



AXOR

From  
personalities  
for  
personalities

INSPIRATION BOOK

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From  
personalities  
for  
personalities

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What if the rooms surrounding us weren't just our home, but also a source of inspiration? What if they turned everyday actions into conscious rituals? What if the objects that we used for these rituals didn't reflect just our tastes, but also our personalities?

## From personalities

We don't have one right answer to this fantastic idea—we have many, developed together with some of the best designers of our time, whose ideas challenge our habits of perception and change our everyday lives. People who live individuality and understand design as an expression of personality.

## for personalities

The bathroom and kitchen are among some of our most intimate living spaces, places where we take care of ourselves. The element of water we use to do so is a precious resource. Through outstanding design, we give water a form that unmistakably expresses this appreciation.



# The Agents of

Edward Barber and Jay Osgerby are a highly acclaimed creative pair that exemplify the idea of interaction design. The approach stands for the user's interaction with the product—what he sees, hears and needs. This art of design has also led to international public commissions, including the creation of the Olympic Torch 2012 and the design of a two-pound coin for the Royal Mint, both of which feature crucial haptic details. Barber Osgerby collaborated with AXOR to realize interaction design within the bathroom. In 2015, the AXOR One shower collection made its debut at the London Design Festival.

The work of Barber Osgerby is diverse and always user-oriented. Over the course of their 25-year collaboration, they have produced breakthroughs for a variety of prestigious clients.

# Interaction Design

Edward Barber and Jay Osgerby met at the Royal College of Art in London. In 1996, they opened their design studio in the same city. They rose to the top of the international design scene within a few years, working with clients such as Knoll, Cappellini, B&B Italia, Sony, Swarovski and Vitra. Today, their work is displayed in limited series, exhibitions and in hotel architecture.

In 2011, the Barber Osgerby design practice expanded into other divisions: the Universal Design Studio, specializing in interior design, and MAP, an office for strategic design development. Since then, they have focused on the intersections between industrial design, furniture design and architecture, with tremendous success. Their work has received awards from numerous international trade magazines. The designers themselves have been awarded the title "Royal Designer for Industry" and received the "Order of the British Empire".



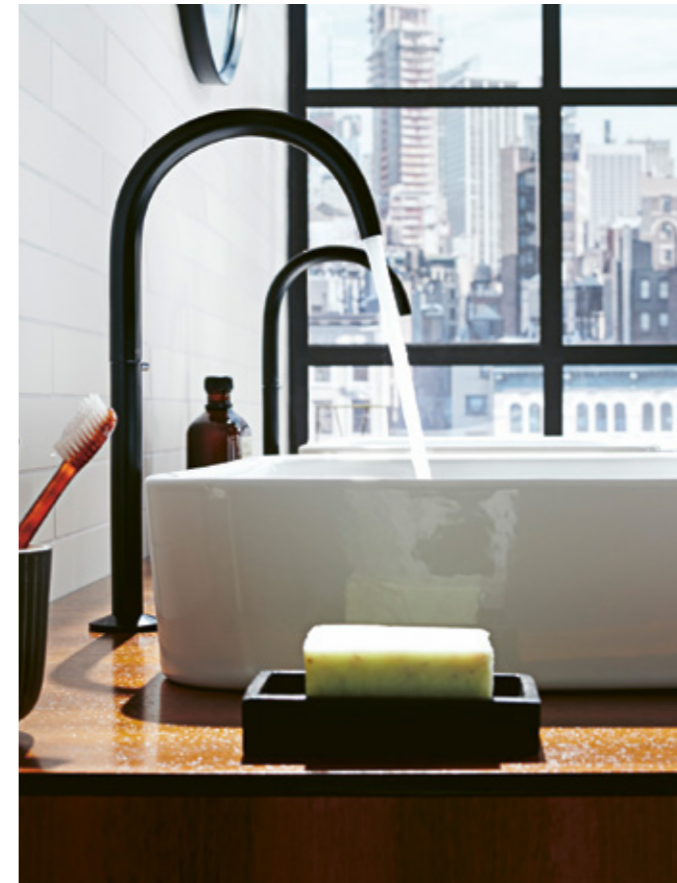
Osgerby

Barber

# The Essence



# of Simplicity



## AXOR One

DESIGN  
—  
BARBER OSGERBY



With AXOR One, Edward Barber and Jay Osgerby have reinvented familiar archetypes—for greater clarity of form, improved function, and optimal control. The result is a collection of sleek, elegant shapes that embody the principles of compact luxury.



## Radically reduced design



## and extraordinary functionality

In different heights and versions with and without Select technology, these faucets fit a wide variety of bathroom styles, sinks, and countertop sinks. For a uniform look in the shower space, the collection showers are combined with the AXOR One thermostat module.

A collection of sleek,  
elegant shapes



embodies the principles  
of compact luxury



As an impressive interpretation of a familiar form, the three-hole faucet with Select technology offers gently contoured handles that fit comfortably in the hand and welcome the touch. AXOR One is available in up to 15 exclusive AXOR FinishPlus surfaces, such as Chrome and Matt Black, and brings timeless design to every bathroom.





## Philippe Starck Design Visionary

“The only acceptable style is freedom.”

Philippe Starck is one of the most celebrated designers and architects of our time. Extroverted and unexpected, free-spirited with an unusual style, Starck experiments with materials and alters people’s visual expectations. As a vision of a better world, his creations express a responsibility for society and the environment.

PHILIPPE STARCK

Philippe Starck is synonymous with tireless design and unending inventiveness: from loudspeakers to chandeliers, motorcycles to mega-yachts, sensational interior design to electric bicycles and innovative, prefabricated wooden houses. His creations, which number over 10,000, confirm his keen sense for the essential and deep understanding of contemporary change. His works are displayed in museums and exhibitions worldwide.

Philippe Starck has been generating “aha” moments and setting international standards with his design since the 1980s, and has collaborated with AXOR on bathroom design for over 25 years. In 1994, the Salon d’eau by Philippe Starck sparked a revolution. It became the first modern residential bathroom and the first complete bathroom collection from AXOR. Groundbreaking at the time and now a classic, the joystick handle is joined by other innovations to enrich bathroom design: the shower column and the bar handshower, creations in the spirit of minimalism. This design principle runs through all four AXOR Starck collections, AXOR Starck Organic, the AXOR Starck V glass mixer line and the AXOR ShowerCollection.

The son of a French aircraft engineer and inventor, Philippe Starck was born in Paris in 1949. He studied interior architecture and design at the École Nissim de Camondo. In 1976, he founded the “Starck Product” company. Fitting François Mitterrand’s private rooms in the Élysée Palace made him famous; the Café Costes in Paris an international star. With the boutique hotel The Royalton in New York he ushered in a new category: design hotels. Starck has always been a success in the international residential construction industry, and produces exceptional apartments in unique locations around the world under the brand Yoo. The first Frenchman ever to be asked to talk at the renowned TED Conferences, Starck was awarded the Knight of the Legion of Honor in 2000.





A  
—  
FOR ARCHETYPE



AXOR Starck is the realization of a visionary idea. A reinterpretation of the archetypal well water pump: familiar in terms of shape, uncompromising in function, and with an elemental connection to water. As a milestone in faucet design, AXOR Starck has been taking the world's bathrooms by storm for over 25 years. A classic today, it remains as avant-garde as it was the day it was introduced.



THE ARCHETYPE

The AXOR Starck lavatory bathroom faucet is all about streamlining. From the archetypical shape with diagonal spout and different handle variants, it is, just like the shower column, a milestone of minimalist design.



