



AXOR

AXOR MAGAZINE

AXOR Edge: A mixer becomes an architectural jewel //

AXOR MyEdition: Wood, marble, leather //

AXOR Showers: The perfect geometry //

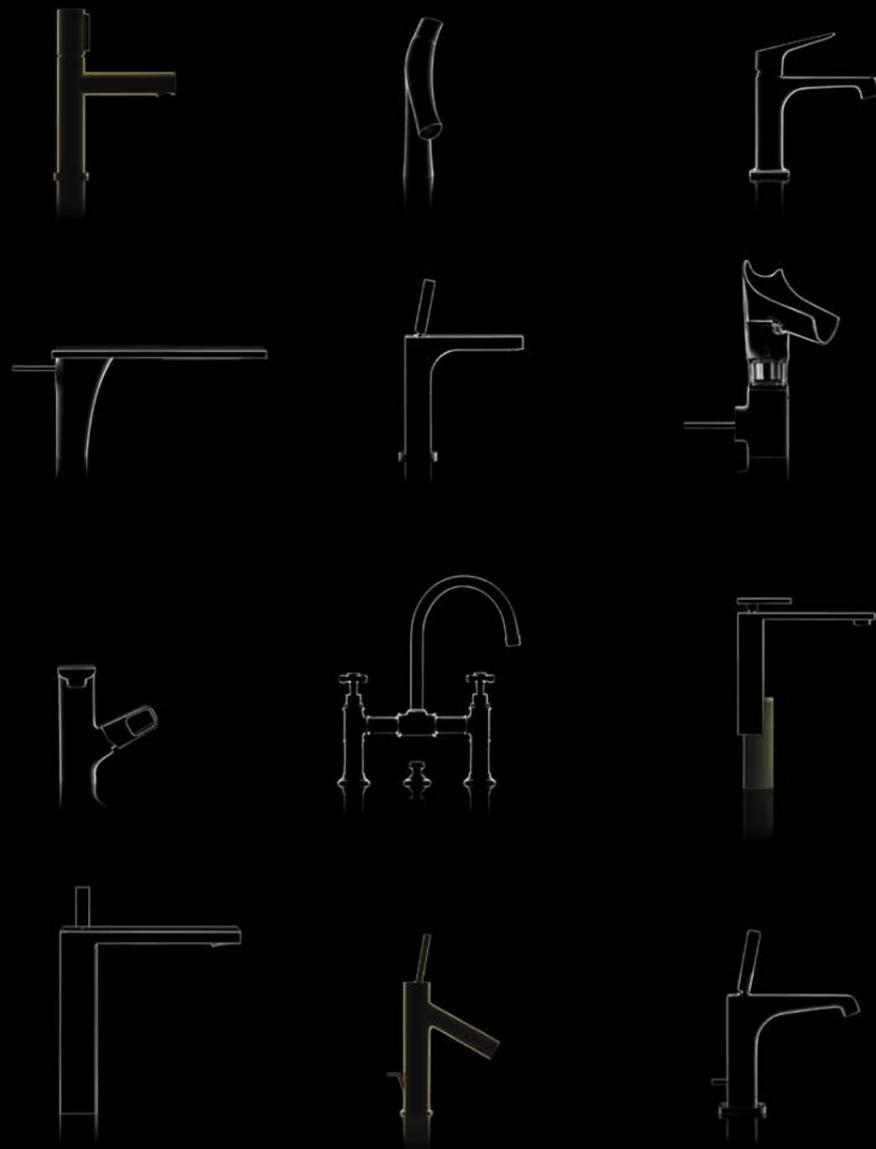
EDITION // 2019

FORM FOLLOWS PERFECTION

# AXOR

INDIVIDUALIZATION  
IN THE BATHROOM.  
IN PERFECTION.

FOR 25 YEARS.



FORM FOLLOWS PERFECTION

## EDITORIAL

Some people build not a house but a private retreat. Instead of lighting, they want design for living. And they're not looking for mixers but for architectural jewels in the bathroom. It is exactly for these people that AXOR creates top-class, individualized products. They are a source of inspiration, a means of differentiating oneself and realizing personal ideas and aspirations.

As always at AXOR, we have endeavored to develop something unique for our new collection. The result is presented for the first time in this AXOR Magazine. In cooperation with our long-term design partner Jean-Marie Massaud we introduce a collection with avant-garde handwriting. An expression of pure luxury in the bathroom. Experience AXOR Edge!

Exclusivity. That is our aim, as reflected in our efforts toward individualization. An area that we continue to perfect. For example, with our AXOR MyEdition collection, which marks our 25th anniversary. Today, we offer an impressively wide range of around 2,000 products from the various AXOR collections and programs. Together with the AXOR FinishPlus and AXOR Signature services, we are increasing your options for individualization even more. You have every freedom to select your own individual and perfect solutions for designing a luxurious bathroom.

Be inspired by this first issue of AXOR Magazine.

Your AXOR team

THE RAW MATERIAL OF UNIQUENESS.

An impressively large product range: AXOR offers around 2,000 products from 12 collections and programs. In various design styles. From classic to modern to the avant-garde. Award-winning design. Exclusive and innovative. Icons for a luxurious bathroom. With that extra something special.

SELF-REALIZATION.

And as if fine products were not enough on their own: Wishes come true for those who want to enhance the already exceptional: an exclusive color for the mixer or shower. AXOR FinishPlus surfaces maximize radiance. From warm Polished Red Gold to the cool look of Brushed Black Chrome. Tailored to the interior design - to accentuate or harmonize. Definitely not standard. Certainly individual.



POLISHED GOLD OPTIC // BRUSHED GOLD OPTIC // POLISHED RED GOLD // BRUSHED RED GOLD // POLISHED BRONZE  
BRUSHED BRONZE // POLISHED BLACK CHROME // BRUSHED BLACK CHROME // STAINLESS STEEL OPTIC



MAXIMUM INDIVIDUALIZATION.

