Pure Freude an Wasser

GROHE

THE ICON
OF ELEGANCE AND PRECISION

GROHE ATRIO







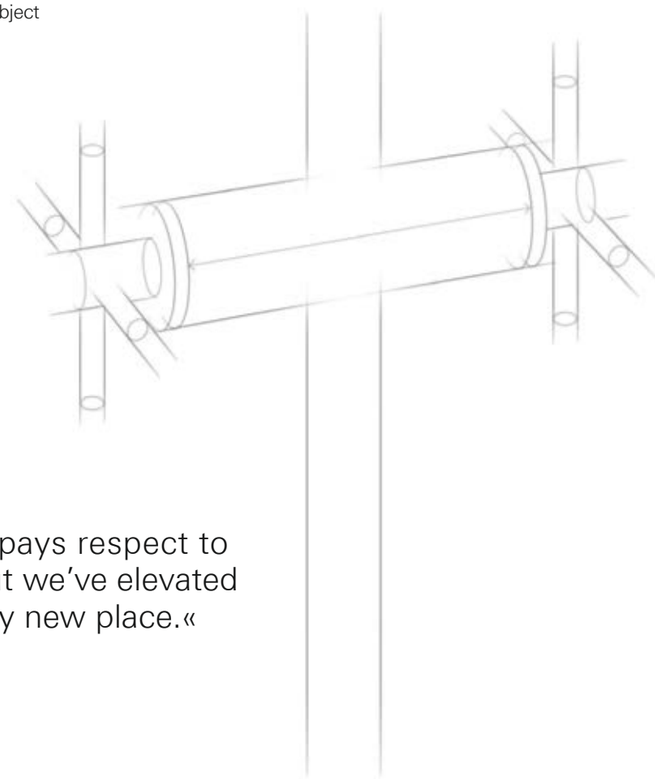
PURE, ICONIC **GEOMETRY**

Consider the circle. A staple of natural geometry. A pure form at once soothing and dynamic. A visual metaphor for both, completeness and eternity. For its new Atrio collection GROHE draws on this most elemental and elegant form to create an iconic object that is built to last.

Great, lasting design is about clarity of vision and refinement of aesthetics, paring away all the superfluous elements. Using these principles the new GROHE Atrio has been created as an icon of elegance and precision. The comprehensive collection of bathroom brassware uses a purity of form that transcends style trends and local fashions, designed for consumers who demand both excellence and individuality, and are brave enough not to follow the pack.

From the bold cross handle with subtle H and C markings to the slim cylindrical shape made possible by GROHE's state-of-the-art super-slim cartridge technology, the considered details add up to an object with a reassuring air of design permanence. Crafted with care and hand-assembled, Atrio also meets the highest standards of engineering and performance that GROHE is famous for.

This paring back to the essentials gives Atrio a timeless elegance. Its sleek, cylindrical form is the same diameter from the base to the top, while the spout itself curves in the perfect arc of a semi circle, every element complementing each other to create a powerful single visual statement. Precise detailing informs the design both inside and out, with architectural attention paid to achieving balanced proportions and clean intersections. With Atrio you can design without restrictions. Each item in the Atrio collection is available in a choice of three finishes and different size options offering the adaptability to meet the demands of personal taste that make it suited to every scale of design scheme.



»The new design of ATRIO pays respect to the previous generation, but we've elevated the design into a completely new place.«

Michael Seum
Vice President Design at GROHE

THREE QUESTIONS
TO MICHAEL SEUM

WITH ATRIO MICHAEL SEUM (VICE PRESIDENT DESIGN AT GROHE) AND HIS TEAM REIMAGINED THE ICON OF ELEGANCE AND PRECISION.

At GROHE, Michael Seum is responsible for insightdriven designs that capture the spirit and imagination of consumers throughout the world. With GROHE ATRIO, he and his team reimagined the icon of elegance and precision.

How does Atrio fit in latest and future design styles?

Michael Seum: In the past, Atrio was a mixture of style segmentations – contemporary and cosmopolitan. In this relaunched Atrio series, we have firmly rooted the new collection in our contemporary design segmentation which is one of the most timeless of styles within the GROHE SPA portfolio. I think as you look at the design elements, it is purely constructed from a single geometry, a circle yet with subtle classical design details. The details within the collection are composed of pure symmetrical intersections and a precise attention to proportion and scale. The result is an icon of pure elegance and precision. The elegance of the Atrio collection gives interior designers, architects, and consumers more flexibility in terms of what type of bath environments they can do.

