

## Press Information

### FOR IMMEDIATE RELEASE

**WINNERS ANNOUNCED!**  
**HANSGROHE+AXOR DAS DESIGN COMPETITION**  
*Eight Inspirational Projects Awarded In Inaugural Competition*

[November 2014] Hansgrohe Inc., the U.S. subsidiary of the leading kitchen and bathroom products manufacturer, is pleased to announce the results of its first-ever Hansgrohe + Axor Das Design Competition, which attracted outstanding entries from around the country. The award pool comprises four Winners, three Honorable Mentions and a Special Mention as determined by a jury of media and representatives from the A&D community and Hansgrohe USA.

Open to architects and designers across the U.S., the Das Design competition celebrates excellence in design, sustainability and installation of Hansgrohe and Axor products in real-world projects. It demonstrates the range and versatility within the two brands, from contemporary classics to the more cutting-edge, through intelligent and inspiring interiors, and in the process, honors the work of the brands' industry partners and its impact on two of the most important spaces in a project—the kitchen and the bath.

As Hansgrohe USA President Erik Christensen remarks, “We’re absolutely thrilled and encouraged with the level of participation by architects and designers from around the country. The caliber of submissions and degree of thought behind the specification and integration of Hansgrohe and Axor product within each scheme is remarkable. We look forward to building on the success of our first Das Design competition in the years to come.”

The Das Design jury included Annie Block, deputy editor of *Interior Design*; Paul Makovsky, editorial director of *Metropolis*; Wayne Turett, Principal of Turett Collaborative Architects; Michael Reiman, Hansgrohe international projects consultant for the North East; and Luky “Jade” Ng, design studio manager of Axor NYC. The jury found the overall quality of submissions to be very high and was impressed with the wide range of products specified. The winning projects gave careful consideration to the use and application of each of the products within the context of their design brief and clients’ needs. Reiman adds, “It was great to see the breadth of ideas within individual projects as well as the hard work that went into the materials for each entry in our inaugural competition—in that sense, they were all winners.”

The winning architect or designer of each category will receive a round trip to Germany—home of Hansgrohe and Axor— and be part of a VIP delegation attending ISH, the world’s largest tradeshow for the combination of water and energy in building solutions, in Frankfurt in March 2015. They will also take part in local cultural activities in the region.

The inaugural Das Design Competition results are:

## HOSPITALITY WINNER

**Firm:** HOK

**Project:** Five-Star Luxury Suite

**Architect:** Christina Hart, Senior Principal, Director of Hospitality Interiors

**Distributor:** Grande Central Showroom on 56 St

**Contractor:** Pace Plumbing

Both Hansgrohe and Axor fixtures are installed in the opulent master bathroom of a five-star suite in a luxury property in New York that boasts views of Central Park, the Hudson River and Columbus Circle. A study in indulgence and elegance, the space beckons guests with a custom 59-inch round gunmetal gray tub and a sinewy circular pendant light with Swarovski crystals. To create a full spa experience, HOK used fixtures from the Axor ShowerCollection with Philippe Starck including the ultra-luxurious Axor ShowerHeaven, shower shelf, and speaker modules, Axor Massaud and Hansgrohe Raindance collections in the freestanding tub, enclosed shower, and side-by-side vessel sinks to complement the interiors with elegant, high-performing designs that emulate the modernity and luxury of the space. In specifying the entire master bath with Axor and Hansgrohe, HOK combines conservation with luxury through the use of low-flow 1.5 GPM faucet aerators that help reduce water consumption.

