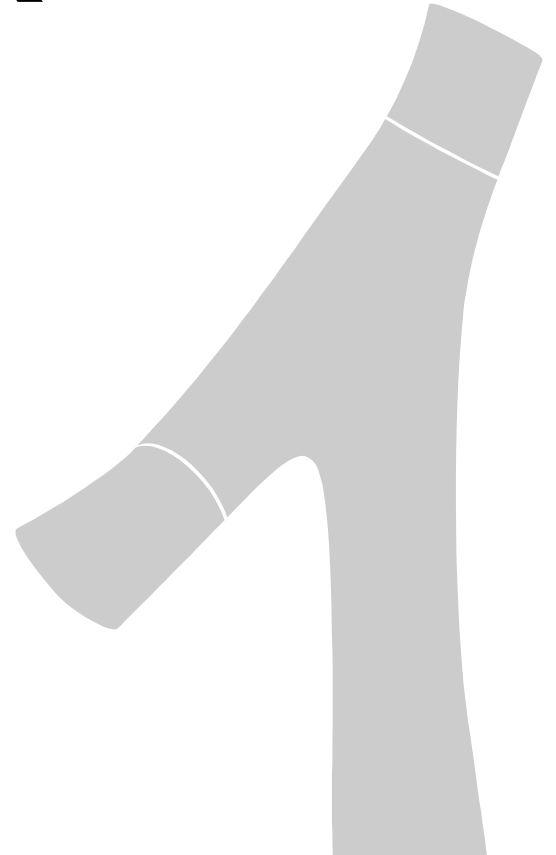


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hansgrohe

Axor Starck Organic



Axor Starck Organic

Axor and Philippe Starck
Design
Features
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Designer

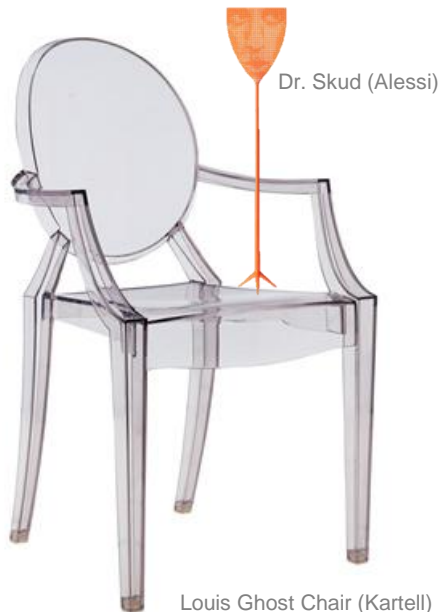
The pop star of all designers



Philippe **Starck**

From a fly swatter via furniture to a motorcycle

JUICY



Moto 6.5 (Aprilia)



Zenith-Chandelier (Baccarat)



Attila (Kartell)

Designer

Ecological commitment



Pramac "Bipala" Micro-turbine, 2010



Scooter/bicycle-hybrid city PIBAL Streamer, 2012

Philippe Starck has consigned to sanitary history.