AESTHETICS OF MINIMALISM



# The of Vitality Water



# AXOR Starck V

DESIGN

PHILIPPE STARCK



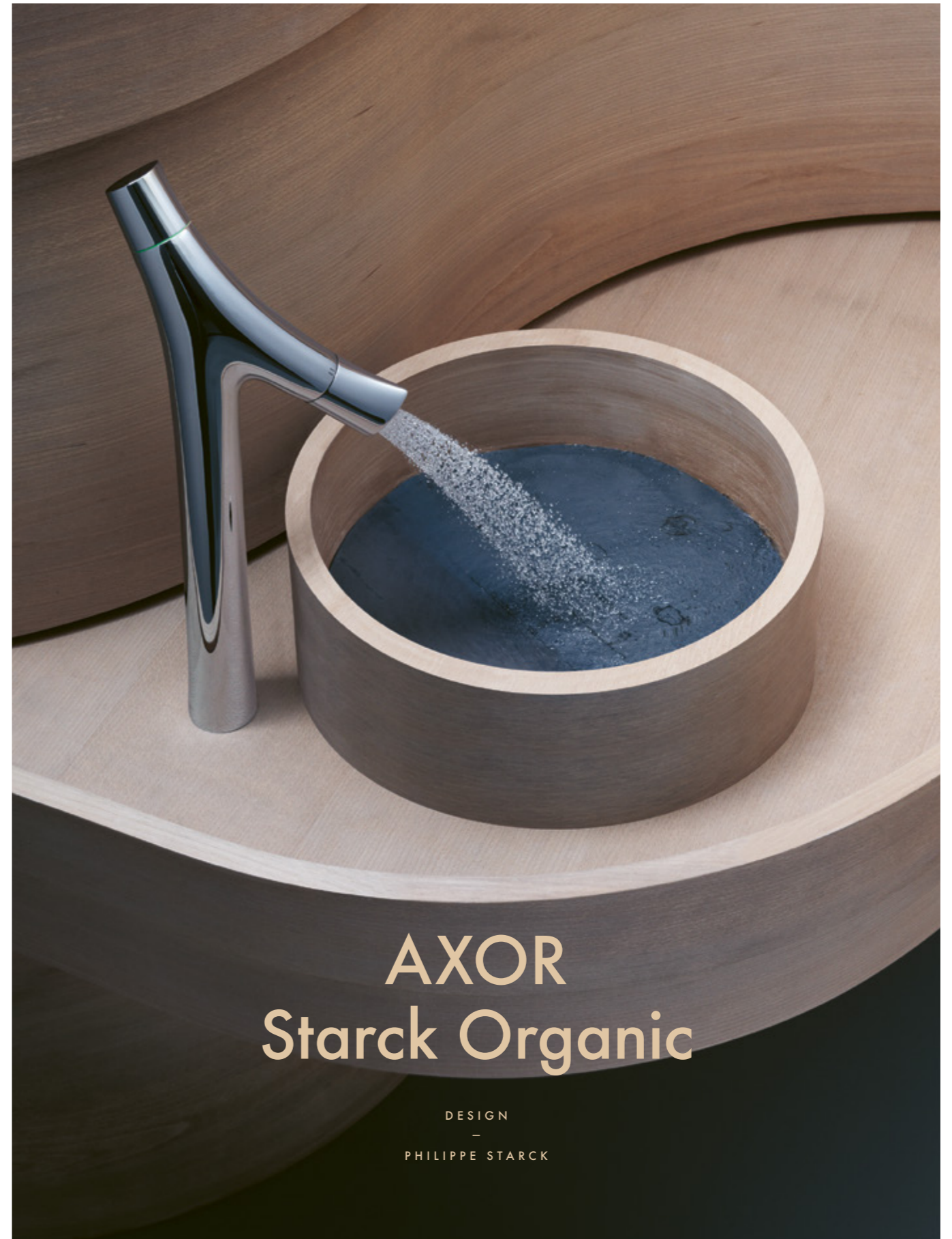
## FACETS OF EXTRAVAGANCE

The crystal glass spout, classically elegant or refined as a diamond cut or faceted, can be changed with a click.

Water releases energy. Courage shapes it into spectacular form. AXOR Starck V frees water and reveals a special kind of natural spectacle: the water vortex, in all its power and beauty. Vital and pristine. A daring idea: AXOR Starck V makes the vitality of water visible.

# Sense and Sensibility

Inspired by nature, AXOR Starck Organic combines pure beauty with remarkable efficiency. As sculptural as it is sensual, its avant-garde design is organic in form and minimalist in its use of resources. Completely in line with the best of nature.



AXOR  
Starck Organic

DESIGN  
—  
PHILIPPE STARCK





TRIBUTE TO THE NATURAL WORLD

AXOR Starck Organic evokes the beauty of the natural world:  
a tree branch, a drop of water.  
Handles merge with the body to create a single unit.



CONSISTENTLY MINIMALISTIC

An original operating concept separates the control of water volume and temperature. The innovative faucet-shower spray sets new standards at the sink at just 3.5 liters per minute. Honored with the Green Product Design Award.





THE RETREAT AT BLUE LAGOON, ICELAND

Water meets wellness—in a one-of-a-kind destination

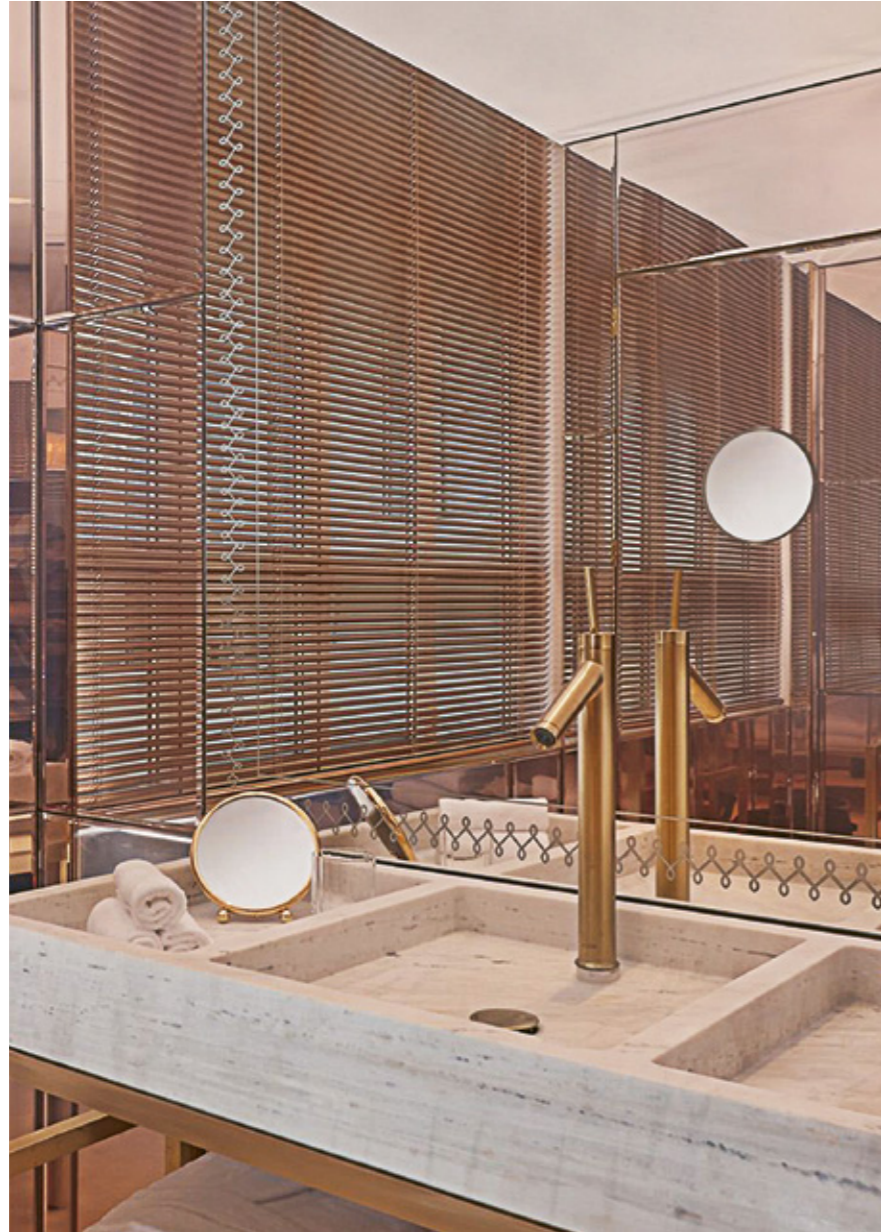
The Retreat at Blue Lagoon in Iceland combines earth, water, and design in unprecedented ways. An 800-year-old lava flow runs through the heart of the resort, while the unique rock formations blend with the architecture. But the true star is the water. The mineral-rich waters of the Blue Lagoon are famous for their healing powers and otherworldly beauty. The Retreat's luxury hotel is completely surrounded by this water.



The special connection to water continues on the inside, where the bathrooms feature AXOR Starck faucets and AXOR Showers products in Classic Chrome and in Brushed Black Chrome, an AXOR FinishPlus surface.







#### 9 CONFIDENTIEL, PARIS

Exclusive, cultivated luxury—the “daydream” of a Philippe Starck hotel.