What was the overarching idea behind the redesign of Atrio? Which details are you most proud of?

Michael Seum: The idea behind new Atrio is design permanence – the design is going to last a long time, it's iconic. This is not about risk-taking design, but more about really paying attention to details and being obsessive about proportions. When we started the design process, we tried to set out to do an iconic style. For me, the definition of iconic is when it can be drawn by memory. In ten years, it will be as iconic as when we designed it from day one. It also pays homage to the previous generation of Atrio but it is clearly a new direction. Atrio has a contemporary feel, but I think with the right color and finish this collection can totally transform itself into a cosmopolitan or classic environment. That gives consumers, architects, and interior designers freedom to use this in any way possible.

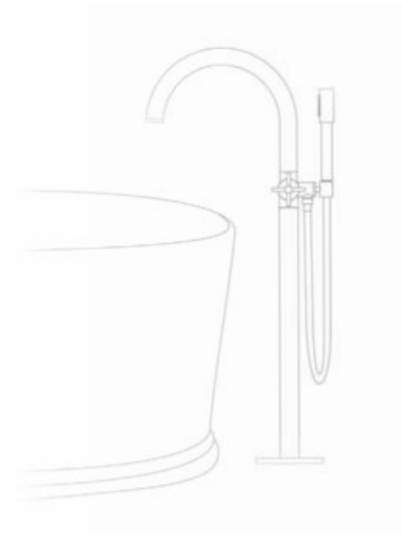
What are the challenges in designing a new faucet in heterogenic style segments?

Michael Seum: The challenge was to find the balance between paying respect to the previous line of Atrio and creating something unique, new and while achieving design permanence. And then, of course, our challenge is to stand out in a highly competitive environment as well. The styling cues that we have been able to achieve are uniquely GROHE and express our design DNA (signature elements) perfectly. We explored so many different design possibilities and in the end, came down to design reduction. Atrio is an obsessive simplification of the previous line. Finding out the right proportion and attention to detail is what makes this line so iconic and permanent. I think we crafted a true icon of elegance and precision and I am proud of the team's design work on this line.



IN HARMONY WITH EVERY **BATHROOM** STYLE

The Atrio collection means design without restrictions. Each item is available in various finishes and size options to meet all demands of personal taste and different design schemes.





CONTEMPORARY SEE PAGE 10



CLASSIC SEE PAGE 16



COSMOPOLITAN SEE PAGE 22

2-jet head shower in Brushed Hard Graphite is special production.



CONTEMPORARY

HARMONY, SIMPLICITY, CLARITY

At the heart of comfortable, contemporary style is the marriage of quality and style, a harmony of form and function that quietly reassures and which is a joy to use each and every day. With the new GROHE Atrio collection superlative ease of use and guaranteed longevity come as standard. The engineering expertise on the inside is reflected in the confident lines of the exterior, each having been considered down to the last detail. With GROHE Atrio you can bring the rigor and clarity of the best contemporary architecture right into the heart of your bathroom design.




meraki

2-jet head shower in SuperSteel is special production.

CLASSIC

TIMELESS, LASTING LUXURY

For those who love to live elegantly, who have reverence for the aesthetics of the past, while demanding performance excellence and a user experience in tune with the technology of today, GROHE Atrio is the perfect fit. The refined silhouette of the new GROHE Atrio collection brings to the bathroom a timeless quality that accommodates these two key demands. The handcrafted finish and engineering expertise that go into every Atrio tap promise to bring a tangible note of luxury to classic schemes.





COSMOPOLITAN

AGENDA-SETTING SIMPLICITY

At GROHE we believe that the strongest trends are built to last, and the new GROHE Atrio collection is defined both by its purity and quality. Completely at home in a minimalist setting, the outline of the new Atrio range is breathtaking in its simplicity, presenting a forward-looking aesthetic ideal for making a positive statement in a cosmopolitan bathroom scheme. Based on the most simple, elegant geometric form – the circle – you can be confident that in years to come the Atrio will look as immaculate and relevant to your scheme as it does today.



