

GROHE Hosts 4th Edition of IKIGAI: Creates Artistic Benchmark in the Heart of Kashmir

India, December 2024: GROHE a leading global brand for complete bathroom solutions and kitchen fittings, which has been a part of the strong brand portfolio of LIXIL since 2014, hosted the 4th edition of its flagship event **IKIGAI 2024** at **The Khyber Himalayan Resort & Spa in Gulmarg, Kashmir**. This year, the theme of this two-day event was - Life's Only Symphony, which brought together the brightest minds in the Architecture and Design community. Participants explored unique experiences that sparked creativity and meaningful discussions, celebrating the blend of purpose and innovation to inspire a harmonious future for the industry

One of the most enriching sessions of this two-day event was a session on, **'Prototyping the Future'**, by visionary architect **David Benjamin, Founding Principal of The Living, Director of Architecture Research at Autodesk, and Associate Professor at Columbia University Graduate School of Architecture, Planning and Preservation**. His session explored how emerging technologies, particularly synthetic biology, could transform architecture.

Speaking at the event, Mr David Benjamin mentioned, *"The concept of a platform like IKIGAI is an inspiring idea that has the potential to influence architects, designers, and artists worldwide. Such platforms can significantly contribute to the industry's growth by introducing conversations around innovative approaches to architecture that blend technology with cultural heritage. This fusion is essential for creating intelligent and environmentally responsive buildings that meet future needs."*

Emphasizing on the relevance of IKIGAI for GROHE, Ms Priya Rustogi, Leader India and Subcon, LWT IMEA said, *"IKIGAI is always special for us at GROHE, a gathering of warmth, meaningful connections, and a truly inspiring community. This year, amidst the serene Himalayas, we explored purpose and creativity together. David Benjamin's session offered profound, uncomplicated perspectives that resonated deeply with all of us. As we continue this journey, I am grateful for the shared energy and ideas that make IKIGAI unique. I'm inspired by what we've built together and excited for what lies ahead."*

GROHE IKIGAI is more than just a series of workshops and talks; it is a community platform that gathers each year to share ideas and insights centered around design. This annual event brings together passionate individuals who engage in meaningful conversations, fostering connections that extend beyond the event itself. Through this collaborative spirit, IKIGAI aims at creating a community space where there are free wheeling dialogues centered around creativity, design and innovation.

The IKIGAI event falls under the umbrella of GROHE Experiences, a platform dedicated to engaging the design community and fostering meaningful dialogues within it. By organizing events like IKIGAI, GROHE Experiences provides architects and designers with unique opportunities to connect, share ideas, and explore innovative concepts that drive the industry forward.

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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.

Thanks to the hybrid communication ecosystem GROHE X, the brand provides further impulses for the industry. Whether digitally on the brand experience hub, physically or hybrid in the GROHE X Brand & Communication Experience Center in Hemer, Germany or on the road with the GROHE X Motion Trucks, the brand connects people to contribute to LIXIL’s purpose to “make better homes a reality for everyone, everywhere”.

*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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