

AXOR

Water Stories



Make it yours!

Realizing individual luxury

From personalities for personalities Distinctive bathroom concepts by Antonio Citterio

Product novelties Explore the latest, cutting-edge design developments of AXOR

Experiences Inspiring insights into living spaces and hotels with AXOR worldwide

M A G A Z I N E

AXOR

Make it yours!

Realizing individual luxury

AXOR-DESIGN.COM

- 4 »Make it yours!«
- 8 AXOR Citterio C
- 10 Distinctive bathroom concepts by Antonio Citterio
- 38 Experience:
Bvlgari Hotel Tokyo, Japan
- 46 AXOR ShowerSelect ID
- 56 Experience:
Rosewood Munich, Germany
- 62 AXOR Signature
- 72 Experience:
ATMOSPHERE by Krallerhof Leogang, Austria
- 76 Contact / Imprint

8



22



46

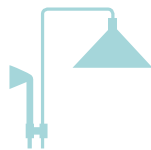


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Since the beginning, AXOR has been on a mission to support architects, interior designers and the design-savvy public in their pursuit of personal luxury and expression in the bathroom. As the 2024 edition of Water Stories makes clear, these efforts only continue to expand. In this issue, discover remarkable opportunities for individualization with two impressive new additions to the AXOR portfolio: AXOR Citterio C and AXOR ShowerSelect ID.

Learn how renowned architect and designer Antonio Citterio developed two highly distinctive bathroom concepts exclusively for AXOR. And get inspired by three stunning new reference stories reflecting the stylistic diversity of the AXOR portfolio.



Make it yours!



The world of AXOR design at a glance

The remarkable diversity of styles in the AXOR portfolio reflects the unique personalities and creative approaches of the world-renowned designers with whom AXOR collaborates. Not only does the AXOR portfolio represent the power of our acclaimed design partners' ideas itself, but it actively inspires new ideas among architects and interior designers as they strive to create unique and expressive bathroom environments.

The House of AXOR makes the vast stylistic possibilities associated with brand visible at a glance. Included in the composition is AXOR Citterio C, an eye-catching new collection of faucets and shower products by Antonio Citterio, one of the world's leading architects and designers.

But the House of AXOR also explores the power of colors, which have a tremendous impact on humans, influencing our psyche, awakening memories and associations, and helping us to express our personal identities. Judith van Vliet, founder of The Color Authority and one of Europe's foremost experts on color, says, "I think we all speak the language of color, but unconsciously. I think we're not aware of it, that we're speaking color. It is a form of communication."

For architects and interior designers who strive to realize individual luxury and express the personality of the user, speaking the language of color is essential. AXOR supports their efforts by offering a wide range of exclusive AXOR FinishPlus surfaces, as featured within the various bathroom scenarios of the House of AXOR. With its bold embrace of color, the visualization underlines the unique color expertise of AXOR, which investigated the power of colors in the fourth installment of its AXOR Futures series.

Also embedded within the House of AXOR is a concern for the power of details. Expertly crafted details and distinctive features are a hallmark of AXOR quality. When incorporated into the visions of architects, interior designers and decorators, such details and features can play an important role in bringing individual luxury to life.

With the AXOR Signature service, customers can take their visions of individual luxury even further, personalizing products through an array of individualization services. The new AXOR ShowerSelect ID, for example, can be individualized through bicolor PVD combinations and with custom inlays in precious materials. The new AXOR Citterio C collection, meanwhile, can be individualized both through bicolor PVD combinations and through exclusive surface textures beyond the optional texture that is available as standard with the collection.

In short, the House of AXOR offers much more than an overview of the stylistic diversity of the AXOR portfolio. By presenting a range of different scenarios—each featuring collections with carefully curated finishes and details appropriate to the setting—the variety of styles of AXOR allows architects, interior designers and the design-savvy public to engage with the power of ideas, colors and details as they pursue their visions of individual luxury and personal expression.

AXOR CITTERIO C

Contemporary,
sophisticated, slender

ANTONIO CITTERIO



Antonio Citterio

GENTLEMAN OF DESIGN



“Slender, soft and sensuous, AXOR Citterio C meets our need for greater comfort, reduced materiality and a lasting, contemporary design that works in any bathroom setting.”

Antonio Citterio has impacted Italian design in a way that few others have. After graduating from Politecnico di Milano in 1972, Citterio spent a decade working primarily in the field of industrial design. From 1987 to 1996, he collaborated with Terry Dwan, designing buildings in Europe and Japan.

In 2000, Citterio founded an interdisciplinary firm for architecture and interior design together with Patricia Viel, which is now named “ACPV ARCHITECTS Antonio Citterio Patricia Viel”, developing projects for luxury hotels, offices and residential complexes worldwide.