SPA COLOURS

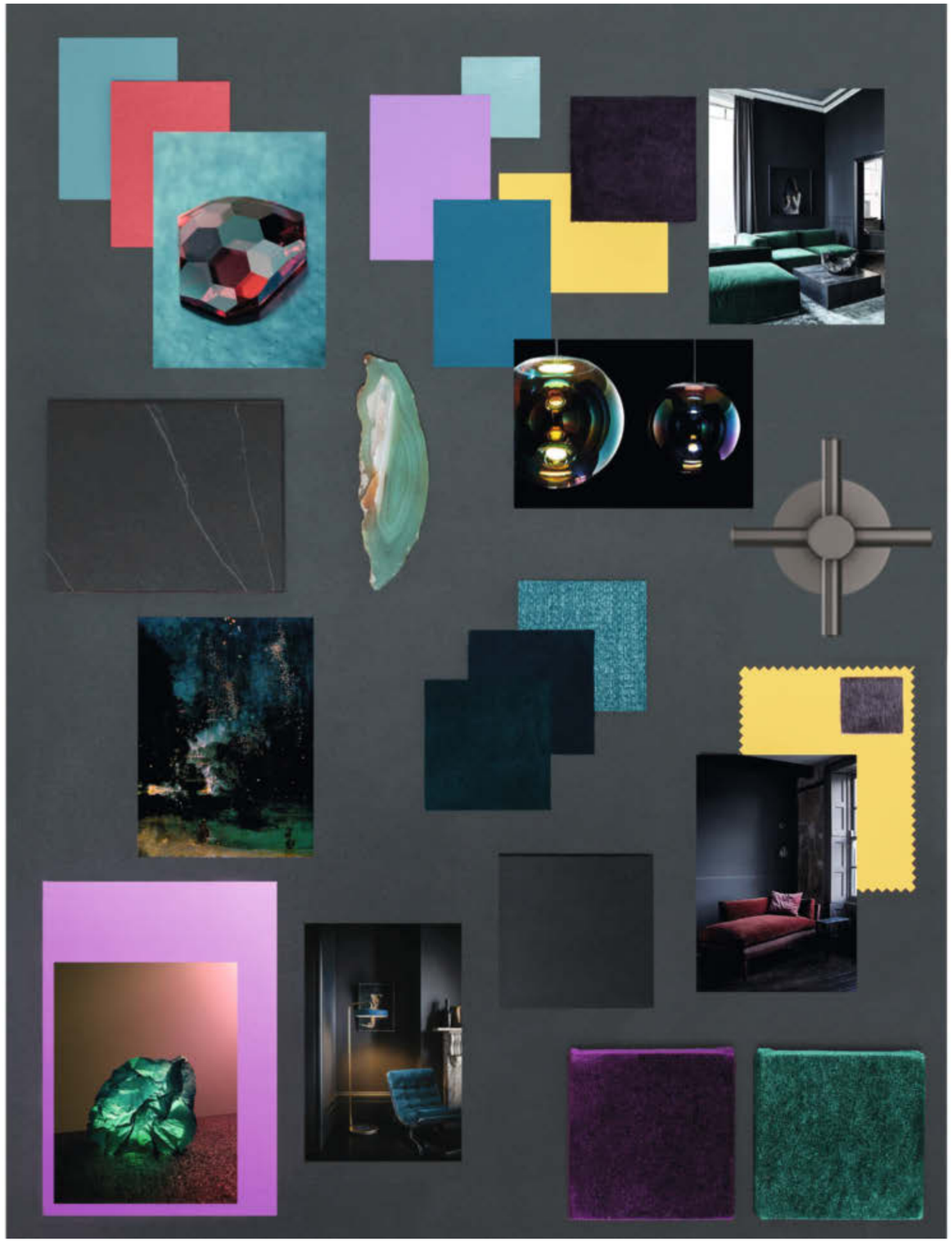
FREEDOM OF CHOICE

CELESTIAL AWAKENING



»THE NEW OPULENCE – THIS TREND OOZES ELEVATED LUXURY WITH ITS DARK SHADES AND GEMSTONE TONES THAT BRING SPARKLE AND VIBRANCY TO A STATELY SPACE.«

QUOTE: GUDY HERDER, BARCELONA-BASED TREND CONSULTANT



SPA COLOURS
INSPIRED **FORM** MEETS INSPIRING **COLOUR**

When it comes to a good design strategy, the choice of colours plays a vital part. But not only the colour, the quality of the finish is equally important. Especially in the world of bathroom and kitchen solutions and where surfaces ought to last for a long time, excellent, highly resistant finishes distinguish good products from great ones. GROHE's aspiration to always produce only the best drove us to choose a special technology that assures, not simply the best, most brilliant colours, but a durable coating of the highest quality. Our aim: to offer our consumers long-lasting water enjoyment. Next to the resistance of the material, it was also about the look of the colour itself: we wanted to make brushed hard graphite as dark grey as possible and give our golden finishes the brilliance they deserve. That was the task for our technology team. In close collaboration with the GROHE design team, they achieved exceptional results working with a great new technology: PVD.