1994



1998



2004



2005



2008

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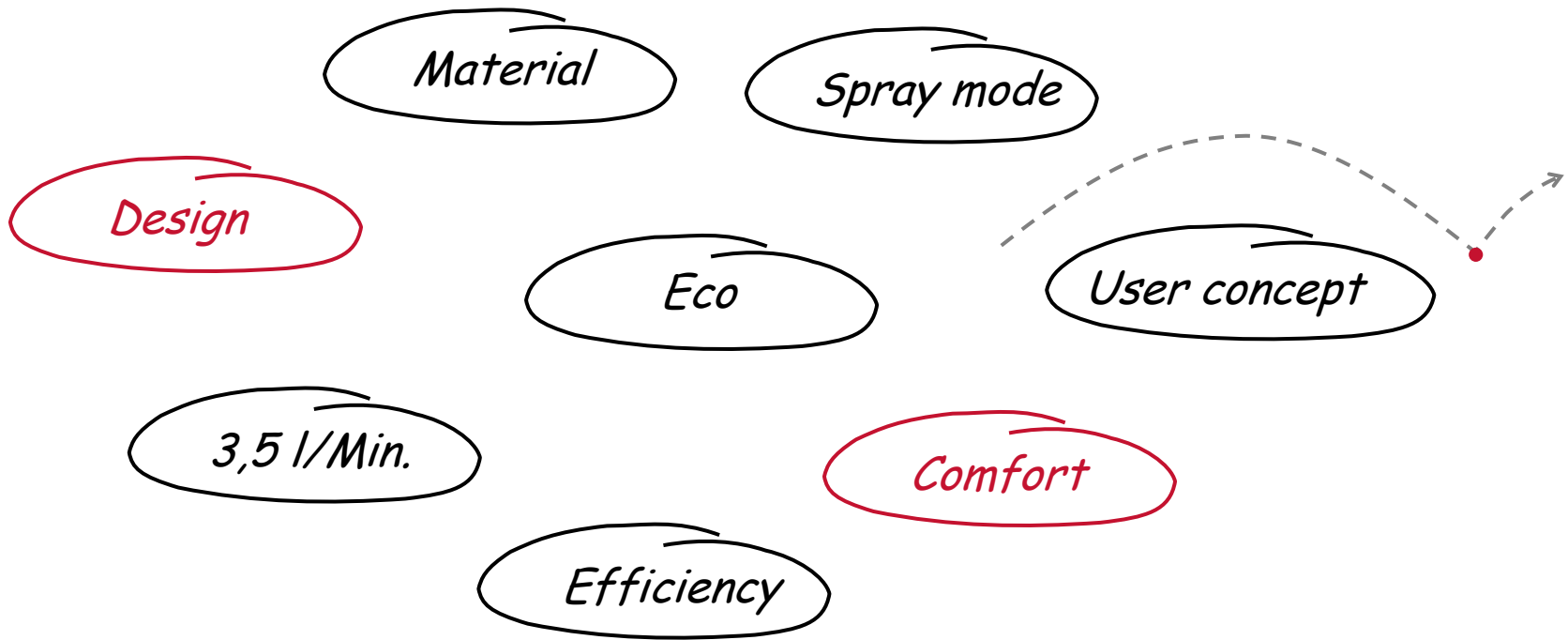
Bathroom ambience

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Design process.

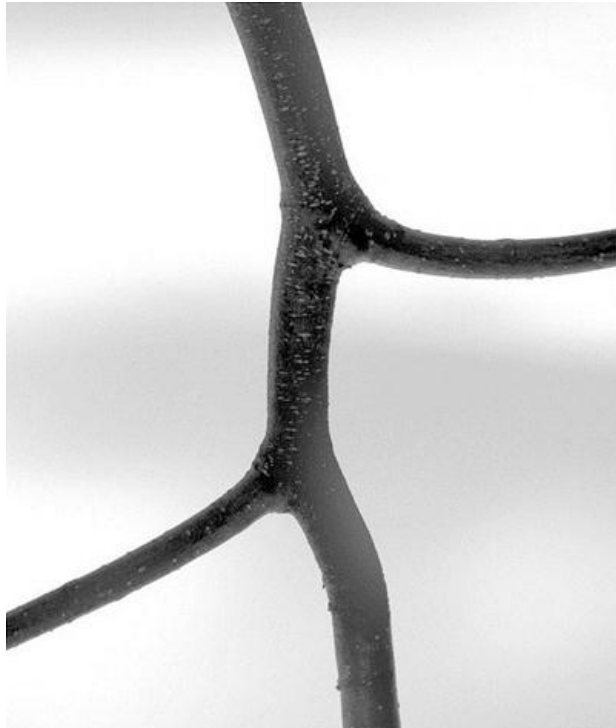
Revolutionary way of using the vital element *water*.