Throughout his career, Citterio has been awarded the prestigious Compasso d’Oro-ADI three times, while his designs have been shown at institutions such as the MoMA in NYC and the Georges Pompidou Center in Paris.

Antonio Citterio is an architect, designer, and perfectionist. His signature stands for an effortless mix of classic shapes and high-end materials. Citterio considers space first, factoring in architecture and design subsequently.



Slender, elegant and exceptionally refined, AXOR Citterio C reinterprets the washbasin faucet for a new era, one that demands ever more comfort and individuality from ever smaller bathroom spaces. Minimalist in spirit, with soft contours and a sensuous form, the faucet invites the touch while intriguing the eye from every angle. Its signature detail, a fine chamfer encircling the outlet and lever handle, extends to all pieces in the collection. Distinctive yet understated, AXOR Citterio C is at home in any bathroom ambience.



AXOR Citterio C is distinguished by its slender verticality, its soft and sensuous form, its flat surfaces and its signature detail, a subtle chamfer that encircles every piece in the collection. The conical body, which flairs gently outward from the base, inverts the typical faucet shape while an ergonomic lever handle offers exceptional ease of operation.

For those who wish to make a more personal statement, handles are available in the unique cubic cut pattern as standard and other predefined textured patterns via AXOR Signature Service.

AXOR SIGNATURE, PAGE 62 →



The optional cubic cut pattern for the handle provides depth to the surface and a decorative touch while communicating the direction of its operation, with a partially-textured surface for one-handle arrangements and a fully-textured surface for two-handle arrangements.



A wide range of products brings the subtle yet distinctive design language of AXOR Citterio C to every area of the bathroom. At the washbasin, faucets come in three different heights—90mm, 125mm, and 250mm—and multiple types, including wall-mounted 2-hole and 3-hole versions.





The sleek form of the minimalistic design is complemented by the faucet's resource-conserving CoolStart function and a flow rate of just 5 L/min. The CoolStart principle is as simple as it is ingenious: With these faucets, warm or hot water only flows when you really need it. You only call up the necessary energy when you actively move the handle to the left. The result: fewer resources, CO2 emissions and costs.

