GROHE Aqua Gallery at the historic Garden Senato celebrates the beauty of the Pure Joy of Water, offering an immersive display of precision-crafted artifacts that deliver water and seamlessly blend form and function.
- The thoughtfully designed installation showcases the beauty, creativity and humanity of the brand, and the poetic juxtaposition with its more rational side. Blending human-centric industry-leading innovations and proprietary technologies that elevate every water experience.
- Within the architectural garden, the Aqua Atelier space invites guests to craft their own Aqua Poem, capturing their reflections and personal experiences of water before enjoying refreshments at the thought-provoking GROHE Aqua Bar.

Delhi, April 7, 2025—GROHE, a leading global brand for complete bathroom solutions and kitchen fittings, is returning to Milan Design Week 2025 with a new immersive experience in one of Milan’s most historic locations: The Garden Senato. Located at Via Senato 14 in Milan’s fashion district, the garden blends historical charm with contemporary design, making it a high-profile venue for cultural events and exhibitions—the ideal backdrop for the GROHE Aqua Gallery. Following on from the brand’s previous success with the Red Dot “Best of the Best” awarded GROHE SPA installation at the Palazzo Reale during Milan Design Week 2024, GROHE transforms the Garden Senato into an immersive exhibition space from April 8-13.

“Guided by GROHE’s brand purpose of ‘Pure Joy of Water’, our design philosophy, and Fuorisalone 2025’s theme of ‘Connected Worlds’, we’ve curated a unique exhibition that offers compelling insight into the innovation, design, and development of our products,” explains Patrick Speck, Leader, LIXIL Global Design EMENA.

Commenting on GROHE’s return to the signature event, Ms. Priya Rustogi, Leader, India and Subcontinent, LWT, LIXIL IMEA, said: “Great design is not just about appearance, it’s about purpose. At GROHE, we combine cultural understanding, user-focused research, and smart technology to create products that are

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both beautiful and built to last. Our Aqua Gallery brings this to life, showcasing how precision engineering and thoughtful design can elevate everyday water experiences. By pairing sustainability with comfort, we continue to deliver on our promise of “Pure Joy of Water” in every home in India.”

Within carefully curated spaces, the GROHE Aqua Gallery will showcase GROHE products as both efficient objects (Function) and crafted artifacts (Form) that deliver meaningful water experiences (Impact). Visitors can explore how these products create a bridge between humans, water, and the environment.

Conceived by the in-house LIXIL Global Design and Brand Identity team, the installation seamlessly blends indoor and outdoor elements, offering a unique gallery experience. Featuring for the first time in Milan is the recently launched GROHE Purefoam, with its proprietary technology that mixes the perfect balance of water and Kinuami soap to deliver a cocooning foam, creating a revolutionary vertical bath like experience, enveloping users in a unique and hydrating skincare sensation. Another exciting highlight is the new GROHE Essence Crafted Lever. The award-winning GROHE Essence Collection is the brand’s most-specified faucet — in the affordable luxury segment — for projects across Europe and delivers harmonious proportions and sensual-minimalist transitions. The introduction of the new crafted lever variants and an array of color options affords the Essence Collection greater freedom for customization.

Nestled within the secluded garden is an Aqua Atelier space for reflection and the creation of an Aqua Poem. More than just a place for refreshment, the adjacent Aqua Bar serves as a powerful statement on sustainability: constructed from recycled bottles, it highlights the environmental impact of single-use plastics and the growing issue of water pollution. As a brand dedicated to ecological water enjoyment, GROHE offers tangible solutions to tackle plastic pollution—such as its advanced water filtration systems, reducing the need for disposable plastic bottles. By integrating thoughtful design with environmental responsibility, GROHE continues to shape a more sustainable future.

Discovering the GROHE Aqua Gallery

Architects, designers and visitors can experience the installation and GROHE firsthand at the Garden Senato, from April 8-13, 2025.

For further information and press material, please see the following [link](#).

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About GROHE

GROHE is a leading global brand for complete bathroom solutions and kitchen fittings. Since 2014 GROHE has been part of the strong brand portfolio of LIXIL, a manufacturer of pioneering water and housing products. In order to offer “Pure Freude an Wasser”, every product is based on the brand values of quality, technology, design and sustainability. The brand offers life-enhancing product solutions as well as services with its dedicated portfolios GROHE QuickFix, GROHE Professional and its premium sub-brand GROHE SPA. All cater to the specific needs of GROHE’s professional business partners and their differentiated target groups. With water at the core of its business, the brand contributes to [LIXIL’s Impact Strategy](#) with a resource-saving value chain: from CO₂-neutral* production, the removal of unnecessary plastic in the product packaging, all the way to water- and energy-saving product technologies such as GROHE Everstream, a water-recirculating shower.

*includes CO₂ compensation projects, more on grohe-x.com/sustainability

About LIXIL

LIXIL (TSE Code 5938) makes pioneering water and housing products that solve everyday, 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. Approximately 53,000 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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