

LAUFEN

MATTER  
BY

SNØHETTA

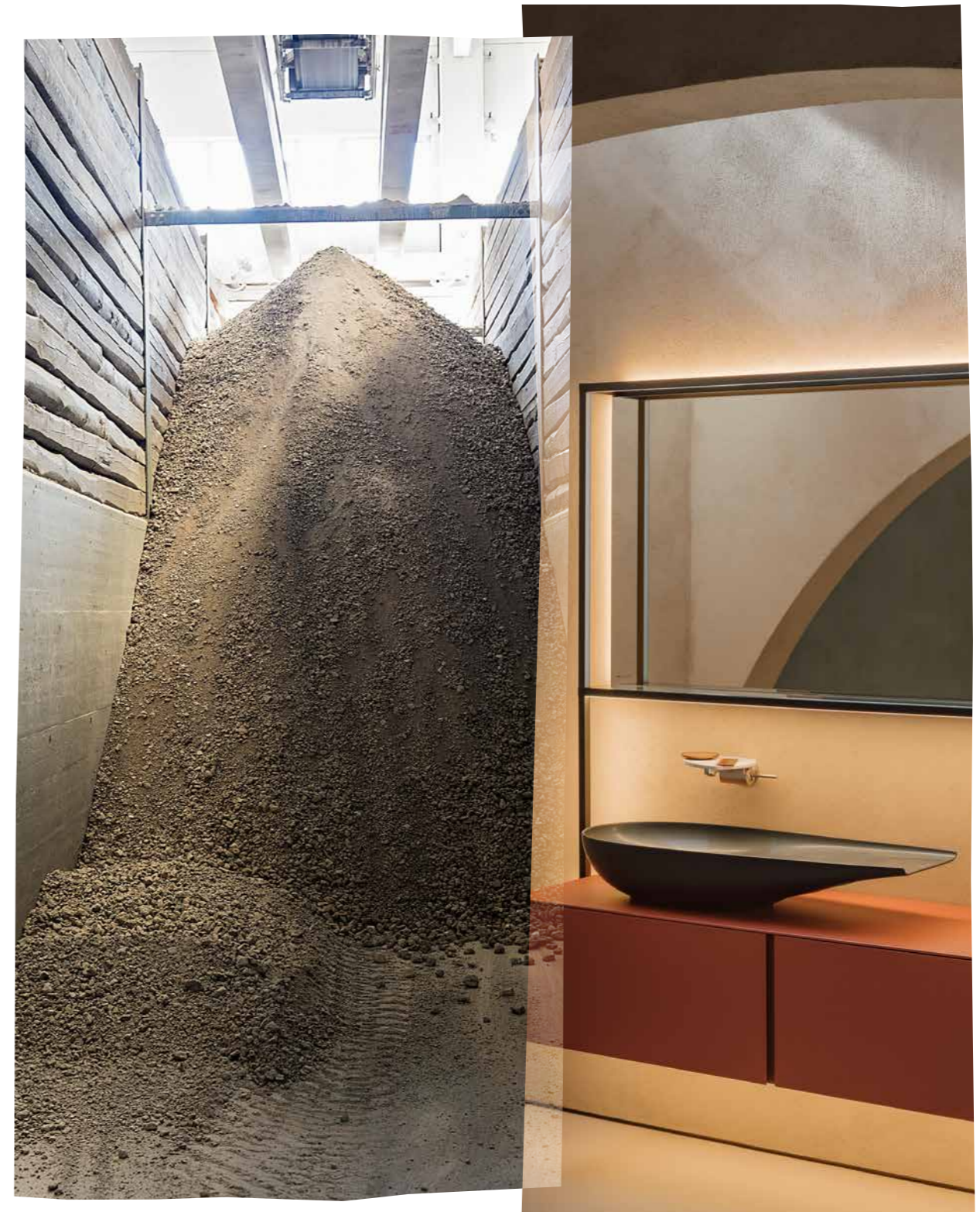
SALONE DEL MOBILE 2024  
MILAN  
16–21 APRIL