Designed entirely by Philippe Starck, Hotel 9Confidentiel in the Marais, Paris is a world of pastels blended with light wood, brushed stainless steel, pink brass, wrought iron, and Ara Starck’s vibrant frescoes. The interior design—inspired by the subtle and sophisticated poetry of the 1920s—moves between neo-classical and ultra-modern, with a touch of surrealism for good measure. Surrounded by a dream world, guests can immerse themselves in the luxurious bathrooms to discover the beauty of AXOR Starck and AXOR Citterio E. With their special Brushed Brass finish, both AXOR collections bring a very special shine to the bathrooms, which are completely lined with faceted glass.

# The refinement of the unique

Luxury manifests in the fulfillment of personal desires; customization par excellence. The exclusive surface finishes from AXOR FinishPlus set new standards, from the new, lacquered Matt Black surface to Polished Gold Optic and Brushed Black Chrome. Surfaces of exceptional brilliance, robustness, and durability, manufactured in Germany to the highest technical standards—from single pieces to large quantities.



AXOR FinishPlus PVD surface finishes have character. Each color is the result of intensive development and refined in AXOR's vacuum chambers using the PVD (physical vapor deposition) process. An electric arc discharges in the high vacuum, gases combine with zirconium. The mixture hits the faucet's chrome surface. This high-tech process gives the surface unprecedented brilliance and high resistance to scratches, cleaning agents, and the salt of the sea air.

In addition to the exclusive AXOR FinishPlus surfaces, individual colors of one's choice are possible via AXOR Signature. The options are almost unlimited. To turn a special product into something unique, a feasibility test is first carried out by AXOR's experts.



BRUSHED BRASS  
- 950



POLISHED GOLD OPTIC  
- 990



BRUSHED GOLD OPTIC  
- 250



BRUSHED BRONZE  
- 140



POLISHED RED GOLD  
- 300



BRUSHED RED GOLD  
- 310



BRUSHED NICKEL  
- 820



STAINLESS STEEL OPTIC  
- 800



POLISHED BLACK CHROME  
- 330



BRUSHED BLACK CHROME  
- 340



MATT BLACK  
- 670

Matt Black is exclusively available for products of the AXOR One Collection and AXOR Universal Circular Accessories as well as selected complementary products.



POLISHED CHROME  
- 020



BRUSHED CHROME  
- 260



POLISHED NICKEL  
- 830



POLISHED BRONZE  
- 130



POLISHED BRASS  
- 930





THE ALCHEMIST, COPENHAGEN  
A journey that touches all the senses

Since its opening in 2019, The Alchemist has earned two Michelin stars for its highly creative, technically complex dishes and choreographed culinary experiences. For its bathrooms and kitchens, the AXOR Starck Organic, AXOR MyEdition, and AXOR Citterio collections were chosen with the exclusive customization services of AXOR FinishPlus in Brushed Black Chrome.





# Jean-Marie Massaud



## Creator of Refined Environments

“Creation is an idealization of feelings and memories.”

JEAN-MARIE MASSAUD

Massaud’s unmistakable style creates momentum in everything from product design to architecture. His designs aim to impact people while providing better living spaces for them. Strongly influenced by the beauty and usefulness of nature, he creates synergies between design and architecture.

Volcanoes, clouds and waterfalls: Jean-Marie Massaud is inspired by nature in a unique way. His organic design is world-famous. The football stadium in Guadalajara, Mexico, is particularly sensational. Lying in the middle of a volcanic landscape, it was designed by Massaud to resemble a volcano—an architectural approach that respects the topography and the environment.

The bathroom of the future, according to Jean-Marie Massaud, is a respite from the frantic pace of modern life. Together with Massaud, AXOR created the de-technologized AXOR Massaud bathroom collection. Faucets with a sensuous waterfall and washbasins inspired by natural forms. And with AXOR Edge, Massaud has produced an architecturally inspired, cubistic collection that elevates luxury to new heights.

Massaud was born in 1966 in the southern French city of Toulouse. He attended the renowned “Les Ateliers” school and the École Nationale Supérieure de Création Industrielle in Paris, a college for industrial design. His career began in Hong Kong, and he and his architectural partner Daniel Pouzet formed Studio Massaud in Paris in 2000. Today, it is difficult to imagine the international architecture and design scene without Massaud’s art and craftsmanship.

All his work—whether cars, perfume bottles, hotels or football stadiums—pursues a clear goal: the connection between people, space and nature. His clients include major international brands such as Cacharel, Foscari, Lancôme, Renault and Toyota. Jean-Marie Massaud has won several prestigious design awards, including “Designer of the Year,” “Wallpaper Design Award,” and “Interior Innovation Award.”

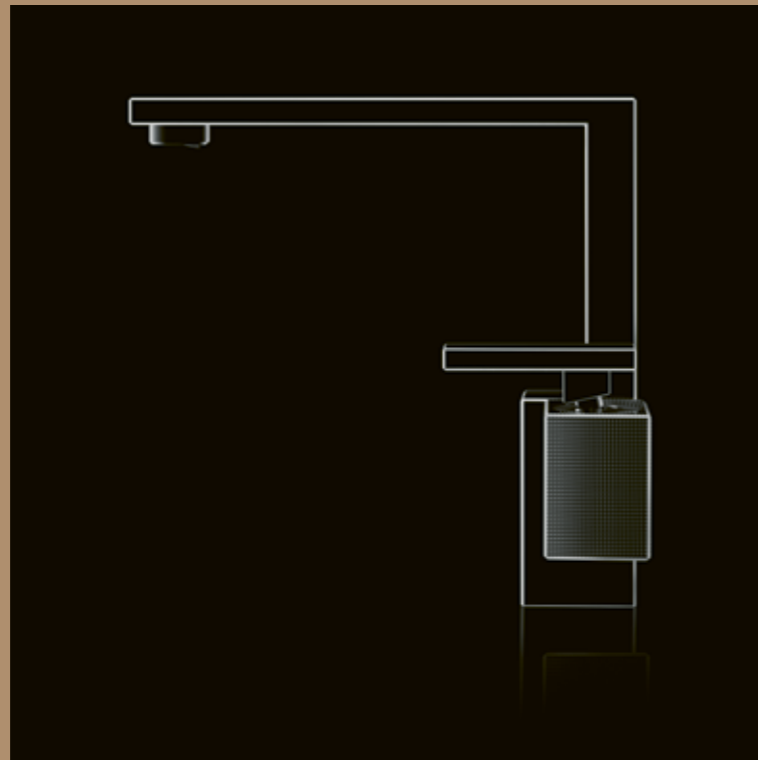


# The Impact of Architectonics

The cube, chosen as an art object by the avant-gardists of the early 20<sup>th</sup> century, continues to evolve with AXOR Edge. A luxurious symbiosis of geometric bodies and maximum precision – a masterpiece through and through. Each individual cube is joined together asymmetrically to create one impressive whole. AXOR Edge faucets break boundaries in both aesthetic and technical terms: Diamonds are used to create ultra-precise edges and surfaces that border on perfection. Partially refined with fine structures, the faucets exceed even the highest demands of their owners.

## AXOR Edge

DESIGN  
—  
JEAN-MARIE MASSAUD





AXOR EDGE IS LIKE A  
RARE JEWEL IN THE BATHROOM

The fine structural details are created with the same high precision as the overall form: Diamonds facet the surface of the solid brass block with micrometer precision. Line by line, precise frustums are created over several steps, reflecting a fascinating play of light and shadow. The completion of a precious piece of jewelry.



ARCHITECTONICS,  
EVEN IN THE SHOWER

AXOR Edge takes exclusivity to a new level with reflective surfaces that evenly reflect the light. The AXOR Edge Select thermostat module uses flatness as a luxurious design element. A statement in the shower, a highlight in operation.



Precision is the foundation of brilliance; manufacturing with diamonds is the benchmark for perfect surfaces and edges. With AXOR Edge, it all comes down to the thousandth of a millimeter and the precise meeting of angles at exactly 45°. For this reason, a specially developed diamond machine is used, with a diamond tool like those used in the aerospace and laser industries.



