

## **New ceramic products and a new line of bath complements Kartell by Laufen brings its innovative and functional vision of the bathroom to Milan Design Week**

The Salone Internazionale del Mobile in Milan, during Design Week: Kartell by Laufen shows its new creations in the heart of the Brera Design District, at the flagship store on Via Pontaccio. Designed by Ludovica and Roberto Palomba, the new displays have been completely updated. All the walls are painted dark grey, with the exception of two volumes clad in marble that add character to the central part of the showroom: a contrast that brings out the bright white of the ceramics, especially SaphirKeramik.

In tune with the FuoriSalone atmosphere, the window displays, open at the back, lure visitors from the street to enter and explore the spaces. The large central island composed of a raised luminous platform puts the spotlight on the main new developments of Kartell by Laufen, recently premiered at the ISH fair in Frankfurt. The new colours of the collections establish a mutual dialogue and open the imagination to many new compositional possibilities: emerald green, powder pink, white and opaque black for the plastics, and gravel grey or slate grey for the cabinets.

Ecosustainable, high-tech and high-performance, SaphirKeramik remains a Laufen strong point, immediately chosen by Kartell by Laufen to express the brand's innovative character. Its amazing characteristics of durability, strength and bend resistance make it the most cutting-edge ceramic material on today's bath furnishings market, ideal to create extremely light forms with slim borders.

Seven years have passed since Laufen and Kartell decided to join forces and share their business and design excellence to create a new world for the bathroom, relying on the inimitable talent of Ludovica and Roberto Palomba, a precious resource and creative link. Presented to the public in April 2013, Kartell by Laufen embodies a complete synthesis of the basic values and distinctive characteristics of the two companies: innovation, quality and functional efficiency, all interpreted to bring a new dimension to bathroom furnishings, emotional dimension. In the Kartell by Laufen collections design and technology find a dynamic balance, lending themselves to virtuoso interactions and subtle provocations, to produce unexpected flexible, versatile solutions. The products rely on a fresh, living language, surprising for its daring, always sustained by a concrete foundation based on research, experience and experimentation. An experimental approach that knows no boundaries: the architecture of its logic is in continuous evolution and manifested on all levels, from aesthetics to material and functional research, to exploration of the synergy between the various protagonists of the bathroom.

### **Many new items presented at Milan Design Week.**

Clean forms and well-gauged expressive minimalism are the key traits of the collection, now enhanced by four new built-in slim washstands, featuring a slender, elegant border, with a discreet squared design. Made with fine fireclay, a very hygienic and strong ceramic material, they have precise edges and smooth planar surfaces, extending to 1000mm in the largest version, designed to be used with two taps.

These washstands are offered in interesting solutions complete with cabinets with large drawers.

Simplicity and essential design are also the characteristics of the two new countertop washstands in SaphirKeramik with built-in shelf and the traditional overflow valve, made with a slender opening.

The new entries also include two rimless floor-standing toilets, without an internal border for flushing, which provide an efficient, practical and hygienic solution, combined with a wall or floor-mounted flush system or external cistern.

The range of bathtubs expands with a very new and appealing freestanding version, with a built-in overflow valve. Its elegant silhouette, made in Sentec, has minimal thickness like that of the washstands, and rounded ergonomic lines that form a contrast with the more austere geometric design of the other models.

The Kartell by Laufen collection also contains new complements: a complete series of storage modules, columns and hanging cabinets, designed to make optimal use of space in the bathroom and to create a sense of perfect harmony between the ceramic fixtures and the furnishings. In particular, a cabinet with an extremely small depth (270 mm) has been created, with one flap door and two traditional doors, offering an ideal solution for small bathroom spaces.

A new line of finishes expands the present chromatic range with modern hues for all tastes: matte white, gravel grey, slate grey.

Ludovica and Roberto Palomba have also imagined and designed three different geometric motifs, bringing new decorative and personalized options to the surfaces of the column washstand already in the collection, thanks to the application of a coloured film prior to the final process of glazing and firing. New also two small accessories, the soap dish and the toothbrush holder.

## **New colours**

All the accessories and furnishings in plastic have been updated with two new colours: **powder pink** and **emerald green**. The colours **opaque white** and **opaque black** will be available for mirrors, shelves and towel racks.

Behind all the creations of Kartell by Laufen there is a tenacious effort to intercept and respond to the widest range of needs of a variegated, multifaceted and international public, in search of innovative, efficient and emotionally engaging solutions. Thanks to this approach, Kartell by Laufen becomes a frequent protagonist of major contract projects all over the world, collaborating with leading architects at the highest levels. This success has also led to the trend of expansion of a distribution network that now covers a total of 1,000 points of sale on a global scale.

This growth strategy represents the present and future of Kartell by Laufen, the guiding factor behind choices of design, market positioning and the increasing orientation towards interior design.

## LINE EXTENSIONS

Slim washstands+cabinets 550/600/800/1000 x 500 mm.

Countertop washbasin 500/600 x 500 x h120 mm

Floor-standing rimless toilets with or without external cistern

Bathtub 1715 x 815 x h520 mm

Slim cabinet 1200 x 270 mm

Cabinet column 400 x 1300 mm

Cabinet 300 x 700 mm

Boxy – soap dish (clear, pink and green crystal)

Boxy – toothbrush holder (clear crystal base and a body in the shiny black, white, pink and green clear versions)

[www.kartellbylaufen.com](http://www.kartellbylaufen.com)

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