Colors and material characteristics are the basis for a unique creation. For realizing personal desires. With AXOR Signature, AXOR is opening up a new dimension: Metal, wood, marble, leather. Innovative for a mixer. More radiance. Lush, sensual experiences. Premiere with the AXOR MyEdition collection.

The exclusive AXOR Signature service for special customer requests: Exclusive materials as well as options for extending, shortening and inscribing of AXOR products. The result: perfection.



CHETZERON // CRANS-MONTANA

Pure luxury above Crans-Montana at 2,112 meters above sea level. The former cableway station is now a fine hotel with a spectacular view of the most beautiful peaks in the Alps. You can enjoy this view everywhere, even from the bathtub. The finishing touch to the minimalist, timeless interior design and the luxurious furnishings is the AXOR mixer in the bathroom: AXOR Citterio on the wash basin and at the bathtub. Masterpieces of 1930s neo-classicism. The striking cross handles reign supreme.

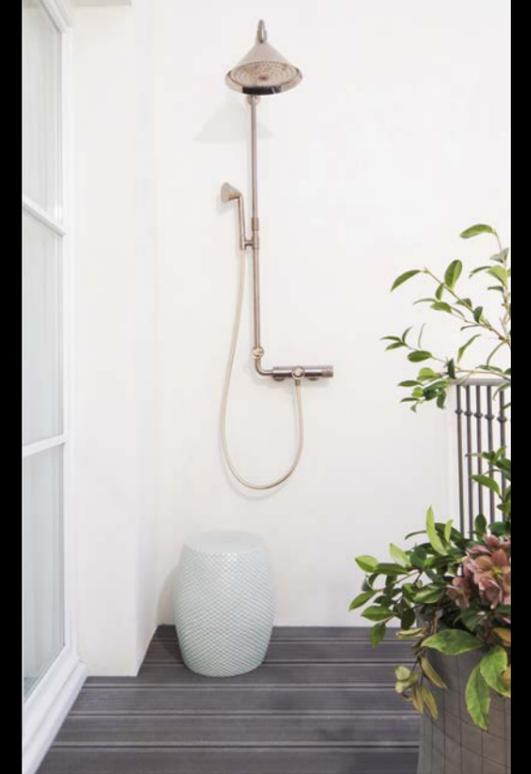
// Member DesignHotels™



LES BAINS // PARIS

The legendary Les Bains Paris Hotel is quite simply all about individuality. Each of its 39 rooms and suites has its own personality. As does the entire hotel, which began during the Belle Époque as the first spa in the city. In the 1970s, after designer Philippe Starck transformed it into a club, it became the premier location for Paris night life, where rock stars and models could be found relaxing in the pools until the early hours of the morning. Now the legendary club has become a five-star hotel. In homage to its existence as a spa, Les Bains features AXOR Showerpipes designed by Front in Polished Red Gold on the terraces of the suites, a special touch that matches the extravagant and extroverted style of the hotel. Mixers from the AXOR Montreux collection adorn the free-standing bathtubs in the Belle Époque style.

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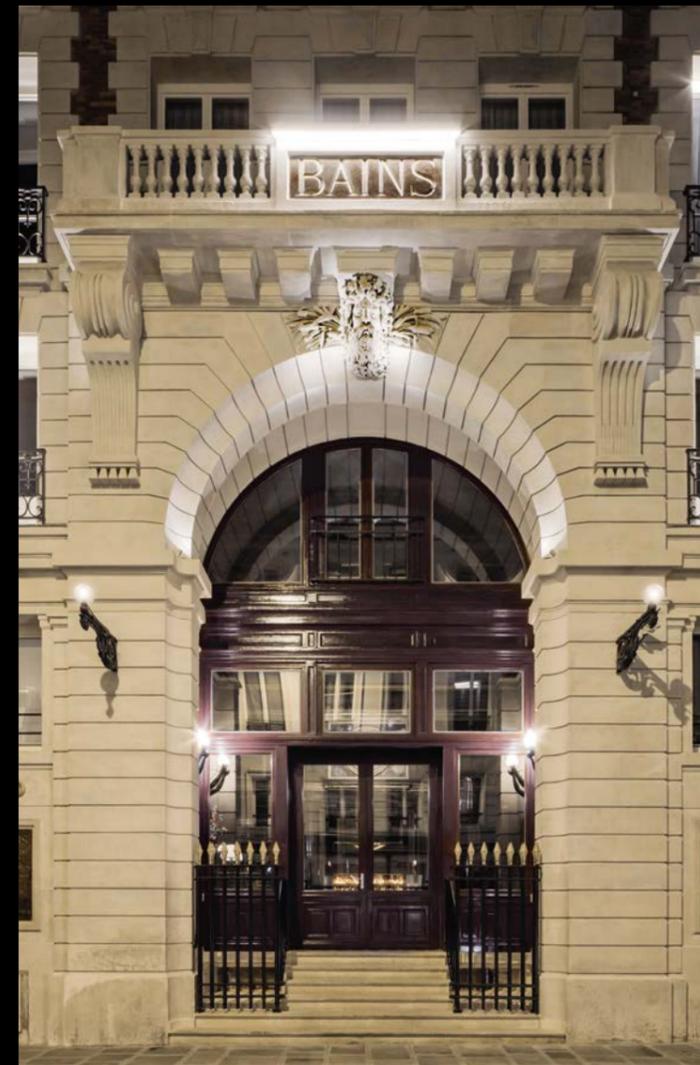
1477 REICHHALTER // LANA

In a building more than 500 years old. Formerly a butcher shop, a bakery, a sawmill, a tavern. Today, a one-of-a-kind boutique hotel. Where minimalism meets individuality. Where present and past, design and undesigned, come together in a truly original mix. Eight exclusive rooms with specially commissioned photographic art on the walls. Carefully selected antiques. Luxurious materials. And in the bathrooms: wall-mounted mixers from the AXOR Montreux collection.