Follow
your **Head** and
your *Heart.*

Follow
your *Heart.*

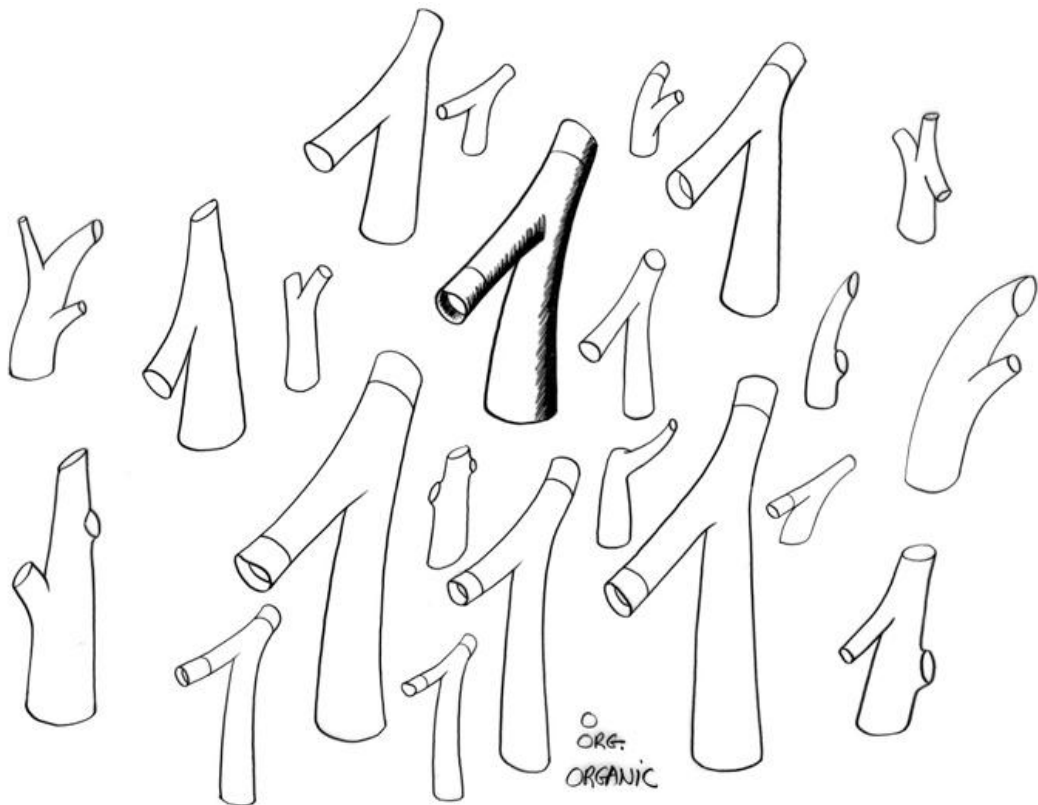
Derivation of the design



Orientation by
*Elegance and
beauty*
of nature.



It is in *nature's* nature to get by with the bare **minimum.**



ORG.
ORGANIC

AXOR

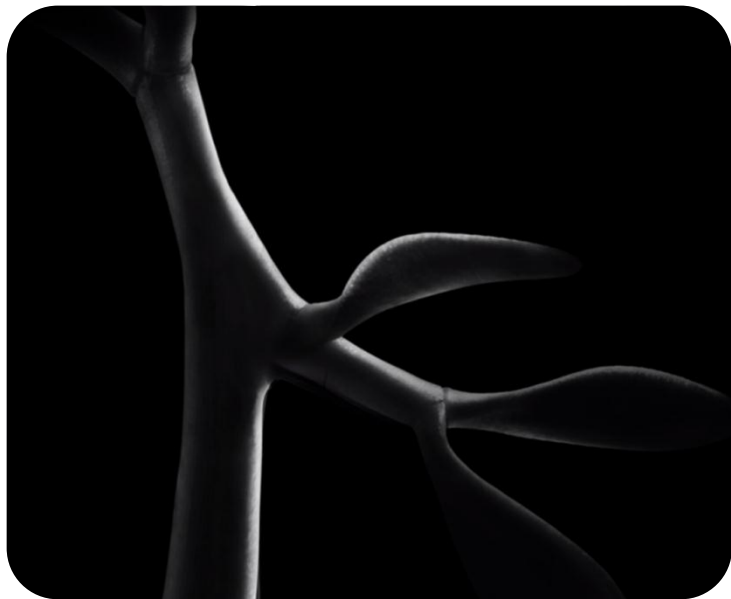




organic.

minimal.

