

Kartell by LAUFEN

Kartell Flagship Store, Via Turati
9-14 April 2013

The Kartell by Laufen bathroom project at the Milan design week

After its debut at the recent edition of ISH in Frankfurt, the Kartell Flagship Store on Via Turati is hosting a spectacular staging and an exciting event on Tuesday, 9 April to introduce to the international design public the new integrated project for the bathroom inspired by Kartell's iconic design together with Laufen's quality in the production of ceramics for the bathroom.

Design Ludovica + Roberto Palomba
#KartellbyLaufen

Milan, 9 April 2013 - Kartell is pleased to announce that just less than a month after its debut at ISH in Frankfurt, the flagship store on Via Turati will be entirely dedicated to introducing the new *Kartell by Laufen* bathroom project (**#KartellbyLaufen**).

Framed in an inspiring setting, the new *Kartell by Laufen* bathroom project is presented in three macro environments created to communicate its possible interpretations and moods through the various chromatic combinations. Whether total black, bright orange or silver grey with transparent details, the soul is always clearly revealed in this project that focuses right from its beginning on formal elegance, playing on the senses with a strong component of emotion.

Several *groupages* of design items and accessories, mostly of plastic, such as shelving, stools and mirrors, complete the arrangement.

The latter items with their colours and the lightness of their materials reflect the Kartell soul.

The *Kartell by Laufen* bathroom is a complete, integrated project, which came about from the original inspiring approach of Kartell, its design, its quality and its essence, which, through the interpretative project skills of Ludovica+Roberto Palomba, have combined with the innovation of Laufen, giving rise to a collection pervaded with the aroma of emotion.

Kartell by Laufen places itself on the market of desirability and seduction with a great persuasive capacity. A dream that is realizable, with sophisticated yet accessible, chic yet understated aesthetics.

With design and total quality as its watchwords, the *Kartell by Laufen* bathroom takes shape as an integrated architecture; an interconnected ecosystem where washbasins, sanitaryware, faucets, units, shower bases, bathtubs, lights and accessories coexist with the maximum flexibility, changing their appearance like chameleons to meet the taste requirements of all. The glassy transparencies of latest-generation polycarbonate and the bare edges of the totemic floor-mounted washbasin will attract those who love minimal, moon-like, rarefied environments; the ambered plastic, the round softness of the washbasin, the bathtub in the style of a infinity pool will seduce a public that is better disposed to decoration, to play, than ever.

The rigid geometry of the ceramic items is tempered by the multicoloured lightness of the plastic elements.

The colour project is a project within a project. The palette of colours has been reinvented; leaving aside primary colours, it is the tones of the earth, the oranges of sand, steel blue, warm whites tending towards yellow and cold ones turning into blue that emerge.

For this free area of the house where the senses yield to the emotions, *Kartell by Laufen*, the bathroom has been born.



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Quotes

“The bathroom is progressively and predominantly becoming the refuge of people’s domestic imaginations, now they are seeking wellbeing accompanied by a design that is functional and poetic at the same time. In this project you breathe the whole aroma of the inspiring identity of Kartell, which is immediately recognizable in its aesthetic expression. I am, therefore, enthusiastic about taking on a new challenge and launching this important industrial project with Laufen. There are many similarities that unite our two DNAs, which have allowed the realization of a collection capable of expressing the whole essence of emotional Italian design combined with the precision of the Swiss tradition”.

Claudio Luti, Kartell President

“Kartell by Laufen is a project based on a common understanding of the two companies about the value of emotions. Emotions and dedication define the novel idea of this bathroom and guided the project throughout the entire development. The same sense of mindfulness to the materials and the same understanding of research and development have made the two companies perfect partners – or, one could say, soul mates”.

Alberto Magrans, Senior Managing Director Laufen

“An architectural project, which speaks a new language. Innovative, rich in emotion, transparency and colour. The Kartell by Laufen bathroom is the synthesis of the work we have done in recent years in the world of the bathroom and represents an important step forward in this sector”.

Ludovica+Roberto Palomba, Designer

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Shared values, the reasons for a project.

There are many common values and motivations that have prompted the two companies to share this project.

Technological innovation

It is a shared project of great innovation, which has required more than three years to develop, the result of the constant research that is part of the DNA of the two companies. The innovation also lies in the wide-ranging appeal of the bathroom, which takes shape in the transparency and expressive capacity of the colour project. With constant research Kartell has beautified the plastic materials to sight and touch and Laufen has revolutionised ceramics by making it an adaptive material.

Introduced in the new *Kartell by Laufen* bathroom is the revolutionary SaphirKeramik, a material that allows performance characteristics that were unthinkable until today. A radius of curvature of the corners up to 1-2 millimetres (until now the maximum reached was 7-8 millimetres) for washbasins thin as blades, of an extreme lightness, not only visual but actual - SaphirKeramik is a material weighing half that of normal ceramics - equal only to its inimitable mechanical resistance. An avant-garde material that cannot be scratched and withstands impact from chemical agents of detergents and limescale.