// Member DesignHotels™



© Patrick Schwienbacher, Susanne Spiel



“WITH AXOR, THE HIGHEST DESIGN AND ARCHITECTURAL EXPERTISE UNITES US. NONE OF OUR HOTELS IS THE SAME AS ANY OTHER. EACH IS IMPRESSIVE DUE TO ITS CHARACTER, HISTORY, AND THE WAY IN WHICH IT FITS INTO ITS ENVIRONMENT. THE UNIQUENESS OF EACH OF OUR PROPERTIES IS WHAT CONNECTS THEM.”

Serdar Kutucu, Chief Operating Officer and Member of the Executive Board, DesignHotels™

# AN INTERVIEW WITH JEAN-MARIE MASSAUD



**Tell us about your background.**

**How did you arrive at design?**

**JMM** // I'm the kid of a very simple family. I was born in Toulouse. I have a scientific and technological background. I started engineering school - aircraft engineering - but it was so specialized. Then, at about 19 years old, I discovered design, and I thought, "Oh, what is this? This is the perfect job - like a Club Med vacation! You can manage projects any way you want - any kind of project!"

**What is design to you?**

**What is your approach to it?**

**JMM** // For me, design is this: You see a context. It could be a very large context or a very focused one. And you see what the stakes are. They could be cultural, ecological, economic - but there are many other stakes as well, some of which might seem paradoxical. Once you've identified the stakes, elegant design is just how to manage a simple solution that makes the creative synthesis of all of them.

**Along with your philosophy of design, you seem to have a very clear philosophy of life. It's reflected in the way you run your studio.**

**JMM** // Everybody today is working 24 hours a day - especially creative people, because your mind is always going. So, if we're always working, let's work while on vacation. So I started to move around,

to live in the South of France. Today, with an iPad Pro, I'm linked to my team. I can work in the forest, on the top of mountain or out on the sea. And we are working incredibly freely, but together. One is in Nantes. The others are in Paris. I'm in St. Paul de Vence. But we are linked. And that's it. We share this life and this work with each other. The key word is "with".

**Tell us a little about your latest project for AXOR.**

**JMM** // With this new collection, AXOR Edge, we explore the world of extreme refinement. Uniqueness. Out of the standard. We wanted to create an emotion by surprising people. When quality is a must, when competence is a due, then emotion must be first. And so, it's about sharing an experience of this extremely refined world in which the top-level architects or decorators try to create a work of art. AXOR Edge can be an element of this unique composition.

**What was your inspiration for AXOR Edge?**

**JMM** // In France, we had a big cultural tradition of arts décoratifs, where architects would work with a lot of super-refined craftsmen and sculptors to, for example, create the pattern of a façade. And we thought, OK, AXOR is a top brand. Let's explore some processes

to produce a faucet that's not just die-casting and polishing - it's making sculpture!

**What is luxury for you?**

**JMM** // Luxury for me is quality and competence, of course. But in luxury, there is another layer of added value. It's a layer of culture, of legacy, transposed in a contemporary world. It's another dimension - one that is not necessary, maybe, but that transmits a culture.

"LUXURY HAS ANOTHER DIMENSION: IT BRINGS A CULTURAL LEGACY INTO THE MODERN WORLD."

**Tell us about the collaboration with AXOR.**

**JMM** // To accomplish a project at this level of demand, resources and even trust - the trust to develop a brand new machinery, precise to one micron - you can only work with a unique partner like AXOR. We are at the level of luxury watchmaking. But at the same time, we are allowing every single customer to choose his individual finish if he wants.

**VITA // JEAN-MARIE MASSAUD**

Since graduating from Paris' ENSCI - Les Ateliers in 1990, Jean-Marie Massaud has worked on projects in a vast range of scales and contexts. From a volcano-inspired football stadium in Mexico to a 'Manned Cloud' airship concept for ONERA to award-winning objects for everyday use, his work seeks to renew its subject through a thoughtful reconsideration of the stakes and an instinctive quest for elegance and lightness.

# ARCHITECTONICS. IN PERFECTION.

AXOR Edge. A collection with a special radiance. A sculptural look. And a high gloss finish.

The cube. Ushered into art by the avant-garde of the early 20th century. Taken to a new level by AXOR Edge. An asymmetrical arrangement of rectangular prisms, crafted with ultra-precision. A masterpiece through and through. Cube by cube. Transcending aesthetic and technical boundaries. Cut with diamonds, for edges and surfaces that verge on perfection.

AXOR Edge takes exclusivity to new heights. Bold yet refined. With flawlessly smooth surfaces that reflect light evenly. Intensely. Enlivened with structured surfaces that act as a counterpart. Enhancing the effect of the high-gloss surfaces. Creating fascinating contrasts.

Expressing individual personality. With a level of precision achieved only with state-of-the-art diamond-cutting technology.

With AXOR FinishPlus, the collection becomes an even more personal statement. A testimony to the discerning taste of its owner. Particularly in Polished Black Chrome or Polished Gold Optic. AXOR Edge consists of 25 products. For the washbasin. For the bathtub. For the shower. In perfection.

Design: Jean-Marie Massaud

The French designer Jean-Marie Massaud created these cubic compositions with AXOR. Striking and solid. Gorgeous, in various fascinating versions. Extraordinarily sculptural as a highriser or a floor-standing wash basin mixer. The cube is the dominant design element for the entire collection: on the wash basin, in the shower, at the tubs. In any version. An AXOR Edge mixer is always an architectural masterpiece. That something extra for those with a taste for individuality.