The Design Language



- **Organic & minimal design: soft shapes and fluid transitions of the handles and mixer body**
- **Harmonious design in all handle positions**
- **Further development of the characteristic design of the Axor Starck family**
- **Blends perfectly into any bathroom environment**

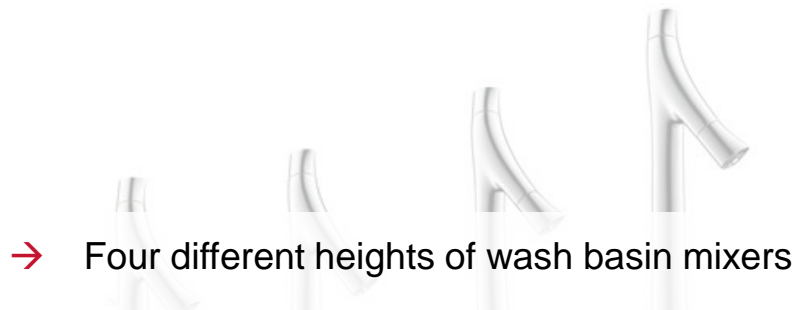
Collection.

The collection

The design language can be harmoniously found in the entire collection.



The design language can be harmoniously found in the entire collection.



→ Four different heights of wash basin mixers

→ Complementary wall solution for the basin mixer area

→ Focus on thermostat technology for the exposed and concealed installation solutions for showers and bath tubs



→ Additional accessories

→ More than 40 products for all bathroom areas

→ Products can be diversely combined also with other collections



Water experience.

Hitherto existing spray modes of wash basin mixers.



Axor Starck (2004)



Axor Starck X (2005)



Axor Massaud (2006)

Water experience

The broadest ever mixer shower spray.



voluminous.

3.5 l / Min.

AXOR

The broadest ever mixer shower spray.

- New jet former with 90 tiny openings:
softer, more voluminous mixer shower spray
- Broad jet:
thorough wetting of the hands
- Flow limitation:
normal spray with an efficient 3.5 l/min

voluminous.

3.5 l / Min.

Follow
your **Head.**

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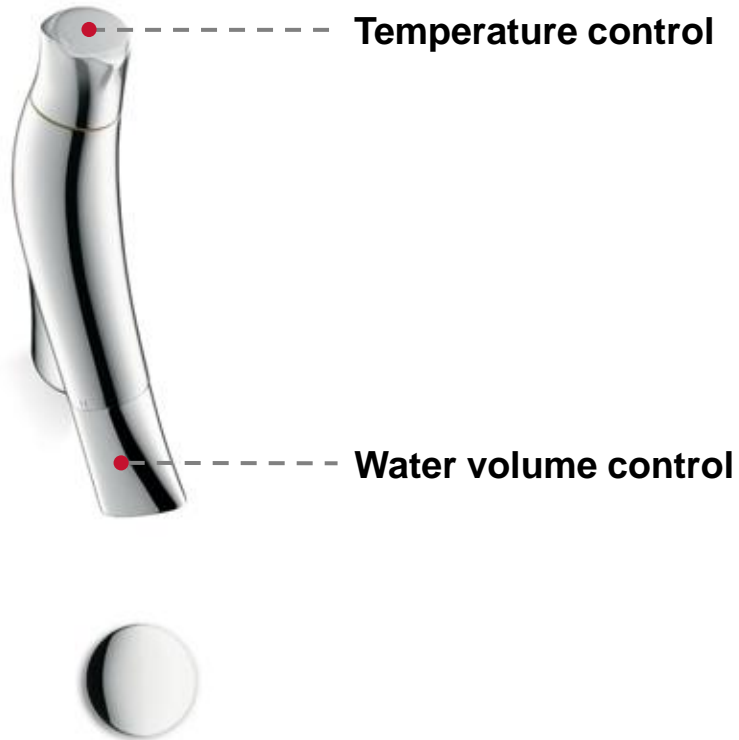
Summary

Operating concept.