# LAUFEN

## MATTER BY SNØHETTA

At the heart of Matter, designed by the Norwegian transdisciplinary studio Snøhetta, is the tension between archaic materiality, technical expertise and aesthetic refinement. The tactile allure of clay and brass, embodying the essence of the raw materials of ceramic and metallic fittings, starkly contrasts with the innovative sophistication of LAUFEN's high-tech manufacturing and design ethos. Moreover, distinctive signature colours have been assigned to each LAUFEN bathroom collection, instantly revealing their unique character.

- HOME COLLECTION
- THE NEW CLASSIC
- SONAR
- ARUN
- DIGITAL PRODUCTS
- CLEANET ALVIA
- MEDA
- ILBAGNOALESSI
- KARTELL • LAUFEN



With Snøhetta's brand presentation visitors can immerse themselves in LAUFEN through varied experiences: sensual materiality, captivating narratives, broad engagement, and the thrill of exploring the products.



Matter by Snøhetta: the tangible sensuality of material

The brand presentation Matter for LAUFEN at the Salone del Mobile in Milan, conceived by Snøhetta, is based on the jointly developed concept that allows visitors to experience the LAUFEN brand, and its products, in new and unique ways.

## COLOURS AND MATERIALS

Two materials characterise the aesthetic of the stand: clay plaster and brass. Clay plaster echoes the foundational element of LAUFEN's bathroom ceramics, while brass represents the essential material for LAUFEN's fittings.

In the presentation of products, Snøhetta masterfully uses colour within individual cabinets for each collection, all lined with clay plaster and painted in natural hues.