AXOR Edge mixers break through boundaries: High-gloss surfaces maximize the characteristic prestige of this collection. The greatest possible precision is required in production to achieve such a surface. So that light is refracted perfectly on the mixer. A state-of-the-art diamond-cutting machine is used to polish the surfaces and the 45-degree chamfers of the mixer, all to achieve this effect. In the end, the result is brilliant and one-of-a-kind. A unique work of art.

The fine diamond cut tells its own story. On the body or in other mixer details. Of classic, timeless style. Of savoir faire. Of a fine sense for design. The diamond-cut

A COMBINATION OF HIGH GLOSS AND ULTRA-PRECISION.  
ONE-OF-A-KIND FOR A MIXER.

pattern, characterized by precision-pointed pyramids, is the ultimate highlight. Its three-dimensional nature creates a new, sensuous experience. The very embodiment of a jewel.

A special color nuance gives the gorgeous design objects an additional refinement. Polished Gold Optic symbolizes luxurious elegance and creates a warm color accent in the bathroom. Such as on the three-hole wash basin mixer in a light-colored marble environment.

EXCLUSIVITY AT A NEW LEVEL:  
THE DIAMOND CUT TRANSFORMS  
THE MIXER INTO A PRECIOUS JEWEL.  
A SMALL, BUT LUXURIOUS DETAIL.



DIAMOND CUT // Fine-milled structure on the AXOR Edge three-hole wash basin mixer



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PERFECTION MEANS INNOVATION.  
WITHOUT COMPROMISES. DOWN TO THE SMALLEST DETAIL.

Just as awe-inspiring, the floor-standing bathtub mixer in Polished Black Chrome - one of the AXOR FinishPlus surfaces - creates another ambiance. A dark, glossy surface that achieves a mystical appearance in a dark room.

Each and every product in the AXOR Edge collection is outstanding in and of itself. Perfect in form and function. With special functionality. The AXOR Edge thermostat module Select and the AXOR Edge thermostat for exposed installations both make statements in the shower.

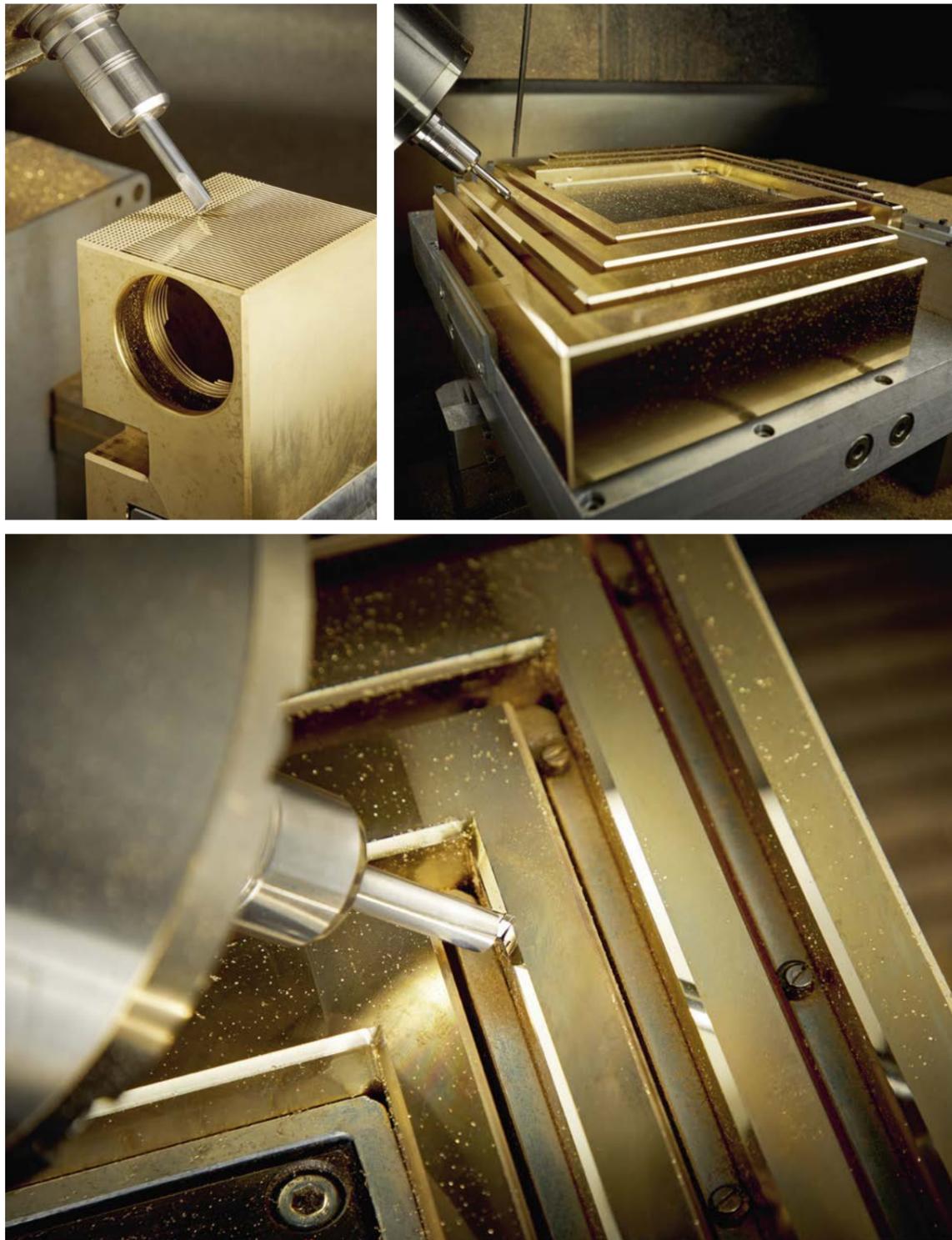
Particular attention should be paid to the impressive rotary controller, which combines temperature and water-volume control. Iconic design like that of a knob on a high-end sound system.