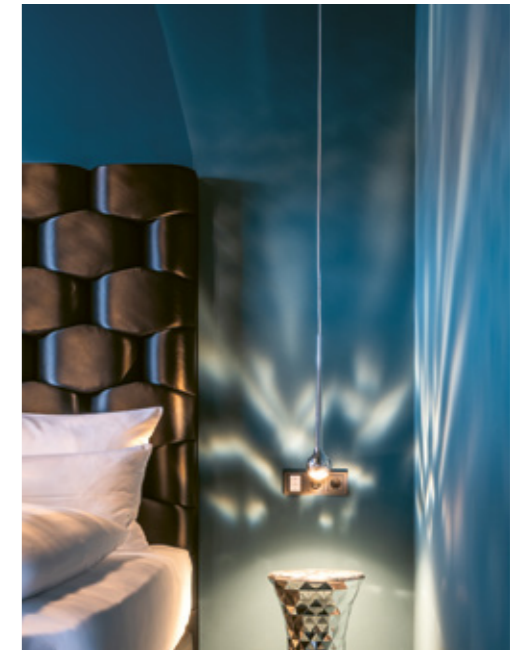


A characteristic feature of the AXOR Massaud faucet is the generous shelf on which accessories can be placed. A surprisingly magical moment happens when a perfect waterfall flows from the shelf.



AXOR Massaud perfects the connection between humanity and nature. The collection is consistent in its organic, avant-garde design. Its appearance is radically inspired by the elements of nature. No distractions, consciously celebrating the moment with the elixir of life, water. It is why designer Jean-Marie Massaud created the design language of AXOR Massaud in an uncompromisingly organic way: the body resembles a blade of grass and the spray a natural waterfall. The bathroom becomes a place of peace and relaxation.





DESIGNHOTEL LAURICHHOF, PIRNA  
A runway for individuality

At the Laurichhof, every area is designed down to the smallest detail. 27 individually furnished suites invite you to experience and learn, to wonder and admire, to relax and unwind. In the three-room "Unter dem Meer" (Under the Sea) suite, AXOR collections set design accents in both bathrooms: The bathroom, with mosaic tiles in coral red and orange features an AXOR Massaud three-hole basin faucet. The AXOR One hand shower is used in the shower, pampering users with a wide band of water.





# Antonio Citterio Master of Elegance

“Whoever enjoys the ritual of daily washing should do so with beautiful objects.”

ANTONIO CITTERIO

**Antonio Citterio covers the entire spectrum, from hotel bathrooms to luxurious private bathrooms. His wealth of experience benefits bathroom design as a whole and is evident in three AXOR collections.**

Antonio Citterio has impacted Italian design in a way that few others have. An architect, designer and perfectionist, his signature expresses an unwavering mix of classic shapes and high-end materials. This is why his homeware, lighting, kitchens, bathroom collections, furniture, and architectural designs are in such high demand—from chairs to company headquarters. Always restrained yet always dedicated to one goal: serving function and beauty.

Citterio considers space first, factoring in architecture and design subsequently. AXOR Citterio, his first bathroom collection, reflects this approach. Monumental yet timeless, the collection draws from the neoclassical design of the 1930s. The AXOR Citterio M and AXOR Citterio E collections, as well as the AXOR Universal accessories range, all fall under the same credo of perfection and Italian elegance.

Citterio was born in 1950 in the northern Italian town of Meda. He designed his first piece of furniture in his father's workshop, and he was 18 when his cabinet design won an award. Aged 22, he opened his own design studio while studying architecture at Milan Polytechnic.

Together with Patricia Viel, Antonio Citterio created an interdisciplinary firm for architecture, interior design, and graphic design in 1999. Since then, he has worked for leading international brands—creating luxury hotels, offices and exhibitions, design objects for major furniture manufacturers and residential and commercial complexes worldwide. One example: the apartments within the Elbphilharmonie building in Hamburg. Antonio Citterio has received numerous awards and is a professor at the University of Mendrisio's Accademia di Architettura. In 2008, the British Royal Society awarded him “Royal Designer for Industry”.



## AXOR Citterio

DESIGN  
—  
ANTONIO CITTERIO  
TOAN NGYUEN

THE

# Celebration

OF

# Water

Water is precious. AXOR Citterio, a striking collection that is tangibly and visibly high-quality, is the best way to celebrate water. Strong shapes, soft lines, and striking surfaces, combined in a unique geometric harmony, reveal the characteristic influences of Italian neoclassical architecture. A modern classic—unmistakably contemporary, unforgettably timeless.





## MONUMENTAL COLLECTION

The angular, precisely manufactured handles are particularly striking. As a cross handle, as a lever handle variant, or with a filigree joystick handle— they all make the use of water a tangible experience.







MASTERFUL NEOCLASSICISM

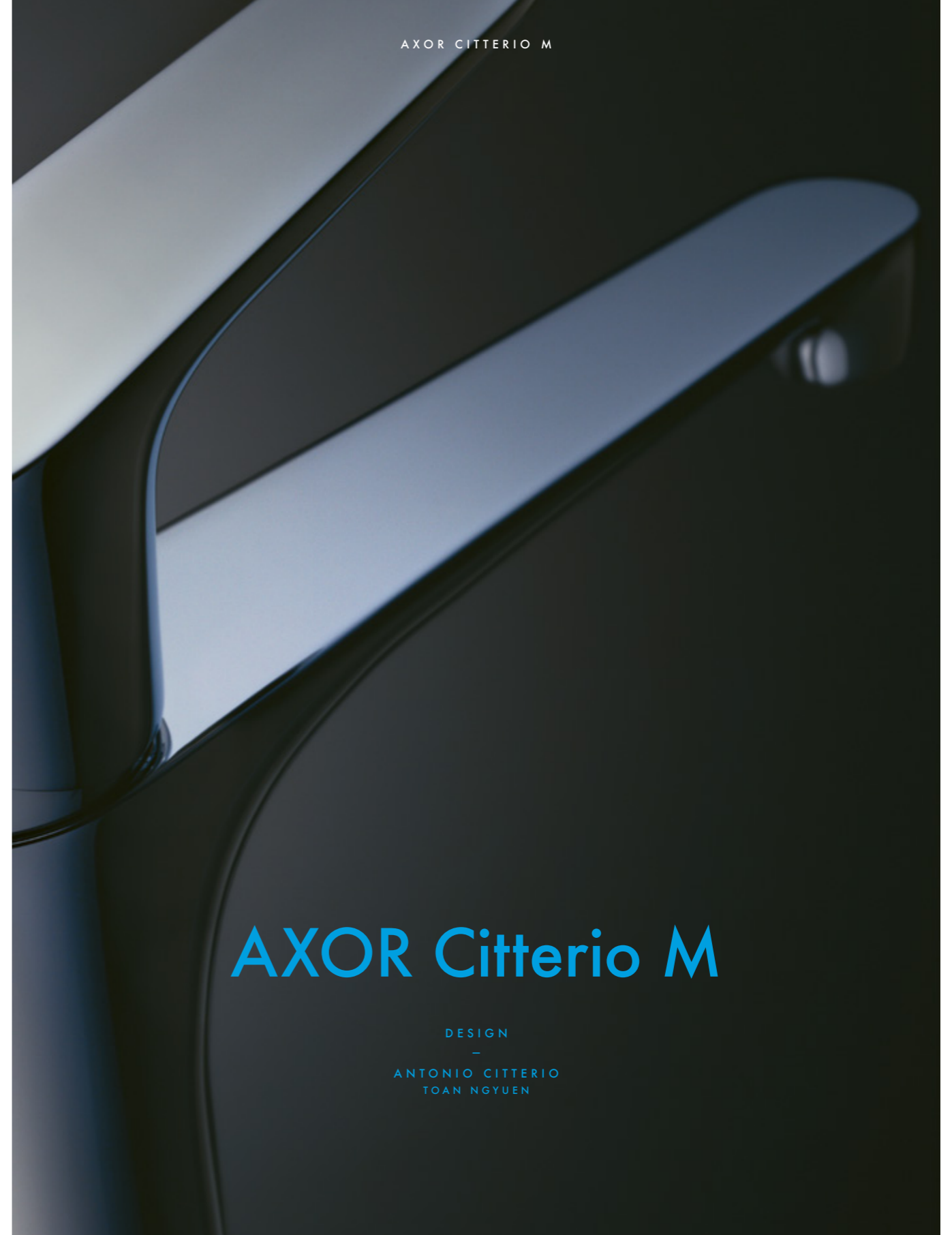
Corners, edges, and pronounced flatness. Radii that bow to the element of water. It is evocations like these that make AXOR Citterio a tribute to the neoclassicism of the 1930s. And to a monumental appearance at the wash basin that lets us experience time in a conscious manner.





