

LAUFEN

Bathroom Culture since 1892  www.laufen.com

PRESS RELEASE **FUORISALONE 2017 PREVIEW**

**Past towards future.
Celebrating the company's 125th anniversary.**

Laufen, 3 March 2017. On the occasion of the upcoming Milano Design Week, the Swiss bathroom specialist Laufen will showcase its rich heritage as well as its future in the exhibition "Milestones. Curated Art Show. What?" at La Posteria in the Brera Design District. It will also be the occasion for the premiere of the short company movie paying a special tribute to all the skilled staff working at Laufen.

The exhibition celebrates the rich heritage, as well as the future of LAUFEN in a special setting highlighting innovative, memorable and outstanding moments in the history of LAUFEN. The concept is based on a three-dimensional platform of art, a collection of high-tech, abstract and craft objects. Added to the artistic element, all objects are produced in new technologies, some of which are a world premiere in the ceramic world.

2017 marks Laufen's 125th birthday, a great achievement but at the same time the company is very excited to look forward and not look back. The traditional history ends now with a fascinating exploration going into the future as the company's principle is the permanent re-invention of its *savoir faire*.

Laufen trusts the modern aspects and potentials of the traditional ceramic materials and, as a product driven company never stops exploring what's next.

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These are the topics of the unconventional and radical short company movie that Laufen will launch in an exclusive premiere at Fuorisalone. A modern and contemporary storytelling where ceramic is the message of the past towards the future.

A narration of the company's DNA, its sense of quality, culture and the use of materials while always thinking in industrial dimensions.

It is a special tribute to all the people collaborating to achieve success.

Laufen features also an exclusive view of the new SaphirKeramik collections, designed by **Konstantin Grcic, Toan Nguyen, Ludovica and Roberto Palomba and Peter Wirz.**

Displaying for the first time the third generation of SaphirKeramik designed by **Patricia Urquiola** who takes the revolutionary material to new dimensions.

The installation in the spaces of the Posteria concludes with several images of the **Mondrian Hotel** in **Doha**, Qatar, designed by **Marcel Wanders** and slated to open soon. The construction of this large luxury hotel has directly involved Laufen for the supply and customizing of all the products used to furnish the bathrooms of the 270 rooms.

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