The Select buttons are generously sized and offer the ultimate in operation. They allow up to three outlets to have comfortable control. For example, the AXOR overhead shower 300 / 300 2jet, an elegant addition to the shower, offers the PowderRain spray type in two different intensities.

Select refers to intuitive switching among spray types and outlets. With the simple touch of a button, shower modules or spray modes can be switched easily.

ALL PRODUCTS OF THE AXOR EDGE COLLECTION CAN BE FOUND AT: [AXOR-DESIGN.COM](http://AXOR-DESIGN.COM)  
AVAILABILITY // from June 2019

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## HOW A MASTERPIECE IS MADE.

EVERY COLLECTION STARTS WITH A GREAT IDEA. DESIGNER JEAN-MARIE MASSAUD DREAMT OF AN ARCHITECTURAL JEWEL IN THE BATHROOM. OF A MIXER THAT GLEAMED LIKE NO OTHER.

*How did the research and development department react to the designer's dream?*

JG // We thought his idea was great. But of course, there were many discussions between the designer, the engineering department, and product planning. How can we produce surfaces that are even more brilliant? Do we have the technology to do that? How can we make this mixer in an economically feasible manner?

*How is high gloss actually produced?*

JG // It requires high precision surfaces that reflect light perfectly, almost as a mirror does. At some point it was clear that we would have to mill the planes and contours with a diamond to achieve the finish quality in the product's final state. No subsequent grinding or polishing, which would just disturb the perfect surface again. After an intense round of technology scouting we found a manufacturer that produces diamond-cutting machines for the optical and aerospace industries and can realize the desired precision and surface quality.

*So it even required an investment in a new technology.*

JG // The new manufacturing process had to meet the requirement that the 45° chamfer and surfaces be implemented with a precision and degree of flatness that had not yet been achieved for mixers. And only a diamond-cutting machine would be up to this task, as we confirmed later after many tests with this new manufacturing process. This new process is far superior conventional procedures.

*Without revealing company secrets, what exactly makes the new diamond-cutting machine better than other ones?*

JG // The perfect planes and contours can only be achieved with a diamond-tipped tool. The chamfers are generated such that they all

come into contact at a precise point. There can be absolutely no irregularities in the surface finish. Each scratch, each protrusion due to a grain of dust compromises the result. For this reason, we had to find the right location for the machine and ensure sufficient stability: Neither friction nor vibration are permitted. Six air dampers compensate for even the smallest movement of the building so that the result is perfect. It takes time to achieve the high-precision surface of the mixer. The entire process takes twice as long as conventional grinding and polishing processes.

*And there's more. The structure is also milled with a diamond.*

*How exactly is this diamond cut done?*

JG // Diamond-cutting is the same process used for machining the surface and contour: that is, diamonds are used to mill precision-pointed pyramids in the surface of a solid brass block. This is done line by line, with micrometer precision. Exact tolerance compliance is required here too. From the start, the structure was a major issue. We tested processes for a long time to find the best one: from lasers to etching to a tool that had the structure already integrated into it.

*And how do you check the result?*

JG // Gloss level and tolerance compliance are regularly measured during the production process. Even in pre-production, tolerances are kept to a minimum for form milling because otherwise the diamond-tipped tool can be destroyed.

*What was your personal highlight in product development?*

JG // The moment we were able to hold the very first milled part with its precise chamfers and perfectly flat, reflective surface in our hands, we knew that this is how it works.

TOP LEFT // A line that will become a diamond cut in the complete image is milled up to five times.

TOP RIGHT AND BOTTOM // The chamfer is high-gloss-milled with a diamond at a precise angle of 45°.



**VITA // JÜRGEN GROSS // VICE PRESIDENT PRODUCT DEVELOPMENT // AXOR/HANSGRÖHE SE**  
Mr. Groß, with a German engineering degree (Dipl.-Ing.) in mechanical engineering, has been working for the Hansgrohe Group since 1995. He started his career there as a development engineer. Since 2016 he has directed product development. Originally from the Black Forest region, Mr. Groß is a (motor) sports enthusiast and, in addition to his career, he is also a hobby farmer and forester.

# A PERSONAL STATEMENT. IN PERFECTION.

GLASS, METAL, WOOD, MARBLE,  
LEATHER. THE LUSH, SENSUAL  
EXPERIENCE OF A MIXER. UNIQUE.

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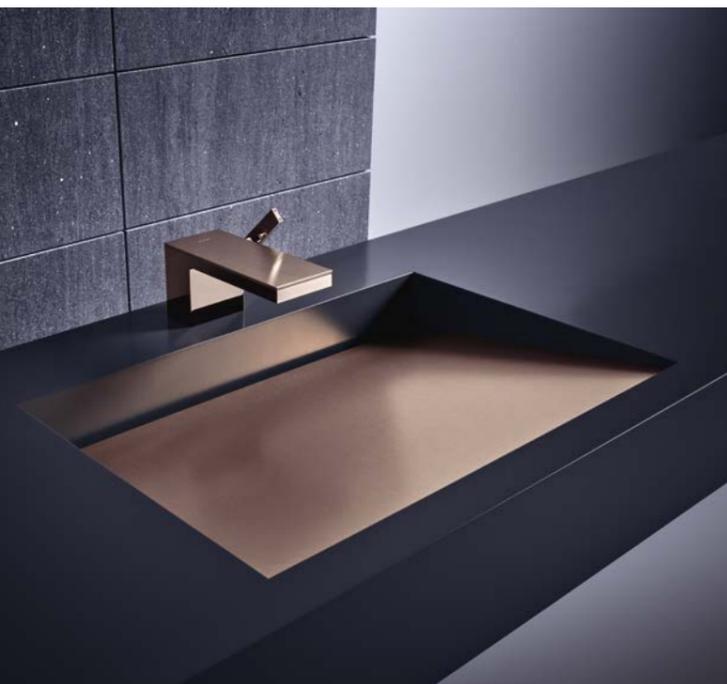
Setting oneself apart from the masses. Focusing on the essentials. Gratifying the need for uniqueness. AXOR MyEdition strikes out in a new direction. With a clear design: linear, monolithic, architectonic. And an ingenious concept. A plate with room for personal preferences. A stage for one's own creativity. Now with a new PVD finish: Satin Black. Smooth and harmonious, fascinating in combination with Brushed Bronze.