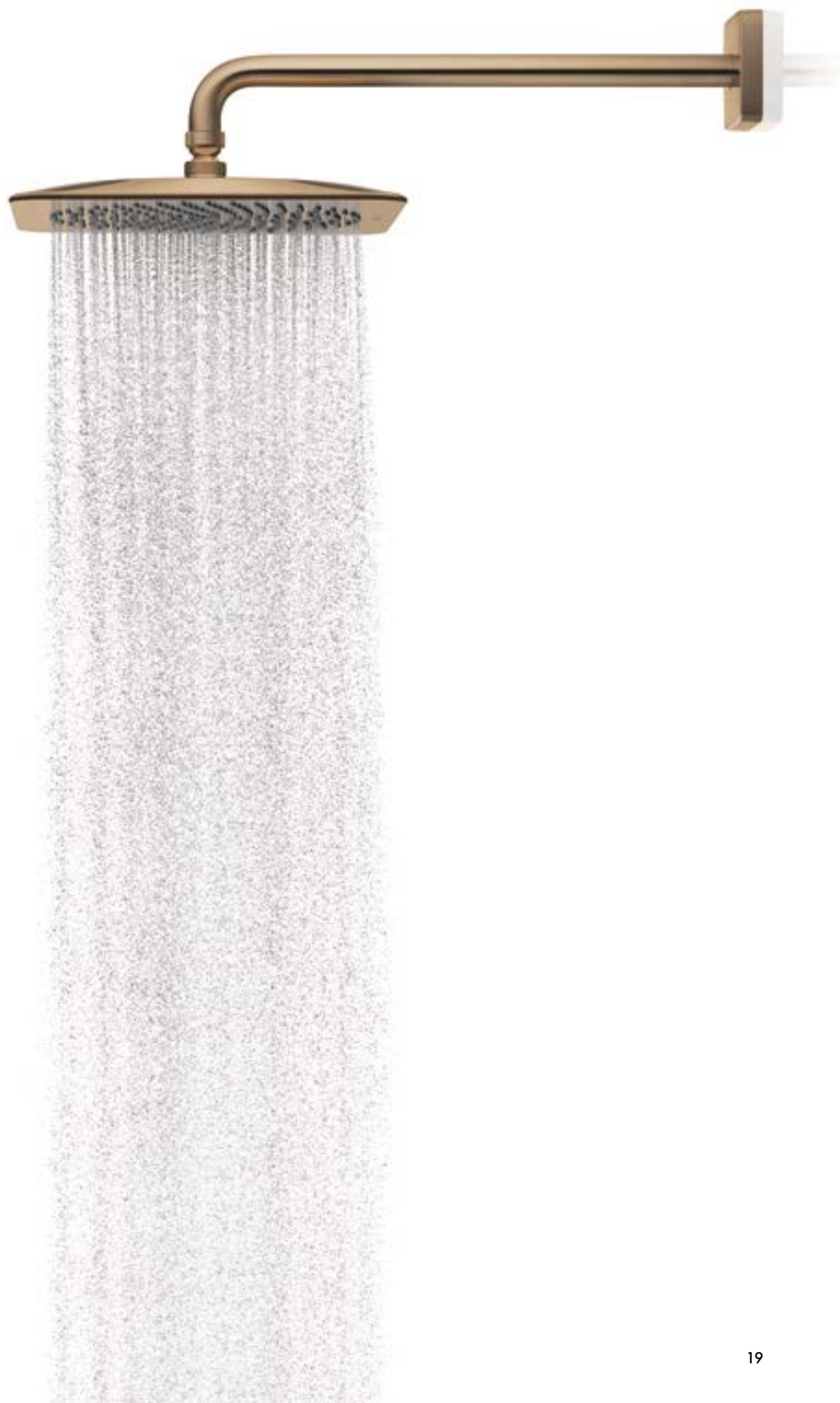




The collection's thermostatic module is available in two variants: as a 3-function version with separate escutcheons or as a 2-function version with plate.

In the shower, an overhead 270 1-jet is available in three installation types: ceiling-integrated, with a ceiling connector or with a shower arm—the former with Rain technology and the latter with two types both featuring PowderRain technology. Further products and accessories complete the shower area. Customers can choose between a standard flow-rate of 12 l/min or the water-saving EcoSmart* option with just 8 l/min for all overhead showers.

*[PRO.HANSGROHE.COM/ECOCHECK](https://pro.hansgrohe.com/ecocheck) →





At the bathtub as at the washbasin, faucets come in a variety of silhouettes and sizes. The options include a floor-standing bath mixer, a 3-hole rim mounted bath mixer including the sBox and a 3-hole wall-mounted bath mixer with shower holder.







Two distinctive bathroom concepts

BY ANTONIO CITTERIO

Contrasting worlds

BY ANTONIO CITTERIO

One of the world's leading architects and designers, Antonio Citterio has developed a well-deserved reputation as the 'gentleman of design.' Over a career spanning more than five decades, the Milan-based maestro has distinguished himself by his refined sensibility, his elegant and unobtrusive design concepts, and a body of work—including four bathroom collections for AXOR—that aspires to timelessness.



NATURE BOUND VACATION HOME



CULTURE THEMED PENTHOUSE

As part of its “Make it yours!” campaign, AXOR asked the renowned architect-designer to develop not one but two distinctive bathroom concepts to showcase the remarkable versatility of his latest collection, AXOR Citterio C. Minimalist in spirit, with soft contours and a sensuous form, the new collection—which includes a range of fixtures for the washbasin, bathtub and shower—invites the touch while intriguing the eye from every angle.

“When I think of a product such as this, a space immediately comes to mind,” Citterio says. “I always imagine the product in a movie set, an ambiance where people interact with the product and the space.” In fact, for the “Make it yours!” campaign, the architect-designer conceived two very different sets, representing, we can assume, two very different movies. The star of both, however, remains the same: AXOR Citterio C.

The AXOR Citterio C collection is born of Citterio’s belief that “the object you touch with your hands should give you an idea of the luxury that water is.” To heighten the water experience, Citterio developed a special, textured surface as an option for the handles of the collection. “This is precisely to remind you of the idea of the preciousness of water,” the architect-designer says. “The texture is not an end in itself, but rather, serves to make people understand the use of a precious good, water.”

Citterio refers to both of his bathroom concepts for AXOR Citterio C as “light boxes”. But despite their careful attention to the play of light, their overall spaciousness and their elegant refinement, the similarities between the two concepts ends there. These “light boxes” belong to sharply contrasting worlds, each evoking its own, unique vision of personal luxury.

SCANDINAVIAN BEACH HOUSE

Nature bound vacation home

For the first of his two AXOR bathroom concepts, Antonio Citterio imagined a Scandinavian beach house—a vacation home designed for a young and active family, unconstrained by budget. Natural light is scarce and precious in this pristine Northern setting and must be enjoyed at every opportunity. For this reason, Citterio has oriented the spacious bathroom to the east and, instead of an external wall, has given the entire length of the bathroom over to a single sheet of glass. “It’s a dream space,” says Citterio. “You imagine the young parents, the kids. There’s music. And you’re in the middle of nature—you don’t have anything but the rocks and the sea in front of you. And you have this light in the morning—it’s from the east, this low sun. It’s the best start of the day. But also at night, with candlelight, you have this special ambience. So it’s really a dream, conceived for wellness and relaxation. You can rest in the hanging lounge chair and just look at the views.” Designed for a northern climate, the bathroom features bright materials such as travertine, light cement and pale birch wood (which lines the ceiling and is used for the floor-to-ceiling mechanical brise-soleil) to underline what Citterio calls “the theme of welcoming natural light.” While birch is common to northern Europe, the travertine—a porous, cream-colored limestone—is more commonly associated with Citterio’s native Italy. “The travertine is really warm,” Citterio says, “and you know, we wanted to put some warm Italian touches here in the cold. Travertine is not really precise, and I like this. You have memory in the stone.”