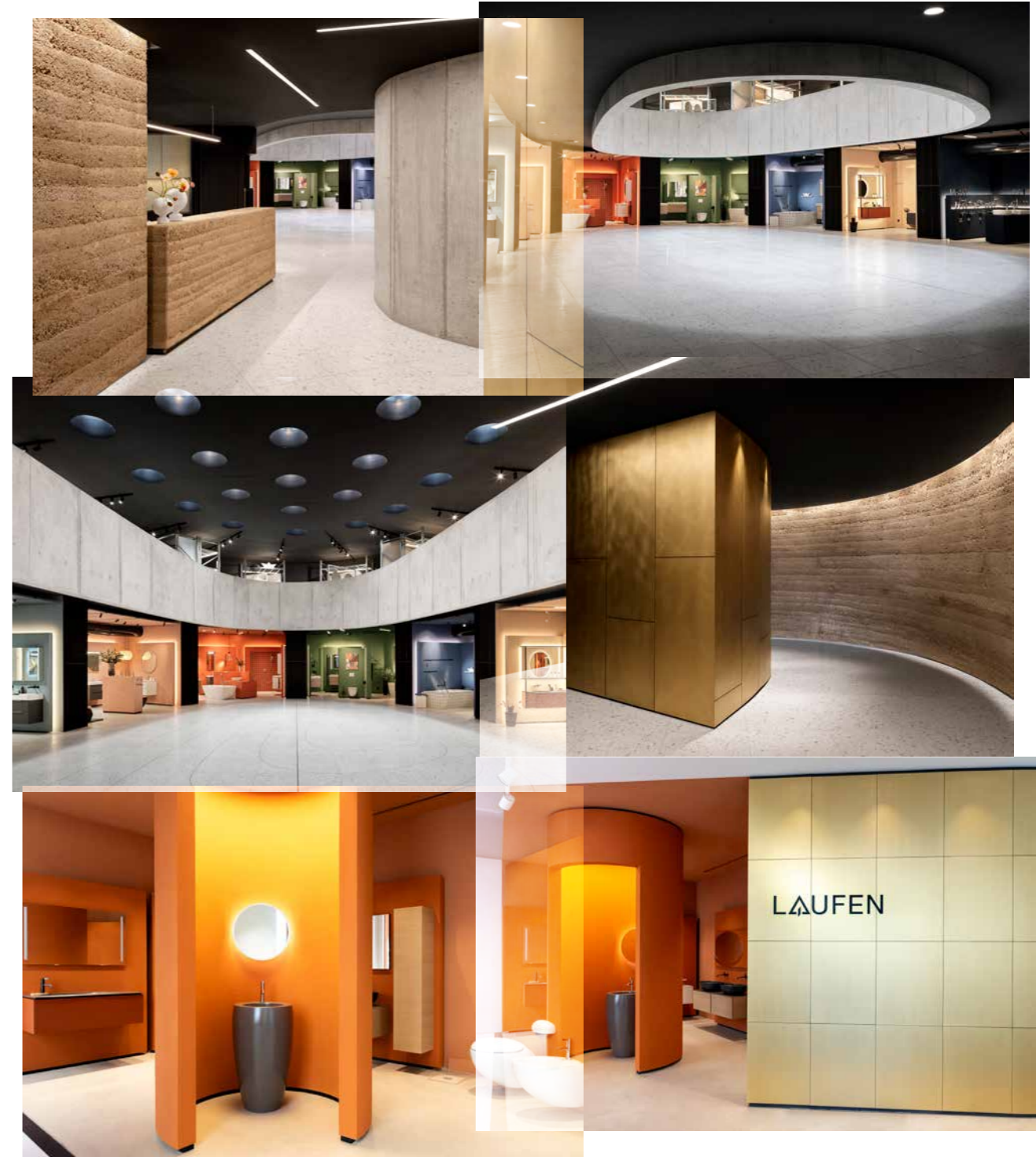
## PRIORITISING SUSTAINABILITY

In a commitment to sustainability, LAUFEN's exhibit is designed with a circular approach, ensuring as many materials as possible are reused within Milan or designated for subsequent applications. This dedication to material life cycle is a shared ethos between LAUFEN and Snøhetta, which has placed sustainability in architecture and a sensitive approach to landscape and resources at the centre of its work since its foundation.

## A SPACE FOR REJUVENATION

A large atrium welcomes visitors with further references to raw materials including clay and water – key to LAUFEN's alchemy – offering a retreat where visitors can briefly rest and gather initial impressions of the LAUFEN world away from the bustling activity of the fair. The architects Snøhetta open up the stand to its surroundings and create something for which their buildings are famous: exciting public space. At the circular centre of the atrium, separated by a transparent curtain, stands the revolving stage where selected products are artistically displayed, like large sculptures. Reminiscent of a sushi restaurant, guests can gather around high tables and stools. Surrounding this focal point, seating arrangements, tables, benches, and a lengthy bar form concentric circles, symbolising the natural element that is almost always the focus of LAUFEN: water. But they are also intended to evoke the communal spirit of a large round table, fostering dialogue and collaboration.

LAUFEN has embarked on a multidisciplinary exploration with Snøhetta, involving not just architecture but also a new way of communicating and understanding the brand universe. Previous collaborations include LAUFEN space Vienna and the Forum at the LAUFEN headquarters near Basel, where they have masterfully reimaged the interior, crafting a multilevel journey through the entire LAUFEN collection.



Impressions from the LAUFEN Forum at the company headquarters in Laufen near Basel and from the LAUFEN space Vienna, where Snøhetta has already implemented the Matter concept.

## ○ HOME COLLECTION

The HOME COLLECTION is a series of objects that are the result of experimentation with ceramic materials by artists and designers to create small architectures with organic shapes and geometric purity given by the perfection of ceramics.



The ceramic sculpture BABOON, designed by Joe Griesbach, is inspired by African drums and Ethiopian head supports.