Operation of conventional mixers.



Water volume and temperature are controlled separately.

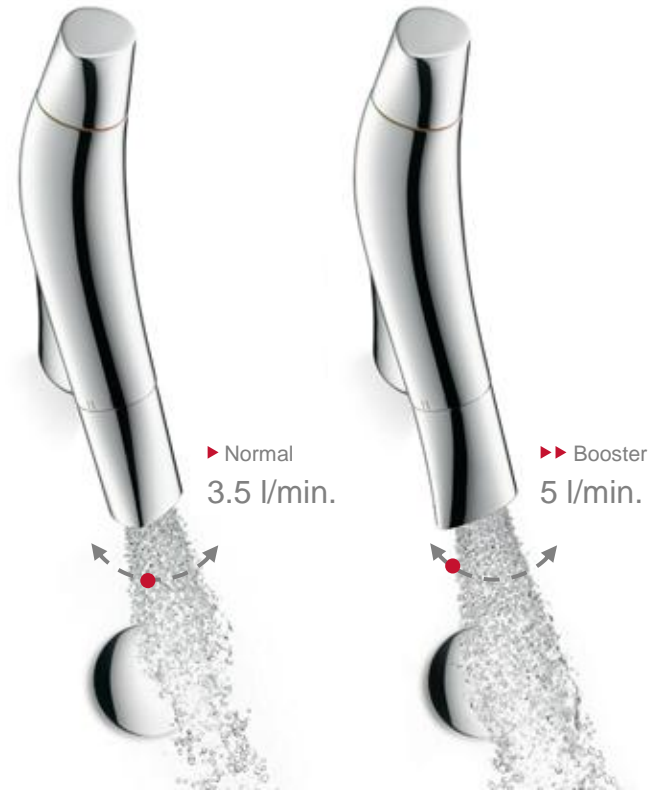


Water volume and temperature are controlled separately.



Water volume control:

- Greater cleanliness and convenience thanks to direct operation on the spout
- Normal position at 3.5 l/min: highest level of functionality with a sensation of a high water volume while actually saving water
- Booster position for increasing the flow rate to 5 l/min
- Gradual water volume control with snap-in positions



Water volume and temperature are controlled separately.



Temperature control:

- Pre-adjustment to the personally preferred temperature or energy-saving cold setting
- Pre-adjustment prevents droplets and dirt marks (the handle rarely needs to be touched)
- Harmonious appearance in all positions
- New, clear hot/cold markings:
cold water = green (energy-saving)
hot water = orange



Efficiency.

The mixer with an ecological mind.

Intentional pre-adjusted temperature “cold”