One of the distinctive features of Citterio's concept is a freestanding travertine structure combining washbasin table and bathtub. "The idea is to have a completely free wall. Normally, you have the water pipes in the wall. But here, we built the washbasin and bathtub into middle of the room, so the pipes are coming from the floor. And then we have the all-glass wall—it's completely transparent, with nothing to obstruct the view." The idea to create a freestanding, combined sink-and-bathtub structure was the starting point for an overarching design concept, Citterio explains: "We started to think, what we can do so that everything in the bathroom is freestanding. If you add tubes from the floor to the ceiling, you can mount the mirror sections on the tubes, and they can turn. So, everything is from ceiling or floor—also the brise-soleil, the lights, the hanging chair— and nothing is on the wall."





The AXOR Citterio C fixtures selected for this dream bathroom include two faucets at the washbasins, a faucet and hand shower at the bathtub, and, in the shower area, a thermostatic mixer, a hand shower and an overhead shower. For the finish, Citterio chose Brushed Black Chrome, one of the exclusive AXOR FinishPlus surfaces. The Brushed Black Chrome stands out against the creamy travertine, emphasizing the slender, sensuous form of the faucet from every angle.

HOTEL PENTHOUSE IN THE FAR EAST

Culture themed penthouse

For the second of his two AXOR bathroom concepts, Antonio Citterio imagined a culture-themed penthouse hotel room in the Far East. While he leaves the precise location open, Citterio offers Thailand and Bali as places where the sunlight is intense and must be protected against throughout the day. His solution for such an environment is a space that, in his words, is "filtered by a semiarchitectural envelope." In developing the bathroom concept, Citterio drew inspiration from a now-lost architectural masterpiece of his native Lombardy, the Casa sul Lago per l'Artista (House on the Lake for an Artist) by Giuseppe Terragni, a modernist architect. Imagined as a home for a painter and his family, and situated on an island of Lake Como, the design, which dates to 1933, is closed to the south and characterized by a glazed wall and a partially glazed ceiling to the north. Citterio transposed this idea of a glass-bricked northern-facing wall and ceiling element, which gives "the perception of a connection with nature" to his hotel concept in the Far East. By eliminating direct sunlight while ensuring plentiful diffused light, Citterio, like Terragni, creates the ideal conditions for painting. But it doesn't take an artist to appreciate the beauty of a light such as this, especially in a setting that has been designed with such attention to luxurious detail.

Citterio and his team drew on their vast experience creating distinctive hotels around the world, in particular for the Bulgari group, to convey what the architect-designer himself calls the "wow" effect. "In a hotel, you have to create experiences, and this is really an experience bathroom," Citterio explains, "an experience, but not necessarily for every day. It's a scenography."







One of the most striking features of the bathroom is the walls, clad floor to ceiling in precious Portoro, a marbled prize for its intense black tone and golden honey-hued veins. Citterio balances the Portoro with sliding doors in teak and a shower area lined in opulent green marble.



At the bathtub, a freestanding bath mixer, complete with slender hand shower, rises elegantly from the floor. The effect is echoed by the tall, single-lever faucets at either basin. To complete the “wow effect”, Citterio has conceived a mirrored paravent that performs the double role of hiding the WC area while showcasing the rich choice of elements—Portoro marble, green marble, warm teak and, of course, the Brushed Bronze finish of AXOR Citterio C—in the wash area. Completing the selection of bathroom fixtures are an overhead shower, a shoulder shower, a hand shower and a thermostatic mixer with shower controls. Artist or not, any guest would be delighted to indulge the senses in a bathroom such as this.









BVLGARI Hotel Tokyo, Japan

A new chapter in the Bulgari saga

AXOR CITTERIO

—

IN A PROJECT BY ANTONIO CITTERIO
AND PATRICIA VIEL

2023







Opened in 2023, the Bulgari Hotel Tokyo is the latest gem in the luxury brand's distinguished hotel collection, bringing Bulgari's signature Italian elegance to the heart of Japan's capital. As with all Bulgari hotels, world-renowned ACPV ARCHITECTS Antonio Citterio Patricia Viel were tasked with bringing to life the jeweler's vision of contemporary design, craftsmanship and meticulous detail within the hotel's 98 rooms and public spaces, including an Italian restaurant, sushi restaurant, spa, lounge and bar.

