



Kartell by Laufen brings its innovative and functional vision of the bathroom to US

New ceramic products and a new line of bath complements on display during BDNY

New York, November 2017 – In conjunction with Boutique Design New York - the leading fair for the hospitality and leisure design industry, serving the Eastern United States, Canada and Europe – Kartell by Laufen will show its new ceramic products and a its new line of bath complements in a dedicated corner of Kartell's shwroom in Soho, New York. Every year this international happening brings together architects, designers, agents and hotel owners with manufacturers and dealers of high-level design products for the world of hospitality.

Kartell by Laufen, has grasped the importance of attending this event in order to get in contact with professionals guaranteeing a versatile design approach that provides assistance for architects who select products from the catalogue, or for those who prefer customized solutions. For this purpose the two companies invested major resources in expanding a dedicated in-house division to effectively respond to the demands of an increasingly competitive, constantly growing market. Laufen and also Kartell stand out for their remarkable ability to supply not just products but also a complete system of services, generating bathroom solutions, overall coordinated design and customization, always marked by the highest levels of quality and finishing.

A selection of the latest releases of the collection, born from the merger of Kartell's iconic plastics and the Laufen's Swiss ceramic quality, will be on display in the showroom. The wide range of products is suited to meet the needs of the American market, which is increasingly interested in the language of contemporary design, with an eye on high-quality production and high-image creations. Among the novelties presented this year, a particularly significant example of the flexibility and of the sophisticated aesthetics of Kartell by Laufen products is the freestaing washbasin, presented this year with three different geometric motifs, bringing new decorative and personalized options to the surfaces, thanks to the application of a coloured film prior to the final process of glazing and firing.

Kartell by Laufen collection was also recently selected by Powerstrip Studio for the redesign of the Kimpton Hotel Palomar in Washington DC: with its simple and refined design, the pieces blend into space, enriching it with functionality and practicality.

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