

Kartell by **LAUFEN**



Kartell by Laufen:
_THE PERFECT
EMOTION
■■■■■ in bathroom

KARTELL BY LAUFEN / THE BATHROOM PROJECT

A COMPLETE BATHROOM PROJECT INSPIRED BY THE ICONIC DESIGN OF KARTELL TOGETHER WITH THE QUALITY OF LAUFEN.

It's a new dialogue. And despite involving semantically opposite universes, it is based on agreeing on a word. A concept. This is the key that opens all design doors, as well as those for fashion and architecture. Excitement. This is the pass-key that brought together the iconic culture of Kartell's design and the innovation and quality from Laufen.

An integrated research project that redefines the principles, shapes, and uses of what is an ever more important space in life today: the bathroom.

Their collaboration is also a compenetration. Because in the world that is taking shape "we" is more important than "I". And it does not stop at pronouns. Rather, it means having a strategy that valorises the skills to deal with the complexity of demand that is ever more diversified, layered, and often anaesthetised by too much uniformity in terms of what is on offer - because it is dulled by excessive beauty or functionality that either way, overlooks how important continuing to be excited really is. Every day.

That was behind the choice to entrust a project this important to the two best bathroom designers, the multi award-winning Ludovica+Roberto Palomba, to come up with



Ludovica+Roberto Palomba

something completely new using a material that, until very recently was merely a dream - SaphirKeramik. The result of lengthy techno-eco-logical research by Laufen, twice-as-strong, more ecological and thinner than ceramic. Stunning performance, granted; but also necessary in a society aiming at reducing consumption, that loves simplicity, and that is looking for a dynamic relationship with sensual pleasure.

The result is clear to see - ceramics with thin, almost live edges, the grooves in (solid surface Sentec) baths that house LEDS for chromotherapy, surfaces treated with enamels in sophisticated colours, drain outlets that are invisible, hidden below essential slots, and assembly systems that are as innovative as they are easy. Then there's the monumentality, transparency, and purity of the elements, that take an ideal view of architectural volumes, while projecting these objects onto an exceptionally light horizon.

This lightness is accentuated by dialogue with the chunky, elegant and transparent plastic of furnishing accessories: stools/side tables, stackable units, shelves, mirrors and lamps. Just like phrases for effect in a conversation overall, they stand out for their irony. They are nomadic, versatile.

And depending on their colour they change the mood of the bathroom, just like accessories change the conception of a garment: blue adds the strength of serenity, tangerine orange gives a sun-like accent, amber adds body, smoky ink outlines profiles like eye liner, while full-on white and black are structurally imposing compared to the transparent lack of structure.

And it is in the texture of the background, always changing, that the stage of emotions finally becomes complete. Feelings that change like bathroom styles change - interior space par excellence that has to then be adapted to the various personalities, while maintaining design coherency. Just like dialogue between opposite poles: lightness and weight, play and rigour, eclecticism and minimalism. Functional binomials of modern-day creativity, just like the two brands, Laufen and Kartell.

Now joining forces in a shared project that is a tribute to innovation and iconicity.