Nestled between the 40th and 45th floor of the Tokyo Midtown Yaesu, an ultra-skyscraper in the Yaesu 2-Chome North District, the hotel's central location—minutes away from the storied Imperial palace—and commanding views over the city skyline and Mount Fuji make it an ideal destination for international guests and locals alike.

A delightful marriage of Italian heritage and Japanese design

While conceiving the hotel's interior design, ACPV ARCHITECTS sought to "combine the Italian and Bulgari sensibility with local sensitivity," as Patricia Viel explains. "Our focus was to reveal the more feminine dimension of the Japanese culture, with the use of delicate and refined details, mingled with Italian style."

This carefully-balanced approach manifests throughout the hotel—from the "colors that reference Bulgari's identity, such as black, orange and elm, a type of wood

that's also embedded in the local culture"—to the selection of materials such as hinoki wood and locally-sourced textiles "that lend a unique Japanese identity to the space," says Antonio Citterio. Further emphasizing the contemplated nature of the interiors is a mix of Italian stone, furnishings made by a Japanese-Italian blend of designers and artisans, Bulgari design objects and—of course—the AXOR Citterio collection in Chrome in the bathrooms of every room and suite.





Bath and shower fixtures from the AXOR Citterio collection in classic Chrome brilliantly complement the luxurious surfaces and refined design of each hotel bathroom.

Bathrooms of soothing luxury

Naturally, ACPV ARCHITECTS chose Antonio Citterio's iconic AXOR Citterio collection for each bathroom. Its elegant forms adorn the sink as a 3-hole basin mixer and the bath as a 4-hole bath mixer with a hand shower baton, and, in their classic Chrome finish, perfectly complement the bathrooms' refined black granite surfaces.

Situated on the building's top floor, Bulgari Bar impresses with a buzzing yet sophisticated atmosphere—comprising swathes of citrus plants, a monumental hand-laid wall mosaic and a majestic half oval-shaped bar—that perfectly complements the menu of finely-crafted cocktails. Also deserving special mention is the hotel's extensive wellness offering, which encompasses two pools, a gymnasium and various treatment rooms.

The Bulgari joy of living

Each winding corridor within the Bulgari Tokyo reveals to guests an unexpected world brimming with the Italian 'gioia di vivere'. At Il Ristorante Niko Romito, guests can enjoy the best in contemporary Italian fine dining under double-height, curved wooden ceilings—made in the Japanese tradition—and the romantic light of hand-blown Murano lamps. Next door, the Bulgari Dolci boutique displays Italian pastries in a gallery-like space, while, just a few steps further, Sushi Hoseki serves guests omakase at an intimate 8-seat hinoki counter beside a zen garden.

Timeless design meets contemporary elegance

Contemporary yet classic. Modern but archetypal. Soft and angular. AXOR Citterio perfectly embodies the tranquil balance of opposites deeply embedded into the philosophy of the Bulgari Hotel Tokyo, and completes the hotel's inviting atmosphere of timeless luxury that is sure to draw guests in for years to come.

AXOR SHOWERSELECT ID | AXOR IBOX UNIVERSAL 2

Precision meets personality



PHOENIX



40°C

AXOR



eco



PHOENIX

CREATING FOR REAL LIFE



MATTHIAS OESTERLE
ANDREAS DIEFENBACH

“AXOR ShowerSelect ID creates freedom of design, an exceptional experience of operation and an extraordinary clarity of aesthetics in the most fundamental aspects of the shower.”

As an independent design studio, PHOENIX 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 are tailored to the real needs and desires of people in their everyday lives—regardless of age, origin or lifestyle.

PHOENIX has worked as a design partner for Hansgrohe since 1987, and with AXOR for over 30 years.



AXOR ShowerSelect ID brings unprecedented precision and personalization to the shower experience. Developed in collaboration with PHOENIX, the concealed thermostatic mixer extends just 45 mm from the wall, a feat made possible by the new AXOR iBox universal 2. Within these sleek confines, a central temperature control dial offers satisfying haptic and auditory feedback while surrounding paddles utilize the latest Select technology, allowing for quick, easy switching among spray types and outlets.



With three design styles to choose from—round, square or softsquare—as well as a wide range of AXOR FinishPlus surfaces and AXOR Signature custom inlay options, AXOR ShowerSelect ID is more than a marvel of technology and design. As its name suggests, it's a unique opportunity to express one's individual identity, taste and style.

