

# KALDEWEI

PRESS INFORMATION

## **Kaldewei “Bath[o]philia” at the Fuorisalone Milan, Design District, Via Durini 24**

**KALDEWEI, Ahlen, February 2024 – The exclusive bathroom manufacturer Kaldewei will once again cause a stir with a spectacular presentation at the Fuorisalone 2024 from 15 to 21 April in Milan. Together with the Frankfurt interior label e15 and the celebrated British designer Bethan Laura Wood, Kaldewei invites you to the Casa Flash Art in the Palazzo Durini at the heart of the vibrant design metropolis. At this premium location of the Italian art magazine Flash Art, Kaldewei and e15 will present exciting and surprising designs and furniture for progressive bathrooms. The surface concept by designer Bethan Laura Wood is no less spectacular, which transforms glazed bathroom objects into true works of art in a playful and colourful way.**

For its appearance at the Milan furniture fair, Kaldewei will combine visionary design with humanistic and meditative aspects. The entire production is based on the positivist concept of “Biophilia” from the German philosopher Erich Fromm. The term is a combination of the ancient Greek words “Bios” for life and “Philia” for love. For Kaldewei, Fromm’s “passionate love of life and all living things” becomes the neologism “Bath[o]philia” – the bathroom as a retreat for lively moments full of harmony, devotion and aesthetic enjoyment. Kaldewei has found a suitable premium location with the Palazzo in Via Durini 24.

The launch of the Kaldewei-e15 cooperation is guaranteed to be exciting because two premium manufacturers with the same values come together. The focus of the collaboration is therefore considered and reservedly appealing design, developed by Stefan Diez, the reduction to genuine materials and well-thought-out flexibility in the use of the design objects. With Bethan Laura Wood, Kaldewei is also showing the Avocado Dreams edition, a sensational, psychedelic-looking surface design for glazed bathroom products.