# Urban Lifestyle

AXOR Citterio M is a symbol of sophisticated urban living. Simple, slender, towering. With its clearly drawn shapes, the collection stands for modern, worldly elegance and has a low-key, understated effect in the room. A masterpiece for the everyday retreat from the hectic metropolis.



# AXOR Citterio M

DESIGN  
—  
ANTONIO CITTERIO  
TOAN NGYUEN

M FOR METROPOLIS

Particularly characteristic of AXOR Citterio M is the faucet's tapering spout. Shaped like a halved river pebble, flat on top and round at the bottom, the ergonomic lever handles are comfortable to use. AXOR Citterio M meets all the demands of urban living at the highest level.

ANTONIO CITTERIO



# AXOR Citterio E

DESIGN  
—  
ANTONIO CITTERIO

AXOR CITTERIO E

THE ESSENCE OF

# Elegance

Harmony is created  
in the balance of opposites.







## FUSION OF CLASSIC AND MODERN

Beauty comes from contrasts, when balanced down to the last detail—as with AXOR Citterio E. The tapering spout and classic cross handles preserve the traditional heritage and evoke a familiar shape. The modern pin handle and ergonomic lever handle add to this special comfort.

AXOR Citterio E combines round and angular, familiar and new, classic and modern to create timeless elegance. It perfects the beauty of its proportions, evident in the tapered spout and the fine ergonomic design of the handles. The E in AXOR Citterio E stands for this elegance.





**BVLGARI RESORT DUBAI**  
Cosmopolitan luxury meets Mediterranean lifestyle

Bvlgari Resort Dubai is a 160,000-square-meter, Mediterranean-style urban oasis. Located on exclusive Jumeirah Bay, the extravagant, seahorse-shaped island positioned offshore from the city of Dubai and connected to the mainland by a bridge. The resort was designed down to the smallest detail by Antonio Citterio Patricia Viel, the renowned architectural firm from Milan.

AXOR Citterio's neoclassical design perfectly matches Bvlgari's cosmopolitan luxury. The faucets with iconic cross handles bring timeless elegance and urbanity to the wash basin and bathtub. AXOR Citterio's gleaming chrome surfaces subtly contrast with the Trevi travertine, imported exclusively from Tivoli. With its characteristic corners and curves, the collection perfectly reflects the exclusive light of Dubai.

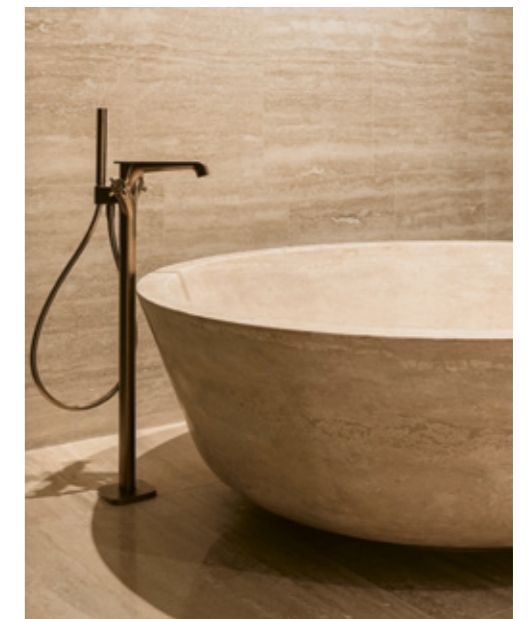


**ARTE SURFSIDE, MIAMI BEACH**  
 A Nuanced execution of compact luxury

Designed by Antonio Citterio Patricia Viel's multidisciplinary architecture and interior design practice, Arte Surfside's sculptural, 11-story residential complex with direct access to the beach embodies a key principle of compact luxury: It provides communal amenities that enhance the residents' experience while creating private living space. The residential units, meanwhile, reflect another aspect of compact luxury, which Citterio describes as "the need for personalized, private spaces that make creative use of their dimensions."



Antonio Citterio worked exclusively with AXOR products at the Arte Surfside. In the bathrooms, he chose AXOR Citterio E faucets, a collection distinguished by the elegance with which it balances opposites. For the bathroom accessories, Citterio chose timeless pieces from the AXOR Universal Accessories range, which he also designed. And in the kitchens, the architect opted for the pull-out kitchen faucets from AXOR Citterio. All of the faucets in the Arte Surfside are finished in Brushed Bronze, one of up to 15 exclusive AXOR FinishPlus surface finishes.



# Unique and made to measure

LASER ENGRAVING, PRINTING, AND DEEP ENGRAVING



Letting and labeling—  
such as symbols for consumer identification

With AXOR Signature, a bathroom faucet, a design object, becomes a highly personal, one-of-a-kind piece, perfectly tailored to the needs and tastes of the customer. AXOR Signature's exclusive services include extending, shortening, and labeling. Be it an adjustment to accommodate the distance from wall to sink or a desire to modify the handles. For unique pieces in the bathroom as an expression of one's own personality, including one's initials or signature. Created by the experts at AXOR.

# A whole new dimension of customization

THE DEFINITION OF PERSONAL LUXURY



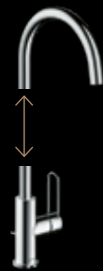
METAL -  
BRUSHED BRONZE

AMERICAN  
WALNUT

BLACK NERO  
MARQUINA MARBLE

NAPPA LEATHER

## Length modification



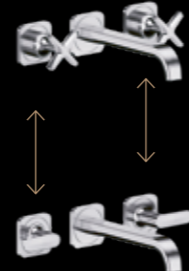
Extending a faucet spout,  
adapted to the height of the sink.

## Redevelopment



Development of a product  
according to customer requirements.

## Component mix



Combination of different design  
and product components.

Metal, wood, marble, leather.

Exclusively for the AXOR MyEdition collection, AXOR Signature enables new haptic experiences at the faucet, transforming a bathroom into an expression of maximum individuality. Premium natural materials such as richly grained walnut veneer, nappa leather, or deep black marble with a pronounced white grain create an especially sensual fascination. Each plate is an unmistakable original, carefully selected by AXOR.





*“The Hotel Villa Copenhagen is a prestigious project where we were able to show just what we’re capable of. In collaboration with the designers and our AXOR Signature department in Germany, we managed to produce the special handles almost perfectly.”*

Dan Rosendal,  
Sales Manager at Hansgrohe Denmark

**HOTEL VILLA COPENHAGEN**  
Tailor-made sustainable luxury

From a post office to a luxury hotel—that is the evolution the Hotel Villa Copenhagen had undertaken by the time of its reopening in summer 2020. The charming 390-room building right next to Copenhagen Central Station has been renovated with a focus on quality and sustainability, including in terms of consumption and materials. It is a vision also reflected in the choice of products in the bathrooms, where AXOR Montreux in Brushed Black Chrome adorns the basins, bathtubs, and shower areas. As an additional touch of luxury, some of the AXOR faucets in the eight suites—designed by the jewelry company Shamballa Jewels—are specially fitted with Shamballa gemstone handles.



# Powerful.



# Playful. Extravagant.

## Patricia Urquiola

The Spanish designer enriches the international architecture and design scene with her feminine design objects that skilfully combine styles, patterns and materials. Urquiola arouses curiosity with her creations and surprises with floral decor and sensual haptics.

Patricia Urquiola is one of the best-known representatives of eclecticism. The imprint of the architect and product designer is unmistakable, and is evident in her many creations for the senses. She creates outstanding designs—including tiles, furniture, lighting, fabrics, carpets—for the world's leading design houses, including Mutina, Kartell, Foscarini and Moroso.

Patricia Urquiola introduced emotional bathroom design for AXOR in 2004 with the AXOR WaterDream. This led to a lively exchange with the designer and resulted in the avant-garde AXOR Urquiola collection. In 2009, this collection celebrated its premiere and unified the essence of her work within a bathroom design.

For Patricia Urquiola, the bathroom is a reflection of its occupants, a space for communication and maximum individuality. A mix of styles and objects, born from the personal experiences of the designer and implemented by an architect with an eye for the whole.

Patricia Urquiola was born in Oviedo, Spain. She moved to Madrid to study architecture and later to Milan for her doctorate at Politec, where she met the Italian design legend Achille Castiglione. She began her career at the luxury label De Padova. In 2001, she opened Studio Urquiola in the design metropolis of Milan. Her studio embodies a contemporary aesthetic with feminine touches and unexpected elements, and her design pieces may be found in museums all around the world, including the Museum of Modern Art. Urquiola has been named Designer of the Year and was awarded the "Gold Medal of Fine Arts" by the Spanish government.





