

## Inside *the box*

***The Kartell by Laufen monobrand store, during Design Week 2016, updates its windows with a special installation based on atmospheres from the Far East, while the brand's growth continues with 1000 new spaces in over 60 countries.***

Milan, 12 April 2016 – One year after its opening, and to celebrate Design Week, the Kartell by Laufen showroom on Via Pontaccio unveils an installation aimed at the world of architecture and interior design, while communicating several important phases of the brand's growth on international markets.

From 2013 – the year of the Kartell by Laufen debut – to the present, over **1000 quality points of sale** have already been opened in **over 60 countries around the world**. Openings of Kartell by Laufen corners are in geographical areas where the brand is already a forceful presence, such as **Europe, the United States, Canada and China**, but also in countries making their first approach to the world of bathroom design, like **Sri Lanka, Maldives, Mexico** and the **Middle East**. The brand's international stature has grown. Over the last two years, a special in-house division has developed about **900 design concepts proposals** for selected showrooms. Projects for small spaces, but also for larger facilities – up to 150 m<sup>2</sup> – covering displays, styling, graphics, moods: all rigorously in line with the image the brand has skilfully constructed from the outset, making its collection a true icon in the world of bathroom design.

Kartell by Laufen, underpinned by the solidity of the two companies and their industrial prowess, has achieved a position of leadership in the retail and project sectors, specifically luxury hotels and residential developments.

An outstanding example is the very recent contract for what has been called one of the world's most important urban development projects: the **Battersea Power Station** in London. In Phase 1 of this project, Kartell by Laufen has supplied over 1350 bathrooms, on a very tight schedule.

Big numbers also come into play in the project for the **Marriot Autograph Collection** (Intourist Hotel) in **Baku**, with as many as 900 pieces, including ceramics and accessories.

Other prestigious initiatives in the field of luxury hotels include the **Park Lane Pullman Hotel** in **Hong Kong**, where 24 executive rooms were involved, and the **Kuramati Resort&Spa** in the **Maldives**, with 290 luxurious villas. Both projects called for the supply of bathrooms complete with washstands, toilets, bathtubs, faucets and accessories.

Finally, we should mention an example of custom design in collaboration with the architect, for the **Melia Inside Hotel** in **New York**, where standard washbasins are complemented by special made to measure bathroom furniture.

### **Other recent contracts:**

Hotel Palomar – Washington DC (USA)

Hotel Bristol – Warsaw (Poland)

K Amoda Luxury Villas – Lonavala (India)

Kalpataru Radiance Residential Towers – Mumbai (India)

Lannova Hotel - Prague (Czech Republic) / due to open in 2017

## **A new setting for the windows of the showroom in Milan: Inside *the box***

A secret box, inspired by the atmospheres of the Far East, for the new window displays of the Kartell by Laufen showroom, specially created by **Ludovica and Roberto Palomba** for Design Week.

Materials for architecture, interiors and design, gathered for a new interpretation of the world of the bath: an original framework with the archetypal forms of a house contains the new displays, in an unusual combination of apparently conflicting materials. The outer walls in raw stone establish a dialogue with the refined coverings of the inner walls: in the background, red silk painted by hand with gold floral motifs; at the sides, a fabric with an iridescent, almost metallic effect, in tones of orange and copper. The protagonists of this box, completed by flooring in backlit onyx, are the freestanding tub and washstand with the mirror and shelves in the copper finish.

Stone and silk, a meeting of contrasting elements belonging to different cultures, East and West, distant yet very close traditions, evoking the origins of the Kartell by Laufen collection, where for the first time ceramics and plastics are blended in an unprecedented marriage of monumental presence and lightness, generating a bathroom that never existed before.

With an area of 200 square meters on two levels and four windows on the street, the space presents a range of different settings, each corresponding to a different proposal for the bath, with the latest new products: the 120 cm washbasin, the towel frame in metal, and the Boutique furniture. A long oblique wall at the entrance displays a functioning composition of one of the Kartell by Laufen bathroom solutions.

The settings are very different from one another in terms of size and mood: some are strongly characterized by the presence of colour, as in the compositions dominated by orange or total black; others stand out for their compact size, offering solutions of great impact even for small bathrooms, such as those set aside for guests. Of course there are also proposals for hotellerie and for the contract sector in general.

Special thanks to:

**Il Casone**

**La Perla**

**Misha Wallpaper**

The complete press - kit including the latest photos of the installation please download here:

[http://www.themenserver.com/Laufen/Salone\\_del\\_Mobile/KARTELL\\_BY\\_LAUFEN\\_Salone\\_del\\_Mobile\\_2016.zip](http://www.themenserver.com/Laufen/Salone_del_Mobile/KARTELL_BY_LAUFEN_Salone_del_Mobile_2016.zip)

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

## **For more info:**

### **Kartell – international press office**

+39 02 90012268

[Pressoffice@kartell.it](mailto:Pressoffice@kartell.it)

### **Laufen – international press office**

Béatrice Rüeger – Global Public Relations Manager Laufen

+41 61 76571 11

Email: [beatrice.rueeger@laufen.ch](mailto:beatrice.rueeger@laufen.ch)

Daniela Sarracco

EVDS Public Relations

+39 02 83241965

Email: [info@evds.it](mailto:info@evds.it)