The HOME COLLECTION consists of seven unique objects: from the IKOS polyhedron, born from the collaboration between LAUFEN and the Brasilea foundation, based in Basel, which promotes cultural exchange between Switzerland and Brazil, to the family TRIO, three small containers with an asymmetrical and ultralight design. LIBRO is a small sculpture which, as the name suggests (libro in Italian means book), was born as a book holder. The delicacy and elegance of the finest ceramics find their expression in AURELIO, the small tray designed by **Alfredo**

**Häberli**, perfect in the bathroom but also as a centrepiece and storage tray. Finally, BABOON is the project born from the collaboration between LAUFEN and the Academy of Art and Design HGK in Basel which is inspired by African drums and Ethiopian head supports.

## ● THE NEW CLASSIC

The collection is a design by the Dutch **Marcel Wanders**, who is world-famous for his flamboyant and playful designs. With THE NEW CLASSIC he combines classic architectural forms with a modern design language. The material **Saphirkeramik** allows him



A collection of perfectly shaped innovations for the bathroom. THE NEW CLASSIC radiates the practicality of the harmonious form and combines it with contemporary style.

to create the elegantly curved contours of his washbasins with the delicacy of porcelain.

The toilets and bidets in the collection as well as the free-standing bathtub show the same

characteristic design language. For the washbasins, Wanders designed delicate base frames made of solid wood, whose cleverly flared feet evoke associations with antique furniture. Classic vanity units, which are available in different colours and sizes, are also part of the programme. Last but not least, Marcel Wanders has also designed a matching series of fittings in which, as with the other products from THE NEW CLASSIC, he skilfully combines elegantly curved and strictly geometric shapes.

## ● SONAR



The internationally acclaimed and eclectic designer Patricia Urquiola utilises the extraordinary material Saphirkeramik with great sensitivity to create the SONAR collection.

The **SONAR** collection, designed by Spanish designer **Patricia Urquiola**, impressively underlines the possibilities of the material **Saphirkeramik** developed by LAUFEN. With SONAR, Urquiola fully exploits the potential of the revolutionary material. The designer uses the **minimal wall thicknesses** and **narrow radii** made possible by Saphir-

keramik for delicate, geometrically shaped washbasins, which are available in numerous variations. The wall-mounted versions have a characteristic bevel on the base, which makes them appear almost floating. As an alternative to the smooth outer wall, SONAR is also available with a "cannettato" relief, a fine vertical rib pattern.

## ● ARUN

The **ARUN** furniture collection is inspired by the warm colours of the early morning sky, with wood and stone materials evocative of nature and tranquillity. The blend of materials and textures, alongside an inviting palette of over **40 colour options**, transforms the bathroom space into an intimately personalised sanctuary.



The ARUN furniture collection combines authentic materials with expert craftsmanship, offering a broad array of surfaces, colours, and finishes to personalise the bathroom into a unique place of relaxation.

With ARUN, LAUFEN continues the trend towards authentic materials in the bathroom: Two real wood veneers – light oak or walnut – in combination with the sensual stone-look surfaces, soothe the eye and create a natural, comforting

aesthetic. For a long time, the bathroom with cool colours was considered a natural place for daily personal hygiene, but with ARUN it becomes a room of warmth and harmony.

The design language of ARUN is calm, restrained and timelessly classic whilst incorporating high-quality materials and durable workmanship. Like all LAUFEN furniture ranges, ARUN is exclusively **manufactured in Europe** utilising wood-based materials sourced from certified sustainable European forests.

## DIGITAL PRODUCTS

LAUFEN's new **bathtub** is inspired by the soothing and energising power of light and colour which has been used since ancient times to improve mental and physical balance. Thanks to **LED technology** and a high-tech remote control, users can not only modulate the intensity of the light and the colours, but also choose from a range of settings to intensify the bathing experience and create **ambient lighting effects** according to the mood of the moment. LAUFEN's research into the mineral casting material Sentec has led to the creation of an innovative **translucent material**. Thanks to the use of this material, baths are characterised by a single wall, which makes them lighter than traditional double-walled bathtubs and also

introduces the novelty of being translucent. Used for the first time on the VAL free-standing oval bathtub by German designer Konstantin Grcic, the translucent mineral casting material also feels velvety and warm to touch and maintains the temperature of the water in the bathtub for a long time.