→ Saves energy

Hollow body construction

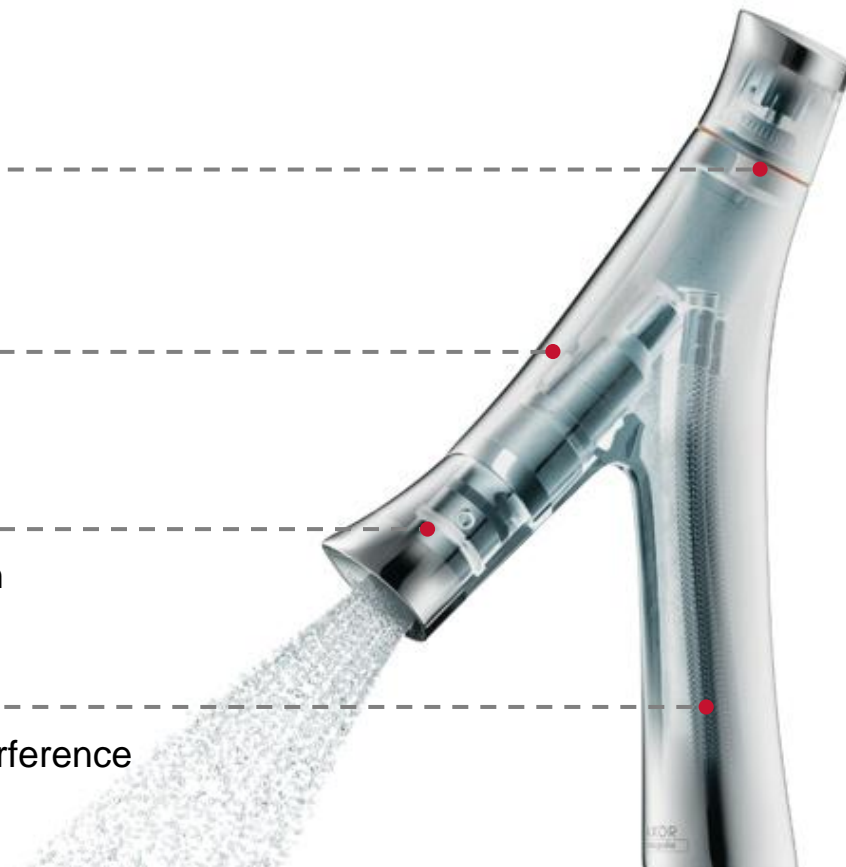
→ Minimized usage of material

Flow limitation to an efficient 3.5 l/min

→ Improved water sensation, less consumption

Decoupled flow of water

→ Drinking water free from lead and nickel interference



Other features.

Other features.



→ Jet former



→ Adjustable spout



→ Filter screen for angle valves

Other features.



