**Back to the future**

**At the Fuorisalone 2022, LAUFEN presents the evolution of ILBAGNOALESSI designed by Stefano Giovannoni. The Swiss company has updated its most successful long-term collection, lightening its forms thanks to the use of Saphirkeramik, while introducing furnishings that combine workmanship of the highest quality with the most advanced materials and technologies for the bathroom environment.**

**The architecture firm Snøhetta has created five graphic representations, inspired by the fluid and organic forms of the collection, to offer an overview of futuristic scenarios.**

Launched during Milano Design Week 2002, ILBAGNOALESSI is the result of collaboration between the Alessi Italian design factory and the Swiss bath furnishings specialist LAUFEN that together have created an iconic collection, reinventing the bathroom archetypes. ILBAGNOALESSI has developed a completely new approach to the design of the bathroom space, made possible thanks to the interaction of the two companies, both examples of excellence in their respective fields, in a complementary investigation of new linguistic codes connected with a more profound imaginary, closer to the desires of today’s consumers.

In ILBAGNOALESSI the holistic idea of the bathroom – the central focus of LAUFEN’s approach – finds maximum expression in a perfect balance between form and function, design and workmanship, poetry and technological innovation. Stemming from research on emotional codes conducted by Alberto Alessi to come to terms with such a complex project, ILBAGNOALESSI is the successful result of the work carried out by LAUFEN, a company with a constant focus on innovation, open to experimentation, and ALESSI, who, working with the designer Stefano Giovannoni, “have drawn with freedom and mastery on the great vocabulary of forms available to man to create objects that are more emotional and at the same time more human” (*Vedi alla voce: bagno*, ed. Raffaella Poletti, published by Electa/Alessi).

**Renewed lightness**

The evolution of ILBAGNOALESSI making its debut at Fuorisalone 2022 in Milan coincides with the important technological progress, in terms of materials, that has been made in the bath furnishings sector over the last few years. The ongoing research conducted by LAUFEN on ceramics has made it possible to formulate a unique, extremely strong and malleable material that is also very thin, permitting the creation of daring forms that would have been unthinkable 20 years ago. Thanks to Saphirkeramik, an extraordinary high-performance material that becomes a link between past and future, it has been possible to design new washstands and washbasins with ample, soft and fluid forms, which seem to be almost weightless. Stefano Giovannoni, experimenting with this special ceramic material, has designed basins with rounded forms in different sizes (450x380x170 and 700x380x170 cm), reinterpreting the iconic Tuna washbasin, whose long, organic form has been accentuated through the use of a new light, slim profile based on Saphirkeramik. Available in the countertop version, or built-in with the ceramic border perfectly aligned with the cabinet on which it is placed.

The important new feature of the collection involves three new variations of finish and color for all the ceramic pieces, including the toilet and the bidet. The matte finish – in the colors white, black and coffee – gives the product a more contemporary image.

The new freestanding bathtub is large and welcoming, and takes its cue from the form of the washbasins. Made with Sentec, a mineral composite that offers a velvety, sensual surface, the tub is ideal for a long regenerating soak. The slim border widens to offer a comfortable headrest and a surface for objects. The new version – also available with black on the outside and white on the inside is of great theatrical impact, perfectly in tune with the new finishes of the collection.

One of the central pieces of ILBAGNOALESSI is the WC with its innovative shape and rounded cover.

**New furnishings: innovation and maximum functional quality**

ILBAGNOALESSI 2022 also offers a series of new furnishings that incorporate materials of the latest generation. The cabinets have squared geometric lines, and the drawers – without handles – have borders at a 45-degreen angle, a solution that is beautiful and functional at the same time. The new wood varieties and the warm, earthy tones of the colored laminated versions play with the stoneware surfaces, creating chromatic effects and material juxtapositions of great refinement in relation to the ceramic fixtures. The color palette offers a range of over 30 hues and 3 special nuances, with metallic finishes like copper, titanium and gold.

A special highlight, in the truest sense of the word, is an innovative frame structure made of black aluminium, which accompanies the mirror and furniture as a connecting element and sets the scene for the unusual shapes. This structure is equipped with an LED lighting system, the different scenarios of which can be controlled via APP or remote control. The modular lighting system allows the brightness to spread in multiple directions, creating different personalized configurations in the bathroom space, with the option of shifting between warm and cool luminous hues.

A square section of just 23 mm, easy to install, which conceals innovative technology inside, to take ILBAGNOALESSI into a new digital era.

**Future scenarios, envisioned by Snøhetta Architects**

During the Fuorisalone, LAUFEN Space Milano hosts an installation staged by Studio Lys on the work of the visionary French architect Claude Parent, inventor of the “oblique function.” A large volume welcomes visitors at the entrance, and with its oblique plane it creates a dialogue of spatial perception, altering the vantage point of viewers and their relationship with objects. The ceramic pieces are displayed on the inclined plane as if they were sculptures, infinitely repeated thanks to a large reflecting wall.

The exhibition continues on the mezzanine, presenting various configurations of ceramic fixtures and cabinets, and offering an overhead view of the installation.

LAUFEN asked the architecture firm Snøhetta to investigate possible scenarios, taking inspiration from the organic forms of the collection and the aesthetic /functional characteristics of ceramics. A relationship of harmony and balance between nature and architecture is a stylistic signature for the Snøhetta studio. The architects have imagined five settings, through which we can evaluate the way our body relates to the space, finding beauty, elegance and wonder in everyday life.

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Through visions that play with the idea of movement, time and proportions, the five images capture the experience of diving into water and emerging in a continuous movement, triggering a connection between the soft curved geometry of LAUFEN ceramic fixtures and the surrounding natural setting. The five graphic depictions are shown on a large LED screen at the entrance of the space, creating unexpected theatrical effects.

With Snøhetta Architects, the Swiss company has begun multilevel research that has to do with architecture, but also with a new way of communicating and comprehending the LAUFEN universe, in the spaces opened in various cities, from Milan to Berlin, Prague, Laufen, Vienna, Madrid and Miami, permitting visitors to learn about the history and know-how of the company, as well as its commitment to increasingly sustainable production of the highest quality.

Photo credits: Laufen

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