VAL TRANSLUCENT, the new bathtub from LAUFEN, is inspired by the soothing and energising power of light and colour, which has been used since ancient times to improve mental and physical balance.

The new **smart shower system** features a modular design, allowing customers to create their own individual shower from the basic model to the luxury version. It consists of a horizontal wall panel with clearly arranged light tiles, a display, an illuminated storage shelf, various shower heads and many additional extras. The elements integrated in the panel are clearly arranged thanks to the straight-line design language. The heart of the system is the **12-inch display screen**. It uses advanced **touch screen technology** similar to that of a smartphone – shown in a shower from LAUFEN for the first time. The system can also be connected to a smartphone via Bluetooth, so that users can listen

to their favourite playlist, for example. As well as for use in the **home**, the smart shower is also perfect for **hotel rooms**, offering guests a personal **spa experience**.

## CLEANET ALVIA

The **CLEANET ALVIA** **shower toilet** combines the highest level of hygiene and comfort. In addition to its basic features, it impresses with comprehensive shower functions and a **heated toilet seat** that opens and closes automatically using a built-in motion sensor. In addition, it has a pleasant **drying function** with individually adjustable air temperature. The floor-standing version of CLEANET ALVIA does not require a separate cistern as the water tank is integrated directly into the toilet.



Comfort and hygiene meet understated elegance: The CLEANET ALVIA shower toilet offers a variety of functions for personal well-being. The sensor-controlled toilet lid operation, heated seat, and drying fan with adjustable temperature settings offer a personalised experience.

## MEDA

The new bathroom collection **MEDA** created for LAUFEN by Swiss designer **Peter Wirz** of **Studio Vetica** alternates clean and rigorous lines with soft shapes for a timeless design that stands out in a **private residential property** as well as in the **premium hotel and hospitality sectors**.



Versatile and timeless. The MEDA collection effortlessly complements any setting, from rental apartment to hotel suite, while reflecting the proven virtues of Swiss design: clarity, functionality and attention to detail. A style emblematic of Swiss designer Peter Wirz and his design firm Vetica.

The washbasin has a squared and rigorous external profile in contrast to the large internal basin with its delicate shape and rounded corners. The toilet and bidet are also characterised by a very linear and geometric shape and are available in floor-standing or wall-hung versions. LAUFEN's Silent Flush technology makes it one of the quietest WCs on the market. Washbasin and toilet are available in white ceramic, in a glossy or matt finish, as well as in the colours matt graphite and matt black. The bathtub with its slim silhouette is made in Marbond, a composite material with a pleasant and

velvety touch. It can also be made in a two-tone version: matt grey outside and bright white inside to harmonise with the new ceramic colours matt graphite and matt black. MEDA faucets stand out for their slender and elegant cylindrical body with a discreet and functional lever.

## ● ILBAGNOALESSI

ILBAGNOALESSI has pioneered a completely new approach to the design of the bathroom space since its debut 20 years ago. In 2024, LAUFEN presents the evolution of one of its longest-running and most successful collections, whose fluid and soft shapes have reinterpreted classic archetypes giving the objects an organic, almost sculptural character. The **holistic idea of the bathroom** – the central focus of LAUFEN's approach – finds maximum expression in this collection designed by Italian designer **Stefano Giovannoni**, which embodies a perfect balance between form and function, design and workmanship, poetry and technological innovation. The introduction of **Saphirkeramik**, the extraordinary and high-performing material developed by LAUFEN, has made it possible to design washstands and washbasins with ample, soft and fluid shapes, which appear to be almost weightless. All the ceramic pieces, including the toilet and the bidet, are available in three variations of finish and colour.