→ Temperature limitation



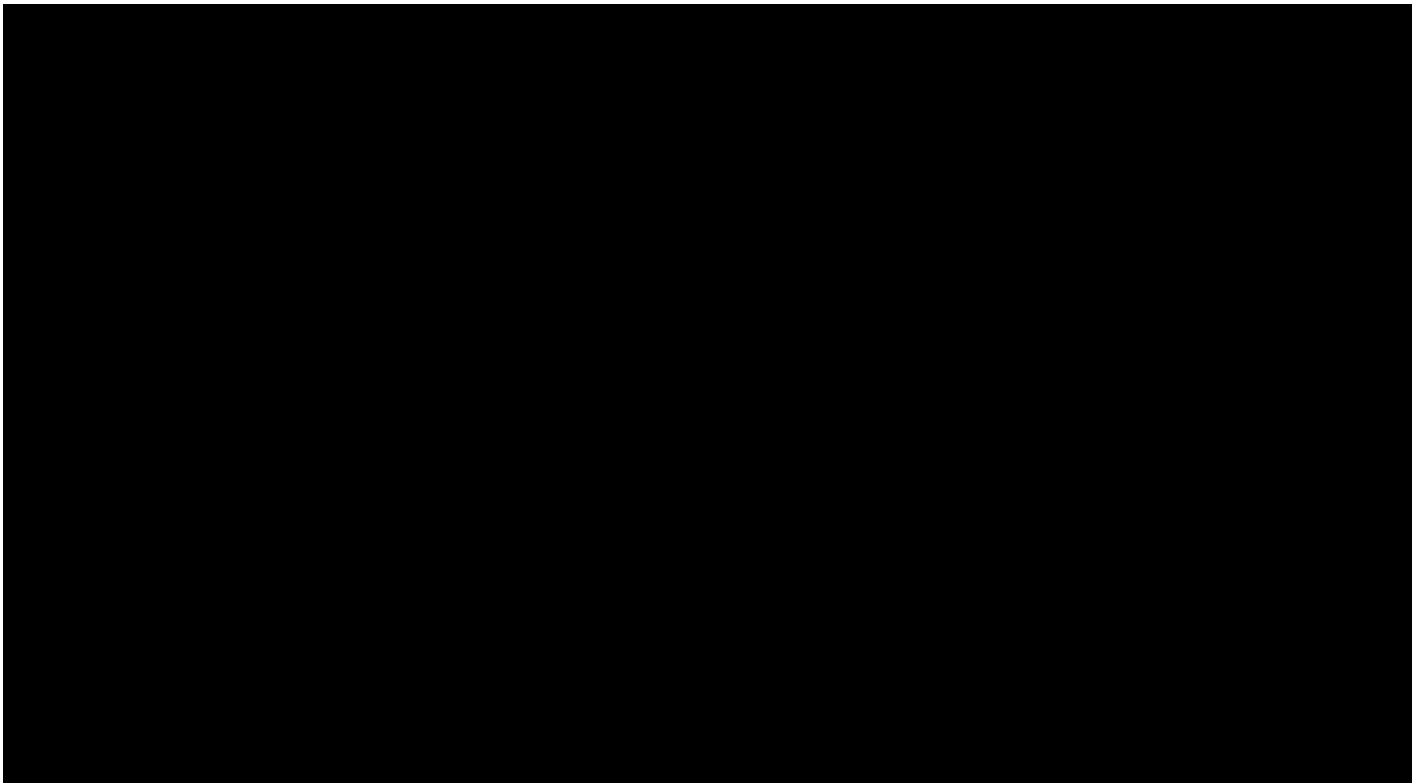
→ Thermostat technology



→ Concealed mixers for the shower

Interview Philippe Starck.

Interview Philippe Starck.



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→ Concealed products based on the **AXOR** ShowerCollection



→ Concealed thermostat as iBox universal solution



→ Exposed installation mixers



→ Floor-standing bath tub thermostat with integrated hand shower



→ Exposed bath tub thermostat



Different wash basins.



Bathroom ambience

The organic, minimalist bathroom.



AXOR



→ 16 m²



Travertine



Oak



Petrol

The sensual bathroom.



→ Duravit Starck wash basin (new)



→ 6 m²

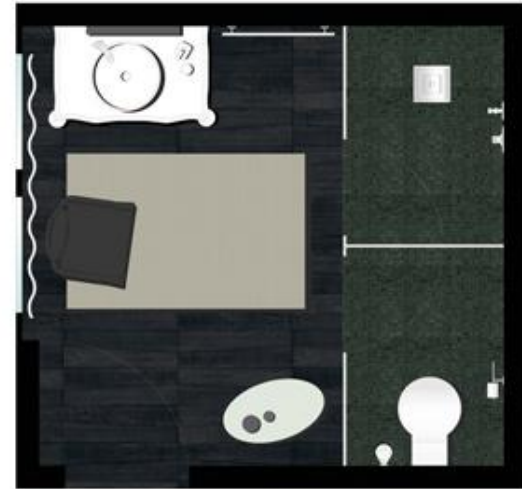


→ Kohler wash basin

The baroque bathroom.



→ Duravit Starck wash basin (new)



→ 12 m²



→ Villeroy & Boch „Memento“

Bathroom ambience

The natural bathroom.



→ Axor Massaud wash basin



→ 15 m²



→ Keramag „Silk“

The puristic bathroom.



→ Toto wash basin



→ 10,5 m²



→ Roca „Elements“

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All benefits at a glance:

For the *Heart*.

- Powerful, unique design language: *organic, minimalist* shapes bursting with sensuality and energy
- *Harmonious* design in all handle positions
- Design *from a single source* throughout the entire collection and beyond
- *Sensual* experience of water thanks to the new mixer shower jet
- Broad, *thorough* wetting of the hands
- *Versatile*: the perfect match for many wash basin and bath tub shapes and styles in your chosen environment
- The collection designed by Philippe Starck, the *enfant terrible* of the design world

For the **Head**.

- New, **functional** mixer shower spray (only consumes **3.5 l/min**)
- New operating concept: **separate** temperature and water control
- More **convenience and safety** thanks to the pre-adjustable temperature
- **Two click-in positions** on the water volume control: **3.5 l/min** (normal) and **5 l/min** (booster)
- **Resource-conserving** use of materials, energy and raw materials
- **Intelligent** functions such as the QuickClean cleaning function or the adjustable jet former

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