# Poetry for the Senses

Free, impulsive, and with a character of its own: AXOR Urquiola is a multi-faceted collection that is as surprising and idiosyncratic as nature itself. Sensuously enchanting and functionally impressive, the elements and details come together to create something unique.

## AXOR Urquiola

DESIGN  
—  
PATRICIA URQUIOLA



AT HOME WITHIN ECLECTIC AND  
STREAMLINED INTERIORS

AXOR Urquiola displays the high art of style mixing, noticeable in every surface and every curve, down to the smallest detail. The collection enchants with its asymmetries, which look as if they had grown up naturally, and inspires with extravagant shapes from past eras, such as nostalgic wash basins and bathtubs. Charming contrasts combine to create an inimitable style.







PRIVATE APARTMENT, PRAGUE  
Modern luxury in a discreet location

The "Golden House"—as it is also known—is located in Prague's 6<sup>th</sup> district and offers modern luxury in a discreet location. Designer Ivanka Kowalski has created an intimate yet opulent atmosphere by delicately combining different materials. The highlights of this property are the private spa and en suite bathrooms. These spaces are adorned by various AXOR collections, each of which makes a unique contribution to the overall aesthetic.

For the products in the bathrooms, selected from the AXOR Urquiola and AXOR One collections, Kowalski chose exclusive AXOR FinishPlus surfaces of Brushed Gold Optic, Polished Gold Optic, and Brushed Bronze. At the wash basins, AXOR Urquiola faucets create a lively contrast to traditional wood and stone with their artfully eclectic combination of shapes. The floor-standing faucet becomes an extravagant, sensual statement at the bathtub.

Phoenix Design creates clever, useful, and lasting brand experiences. Inspired and forward-thinking, the design and innovation agency is guided by logic, morality, and magic.

CREATING FOR REAL LIFE

# Phoenix Design

As an independent design studio, Phoenix Design is one of the world's best addresses for product and interaction design. As designers, they feel a responsibility to reinvent the world we live in. They believe that focusing on the essentials of life and well-being—whether at home, at work, or on the go—is the greatest way to serve people. Creations from Phoenix Design are tailored to the real needs and desires of people in their everyday lives—regardless of age, origin or lifestyle.

Phoenix Design has worked as a design partner for Hansgrohe since 1987, and with AXOR for over 20 years. The collaboration with AXOR has produced milestones in bathroom design, including faucets that are unmatched in technology and aesthetics. In the early 90s, the Arco mixer, radically different from the then-typical faucet shape, marked the beginning of unique design for faucets and accessories. The classic AXOR Montreux bathroom collection, the purist AXOR Uno collection and numerous AXOR Showers products attest to the long-standing partnership. With AXOR MyEdition, Phoenix created the perfect bathroom collection for the age of individualization. The use of natural materials and exclusive surfaces allows for completely new dimensions of individual expression.

Phoenix Design develops products and entire ranges in a consistently user-centred and distinctive way. Geared to the needs of the user, to self-explanatory product interaction, and always with the aim of conveying brand identity in a typical and touching way. Since its foundation, Phoenix Design has been honored with more than 800 design awards, including "Red Dot Design Team of the Year 2018".

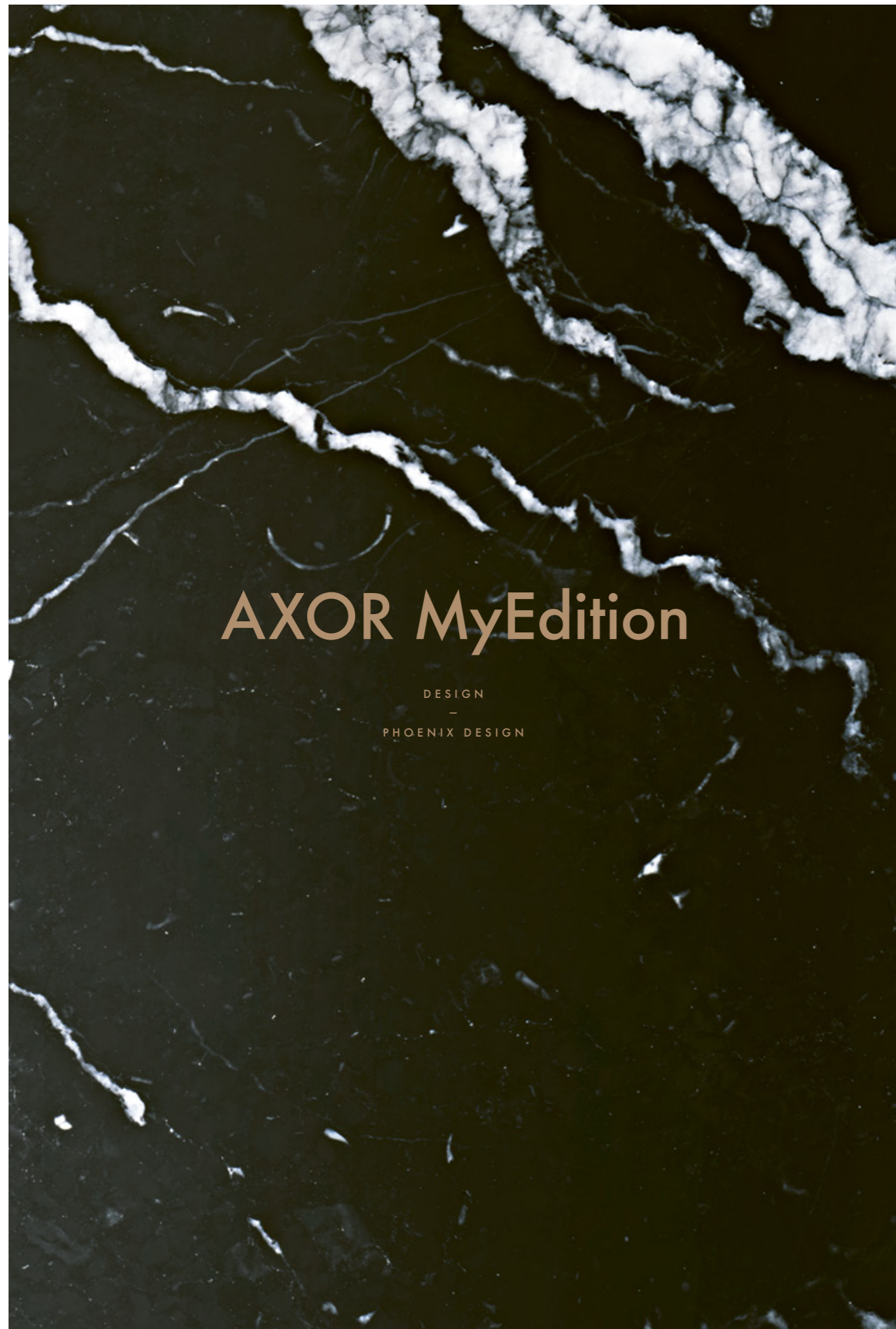
# Partners

# Pioneers



# Personalities





# AXOR MyEdition

DESIGN  
—  
PHOENIX DESIGN

Standing out from the crowd, fulfilling that longing for uniqueness, breaking new ground—AXOR MyEdition stands for all of this. The clear, straightforward design creates a grand stage for selfrealization and personal creativity. With elegant plates made of the exclusive material of one's choice, AXOR MyEdition represents the avant-garde in the era of customization.