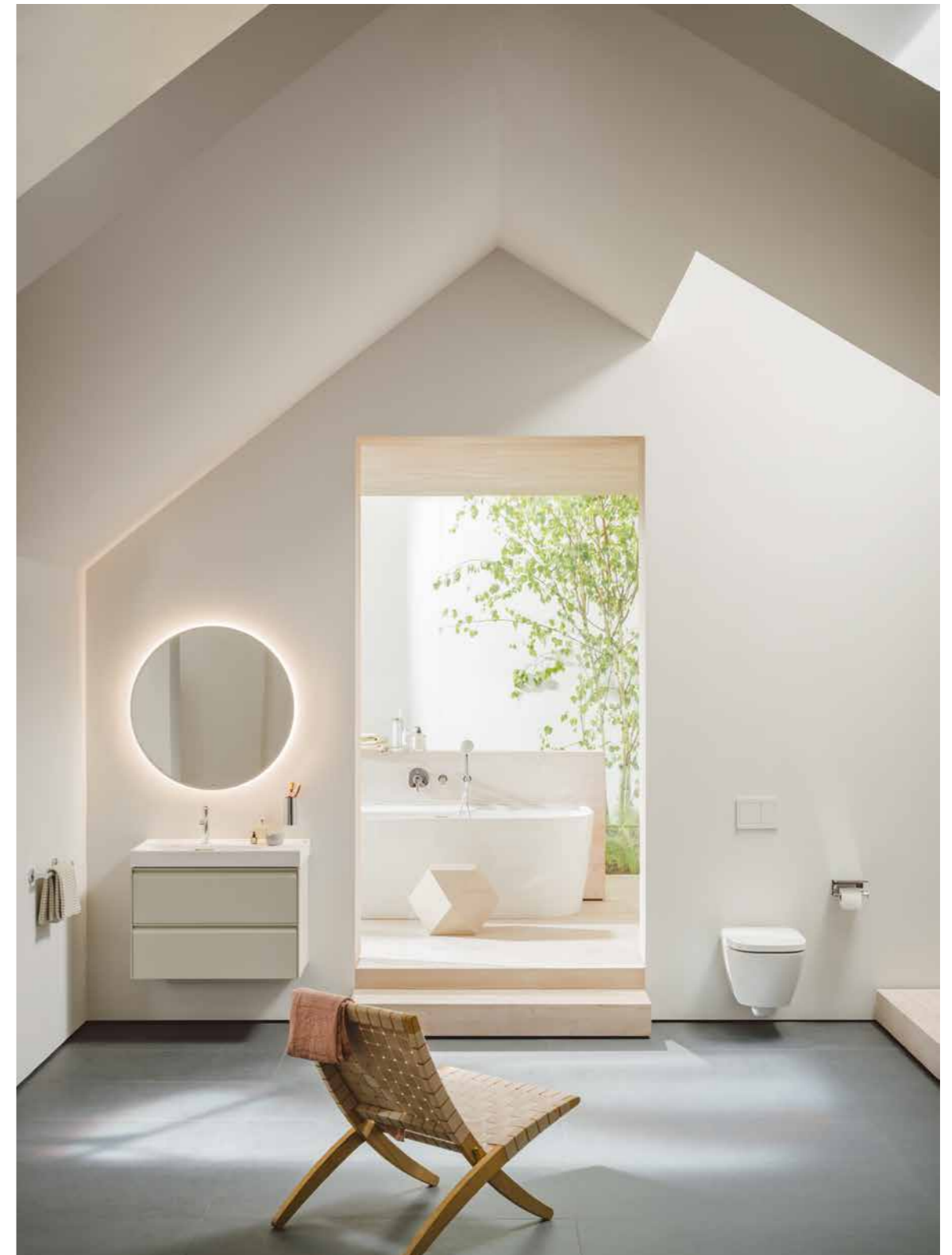
ILBAGNOALESSI is a bathroom design that has cast its spell over the home design world for years: It is characterised by a timeless form, sparkling imagination and a hint of eccentricity. This award-winning design ensemble is the creation of Italian design star Stefano Giovannoni.