## RESIDENTIAL WINNERS (3)

**Firm:** Cheryl Chenault Interiors, Inc.

**Project:** The Retreat

**Distributor:** The Bath + Beyond

**Contractor:** Brown & Read Engineering

The design of this five-bedroom home and guesthouse features a modern, pared-down sense of order for a household with an active daily routine. The project required well-engineered and highly stylish products for use by the whole family, from the special needs of the three autistic triplets and adolescent son, to the sleek modern look of the master suite, to the elegant and ergonomic considerations of the guesthouse. Various product lines from Hansgrohe and Axor were easily blended, allowing each space to have its own signature look and ergonomic value. Axor Bouroullec built-in wash basins and faucets were specifically chosen for the girls and boys powder rooms and bath suites as they allowed the designers to situate individual vanity areas and give the children easy access to the controls. Their suites also include Axor Massaud accessories, Hansgrohe Raindance S 150 Air 3 Jet showerheads and Croma Green exposed shower pipes. The master bath suite includes: Axor Massaud, Axor Starck and a Hansgrohe 180 Square Showerhead while Axor Urquiola, Axor Uno and Hansgrohe Raindance S 120 AIR handshower are in the guesthouse and Hansgrohe Metris S single hole faucet is in the playroom bath. Beyond the typical applications, hooks from Axor Massaud are cleverly used in the upper and lower level mudrooms.

**Firm:** \*MULTIPLICITIES

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**Project:** Phillips Apartment New York

**Contractor:** Kornel Borbely

\*MULTIPLICITIES was hired for a 1650-square-foot full renovation of a raw space apartment in Midtown Manhattan that offers views onto the southern part of Central Park and the New York skyline. The design aims to create a new residential space that is flexible and open to different activities and modes. Traditional wood-crafting techniques, reclaimed woods, natural semiprecious stones and fully integrated technologies were fused together creating a mix of classic elegance and playfulness. To complement the interior design and attention to detail that went into the project, pieces from the Hansgrohe Raindance and Axor Citterio M collections were selected for all three bathrooms. Hansgrohe's iBox Universal Plus Rough-in Valve helped to facilitate the installation. In the kitchen, Hansgrohe's Talis S faucet can be concealed or exposed by screens depending on the mood.

**Firm:** PSModern, LLC

**Project:** Rose

**Distributor:** Keenan Supply, Hajoca Corporation

**Contractor:** Dean Kurtz Plumbing

The Rose project was a complete remodel of a 1960s Charles Dubois designed mid-century modern home in Palm Springs, California that included an infrastructural upgrade (plumbing, electric, HVAC systems, etc.) to current codes and standards. Working with a clean and minimalist interior design, PSModern used Hansgrohe and Axor products in all bathrooms and in the kitchen with the faucets providing the jewels of the space. In the master bathroom, the sweeping and curvaceous forms of the Axor Starck Organic faucet and the Hansgrohe Raindance E 420 AIR 1-Jet showerhead and arm help to break up the linear lines of the interior detailing. The Axor Citterio Semi-Pro Kitchen Faucet and Axor Citterio Prep Kitchen faucet attract attention with their chrome finish and elongated lines. With the water restrictions in California, Hansgrohe's efficient Eco-Right technology and construction of its fittings help with the implementation of the firm's commitment to sustainability.

### **RESIDENTIAL HONORABLE MENTIONS (3)**

**Firm:** Nar Fine Carpentry

**Project:** Zen Bathroom

**Distributor:** PBK Premier Bath & Kitchen

**Contractor:** Nar Fine Carpentry

An outdated 5'x10' hall bathroom was transformed into a contemporary Zen oasis that follows the interior design of the home, which fuses Arts and Crafts style with Asian motifs and contemporary twists. The simple, clean lines of the bathroom's design, which includes a bespoke douglas fir cabinetry, are complemented with Hansgrohe PuraVida and Raindance products.

**Firm:** MMID Corp.

**Project:** Green Diamond

**Distributor:** Farrey's

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**Contractor:** Pedro's Plumbing

A second-home escape with all the amenities of a luxury resort, the Green Diamond is an opulent residential unit in Miami, Florida, with rich textures, materials and lighting features. Pieces from the Axor Starck, Axor Starck Organic and Hansgrohe Raindance collections were employed in the master bathroom, guest bathroom, and kitchen to work in concert with the playful and dramatic elegance of the interiors.