AXOR SIGNATURE, PAGE 62 →



AXOR ShowerSelect ID is characterized by ultra-precise control, universal design styles and unique customization options. Users can combine AXOR ShowerSelect ID thermostats to cover up to four outlets, with each Select paddle representing one outlet (e.g., a hand shower or spray function). For ease of operation, the paddles feature laser-engraved icons and can be activated with a simple push. The monolithic dial's finely grooved rim provides tactile interaction, with each turn of the dial adjusting water temperature in small, precise increments. An integrated water volume control enables the user effortlessly to adjust the rate at which water flows, right up to a full stop (for easy cleaning), while the SafetyStop feature as a built-in scalding prevention mechanism allows the user to relax and enjoy. Leveraging the modular potential of the AXOR iBox universal 2, AXOR ShowerSelect ID offers a seamless complement to the entire AXOR Shower portfolio.





40°C

AXOR



eco



eco

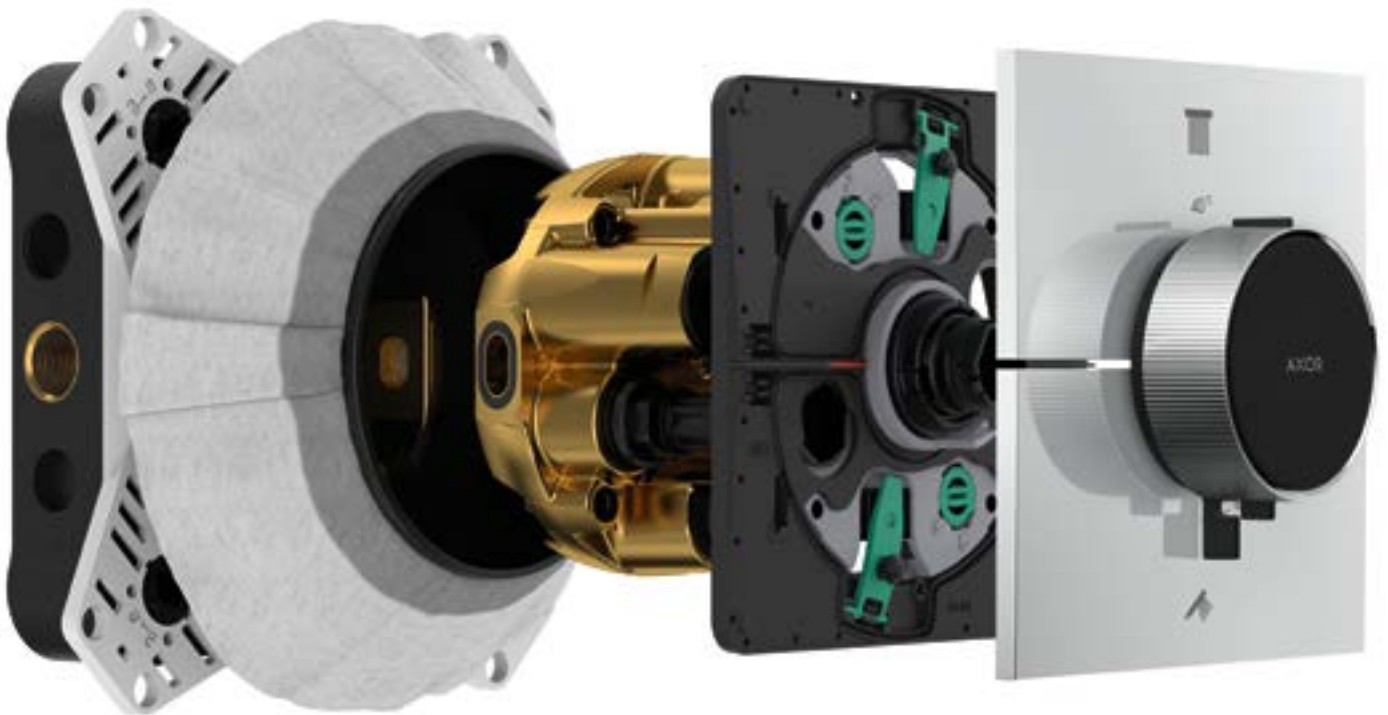
AXOR ShowerSelect ID consists of six product types, each available in square, round and softsquare design languages. The assortment includes a 1-function shower thermostat, a 2-function shower thermostat and a 2-function bath thermostat. In addition, a three-way diverter valve can be combined with a non-closing thermostat available either with or without an additional outlet, in order to accommodate almost any shower configuration, from a small 1-outlet shower up to a 4-function wellness shower.