The world of possibilities within AXOR Signature and AXOR FinishPlus is unique and endless. Exclusive materials for the plate produce one-of-a-kind results. A new concept for mixers. Exclusive finishes give mixers exceptional charisma. Colors and materials are the

basis for custom-made Limited Editions. Exclusive in water design: the innovative PowderRain spray type. The sensual caress of water on your hands. Available for the first time ever for wash basin mixers.

AXOR MyEdition comprises nine products. For wash basins. For bidets. For bathtubs. With Chrome/Mirror Glass, Chrome/Black Glass, Satin Black/Black Glass and Satin Black/Brushed Bronze finish as well as many other combination options with AXOR FinishPlus and AXOR Signature. Avant-garde for the age of individualization. In perfection.

Design: PHOENIX



POWDERRAIN // An exclusive item in water design:  
The innovative PowderRain spray type. Fine droplets  
moisten hands and cocoons them in the sensuous caress  
of water. Available for the first time ever for wash  
basin mixers.

Each person is unique. Individualization, a megatrend, encapsulates the social tendency of the 21st century: People are striving for more autonomy and self-determination. Looking for products that define their individual identities. This is expressed in the objects they want and their desire for original, unique items. AXOR MyEdition is a perfect example of how personal wishes can be fulfilled. The ultimate expression of an extravagant personality.

The design of the mixers provides the essential foundation for one's own creativity. Constructed as if it were a single entity. Monolithic. Rectilinear. Reduced. AXOR MyEdition is defined by its rectangular design. Striking, from the plate to the handle. This is the case for each product in the collection. From wash basin mixer to floor-standing bathtub mixer for a free-standing tub.

What is truly avant-garde about this collection is its concept: A metal body. Crowned with a fascinating plate. This individually selected plate provides a stage for one's own creativity. An exclusive material portfolio opens the door to path-breaking possibilities for creating unique items. Glass, metal, wood, marble, leather. Innovative for a mixer. Exclusive to AXOR MyEdition. Individualization, taken to a new dimension.

People are sensual beings. Millions of tactile sensors line human skin. Tactile contact has a deeper effect than visual or auditory stimulation. Above all, if the material is natural. For this reason, the mixer includes only exquisite materials with character. Uniquely expressed in the plate by AXOR MyEdition.

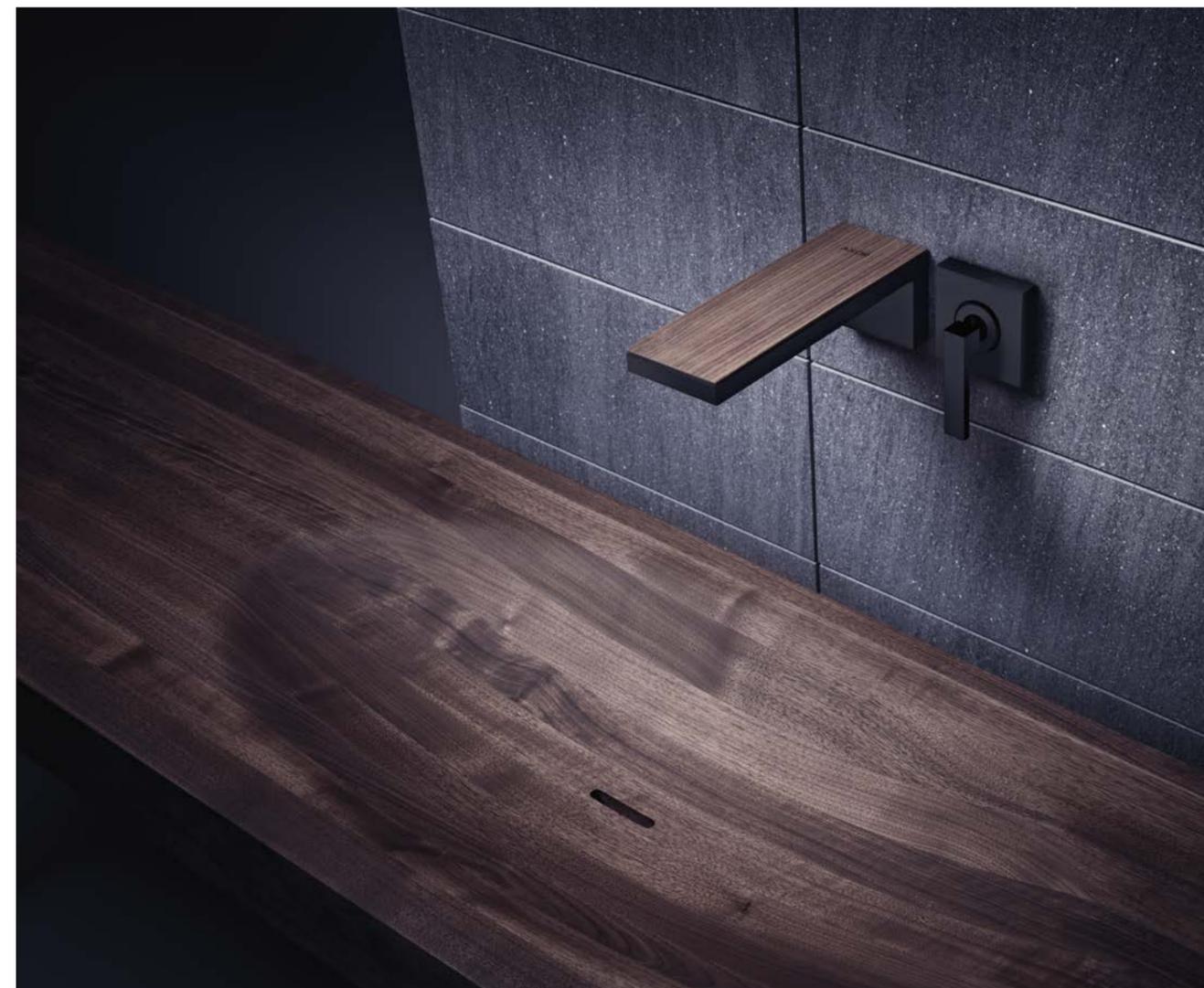
Developed and tested painstakingly over the course of months. A fine example: American walnut. The journey from the tree to the mixer starts in America. The fragile sheets of wood are transformed into sturdy components with pleasing structures. Deep brown tones. With striped grain. Each piece of wood an unmistakable original. Each plate unique. Each mixer a one-of-a-kind.