Federico Chiara / Vogue Italia



Laufen Company
near Basel, Switzerland



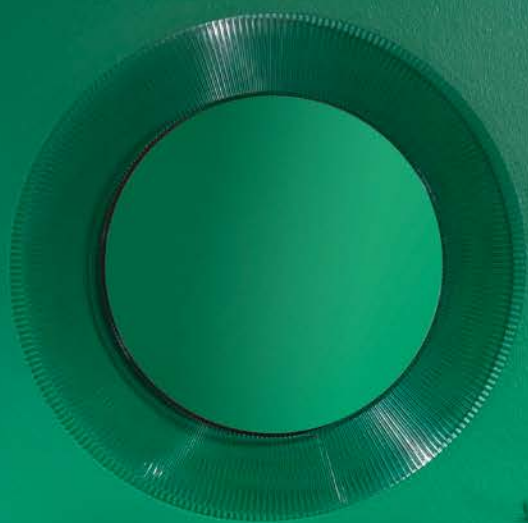
Kartell Company
Milano, Italy



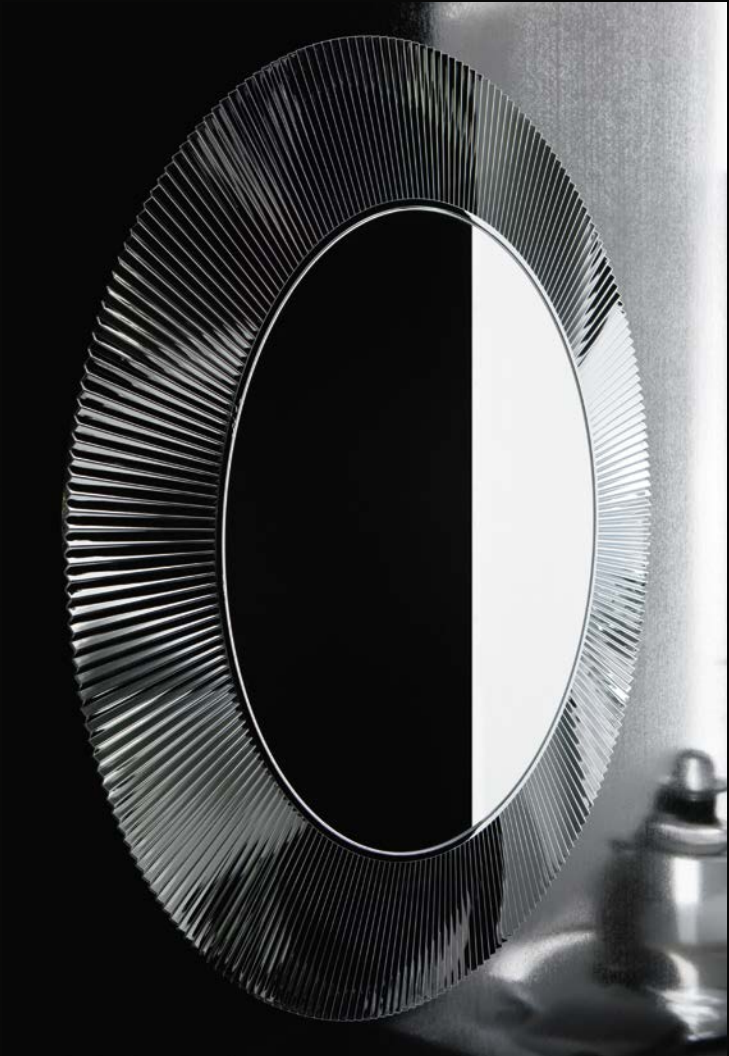


BASIN
INSTINCT
/form follows
function_
/function
follows form

REFLECTED
/ GLORY







**CRYSTAL
AND BLACK**
/strike back





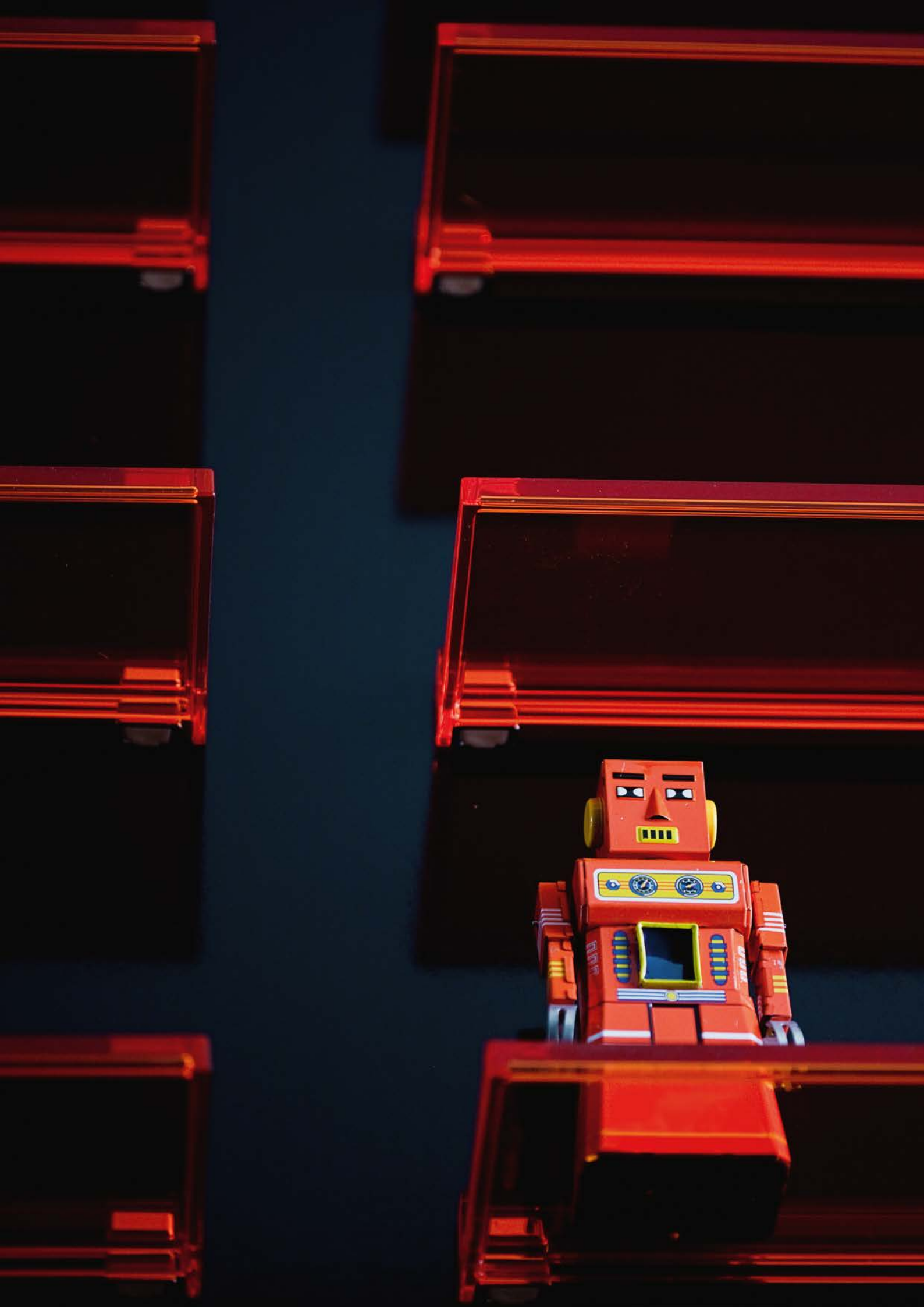
THE KARTELL
TOUCH
/breaking the rules



PLASTIC MOOD
[tangerine orange]



_ A concept. This is the key that opens doors to design,
as well as those for fashion and architecture.



[innovations]

A HIGH-TECH MATERIAL /at the core of new design



LAUFEN EASYFIT FIXATION



LAUFEN has developed a revolutionary wall fixation system for toilet pans, bidets and urinals. A patent has been lodged. The invisible, easy to mount fixation system meets the needs of both installers and end users.

For example, end users are impressed by a ceramic pan with a flawless surface which is really easy to clean since there's nowhere for dirt to hide. Installers are enthusiastic about the time-saving, intuitive mounting system.

RIMLESS TOILET TECHNOLOGY

Incorporating an advanced rimless design, water circulates along the perimeter of the pan from one flushing point. This technology achieves better performance, enabling a higher level of hygiene as well as the advantage of easier cleaning.



SaphirKeramik

A REVOLUTION IN THE FORMAL LANGUAGE OF CERAMICS

The innovative and high-quality composition of SaphirKeramik bestows possibilities and versatility never seen before upon the base material, enabling exceptional shaping. Edge radii of 1–2 mm are thus technically feasible.

The new type of ceramic is considerably harder and has an improved bending strength. LAUFEN is thus able to produce thinner ceramic bodies, which reduces weight and the consumption of raw materials and energy. SaphirKeramik is not a replacement for any of the existing materials; instead, it broadens the range of forms of expression of the natural base material.

