

## Designer spotlight

With Downtown Design attracting international luxury labels to Dubai at the end of October, BH talks to Hansgrohe about sustainability and original design. Dirk Schilmoeller, Hansgrohe's Middle East sales director, reveals all.



Axor by Philippe Starck, for Hansgrohe

### **How does Hansgrohe comply with the show's Original Design theme?**

This year's theme of 'Original' is very close to our brand's philosophy. All our collections (from the hugely successful Select range that promises showering pleasure from just one touch, to the revolutionary washbasin mixer from the Axor Starck V range) reflect the vitality and emotionality of water, and demonstrate our focus on innovation and originality in technology, design and sustainability – making our products stand a class apart.

### **What innovations is Hansgrohe bringing to the UAE?**

Axor, the designer brand from Hansgrohe, will showcase its newest collection for the first time in the Middle East, following its global launch in September. Along with this, we will

also display the recently launched Axor Starck V, the brand's first transparent mixer, which was brought to life in collaboration with Philippe Starck and has been a major global and regional success. Shower products by Nendo and Front will also be featured, showing how traditional living and bathing spaces can merge creatively to redesign the bathroom in a new and interesting way. We will also unveil a unique specification tool for designers, developers, architects and the audience at large to use.

### **Are customers becoming more aware of sustainable design in the bathroom?**

Yes, absolutely. Sustainability is an important source of inspiration for us. It is deeply rooted in the company's culture and we are constantly bringing out new, innovative products

to the market, which are setting high standards in terms of resource conservation and environmental protection. As a champion of the value of water, Hansgrohe has always adopted a pioneering role in dealing with this precious resource. Our mixers and showers are fitted with EcoSmart technology and use up to 60% less water in comparison with conventional products – yet without any loss of comfort. Lower hot water consumption means lower energy requirements, and therefore lower household bills, too. We have been treading the path of sustainability in all areas of the business and setting standards with environmentally-friendly concepts, like the state-of-the-art Solar Tower in Germany, which has been built for careful consumption of resources and the use of renewable energies.