



## PRESS RELEASE

### The Four Themes Defining Future Homes

**Design visionaries Paul Flowers (GROHE), Ghislaine Viñas (interior designer) and James and Hayes Slade (Slade Architecture) discuss trends of modern life that will continue to influence home and bathroom design**

New York, NY (July 2014) – GROHE recently assembled members of New York’s design and architecture community in its GROHE Live! Center (showroom) to hear the unique perspectives of three design visionaries: **Paul Flowers**, GROHE’s SVP of Design, **Ghislaine Viñas** (Ghislaine Viñas Interior Design) and **James and Hayes Slade** (Slade Architecture). They discussed the influence of technology and trends of modern life that would continue to impact the design and products used in the homes and bathrooms of the future.

Emerging were **four key themes defining future homes**:

1. **The bathroom as a sanctuary**: High-density urban living will be the norm for many, while personal space will become even more precious and compact. “The bathroom is the last room in the house with a lock,” said Flowers, “and it will play a critical role in allowing for much-needed moments of escape, relaxation and rejuvenation. The strictly functional role of the bathroom as a hygiene space will evolve to become a psychological oasis.”

“The implication is a bathroom that creates an immersive and escapist environment,” said James Slade.

As boundaries expand, the bath will also be seamlessly integrated with the bedroom from an aesthetic perspective – design elements



carried throughout, more use of art and furnishings and less tile. In addition, the integrated space will be a more direct reflection on how people use this space in their homes.

2. **Customization and personalization:** Consumers turn to design publications and digital resources like Houzz, Pinterest and HGTV to help them cultivate their aesthetic sensibility and personalize their space. To appeal to consumers who increasingly want to create “unique” spaces, it is critical for manufacturers to offer a variety of finishes and design solutions as well as lines with a wide range of products to mix and match. For example, GROHE’s popular Grandera™ line offers single-lever and classical wide-set faucets, deck-mounted Roman Tub fillers, dramatic floor-mounted tub fillers, coordinated overhead showers and hand showers and is complemented by the white porcelain accessories from soap dispensers and beakers to shower shelves. From a functional standpoint, designers look at the individual’s usability. For example, you may want the ability to position shower streams based on your height and the configuration of your bath. GROHE was the first to introduce custom shower systems into the US market.
  
3. **Sensorial experience:** From lighting to scent—the human senses will be evoked at greater levels. “The experience has to be sensorial,” said Flowers. With a 24-7 “always on” connection the consumer seeks moments of respite through the day rather than blocks of days, for example. There will be greater emphasis on providing these moments of respite through sensorial details, especially at times of transition--when people enter their homes or enter their bedrooms.



4. **How technology extends to the bathroom:** From streaming home entertainment, remote home security systems and monitoring to wirelessly-enabled appliances, technology continues to impact consumers' lives and homes. Technology contributes to the acceleration of our lifestyles, but at the same time, we're using technology as a means to escape and improve our lives. In the bathroom, technology enables conveniences like turning on a shower that is set to the precise desired temperature and spray pattern before one even sets foot in the bathroom. Technological advancements in product design also allow for a full shower experience while using less water.

The discussion was followed by the reveal of two installations commissioned by GROHE America and conceived by Slade Architecture and Ghislaine Viñas Interior Design in the GROHE Live! Center on June 17, 2014.

#### **About the GROHE Group**

The GROHE Group comprises Grohe AG, Hemer; Joyou AG, Hamburg and other subsidiaries in foreign markets. The GROHE Group is the world's leading provider of sanitary fittings. With its global GROHE brand, the GROHE Group relies on its brand values quality, technology, design and responsibility to deliver "Pure Freude an Wasser". With the JOYOU brand, the Group covers the fast growing Chinese market.

Spearheaded by GROHE Group S.à r.l., Luxembourg, the group has a global workforce averaging 9,300 people worldwide (including some 3,500 at Joyou). There are about 2,400 employees working at GROHE in Germany. The GROHE Group generated consolidated sales of €1.45 billion in 2013. The GROHE Group has nine proprietary production plants, of which six are located outside Germany, namely in Portugal, Thailand, Canada and China (Joyou). The company currently generates some 85% of its sales outside Germany.

The GROHE Group 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 industry. GROHE and Joyou remain independent within the LIXIL Group.

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