The matt finish – in the colours white, black and café – gives the product a more contemporary image. The new free-standing bathtub is large and welcoming. One of the central pieces of ILBAGNOALESSI is the toilet with its innovative shape: The rounded cover completes the design of the ceramic body in perfect continuity, generating a unified object that is completely different from a traditional toilet.

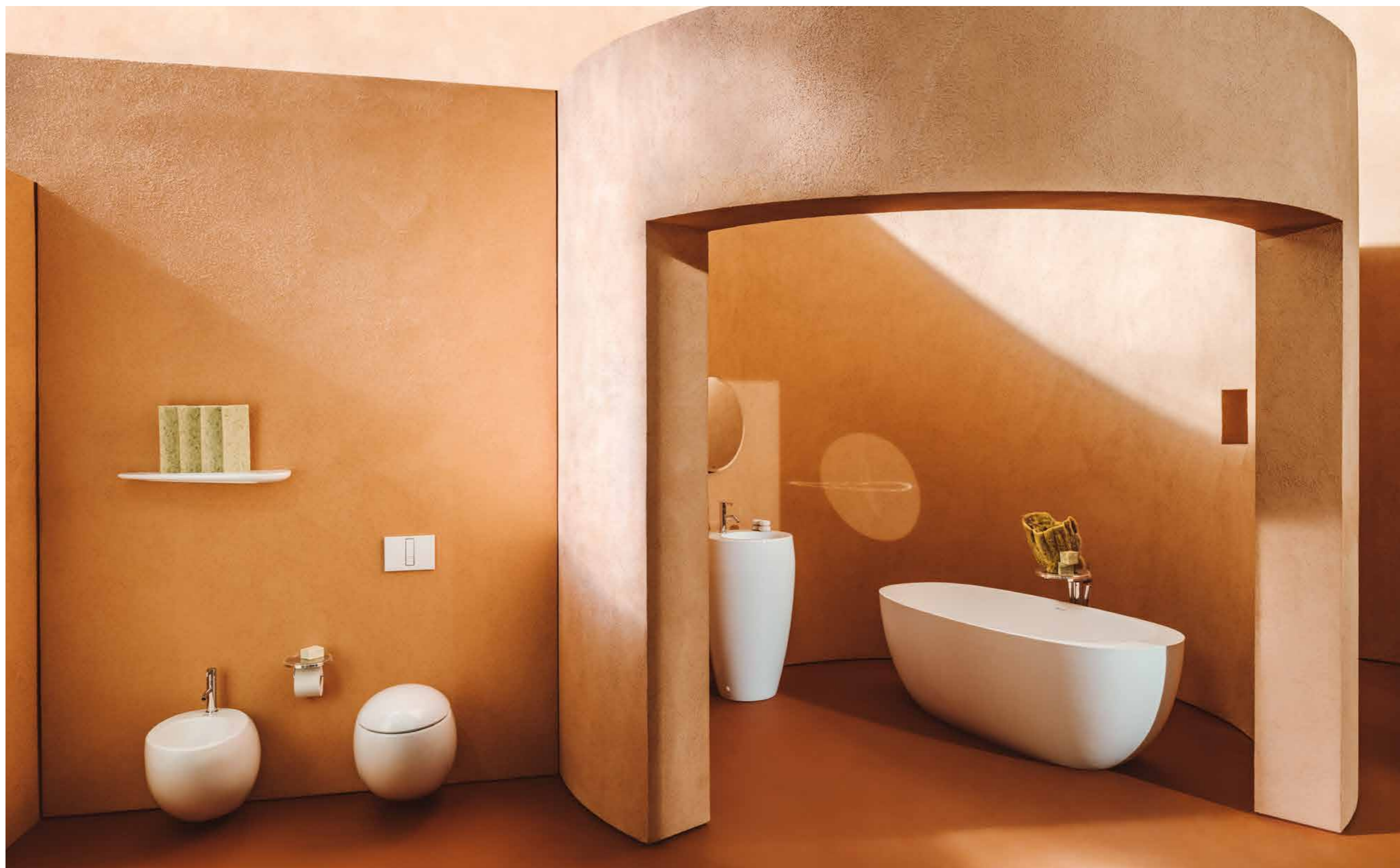
ILBAGNOALESSI also offers a series of furnishing. A special highlight is an innovative frame structure made of dark-brown aluminium, which accompanies the mirror and furniture as a connecting element.