Industrial dimension

The *Kartell by Laufen* collection is produced to be sold on a large scale, a dimension that must enable the huge resources spent on technological research, design, marketing and communication to be absorbed. High investment is needed for the moulds with which the products are created, and which are employed in the research.

The new bathroom collection developed in synergy by the two brands will be distributed all over the world through the Laufen retail channels.

Design

The idea is shared of design understood as an industrial product capable of manufacturing articles that are stylistically consistent with the DNA of the companies but that are eclectic, that have come about from the creativity of different designers presenting a different project approach. A design that is nevertheless far removed from the "on and off" diktats of the styles and fashions of the moment. The decision to entrust design projects to the best designers in the world and a natural aptitude to creating trends by launching iconic products on the market is common to the paths of both companies.

Sustainability and ethics

The vision is shared that it is the process and not only the product that must be sustainable. A cradle-to-the-grave approach that considers the total production impact Respect for the environment, the recyclability of materials, the need not to waste either energy or water and to limit Co2 emissions during transport. The idea is shared that the duration of a product is a value of sustainability that eschews a throwaway logic. A concrete response: the imperishable ceramics of Laufen, the indestructible plastic of Kartell. A virtuous circle that considers it ethical on the part of the industry and those who design to pose the problem of what happens both upstream and downstream of the product.



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A special note of thanks goes to the **Cantine Ferrari** for helping to make a success of the inaugural event.





ALL SAINTS_Mirror

A round mirror in a frame with a pleated effect which when lit creates a suffused play of refractions. A well-defined graphic touch that evokes a heritage connotation and takes its inspiration from one of the most ironic pieces in the Kartell collection - the Bourgie lamp and its unmistakable Baroque style. The chance to switch from transparencies to the chrome-plated gold and silver models on offer makes this mirror an extremely versatile and adaptable design piece able to create contemporary and essential settings or eccentric and outside the box environments .

Sizes: Diam. 78cm, H. 4cm
Material: mirror and PMMA or ABS for the frame
Colours: transparent crystal, tangerine orange, amber, silver, gold



SOUND-RACK_Small cabinet/divider

This small cabinet can take on many forms, be used in many ways and can be stacked, lending itself to the creation of various geometric and colour compositions. It can function both as a container cabinet and as a divider. A nomadic piece that can fit easily into any corner of the bathroom or be attached to the wall.

Sizes: L. 75cm, D. 26cm, H. 53cm
Material: PMMA
Colours: transparent crystal, smoke, tangerine orange, amber, sunset blue



RIFLY_Lamp

A cylindrical lamp with a pleated outer surface that glows with a thousand reflections of light when turned on. There are two versions, hanging and wall sconce; either alone or as a pair, this lamp was born to astonish and excite with its plays of colour and refractions. The chance to switch from transparencies to the chrome-plated gold and silver models on offer makes this lamp an extremely versatile and adaptable design piece that can create contemporary and essential settings or eccentric and outside the box environments.

Sizes: "hanging": Diam. 8cm x H. 30cm; Diam. 8cm x H. 60cm;
Diam. 8cm x H. 90cm;
Sizes: "wall sconce": Diam. 8cm x H. 30cm;
Material: PMMA
Colours: transparent crystal, silver, gold

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MAX BEAM Stool/small table

A “monolith” of a stool/small table made of transparent plastic and of modest size: its considerable thicknesses emphasise its geometric purity. A practical, functional and versatile accessory.

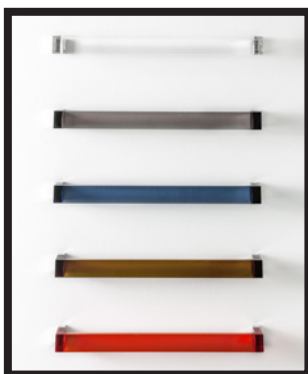
Sizes: L. 33cm, H.47cm, D. 27cm
Material: PMMA
Colours: transparent crystal, smoke, tangerine orange, amber, sunset blue



SHELFISH Wall shelf

There can never be enough shelves. Made of transparent methacrylate, this shelf can be attached to the wall with special plugs and their plastic supports. Because of its simplicity and purity of form it can be replicated infinitely for a mimetic effect (“now I see - now I don’t”) giving a touch of lightness to its setting.

Sizes: L. 45.2cm, H. 4cm, D. 15.5cm
Material: PMMA
Colours: transparent crystal, smoke, tangerine orange, amber, sunset blue



RAIL Towel holder

A towel holder of minimalist and functional design that comes in three sizes and can be placed anywhere in the bathroom thanks to its combination of lightness with solidity and practicality with style.

Sizes: L. 30cm, H.4cm, D. 7.5cm; L. 45cm, H.4cm, D. 7.5cm; L. 60cm, H.4cm, D. 7.5cm;
Material: PMMA
Colours: transparent crystal, smoke, tangerine orange, amber, sunset blue



RING RING Towel ring

A plastic towel ring attached to the wall of minimalist functional design that harmoniously fits in anywhere in the bathroom thanks to its lightness combined with solidity, practicality and style.

Size: Diameter 17.5cm
Material: PMMA
Colours: transparent crystal, smoke, tangerine orange, amber, sunset blue

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