

Press release - June 2016

Design excellence and the metaphor of art: this combination proposed by GRAFF is a true example of art aesthetics applied to bathroom design.

Art and design: this is the new concept that allowed GRAFF, during the last edition of Salone del Mobile in Milan, to have a leading role inside the contemporary bathroom furnishings sector, with the “Art of the Bath Gallery” project.

All projects promoted by the American brand stood out for consistency and clear vision. The best example can be found in the new Aqua-Sense and Ametis shower collections, which both feature scenic and artistic elements, showing great awareness and understanding of luxury bathroom product design.

Behind the “ Gallery” project lies the passion of Emanuela Tavolini, European Sales Director, and Ziggy Kulig, CEO of GRAFF. The team was inspired by classical and iconic expressions of art that originate from the past and are reinterpreted into modern forms. Thanks to this inventive combination with GRAFF, the project was able to gather positive feedback from the audience and the trend setters.

“**Art of the Bath Gallery**”, a concept exclusively created by the luxury designer David Oppizzi in collaboration with DCube Design, is a real art gallery that features classic paintings reinterpreted in a modern way by the internationally known photographer Vincent Calmel. The images perfectly reflect GRAFF’s aesthetic philosophy: a search for essentiality free of frills.

The format is going to be replicated in GRAFF flagship showrooms all around the world, like a "nomadic museum" that helps to shift the perception of art in the bathroom product sector at an international level. If the measure of a company is to create a concept and turn it into a trend, GRAFF has proven to be a real master in this respect.

Attached images: credits to Photographer Paolo Carlini

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