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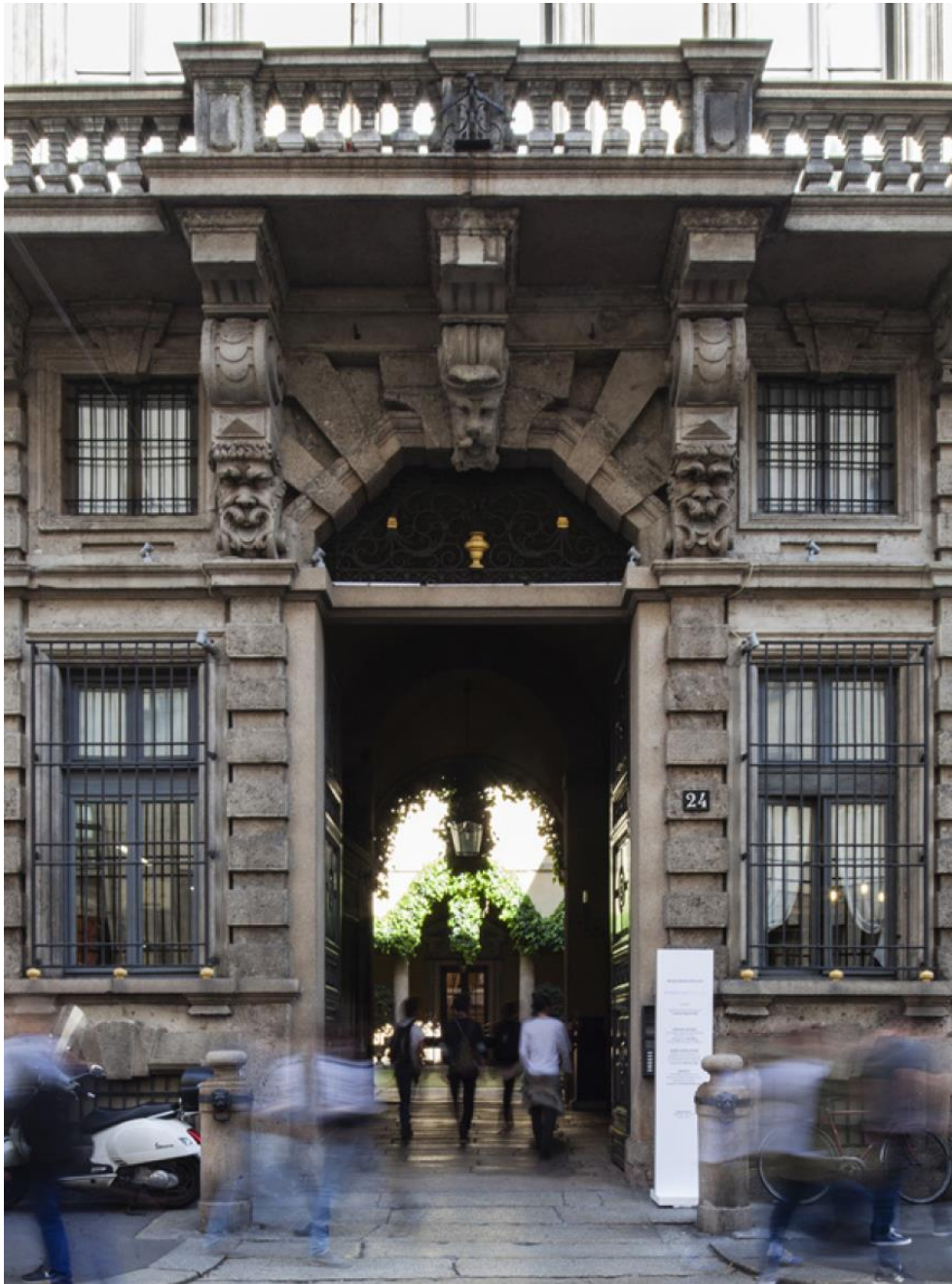
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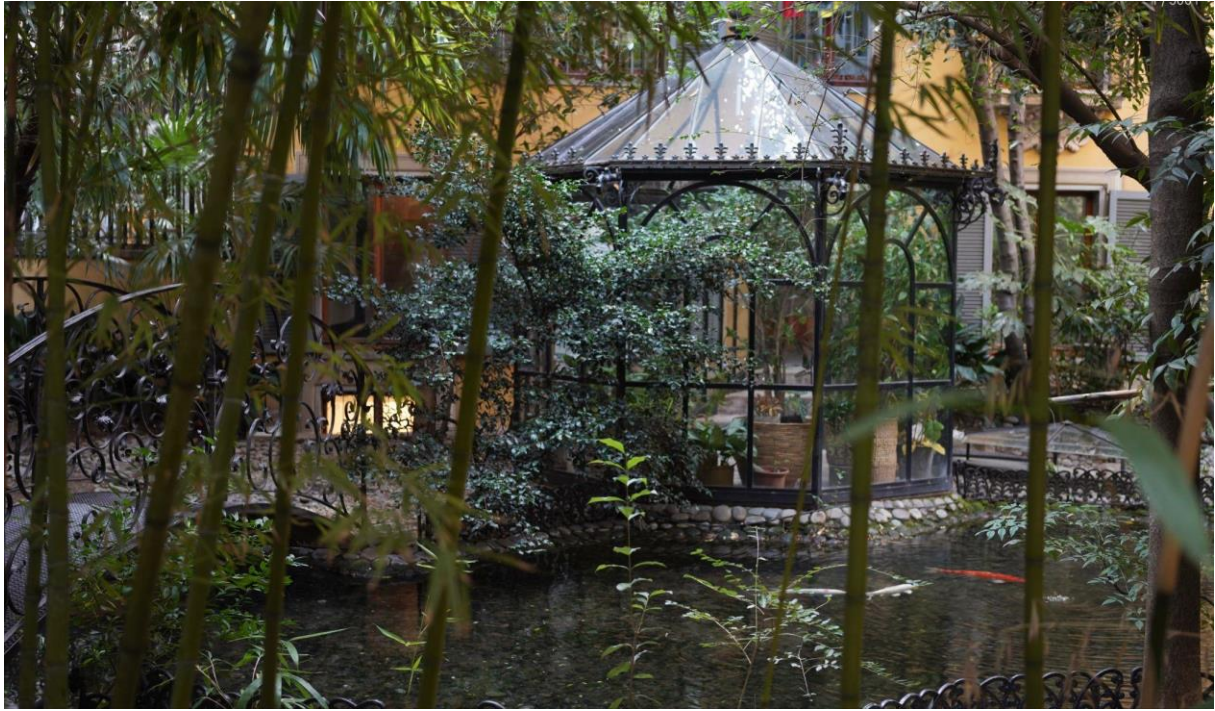
## 02\_Palazzo\_Durini



*Photo: CASA FLASH ART*

Entrance to the Palazzo Durini in Via Durini 24.

### 03\_Casa\_Flash\_Art\_Giardino



*Photo: CASA FLASH ART*

The path to the multi-storey Palazzo Durini leads through a luxurious garden area with koi pond and pavilion

### ***About KALDEWEI***

A bathroom without KALDEWEI? For many people, that is hard to imagine, because for over a century the family business has been finding solutions for individual dream bathrooms. It is always ahead of its time: whether with new design trends, recyclable bathroom solutions, CO<sub>2</sub>-reduced materials or the fact the company consistently sends clear signals for a better and more sustainable environment. KALDEWEI combines modern luxury with sustainable thinking, management, and action; and has devised its own term for this global strategy: Luxsustainability®. This illustrates both the corporate philosophy and the sophisticated material that makes KALDEWEI products so precious: KALDEWEI steel enamel. Bathtubs, shower solutions and washbasins made from this give every bathroom a unique character. Steel enamel impresses with its high-quality surfaces, lifelong durability and 100 percent circularity. In 2021, KALDEWEI was the first sanitary company to sign the “Science Based Targets” and set out to produce products in a climate-neutral way. With the introduction of their Limited Edition nature protect made of CO<sub>2</sub>-reduced steel, KALDEWEI has taken a big step towards this goal. KALDEWEI has a sense of responsibility towards the environment and future generations and as such they have been supporting WWF Germany for several years in the fight against plastic waste.

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Further information and illustrations are available from Kaldewei's virtual press office: [www.kaldewei.com](http://www.kaldewei.com)