

## PRESS INFORMATION

### **GROHE SPA celebrates ‘Health through Water’ at Milan Design Week**

- GROHE showcases its revitalized premium sub-brand GROHE SPA which invites users to indulge in holistic water rituals
- Dedicated water-inspired installation at the Pinacoteca di Brera expresses the GROHE SPA concept of ‘Health through Water’
- Outstanding bathroom designs displayed in four immersive cubes complete the exhibition: 3D metal-printed products, bespoke Atrio and Allure Brilliant Private Collections, GROHE Colors, and modular shower solutions

**Cairo, Egypt, April 18, 2023** – Attracting architects, designers and visitors from all over the world, Milan Design Week is one of the biggest and most important annual events for creative minds. The design elite, and young up-and-coming talents, as well as global brands, showcase their work with exhibitions, presentations and events spread throughout the city. In this vibrant setting, GROHE, a leading global brand for complete bathroom solutions and kitchen fittings, presents its revitalized GROHE SPA sub-brand at the prestigious art museum Pinacoteca di Brera. The broad portfolio ranges from elaborate faucet collections, customizable ceiling showers and intricate ceramics to complementary accessories. In addition to showcasing these exclusive products which create unique luxurious wellbeing areas, the brand expresses the GROHE SPA ‘Health Through Water’ concept through a water-inspired installation reflecting the stunning architecture of the art museum.

“After digitally launching GROHE SPA at our GROHE X Summit mid-March, Milan Design Week is the ideal place to show selected pieces of the portfolio to the public. Our products form a symbiosis of premium quality, cutting-edge technology, unrivalled precision, and progressive design – a perfect match for the event’s sophisticated audience. The incredible immersive installation rounds off our presence by combining our passion for water with the

beautiful surroundings of the Pinacoteca di Brera,” said Karl Lennon, Leader, GROHE SPA, LIXIL EMENA.

### **Water-inspired installation: a reflection of “Health through Water”**

Entering the courtyard of the Pinacoteca, visitors can immerse themselves in a holistic experience with water at its core. Designed by the in-house design and brand identity team LIXIL Global Design, the immersive installation reflects the art museum, including the statue of Napoleon at the center by one of the most important sculptors of his day, Antonio Canova. The stillness of the water expands the space and creates a kind of illusion, while representing cleanliness and wellbeing. Four cubes are placed in each of the courtyard’s corners to provide interior spaces where GROHE SPA’s four tiers are showcased. A mirror surface is used on all these cubes to contribute to the infinite look of the installation.

“Our immersive installation celebrates the GROHE SPA concept of ‘Health through Water’, while paying tribute to the artistic legacy of Pinacoteca. We believe that water is the source of vital energy. By appealing to different senses with our installation, we want to create a special experience for our guests – just like our GROHE SPA products do. Transforming the bathroom into a home spa is not about using individual products, but about creating holistic experiences that embrace the positive effects of water on the body and mind,” said Patrick Speck, Leader, LIXIL Global Design, EMENA.

### **Health and wellbeing presented in four tiers**

Each of the four physical cubes nestled into the space is dedicated to one of four tiers that bring GROHE SPA to life. First, the GROHE SPA Icon 3D collection: The 3D metal-printed products redefine what is possible, while taking sustainable product design with ultimate customization options to a new level. In addition to seeing the exclusive products, visitors can hear the sound of the 3D printing, see the process on an LED screen and feel a change in temperature: it gets warmer as soon as the printing simulation starts. The second tier is comprised of the bespoke Atrio and Allure Brilliant Private Collections which allow customers to choose from a carefully curated range of colors, materials, finishes and handle designs. In order to enable end-consumers to enjoy an authentic marble style with a high-quality finish, GROHE is partnering with Caesarstone, the global pioneer of premium countertop surfaces,

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The GROHE logo consists of the word "GROHE" in a bold, white, sans-serif font, positioned above three white wavy lines that represent water. The entire logo is set against a dark blue square background.

to craft faucet handles from the brand's durable surfaces in timeless designs. The installation demonstrates this partnership perfectly: As the key element, the black and white marble divides the space into two halves, demonstrating the many combinations that the collections make possible.

The GROHE Colors Collection is in the focus of the third tier. With trend-leading colors for products such as GROHE Allure and Aqua Ceiling Modules, the collection makes it easy to create personalized bathrooms. Cool Sunrise is the main color used in this cube, and the displayed collections bathe the room in a golden light, while visitors can hear the sound of water and feel its humidity thanks to the elevated temperature. Completing the exhibition, the fourth tier revolves around modular shower solutions. GROHE has created a multi-sensory experience with mist, light and sound modules, as well as an LED screen showing images inspired by nature.

### **Discovering GROHE SPA**

Architects, designers and visitors can experience the installation and GROHE SPA first-hand at the Pinacoteca di Brera, from April 18-23, 2023.

The installation will be open to the public on

April 18/19/23 from 10am-7pm CET

April 20 from 12pm-5pm CET

April 21/22 from 10am-10pm CET.

More details on GROHE SPA can be found at [grohespa.com](https://grohespa.com)

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

Missed the digital launch of GROHE SPA? Visit our digital experience hub [GROHE X](#) to get a deep dive into the portfolio and the concept behind GROHE SPA together with Jonas Brennwald, Leader LIXIL EMENA, and Karl Lennon, Leader, GROHE SPA, LIXIL EMENA.

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For more stories from our in-house design team follow LIXIL Global Design on [Instagram](#).

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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. Portfolio highlights such as the GROHE Eurosmart line or the GROHE thermostat series as well as groundbreaking innovations such as the GROHE Blue water system are the perfect embodiment of these values. Focused on customer needs, GROHE creates life-enhancing and sustainable product solutions that offer added value for consumers. To make everyday work easier for its professional partners, the brand also offers a comprehensive range of services, including the GROHE + loyalty program and GIVE – a training program for the next generation of installers.

With water at the core of its business, GROHE contributes to LIXIL's corporate responsibility strategy with a resource-saving value chain: from CO<sub>2</sub>-neutral\* production, water- and energy-saving product technologies, the removal of unnecessary plastic in the product packaging, all the way to the launch of *Cradle to Cradle Certified*<sup>®</sup> products. With 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 enhance LIXIL's purpose to "make better homes a reality for everyone, everywhere".

\*includes CO<sub>2</sub> compensation projects, more on [green.grohe.com](https://www.green.grohe.com)

### **About LIXIL**

LIXIL (TSE Code 5938) 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. Approximately 55,000 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](https://www.lixil.com)

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