Or white Lasa marble from South Tyrol. With exquisite gold veins. As used in the prestigious Ground Zero tube station in New York. Carefully selected for AXOR MyEdition: Cut with precision from the block of marble for a stone veneer with an unparalleled surface feel. Its dark counterpart, Nero Marquina, comes from quarries in the Basque region of Northern Spain. Impenetrable black. With distinct white veins. A maximum of elegance. Just as meticulous are the selection and processing of the leather. The resilience of the skins is important, as is the European sourcing of the Nappa leather and the precise crafting of the edges. This is the only way to achieve the characteristic leather feeling.

Color and material are the parameters for creating originals. An exclusive surface color can maximize radiance: Various AXOR FinishPlus surfaces are available for this purpose. From the cool look of Brushed Black Chrome to extravagant Polished Red Gold. Brushed or polished. Both uni or bi-color versions are available - so the combination of body and plate expresses one's own personal style.

SATIN BLACK // The new, matte, deep black PVD finish. Exclusively for AXOR MyEdition: The even surface structure offers a sensuous experience and creates a fine radiance. A caress for the hands. Highly resistant due to the high quality production, with a PVD process that gives the surface a new type of color. Due to its special color composition, Satin Black is darker than the AXOR FinishPlus surface Polished Black Chrome.

Satin Black is available exclusively for AXOR MyEdition mixers and other complementary products such as overhead showers and accessories.



ALL PRODUCTS AND INDIVIDUALIZATION OPTIONS OF THE AXOR MYEDITION COLLECTION CAN BE FOUND AT: [AXOR-DESIGN.COM](http://AXOR-DESIGN.COM)

#### AVAILABILITY

Chrome/Mirror Glass and Chrome/Black Glass available in stock since October 2018

Material plates with white or black marble or with leather available from April 2019

Material plates with American walnut available from July 2019

PVD finish Satin Black available from July 2019

# THE NEW DIMENSION OF INDIVIDUALIZATION.

AXOR MYEDITION IS CHARACTERIZED BY THE MEGATREND TOWARD INDIVIDUALIZATION. WHAT IS THE IDEA BEHIND IT? HOW CAN MIXER DESIGN CONTRIBUTE TO INDIVIDUALIZED BATHROOM DESIGN? WE ASKED ANDREAS DIEFENBACH OF PHOENIX.

**Individualization has become an issue for architecture and living spaces. How has this aspect affected the design of the new AXOR collection?**

**AD //** The mixer is no longer a classic bathroom product; instead, it is now related to types of furniture elements that decorate living areas. Comparable to a sideboard. The focus, from the user's perspective, is moving from pure function to a harmonious integration of the mixer into the overall bathroom architecture.

**How can wash basin design be individualized?**

**AD //** The starting point is personal well-being. How do I feel? The bathroom offers a private retreat space at every stage in life, an oasis of calm in which people can be perfectly themselves. For me, in the future luxury will mean health and unique experiences, not a desire for owning more things. Because the fewer objects a person possesses, the more individual each is. Hedonism in a positive sense. The new "more" is a result of the seamless and therefore generous sense of integration in the space.

**What are the new options here for the hedonistic self?**

**AD //** Increasingly, the mixer is becoming a space-encompassing object that informs the interior design. Comparable with a tailored suit, the mixer has its own, unique character that matches mine and accents my lifestyle as a whole. The decorative element in the form of a smooth, decorative stage gives me the option to play with materials and colors and combine them as I like. Storytelling - presenting a whole story, reflecting my entire, personal lifestyle.

**In general, are haptics taking on a new role on wash basins and in the bathroom?**

**AD //** Yes, haptics and a certain mindfulness or self-awareness are playing a large role with regard to the question: How can I do something good for myself? With carefully selected natural materials and special

finishes as well as the PowderRain spray type, AXOR MyEdition offers perfectly coordinated, multi-sensory experiences.

**The mixer is nearly monolithic with its reduced, rectilinear form. What was your inspiration for this design?**

**AD //** My goal was to achieve "ME minimalism" and bring an architectural element to AXOR MyEdition. The monolithic design is created from the classic design canon of architecture; the weight and size of the mixer mirror its uncompromising quality. Generously proportioned surfaces and a space-encompassing concept are also typical characteristics of an architectural language. The striking design makes the mixer a new sculpture of absolute perfection in the bathroom.