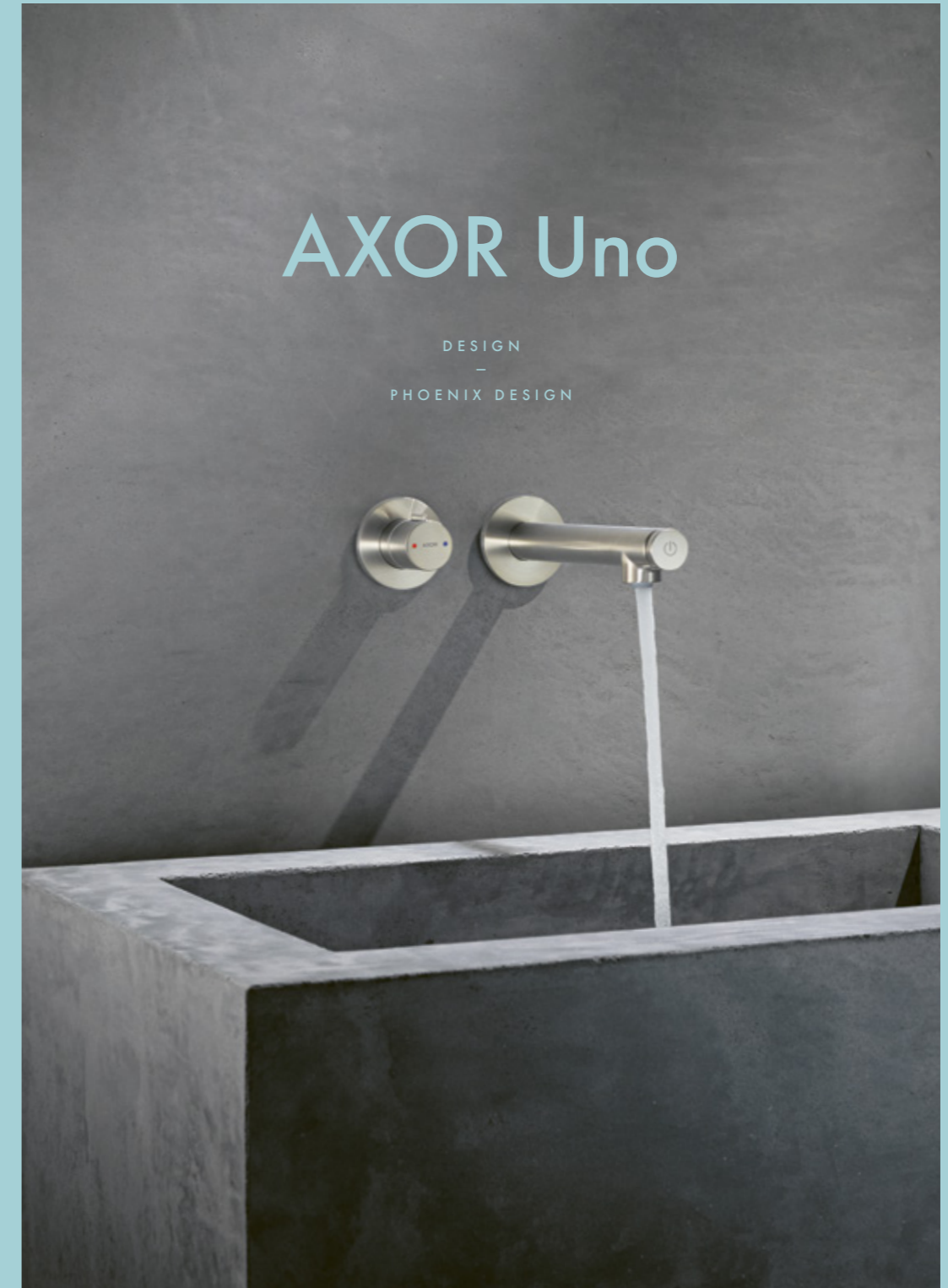
## THE DEFINITION OF PERSONAL LUXURY

The body of each faucet is crowned by a fascinating plate— from glass to metal, wood, marble and leather—that commands charisma. Beyond that, your own desired material can be integrated with the help of a carrier plate. It is hard to imagine more individuality.









With essential shapes and visible constructions, AXOR Uno is purism perfected. The faucet consists of apparently simply connected pipes, the most traditional method for transporting water. Subtly adhering to the golden ratio, the aesthetic form unfolds a special power: the power of purism.

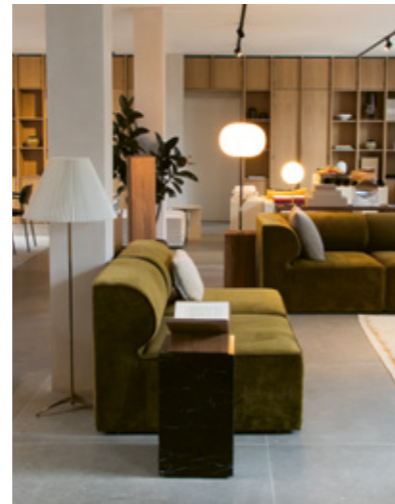


AXOR UNO STANDS FOR  
RADICALLY PURIST BATHROOM DESIGN

All AXOR Uno product variants are essential in shape: from the minimalist bow handle to the zero handle to the purist handle with the innovative Select technology, which starts and stops the water at touch of a button. The unifying element of all these products: radical simplicity in operation. The perfect complement to AXOR Uno in the shower is the AXOR 800 shower pipe, with its consistently purist design.







**THE AUDO, COPENHAGEN**  
A hybrid space for hospitality and encounters

In Nordhavn, Copenhagen's old industrial harbor, new life has been breathed into a neo-baroque building from the early 20<sup>th</sup> century. The Audo celebrates and hosts human encounters in the global, digital age. Bjarne Hansen, founder of Danish design firm MENU, and Jonas Bjerre-Poulsen, co-founder of Norm Architects, conceived The Audo as a hybrid space, a platform for bringing local and international creatives together. Guests will appreciate it first and foremost as a unique hotel. Through the choice of materials and colors, each room evokes a different mood.



The understated, refined aesthetics are also reflected in the bathrooms. Here, Norm Architects opted for AXOR Uno faucets. AXOR Uno harmonizes with the individually designed rooms—whether in Brushed Black Chrome for a “lunar” ambiance or in Brushed Bronze for a “deep forest” atmosphere. Other finishes include Brushed Brass and Stainless Steel Optic. In addition to AXOR Uno, the rooms were equipped with AXOR Showers products such as the 350 overhead shower with its enveloping PowderRain spray. The penthouse rooms offer luxurious showers like the AXOR ShowerHeaven. On the floor below, the kitchen features AXOR Citterio kitchen faucets in the exceptional Semi-Pro variant.

# The Tradition of Industrial Design

The Belle Époque, at the turn of the 19<sup>th</sup> and 20<sup>th</sup> centuries, was an age of awakening and technological progress. Immortalized in the grand hotels of Europe and particularly in Montreux, the legendary spa town on Lake Geneva. The AXOR Montreux collection, inspired by this tradition and history, captures the authentic design of the first industrially manufactured faucets.



## AXOR Montreux

DESIGN  
—  
PHOENIX DESIGN







AXOR MONTREUX IS A  
COLLECTION THAT COMBINES CLASSIC DESIGN  
WITH MODERN FUNCTIONALITY

The authentic aesthetics of industrial design are evident in the slip-fit pipes.  
The bridge faucet and cross handles are unmistakably classic.  
AXOR Montreux also gets a modern interpretation with high spouts and  
lever handles. AXOR Montreux is a combination of outstanding  
technology and modern functionality. Particularly true to detail: the porcelain  
inserts, with individual lettering from AXOR Signature on request.

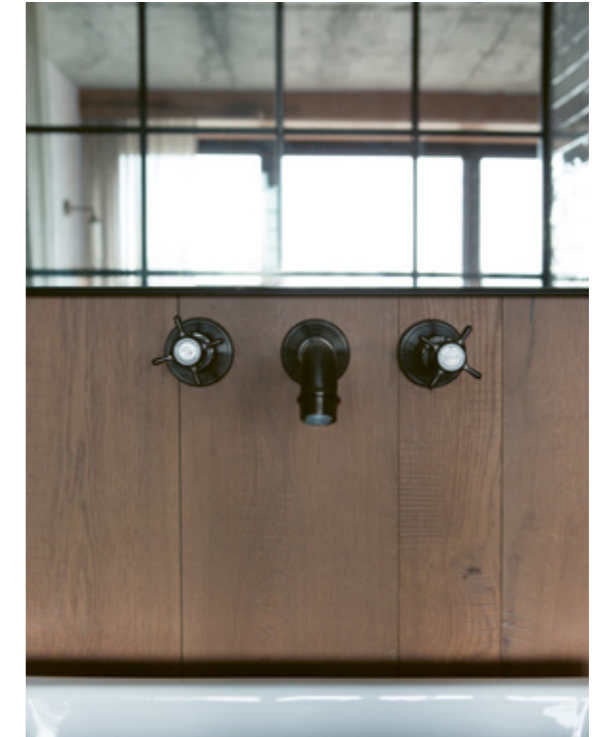






TREEHOUSE, LONDON  
 Luxurious sanctuary above the city

The Treehouse Hotel successfully combines the charm of the past with the comfort and convenience of the present. The hotel's eclectic vibe extends into the en-suite bathrooms, where faucets from the AXOR Montreux collection combine the charm of a bygone era with contemporary technology and finishes. All AXOR Montreux faucets are finished here in Brushed Black Chrome, one of the exclusive AXOR FinishPlus surfaces.





