

LAUFEN

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Press Release – **Architects Seminar**

New Dimensions in Bathroom Design: Architects Seminar with Laufen at the Museum of Applied Art, Frankfurt

Innovative, functional and with true style – cutting edge solutions and materials in the bathroom sector open up a wide range of design possibilities. This topic was the focus of the Architects Seminar led by Swiss bathroom specialist Laufen, in cooperation with the sanitary ware manufacturer Dallmer and the porcelain stoneware manufacturer Eiffelgless, held at the Museum of Applied Art, Frankfurt. Originally conceived of as a one off event, held on May 22nd, its overwhelming resonance with experts in the field prompted the organizers to hold a second event on July 24th. In total around 170 architects took the opportunity to learn about the new developments in the bathroom field during the two events.

The Architects Seminar gave Laufen, Dallmer and Eiffelgless a common stage from which to present their area of expertise to specialists and those interested in the bathroom and design field. Frank Liebetrau, International Sales and Marketing Manager at Laufen, explained that innovative materials as well as architectural solutions for the bathroom were presented in an engaging atmosphere. Liebetrau, together with Norbert Jacobi, project leader in Germany and Christian D. Schäfer, manager of global projects, initiated the event in cooperation with Ralph Wagner from Dallmer and Michael Spohr from Eiffelgless.

Schäfer and Liebetrau took on the presentation of the lectures by Laufen on the event evening and informed planners and architects about the Swiss ceramics specialist as well as its new materials and product development. Laufen is the leader in material innovation. Laufen has a type of ceramic for every need. Apart

Medienkontakt

Marc Millenet
id pool GmbH
+49 711 954645-55
millenet@id-pool.de

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from traditional ceramic, Laufen also makes sanitary objects from finefireclay, a material that is particularly suited to very large and sliceable large-scale production. The youngest member of the ceramic family is “SaphirKeramik”. Through the mixing of the mineral corundum during the production process a high end material with unusual strength and capacity to bend is made. Requirements that until now could only be met by using glass, mineral molds or enamelled steel, present no hindrance to SaphirKeramik. Corners and radi of 1-2 millimeters (traditional ceramic is 7-9 millimeters) are as easy to manipulate as the free form. The material unifies the traditional benefits of ceramic, such as hygiene, strength and durability, and sets it with the additional features of flexibility and design freedom. Moreover, a wall thickness of one to two millimeters significantly reduces the required volume of material, reducing its impact on the environment both in production and transportation.

With its production innovation, Laufen serves current trends in the field, for instance – the rimless toilet. In the future it will replace conventional designs, as dirt becomes less clogged in the recesses and it is easier to clean. Its powerful cleaning system reaches all areas in the toilet bowl and removes dirt, as well as residue, without spray. Rimless toilets are already a foreseeable standard in the hotel and restaurant industry, as well as in public buildings, as they ensure higher hygiene standards with less cleaning time than conventional toilets. Another of Laufen’s development strengths is its work on water saving toilets. Here the trend is moving towards two litre toilets for environmentally friendly and integrated sanitary concepts.

Laufen’s new design line, Kartell by Laufen is another new, innovative and creative project. This bathroom collection grew out of a collaboration between Laufen and the Italian designer furniture manufacturer, Kartell. Both companies bring their experience in complete bathroom solutions to the project,

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including in vanity units, fittings, furniture, showers and bathtubs, as well as lighting and accessories. The collection was designed by Ludovica and Roberto Palomba, whose years of experience in bathroom design lead to a formal approach and harmonious joining of filigree sapphire ceramic and transparent plastics. Additionally, hidden out and overflows were used for the first time, draining water through a narrow, inconspicuous gap in the basin. The collection was presented by Frank Liebetrau, who supported the project as Commercial Director. He said: "With Kartell by Laufen we have created a holistic perspective of the bathroom that considers design, emotion and innovation, transforming this room into an architecturally valuable space".

Kartell by Laufen is a further step in the company's move to become a truly international brand. The collection's flexibility, aesthetic, and value for money means it speaks to architects and planners worldwide. For transnational projects, Laufen has a Global Project Team to support smooth planning process and ensure high customer satisfaction.

Apart from gaining a valuable experience with time for networking, visitors received three training credits from the Kassel Chamber of Architects. In total, around 170 architects and planners attended the two events, using the opportunity to become more closely acquainted with Laufen, Dallmer and Eiffelgress. The company lectures were rounded off with a welcome speech and guided tour of the Museum of Applied Arts by its director and the evening was concluded with fine company, canapés and drinks.

Schäfer said "The event was very well received", and reported that "we will continue with such collaborations in the future, utilising a range of exciting venues." The next seminar will take place at the Museum Folkwang in Essen on the 4th of September, 2014 and be hosted by Laufen, Dallmer and Casa

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Dolce Casa. Interested architects are warmly invited to register now.

Contact LAUFEN:

Christian Schäfer
+41 (0)61 7657611
christian.schaefer@laufen.ch

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id pool GmbH
+49 711 954645-55
millenet@id-pool.de

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Photo captions

LAUFEN_Architect Seminar_01

Around 170 architects took the opportunity to learn about new developments in the field of bathrooms in one of two seminars by Laufen, Dallmer and Eiffelgress.

LAUFEN_Architect Seminar_02

The Architects Seminar by Laufen, Dallmer and Eiffelgress took place on two evenings at the Frankfurt Museum of Applied Art.

LAUFEN_Architect Seminar_03

(from left to right) The initiators of the Architects Seminars, Frank Liebetrau, Christian D. Schäfer (Laufen Bathrooms AG), Ralph Wagner, Harald Jost (Dallmer) und Norbert Jacobi (Laufen, Germany) at the Museum of Applied Art in Frankfurt.

LAUFEN_Architect Seminar_04

In his lecture Christian D. Schäfer (Manager, Global Projects Laufen) presents Laufen's innovations, for example the new hard and bend resistant Saphirkeramik.

LAUFEN_Architect Seminar_05

The new bathroom collection Kartell by Laufen achieves a holistic perspective of the bathroom, transforming it into an architecturally valuable space, explained Frank Liebetrau to the audience (International Sales & Marketing Manager Laufen).

LAUFEN_Architect Seminar_06

After the lectures, architects had the opportunity to look more closely at the products and materials from Laufen, Dallmer and Eiffelgress.

LAUFEN_Architect Seminar_07

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(from left to right) Christian D. Schäfer (Laufen Bathrooms AG), Norbert Jacobi (Laufen Germany) und Frank Liebetrau (Laufen Bathrooms AG) during Laufen's presentation at the Museum of Applied Art in Frankfurt.

Photos by: Harry Traenkner/vor-ort-foto.de

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