AXOR iBox universal 2: A revolutionary basic set for concealed installation



Powering the sleek design of AXOR ShowerSelect ID is none other than the new AXOR iBox universal 2. A revolutionary basic set for concealed installation that's even faster, smarter and more flexible than its celebrated predecessor introduced 23 years prior, AXOR iBox universal 2 represents the future of concealed-installed AXOR products. By its streamlined, modular design, this basic set enables unprecedentedly slimmer escutcheons while making increasingly complex, cutting-edge product arrangements both more powerful in function and easier to install than ever before. Simply put, the promise of AXOR iBox universal 2 lies in its name: one universal solution for a vast variety of concealed AXOR thermostats, to meet the exacting demands of both today's and tomorrow's bathrooms. The new AXOR iBox universal 2 can also be combined with all previous and future AXOR finish sets. Finish sets of existing collections only require an adapter plate for installation.



Rosewood Munich, Germany

Historic grandeur meets contemporary luxury

AXOR CITTERIO
AXOR CITTERIO M
AXOR CITTERIO E
AXOR UNO

—
IN A PROJECT BY
TARA BERNERD & PARTNERS
2023







As guests enter the Rosewood Hotel Munich, they are immediately immersed in a vibrant celebration of Munich's past and present. Housed between two historic buildings—the former State Bank of Bavaria headquarters and aristocratic residence Palais Neuhaus-Preysing—in the center of Munich's iconic Old Town, the hotel represents a new chapter of modern luxury for the Bavarian capital and beyond. Helming the careful restoration and forward-thinking interior design of the space were none other than the internationally-acclaimed designers and architects Tara Bernerd & Partners, who brought to life the Rosewood's 74 rooms and public spaces.

A melting pot of design influences

Inspired by the city's melting pot of cultures, Bernerd's studio designed "a contemporary take on baroque architecture, combining sympathetic design that melds with the historic elements of the building, to bring a distinctly modern, Bavarian feel," as they explain. Offsetting original features evocative of the sites' historic grandeur—such as vaulted ceilings and ornate frescoes—with bespoke furnishings citing modernist influences spanning from Bauhaus to Space Age, the Rosewood Munich welcomes guests with a diverse blend of design both elegant and familiar that Bernerd simply calls "a refined residential style".

This cohesive eclecticism curated by Bernerd also extends to the bathrooms throughout the Rosewood Munich—namely, through a medley of AXOR products from various collections. In the Rosewood's wellness facilities—comprising a swimming pool and spa—an exquisite blend of AXOR Starck, AXOR ShowerSolutions and AXOR Citterio E in Brushed Gold Optic neatly complements the space's modernist design, minimalist architecture and vibrant, green-tiled shower areas. For the bathrooms serving the Rosewood's in-house Bar Montez, Bernerd opted for the radical simplicity of AXOR Uno in radiant Brushed Bronze to match the sophisticated design of wooden trims and blue ceramics.



The elegant world of AXOR Citterio

However, it's in the accommodations' marble-and-oakwood bathrooms where the Rosewood Munich's spirit of contrasts culminates in the form of bespoke AXOR Citterio faucet arrangements. Developed in collaboration with AXOR Signature, the customization service of AXOR, the washbasin faucets feature a stylish component mix comprising a curved spout from the AXOR Citterio M range and custom dual cross handles from the AXOR Citterio E collection with escutcheons from AXOR Citterio. As a special minimalist accent, bespoke pin-drop temperature markings have been implemented in the center of the handles rather than on the escutcheons. Together, the components form a harmonious fusion that accentuates the bathroom's refined palette of marble, oakwood and polished metal, and demonstrates the range of flexibility—and personalization—available through AXOR design.

Completed with AXOR FinishPlus

In addition to standard Chrome, select AXOR fixtures at the Rosewood Munich are finished in Brushed Gold Optic and Brushed Bronze, two of many exclusive AXOR FinishPlus surfaces. Each luxurious, radiant and distinct in their own way, these finishes perfectly represent the unique personalities found within each of the hotel's spaces, finely completing the inviting atmosphere of contemporary luxury that will make the Rosewood Hotel Munich a destination to remember.



AXOR SIGNATURE

Pushing the boundaries of individualization



Continuing to set the standard for individualization in the bathroom, AXOR Signature offers to finish products in custom bi-color configurations, allowing you to bring your bathroom's personality to the next level with a variety of exciting new options.



A contrasting bi-color finish provides AXOR Citterio C a contemporary, elegant twist, emphasizing the poetic form of its handle and pairing especially well with a handle engraving.

For those wishing to accentuate the minimalist design of AXOR ShowerSelect ID, AXOR Signature introduces bi-color surfaces, created by PVD-finishing the product's body in a contrasting color to either the exchangeable inlay or grooved rim. Chic, modern and refined, bi-color finishes present a perfect opportunity for a brand new look.





In addition to the optional cubic cut available for the handles of the AXOR Citterio C collection, AXOR Signature offers three pre-defined structures: soft cut, rhombic cut and linear cut for an even more personalized bathroom.