# AXOR Showers

DESIGN

—  
PHILIPPE STARCK  
PHOENIX DESIGN  
NENDO  
FRONT  
BARBER OSGERBY

Ultimate in design, impressive in space:  
AXOR shower products offer a captivating experience that  
celebrates the precious element of water.  
Perfect design objects for the body, the mind, and the room,  
making the shower a safe haven.



The AXOR ShowerHeaven 1200/400 4jet combines purist design with state-of-the-art engineering. Different spray modes ensure a luxurious showering experience: the unique PowderRain spray, the gentle, wide-area Rain spray, and a relaxing, meditative Mono spray integrated into an overhead shower.



The touch of a button opens the individually adjustable wings, where the PowderRain spray mode can wet the entire body from the side and leave the head area dry—a pure 3D wellness experience. The optional, integrated ambient light in state-of-the-art LED technology is available in two light colors.

# AXOR ShowerHeaven

DESIGN  
—  
PHOENIX DESIGN

The AXOR Select thermostat module stands for simple, intuitive operation. The Select technology lets users choose their spray modes at the touch of a button, and is the perfect complement to the AXOR ShowerHeaven.





Nendo



Poetic  
Design

from

Cutting-edge design by Nendo is simple, minimalist and always surprising. The creations of Japanese designer Oki Sato break with habitual perceptions, produce “aha” reactions and are intuitively understandable.



Japan

A SOURCE OF  
LIGHT AND WATER

Architect and designer Oki Sato named his office Nendo after the Japanese word for “dough”. An indication that his designs are created in a very playful way. This unusual approach has positioned him at the top of the international design scene and made him a perfect design partner for AXOR since 2013.

Nendo’s client list reads like a who’s who of the furniture industry: Kartell, Cappellini, DePadova, Foscarini, Baccarat. These names are joined by famous international luxury brands such as Louis Vuitton, Lexus and Cartier with commissions for architectural projects and showroom concepts.

AXOR WaterDream marked the beginning of the collaboration. Oki Sato designed his idea of the perfect shower. He presented an extraordinary idea: a shower with ambient light. A light with a sophisticated water design. And a luxurious design object that lends homeliness to the shower. The dream of a living room light within water became the AXOR LampShower. A signature piece in the bathroom—a milestone in bathroom design.

Their design is not typically Scandinavian. It is experimental—a play of visual effects, inspired by fashion, film and science. They infuse always magic into every utilitarian object. Their trademarks are their ironic point of view and joyful sense of surprise.



# The Avant-Gardists from Sweden

## A NEW PERSPECTIVE ON THE SHOWER

With Front, Anna Lindgren and Sofia Lagerkvist have created an international design studio that is in demand around the world. When it comes to product design and production methods, these avant-gardists are ready to experiment and toss traditional notions out the window. At Front, the boundaries between interior design and art become blurred.

The collaboration between AXOR and Front began in 2013 with an AXOR WaterDream. The aim was a new interpretation of the shower. The result was an installation of pipes, valves and funnels: new archetypes, a water experience in its purest form. The installation gave rise to the AXOR Showers designed by Front, archetypal in shower design and a homage to traditional craftsmanship. The AXOR Showerpipe celebrates the aesthetics of technology. The combination of an overhead shower arm that swivels horizontally and a hand shower creates an authentic industrial look in the bathroom. The highlight is the archaic funnel that releases water in two spray types. An interplay of the utmost perfection.



AXOR SHOWERPIPE





# Unique Design Objects



Perfect showers and thermostats give shape to technology. Especially impressive as an all-round spa experience with an AXOR ShowerHeaven 970 / 970 and the AXOR ShowerCollection. The AXOR One control element is mechanically precise and intuitive to control thanks to the impressive Select technology. And last but not least, the innovative PowderRain spray mode, a fine rain shower, like an all-enveloping cocoon of water— from the AXOR 300 / 300 overhead shower, for example.



# Perfection in Every Detail

Bathroom accessories from AXOR.  
 AXOR Universal by Antonio Citterio, AXOR Universal Circular by Barber Osgerby, and the bathroom accessories in the AXOR Montreux collection by Phoenix supplement and perfect the bathroom.



DESIGN  
 —  
 ANTONIO CITTERIO  
 BARBER OSGERBY  
 PHOENIX DESIGN



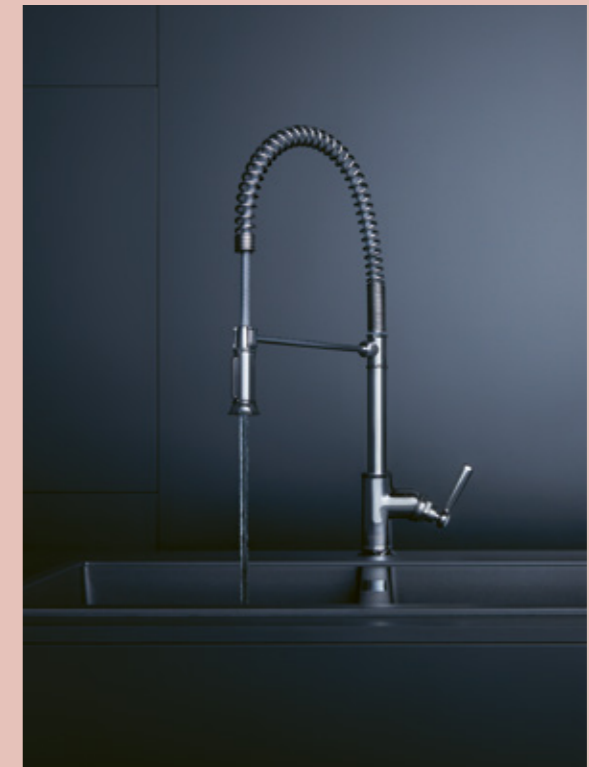
AXOR accessories are design objects that match a wide range of AXOR faucets and shower products, allowing for bathroom design in a consistent design language.



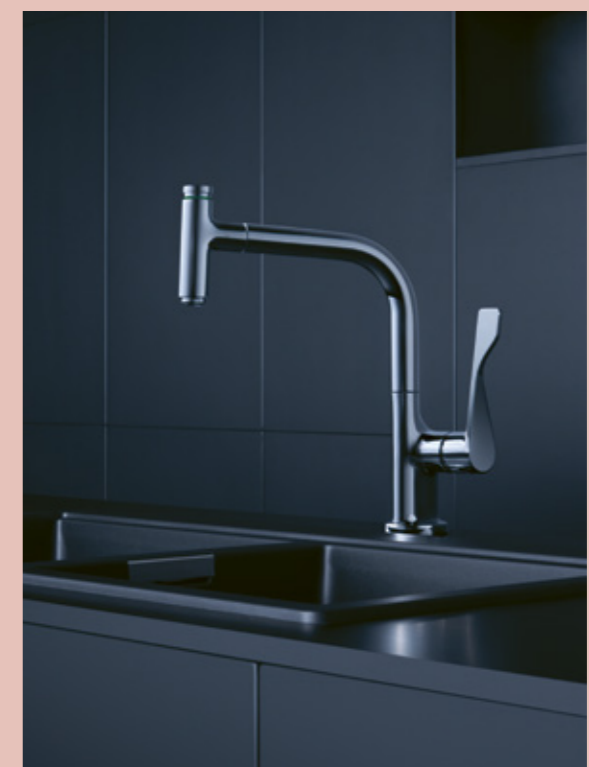




Where the innovative power of AXOR meets the creative power of the world's best designers, sensuous new aesthetic dimensions emerge. Here, culinary evolutions are created at the highest level. Like the Select operating technology, an example of the latest technological advances. AXOR kitchen faucets offer top quality in a variety of designs and variants— with or without pull-out sprays, with different spray modes, and semi-pro and 360° swivel spout variants.



ONE-OF-A-KIND KITCHEN FAUCETS,  
FROM MINIMALISTIC TO TRADITIONAL



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9Confidentiel, Paris - 9Confidentiel  
Arte Surfside, Miami Beach - Kris Tamburello  
Bulgari Resort Dubai - Bulgari Resort and Spa  
Designhotel Laurichhof, Pirna - Designhotel Laurichhof  
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