## ● KARTELL • LAUFEN

Iconic, functional Italian design meets the industrial rigour of a leading Swiss ceramics brand, giving rise to a collection that



MEDA is a complete collection of washbasins, faucets, furniture, WCs and bathtubs designed to seamlessly integrate into any bathroom setting and style.



LAUFEN returns to the Salone del Mobile with one of its longest-running and most iconic collections: ILBAGNOALESSI.



The groundbreaking design of Kartell • LAUFEN created by Ludovica+Roberto Palomba turns the bathroom into a living space.



A place for divas. And deep dives. This is the story about a place of unknown beauty. Designed for humans, shaped by the elements. Far away from your everyday life. But every morning you will ask yourself: Have I been here before? Or is this just a dream?

breaks down the boundaries and barriers of the bathroom. LAUFEN's concept of the bathroom as an **integral part of living space** has led to the collaboration with Kartell, formulating an extremely well-rounded collection composed of washbasins, toilets, faucets, cabinets, bathtubs and accessories. The wide variety of products in the Kartell • LAUFEN collection is an absolute breakthrough in the bath furnishings sector, providing unprecedented design freedom. The vocabulary in this collection is broad and colourful. From the **minimalist and light design** of the furnishings to the thin-walled ceramic washbasins and up to the wide choice of faucets and mixers with new finishes that match every taste and style: Kartell • LAUFEN is the perfect collection for a modern audience always looking for the ultimate design.

## LAUFEN

Since 1892, the Swiss manufacturer LAUFEN has been enabling bathroom experiences for the body and soul. The company offers a **holistic bathroom culture** focussing on sustainability, excellent design, innovation and technological leadership coming from a long **tradition of high-quality craftsmanship**. With its vision of the **bathroom as a living environment**, everything at LAUFEN, from the ceramic fixtures and faucets to the bathtubs, furniture, mirrors, accessories, and even the installation systems and hidden features, is innovative, heart-warming and radiates a unique aesthetic appeal.

## WORLD PREMIERE



The world's first CO<sub>2</sub>-neutral tunnel kiln in Gmunden, Austria, is an invention of particular significance and a milestone for climate-neutral production: It is the world's **first and only tunnel kiln** in the sanitaryware industry to be **powered by renewable electricity** instead of gas. As a company that manufactures products for the careful use of the precious resource of water, LAUFEN is committed to protecting the natural foundations of life.

After four years of development, the kiln commenced its primary role of firing ceramics at the site in January 2024, exclusively utilising energy derived from 100% renewable sources, and is testament to LAUFEN's strategic approach to decarbonisation, energy efficiency and water conservation.

## LAUFEN SPACES

LAUFEN spaces are where global design movements meet rich local history and unique creative cultures. The **LAUFEN spaces in Berlin, Vienna, Madrid, Milan, Miami and the LAUFEN Forum** are committed to furthering bathroom culture through dialogue between customers, designers, architects and creative minds; bringing people together to imagine new bathroom futures.

## SPONSORSHIP



LAUFEN supports the **Alinghi Red Bull Racing Team** for the 37th America's Cup, the oldest sports trophy in the world. With the Alinghi Red Bull Racing Team Switzerland returns to the America's Cup 2024 after 15 years, following its spectacular victories in 2003 and 2007.



The LAUFEN presentation continues at Fuorisalone  
Colour Archaeology: an exhibition at LAUFEN space Milano  
curated by Roberto Sironi

LAUFEN  
[WWW.LAUFEN.COM](http://WWW.LAUFEN.COM)