[product overview]



counter basin 420
Ø 420 mm
white, LCC



wall basin 460
460 x 460mm
○/●
white, LCC



wall basin 460
460 x 280 mm
left hand bowl
●
white, LCC



wall basin 460
460 x 280 mm
right hand bowl
●
white, LCC



wall basin 500
500 x 460 mm
available as wall/
counter
●
white, available
with LCC



wall basin 600
600 x 460 mm
available as wall/
counter
●
white



wall basin 600
600 x 460 mm
left hand bowl
○/●
white, available
with LCC



wall basin 600
600 x 460 mm
right hand bowl
○/●
white, available
with LCC



wall basin 900
900 x 460 mm
left hand bowl
●
white



wall basin 900
900 x 460 mm
right hand bowl
○/●
white, available
with LCC



wall basin 1200
1200 x 460 mm
left hand bowl
●
white



rimless wall
hung pan
WELS 4 star,
3/4.5 ltr flush,
average flush 3.3 ltr
545 x 370 x 430mm



rimless back
to wall pan
S or P trap
WELS 4 star,
3/4.5 ltr flush,
average flush 3.3 ltr
560 x 370 x 430mm

○ no taphole

● 1 taphole

LCC - LAUFEN Clean Coat

[product overview]



round mirror
Ø 780mm
●/●/●



stool
330 x 290mm
●/●/●/●



rack
750 x 260mm
●/●/●/●



shelf for basin
●/●



shelf for bath
●/●



toilet roll holder
Tangerine orange and
Fumé discs available
and sold separately



wall shelf 450
●/●/●/●



towel rail 300/600 mm
300mm ●/●/●
600mm ●/●/●/●



towel rail 450 mm
●



freestanding bath 1715
1715 x 815 x 450mm
sentec, matte white

- transparent crystal
 - fumé
 - tangerine orange
 - emerald green
 - no taphole
 - 1 taphole
- LCC - LAUFEN Clean Coat





Bathroom Happiness

Visit any one of our showrooms in Australia or New Zealand for all the latest products, concepts and inspiration to make your bathroom whatever you want it to be. And for the ultimate bathroom experience, go to one of our bathroom life™ stores where you will find the biggest range of leading international brands. For our nearest bathroom showroom:

AUS: visit www.reece.com.au **NZ:** visit www.reece.co.nz

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