**Firm:** AA Studio & MA Architects

**Project:** 250 Bowery

**Architect/Designer:** Aldo Andreoli & Morris Adjmi

**Distributor:** AF New York

**Contractor:** Ariel Mizrahi at Best Plumbing & Heating Inc.

250 Bowery is a high-end 40,000 square foot condominium building on the east side of the Bowery in New York that reflects the industrial character of the area with a contemporary warehouse, open-loft style design. To complement the sleek, modern interiors, high-quality construction, and energy-saving aspects of their design, AA Studio and MA Architects selected Hansgrohe Talis S single-hole faucet and semi-arc faucet for the kitchen and Metris S widespread faucet, Hansgrohe Raindance C 180 AIR showerhead, Axor Citterio and Axor Starck collections for the bathrooms and kitchen areas.

## **SPECIAL MENTION**

**Project:** Ronald McDonald House of Long Island

**Architect/Designer:** Various

The jurors gave a special mention to Ronald McDonald House of Long Island in recognition of the project's mission and good works. Each year, the Ronald McDonald House provides families in need with supportive housing and all the comforts of home, so they can fully focus on the healing of their child. The RMH of Long Island redesign project enlisted the talents of over 40 New York-area designers to transform the charity's New Hyde Park residence into a temporary show house that will remain as a permanent space for the families that utilize Ronald McDonald House's services. The project used Hansgrohe and Axor in the adjoining bathrooms of bedrooms as well the common area bathrooms, kosher kitchen and laundry rooms.

**About Hansgrohe:** Founded in 1901, Hansgrohe is the premium brand for bathroom and kitchen fixtures, and a market leader in showers and shower systems, as well as thermostat, pressure balance and ceramic cartridge technology. A winner of numerous awards throughout the world, Hansgrohe is regarded as one of the leading innovators in technology and design, with inventions such as the adjustable wallbar, multiple-spray handshowers and showerheads, the QuickClean™ function and AIR and water-saving EcoRight™ technology. These and other original products have helped reinvent the modern bathroom as a more functional, more comfortable and more beautiful living space. It is no coincidence that Hansgrohe's offerings can be found in prominent and prestigious projects such as the Aqua Building in Chicago, Terminal 5 in London's Heathrow Airport, Las Vegas' City Center, Jean-Marie Massaud's Chivas Stadium in Mexico, and the Masdar City Institute of Science and Technology in Abu Dhabi, among others.

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Based in Schiltach in the Black Forest region of Germany, Hansgrohe has a global workforce of about 3,200 employees and serves customers in over 130 countries through 42 subsidiaries and branches. Known for taking tough action against product piracy and intellectual property theft, the company currently operates 10 manufacturing facilities, including six in Germany, as well as single plants in France, the Netherlands and China. In addition, the company manufactures and assembles many of its Hansgrohe-branded products for North America at its modern manufacturing facility in Alpharetta, Georgia, in the United States.

**About Axor:** Axor, the designer brand of Hansgrohe SE, successfully realizes "Designer Visions for Your Bathroom." In cooperation with Axor, leading product designers, architects and interior designers develop their vision for the bathroom as a living space. The Axor collections offer a great number of unique and sustainable solutions to create personalized bathrooms of the highest aesthetic and technological levels. To date, Philippe Starck, Antonio Citterio, Jean-Marie Massaud, Patricia Urquiola, as well as Ronan and Erwan Bouroullec have created Axor collections. They all contribute towards making life in and around the bathroom a little more meaningful and beautiful. The Axor brand is headed by Philippe Grohe.



Find out more about Axor on Facebook. [www.facebook.com/axor.design](http://www.facebook.com/axor.design)

For more information on Hansgrohe and Axor, visit [www.hansgrohe-usa.com](http://www.hansgrohe-usa.com). To obtain a list of showroom locations within any locale across the United States, visit [www.hansgrohe-usa.com/us\\_en/33541.htm](http://www.hansgrohe-usa.com/us_en/33541.htm). Or call 1-800-334-0455

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