

Kartell by Laufen on tour

**The new Kartell by Laufen Bathroom collection debuts
at Ultramarin Showroom during IMM Cologne in partnership with H.O.M.E.**

Cologne, January 13, 2014 – Kartell and Laufen are pleased to announce the presentation of Kartell by Laufen, an integrated bath collection inspired by the iconic designs of Kartell and the bathroom expertise of Laufen. During IMM Cologne it is the perfect backdrop to present this project to the public in a context outside the traditional trade fair circuit.

The showroom of Ultramarin, located at the industrial monument “Altes Gaswerk” at Widdersdorfer Strasse 190, 50825 Köln, is the right place to present the new Kartell by Laufen bathroom project. Inspired by the iconic tradition of Kartell design, Laufen brings its reputation for quality in the production of ceramic bath fixtures by designers Ludovica and Roberto Palomba, curators of both the new collection and the installation. The Ultramarin showroom/Cologne during IMM thus becomes a perfect location for a traveling exhibition that has featured stops in some of the most important cities and showrooms of the world.

The *Kartell by Laufen* bath collection is an integrated project, inspired by Kartell’s original approach to design and executed by the artistic direction of designers Ludovica and Roberto Palomba. The result is a collection that sparks both thought and emotion.

Kartell by Laufen’s understated aesthetic is unlike other bath collections available in the market and persuasively places itself in the realm of desirability. A dream realized, the collection is sophisticated yet accessible, and chic.

With design and quality as the guiding principles, the *Kartell by Laufen* bathroom takes shape as an integrated architecture; an interconnected ecosystem where washbasins, sanitary ware, faucets, units, shower bases, bathtubs, lights and accessories coexist with 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 amber plastic, the round softness of the washbasin, the bathtub in the style of a infinity pool – all will seduce a public that is better disposed to decoration and play than ever before.

The precise geometry of the ceramic items is tempered by the multicolored lightness of the plastic material. The color project is a project within a project. The color palette has been reinvented to focus on earth tones such as orange and yellow. For this free area of the home where senses yield to emotions, the *Kartell by Laufen* bathroom has been born.

Quotes

“The bathroom is progressively and predominantly becoming the refuge of people’s domestic imaginations, and they are now seeking wellbeing accompanied by a design that is functional and poetic at the same time. In this project you breathe in 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 color. 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, Designers

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 color 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.

Internationalism

The ambition that the *Kartell by Laufen* bathroom will become first choice when talking about the bathroom for the global market, where the two companies promoting the project are already extensively present, is the main target at which the project aims. Directed at professionals and architects from all over the world, its aesthetic flexibility and economic affordability make it particularly suited to satisfying the needs of a contract supplies market and becoming a suitable instrument for supplies in the public sphere, in hotel accommodation, in offices. In the same way these same qualities make it well suited to meeting the tastes of consumers of all latitudes. The new bathroom collection developed in synergy by the two brands will be distributed all over the world through the Laufen retail channels.

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" movements 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 carbon 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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