



PRESS RELEASE

Helwan University Design Students Praised By International Brand GROHE

Michael Seum announces the winners of the GROHE Design Series

In their common effort to support Egyptian rising talents in the design sector, GROHE, world leading German manufacturer in sanitary fittings, and Helwan University, Faculty of Applied arts introduced for the first time in Egypt the GROHE Design Series, a program that inspires dialogue and exchange. Three winners were announced during the final ceremony, headed by Michael Seum- Vice President at GROHE AG, and attended by Simon G. Shaya- GM and President of GROHE East Med, Middle East and Africa (MEA), Lina Varytimidou- Regional Director of PR and Head of GROHE SPA, university senior representatives and students.

The GROHE Design Series, is a regional program launched by GROHE in 2012, to encourage, support, and reward successful creative works by young university students in the field of design. The program provides opportunities to challenge and maximize students individual talents while promoting lifelong learning.

Simon G. Shaya said: "Our program's objective is to provide an opportunity for regional think-tanks of the future to stand out and benefit from the expertise of an International brand such as GROHE. We are very pleased to have had the opportunity to collaborate with Helwan University and we look forward to welcoming its students to our offices."

Pure Freude an Wasser



Through the competition entitled 'Cultural Relevance of an International Brand in the Middle East', Helwan students were assigned to develop a home spa using the GROHE GRANDERA® Warm Sunset range. Students had the chance to exchange ideas, design and develop a project with the help of experts from GROHE to generate progressive contemporary design ideas.

After weeks of interaction and discussion, the panel of judges selected three students to receive a prestigious summer internship at various locations of GROHE, all expenses paid for as the grand prize.

Award winning designer, Michael Seum, Vice president of Design at GROHE AG, highlighted the fact that young designers have huge impact on shifting the design trends: "In an increasingly dynamic world, uprising designers are often agents of change. I congratulate the young designers of Helwan University who were able to creatively balance different elements in their concepts with GROHE product ranges and asserting their confidence to present new perspectives aligned with users' needs and requirements. "

Dr. Georges Nubar, Dean of Faculty of Applied Arts, Helwan University commented: "We would like to thank GROHE for choosing to collaborate with our university to bring the first Design Series. The competition allowed our students to use their university knowledge for a commercial context while experiencing real world situations and competing for internationally recognised internships."

GROHE Design Series competition was designed to provide students with real world issues that engage and challenge them to maximise their individual talents and capabilities to succeed as young design professionals in and beyond their schooling.

Pure Freude an Wasser



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About GROHE

GROHE is the world's leading provider of sanitary fittings.

With its global GROHE brand, the company has relied on its brand values of technology, quality, design and sustainability for decades to deliver "Pure Freude an Wasser".

GROHE has a global workforce of around 6,000 people. There are about 2,400 employees working in Germany. GROHE runs three production plants in Germany as well as several plants in other markets. In 2014, the company generated consolidated sales of approx. €1.2 billion with its comprehensive product portfolio for bathroom and kitchen. Some 85 percent of its sales are currently generated outside Germany.

GROHE was taken over by the LIXIL Group and the Development Bank of Japan in January 2014.

The LIXIL Group is the global leader in the building materials and housing equipment industries. Since April 2015, GROHE is part of the global market leader LIXIL Water Technology that pools LIXIL's worldwide sanitary ware business in one single business unit with GROHE remaining an independent brand.

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