

# LAUFEN

Bathroom Culture since 1892  [www.laufen.com](http://www.laufen.com)

## Press release – International Bathroom Fair 2014

### **LAUFEN, new projects, new challenges, one protagonist: SaphirKeramik**

The great commitment that Laufen, the Swiss company, leader in bathroom design, makes to the development of high-quality products is combined with its clear vocation for experimentation and its excellent name earned all over the world for its major capacity for innovation.

The numerous initiatives and the many new ideas that are presented this year are the result of this constant creative effort.

The Laufen metaphysical stand, designed by Swiss studio **atelier oï**, draws inspiration from the lightness and thinness of the revolutionary new ceramic material SaphirKeramik, and is reminiscent, in its forms, to the soft curved lines of a sandbank or a wave. The line rises from the surface and is transformed into the sculptural volume of the stand, which is presented as a macro-element lighting up its surroundings with its slim backlit panels. The soft lines of the structure create an original interplay of light and shade that reflects the sinuous forms of the ceramics.

### **A WORLD OF FORMS**

So the new projects presented at the Bathroom Fair are made of SaphirKeramik, a material that is unique in the world, invented by Laufen after years of study and research. Capable of achieving performance characteristics of thinness, lightness and resistance that have been unthinkable till now while still maintaining the warmth and refinement that only ceramics can give, this revolutionary material has enabled Laufen to launch the challenge of its use by involving extraordinary designers that have been able to test their abilities by experimenting with new forms: **Konstantin Grcic and Toan Nguyen**, exceptional designers, called upon to get to grips with a ceramic product that has allowed them the maximum expressive capacity.

These are the bases of a story with multiple voices that has SaphirKeramik as its object. The beginning of a path and a new story that projects Laufen into the avant-garde of design associated with experimentation into new materials.

### **ILBAGNOALESSI ONE by Laufen**

Among the innovations proposed by Laufen at the Furniture Fair 2014, there is also an extension of the IIBagnoAlessi One range by **Stefano Giovannoni**, which envisages new size variants, new products and accessories made of SaphirKeramik with a functional and symbolic value.

**LAUFEN Hall 24 booth G21-G25**

### **KARTELL by LAUFEN**

#### **Media contact**

Daniela Sarracco  
EVDS public relations  
+39.0283241965  
[daniela.sarracco@evds.it](mailto:daniela.sarracco@evds.it)

Béatrice Rüeger  
Laufen Bathrooms AG  
+41 61 765 75 54  
[beatrice.rueeger@laufen.ch](mailto:beatrice.rueeger@laufen.ch)

# LAUFEN

Bathroom Culture since 1892  [www.laufen.com](http://www.laufen.com)

## Press release – International Bathroom Fair 2014

After little more than a year from its debut, Laufen presents the *Kartell by Laufen* collection with its own autonomous stand at the Bathroom Fair, precisely to give a signal of great concreteness to the international market. 150 corners shops have already been opened at high-end points-of-purchase since its debut and the aim is to achieve an even more comprehensive presence by the end of 2014.

The *Kartell by Laufen* stand, designed by **Ludovica+Roberto Palomba** - as indeed is the whole collection - is an open, bright container, which alternates between photo murals of environments and presentation of the products proper. From the very first glance, the overall image immediately differentiates the *Kartell by Laufen* language from that of all the other bathroom furnishing suggestions: glamour, energy and colour distinguish the brand and products.

**KARTELL by LAUFEN Hall 24 booth G14-G18**

\* \* \*

### Media contact

Daniela Sarracco  
EVDS public relations  
+39.0283241965  
[daniela.sarracco@evds.it](mailto:daniela.sarracco@evds.it)

Béatrice Rüeger  
Laufen Bathrooms AG  
+41 61 765 75 54  
[beatrice.rueeger@laufen.ch](mailto:beatrice.rueeger@laufen.ch)