SUPERSTEEL
A SENSE FOR **LUXURY.**

Cosmopolitan design. Achieve an overall deluxe look with this matte finish that not only matches with steel but is the ideal companion for light marble, concrete and mid-tone woods.



HARD GRAPHITE
AN URBAN **DYNAMIC STYLE.**

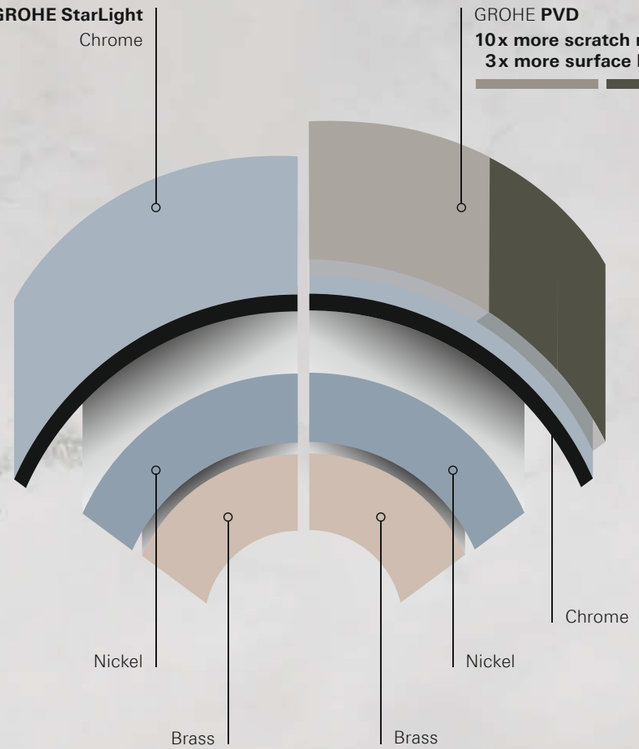
Contrast or camouflage: A perfect partner for elegant pairings with pure white or blending with tone-on-tone environments. It works well with mid-tone environments such as concrete or light wood.



GROHE PVD
UNRIVALLED HARD AND SCRATCH RESISTANT

MADE-TO-LAST SURFACES RANGING FROM PRECIOUS MATT TO SHINY LIKE A DIAMOND

GROHE faucets are made to look as beautiful decades on as they did on the day you first fell in love with them. Our special recipe for success lies in our long-lasting surface quality. GROHE uses state-of-the-art technology to deliver exceptional quality finishes. The physical vapour deposition (PVD) process ensures that the surface composition is threetimes harder, delivering a glistening gold or sophisticate stainless-steel finish. As well as being harder, the surface is also ten times more scratch resistant, so it can be cherished for a lifetime.



UNIQUE GROHE CRAFTSMANSHIP IN EVERY LAYER

EVERY FORM IS A BASE FOR COLOUR, EVERY COLOUR IS THE ATTRIBUTE OF A FORM

VICTOR VASARELY

PRODUCT RANGE



21 019 003 / DC3 / AL3
One-hole basin mixer
L-Size



21 022 003 / DC3 / AL3
One-hole basin mixer
L-Size



32 042 003 / DC3 / AL3
Single-lever basin mixer
L-Size



20 008 003 / DC3 / AL3
Three-hole basin mixer



20 009 003 / DC3 / AL3
Three-hole basin mixer



20 021 003 / DC3 / AL3
Pillar tap
XS-Size



32 043 003 / DC3 / AL3
Single-lever basin mixer
M-Size



21 044 003 / DC3 / AL3
One-hole basin mixer
XL-Size



32 647 003 / DC3 / AL3
Single-lever basin mixer
XL-Size



20 164 003 / DC3 / AL3
Three-hole basin mixer
wall mounted
set for final installation 29 025 000
projection 180 mm



20 169 003 / DC3 / AL3
Three-hole basin mixer
wall mounted
set for final installation 29 025 000
projection 180 mm



19 287 003 / DC3 / AL3
Two-hole basin mixer joystick
wall mounted
set for final installation 23 429 000
projection 185 mm

19 918 003 / DC3 / AL3
projection 221 mm



24 027 003 / DC3 / AL3
Single-hole bidet mixer



32 108 003 / DC3 / AL3
Single-lever bidet mixer

Replace the second and third last digit and replace by the below colour code to order the coloured version.
Colour options: 00 I StarLight Chrome DC I SuperSteel AL I Brushed Hard Graphite