SOFT CUT,
BY ANTONIO CITTERIO



RHOMBIC CUT,
BY ANTONIO CITTERIO



LINEAR CUT,
BY PHOENIX

Beyond functionality and design, AXOR ShowerSelect ID also sets new standards in individualization. With its unique system of exchangeable, custom inlay options for the product's monolithic central thermostat handle, AXOR ShowerSelect ID presents the perfect canvas to express your personality. From black Nero Marquina and White Lasa marble to black walnut and mirrored and black glass, AXOR Signature lets you make it yours with a nearly endless range of distinct surface options.





ATMOSPHERE SPA by Krallerhof, Austria

Iconic harmony down to the smallest detail

AXOR ONE

—
IN A PROJECT BY HADI TEHERANI
2023







When speaking of ATMOSPHERE by Krallerhof, Hadi Teherani notes: “There are so many unique aspects about this project, ranging from its location, which determined what kind of architecture I should use, to the fact that the owners accepted our design without any modifications and a record project completion time of about 13 months.” The enthusiasm of the Hamburg-based architect and designer with Iranian roots is clear to see when he speaks about the spa and wellness resort in Leogang, Austria, which opened in April 2023. And rightly so, because what he has created here in the heart of the Alpine landscape not only offers the ultimate in relaxation, but also sets new design standards in the world of spas and wellness oases. AXOR design objects play an important role in both the function and design of this project, which has been carefully planned down to the smallest detail of its furnishings.

Each detail defined by the architect

The hallmark of Hadi Teherani's approach is to decide on each detail himself, even in such an extensive project as this one. When it came to equipping the shower and bathroom areas, he opted for faucets, showers and thermostats from the AXOR One collection combined with AXOR Universal Circular Accessories in a Stainless Steel finish.

The international, multi-award-winning designer explains: “It was a completely natural choice. The products are restrained, yet iconic, the colors perfectly match the understated essentialist look, and they are easy to use and reliable. These products are an excellent example of how a seemingly small detail in such a grand project can play an absolutely crucial role in creating a positive overall experience.”



Shaped by the landscape and the elements

As you step into the ATMOSPHERE Spa, you are immersed in a world of absolute tranquility and relaxation. Nestled beneath the gently rolling foothills of the Leoganger Steinberge mountains, the spa itself feels contemplative despite its sheer size, completely enveloping its visitors with its organic forms. Perhaps this spa is one of the best examples of Hadi Tehrani's approach, which he describes as a completely natural process "because the design is always already there, the setting defines it, and you just have to recognize it." In Hadi Tehrani's words, "Here, it was the green meadows, the backdrop of the mountain landscape, and the gently rolling lines of the surrounding area that inspired me to create this organic design. I immediately sensed that I was creating a wellness experience here that is immersive, that is in tune with the elements and symbolizes them. The idea was to create a design that stands in complete harmony with the surrounding nature while enhancing and enriching it at the same time. I feel as though this resort has breathed new life into this place."

Immerse yourself in the view

Inside, the grounds emanate serenity with their reduced color palette and predominant materials of wood and stone. A 22-meter-long glass facade extends across the structure's entire face, establishing a visual connection with the surroundings and drawing attention to the unique natural landscape. The highlight is that the window can be completely sunk into the floor, thereby connecting the inside with the outside seamlessly from an architectural point of view as well. Hadi Tehrani adds: "Such sophisticated touches are exactly what make this spa a special experience. "Consider the lake, which is the centerpiece of the newly-formed landscape that surrounds Krallerhof and creates a whole new aquatic experience with its 50-meter infinity pool, which blends seamlessly into the lake." The Olympic-sized heated pool, which is completely enclosed by the natural lake, invites swimmers all year round;

the lake itself welcomes guests to dive in and tune out, to swim around and linger at their leisure. But that's not all—the pool is specially-filled with water from the facility's own natural spring and self-regulates its water level by precipitation and evaporation. Meanwhile, the spacious gardens lining the lake provide the site with further biodiversity.

Intuitive design objects that dispense water

ATMOSPHERE by Krallerhof offers several saunas, a relaxation room, the Blue Grotto, a yoga room and a lakeside café. Matching this simple design, the shower areas and bathrooms are equipped with the minimalist faucets, monolithic showers and innovative thermostats of the AXOR One collection. Hadi Tehrani attributes his choice of products to the fact that they are easy to use and that they integrate perfectly into the interior design due to their design and Stainless Steel finish. Hadi Tehrani comments: "When you're under the shower or at the sink, you shouldn't have to think about how to operate the faucet. Especially in a spa, everything has to be intuitive to use. Even the way you turn the shower on and off should feel natural. After all, that also helps make the experience more relaxing and rejuvenating."



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4