**What significance does the water have?**

**AD //** As in the Fallingwater house by the architect Frank Lloyd Wright, the monolithic form is the stage, in partnership with the water, which is the living element of nature. The floating spout is nearly fused together with the water, a relationship it cultivates with the PowderRain spray that falls magically. The even spray mode matches the design aesthetics of the mixer perfectly - mirroring the overall appearance of the collection, down to the last detail. The soft spray is like an embrace. It kisses the hands, providing a surprisingly sensuous counterpoint to the optical perfection. This tension, full of multi-sensory contrasts, affirms the personal added value in the age of individualization.



**VITA // ANDREAS DIEFENBACH // MANAGING DIRECTOR // PHOENIX DESIGN**  
Part of the Phoenix Design team, with studios in Stuttgart, Munich, and Shanghai; for more than ten years, Diefenbach completed his design studies at the Folkwang University of the Arts in Essen and at the State Academy of Fine Arts in Stuttgart. With more than 800 design awards and the honorary title Red Dot Design Team of the Year, Phoenix Design is among the most successful design studios in the world.



LEATHER // AMERICAN WALNUT // WHITE LASA COVELANO VENA ORO MARBLE

BLACK NERO MARQUINA MARBLE // METAL - BRUSHED BRONZE // BLACK GLASS // MIRROR GLASS



## AXOR SHOWERS.

PURIST DESIGN. AN IMMACULATE  
SENSE OF SPACE. A CAPTIVATING  
WATER EXPERIENCE. THE PERFECT  
GEOMETRY OF THE NEW AXOR  
OVERHEAD SHOWERS.

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Perfect geometry. The square and the circle in their sense of proportion – for Plato, a sign of complete and utter beauty. The elementary shapes of the new AXOR overhead showers make them universal. Flat surfaces and round or square shapes demonstrate purist design. For timelessness and the greatest possible compatibility with any luxuriously designed shower context.

The new AXOR overhead showers include versions for installation on wall and ceiling. Rectangular and circular excellence.

Design: PHOENIX

REDUCTION  
 CREATES CLARITY.  
 INNOVATION PRODUCES  
 TOP-CLASS QUALITY.

Only the essential meets the eye of the beholder: purist design. What's required here remains invisible, hidden in the metal plate. A technical masterpiece. And a magical moment when the fine PowderRain is seen for the first time from the specially developed spray nozzles, which disappear when you shut off the shower. Behind this magic is the outstanding technology that operates based on water pressure. Completely without additional mechanics. The new AXOR overhead showers combine clear geometry and a distinct appearance with the soft fountain of PowderRain.

The new AXOR overhead showers come in various sizes: circular versions with diameters of 250 mm and 300 mm, and square versions of 250/250 mm and 300/300 mm.



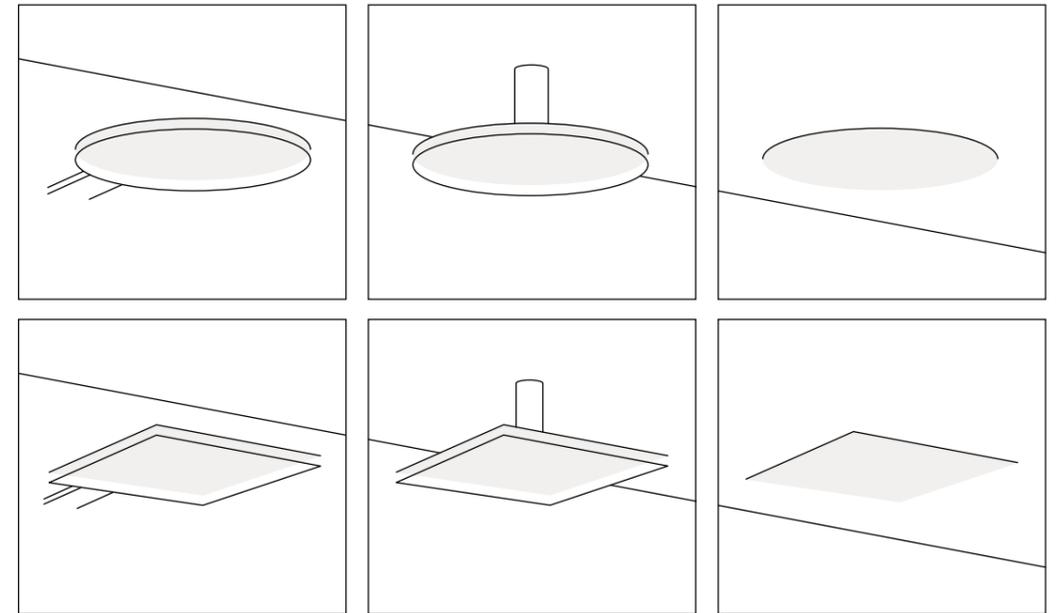
PowderRain

Intense PowderRain

PowderRain + Intense PowderRain

A combination of design and technology. A masterpiece with innovative features. The high-quality spray disc made of metal is especially easy to clean, due to its dynamic spray nozzles. The bayonet connection allows the spray disc to be easily removed and cleaned. The integrated ServiceCard is also innovative: It can be removed by the touch of a button, and the shower filter can be cleaned. Everything for the perfect overhead shower.

Precise jet technology makes the extraordinary possible. In two versions: as a fine rain shower (PowderRain, flow rate at 0.3 MPa: 16-20 l/minute), like an enveloping cocoon of water. Or Intense PowderRain - a powerful spray jet (flow rate at 0.3 MPa: 15-18 l/minute) and a true innovation among the 2jet versions of the new AXOR overhead showers. The transformation of a shower into a private spa.



A WIDE SPECTRUM OF SHOWERS // Available in rectangular or circular design. For wall or ceiling installation, or in a ceiling-exposed version.

ALL OF THE NEW AXOR OVERHEAD SHOWERS CAN BE FOUND AT: [AXOR-DESIGN.COM](http://AXOR-DESIGN.COM)  
 AVAILABILITY // in stock since January 2019

# AXOR

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