



Kartell by Laufen @London Design Festival

**Research and innovation featured in the new museum-like installation
signed by L+R Palomba**

15 / 23 September 2018
223 Brompton Rd, Chelsea - London

Kartell by Laufen is proud to take part in *London Design Festival*, which returns for the 16th year in 2018 with the aim of celebrating and promoting the City as the design capital of the world.

For this unmissable gathering the brand will showcase, for the first time in London, an artistic museum-like installation at the Kartell flagship store on 223 Brompton Road in Chelsea. Signed by the designers *Ludovica + Roberto Palomba*, it is an engaging, exploratory exercise on washbasins that combines innovation and research: a voyage of suggestions, in which East meets West in an atmosphere of forceful emotional impact.

The showroom features an innovative setting which includes two main display areas: a luminous raised platform hosts the concept inspired by the iconic Chinese “dim sum” tableware, objects with very free and playful forms utilized to “set” the large table. The pieces took shape through the use of **Saphirkeramik**, a revolutionary ceramic that permits the production of extremely thin walls, with very small radii and smooth surfaces.

Starting with the colors of food and the objects that encourage shared relations on the table, *Ludovica + Roberto Palomba* present a new concept study on shapes: iconic forms that range from rounded profiles to more rigorous, squared shapes, even futuristic at times, set apart by unexpected shades of red, green and brown, suggesting unique shadows and contrasts.

The space over the raised platform is separated by fabric panels in an orange hue from the palette of Le Corbusier - a tribute to the tone that best represents the birth of the whole **Kartell by Laufen** project.

A second area of the showroom offers visitors a full immersion in the **Kartell by Laufen** universe of the bathroom, by showcasing the decorated freestanding washbasin, the bathtub with oval shape and accessories in the latest shades of emerald green and powder pink. Also on display is a range of taps and fittings, available in different finishes in order to meet all taste requirements.

During *London Design Festival*, the Kartell flagship store takes on a noble, unique atmosphere: the bathroom becomes a space of expression in which every detail has been carefully refined to offer diversified and personalized solutions. A new interpretation of the needs of modern everyday life, where the relationship among domestic environment and bathroom focuses on aspects linked not only to the functional dimension, but also to the emotional sphere. A rediscovery of personal wellbeing and care for the body, in perfect **Kartell by Laufen** style.

_Projects & Contract

Kartell by Laufen has been working with a range of prominent architects and interior design studios to deliver worldwide bespoke projects of all shapes and sizes. Thanks to departments in the two companies specialising in the contract sector, the brand Kartell by Laufen is able to offer solutions that accommodate even the most complex requirements spanning space, comfort and exclusivity. Amongst high-end hotels and exclusive resorts, the portfolio of **Kartell by Laufen** comprises the bathroom furnishing of *Hobo Hotel* in Stockholm, the Spa at *Pacai Hotel* in Vilnius (Lithuania), *25hours Hotel The Circle* in Cologne, *Innside Hotel by Melià* in New York, *Kimpton Palomar Hotel* in Washington DC, *The Park Lane Hotel* in Hong Kong or the *Nobu* in London, to mention but a few.

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