25 010 003 / DC3 / AL3
Bath mixer
wall mounted



32 652 003 / DC3 / AL3
Single-lever bath mixer
wall mounted



26 003 003 / DC3 / AL3
Shower mixer
wall mounted



32 650 003 / DC3 / AL3
Single-lever shower mixer
wall mounted



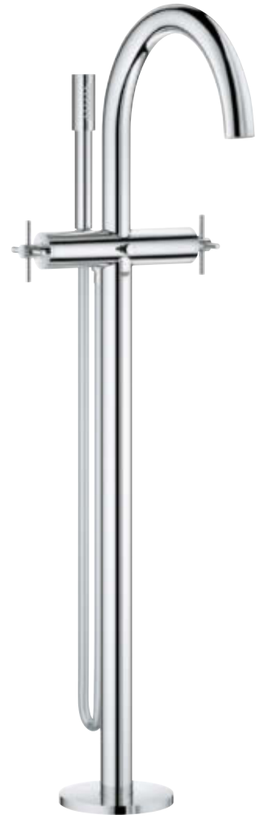
13 139 003 / DC3 / AL3
Bath spout
wall mounted



19 069 003 / DC3 / AL3
Concealed valve exposed part for GROHE
concealed valve 35 028 000 or 29 032 000



19 088 003 / DC3 / AL3
Concealed valve exposed part for GROHE
concealed valve 35 028 000 or 29 032 000



25 044 003 / DC3 / AL3
Bath mixer
floor mounted
set for final installation for 45 984 001



32 653 003 / DC3 / AL3
Single-lever bath mixer
floor mounted
set for final installation for 45 984 001



19 923 003 / DC3 / AL3
Five-hole bath combination



19 922 003 / DC3 / AL3
Five-hole bath combination

Replace the second and third last digit and replace by the below colour code to order the coloured version.
Colour options: 00 I StarLight Chrome DC I SuperSteel AL I Brushed Hard Graphite



2-jet head shower in Brushed Hard Graphite is special production.



29 118 000 / DC0 / AL0
Grohtherm SmartControl thermostat
for concealed installation
with 1 valve
+ separate concealed body



29 119 000 / DC0 / AL0
Grohtherm SmartControl thermostat
for concealed installation
with 2 valves
+ separate concealed body

29 120 000 / DC0 / AL0
with 2 valves, with shower holder



29 121 000 / DC0 / AL0
Grohtherm SmartControl thermostat
for concealed installation
with 3 valves
+ separate concealed body



29 122 000 / DC0 / AL0
Grohtherm SmartControl
triple volume control trim
+ separate concealed body



26 066 000 / DC0 / AL0
Head shower set Rainshower 310
1 spray pattern: Rain



26 067 000 / DC0 / AL0
Head shower set Rainshower 310
1 spray pattern: Rain





26 475 000
Rainshower 310 SmartActive
2 spray pattern:
GROHE PureRain, ActiveRain



26 477 000
Rainshower 310 SmartActive
2 spray pattern:
GROHE PureRain, ActiveRain



Replace the second and third last digit and replace by the below colour code to order the coloured version.
Colour options: 00 I StarLight Chrome DC I SuperSteel AL I Brushed Hard Graphite



40 309 003 / DC3 / AL3
Towel rail
600 mm



40 308 003 / DC3 / AL3
Towel bar
length 489 mm / 2 parts



40 312 003 / DC3 / AL3
Robe Hook



40 307 003 / DC3 / AL3
Towel ring



40 313 003 / DC3 / AL3
Toilet paper holder
without cover



40 314 003 / DC3 / AL3
Toilet brush set
wall model





40 306 003 / DC3 / AL3
Soap dispenser

40 304 003 / DC3 / AL3
Glass holder without glass

40 254 003
Glass



40 305 003 / DC3 / AL3
Holder for soap dish

40 256 003
soap dish

Replace the second and third last digit and replace by the below colour code to order the coloured version.
Colour options: 00 I StarLight Chrome DC I SuperSteel AL I Brushed Hard Graphite

DISCOVER
THE WORLD OF GROHE

Whether you are looking for ideas and inspiration or solutions for bath and kitchen, here's where you'll find it.
GROHE.COM

GROHE.COM

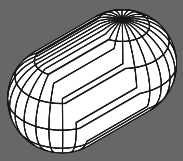
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QUALITY



TECHNOLOGY



FORTUNE®
CHANGE
THE WORLD
2017

DESIGN

300+
DESIGN AWARDS

SUSTAINABILITY

CSR-PREIS
DER BUNDESREGIERUNG

Winner 2017

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