

# GROHE NEWSLETTER

2<sup>nd</sup> Quarter 2011

FEATURE: Carlton Hotel's Design Rebirth

TRENDS & UPDATES

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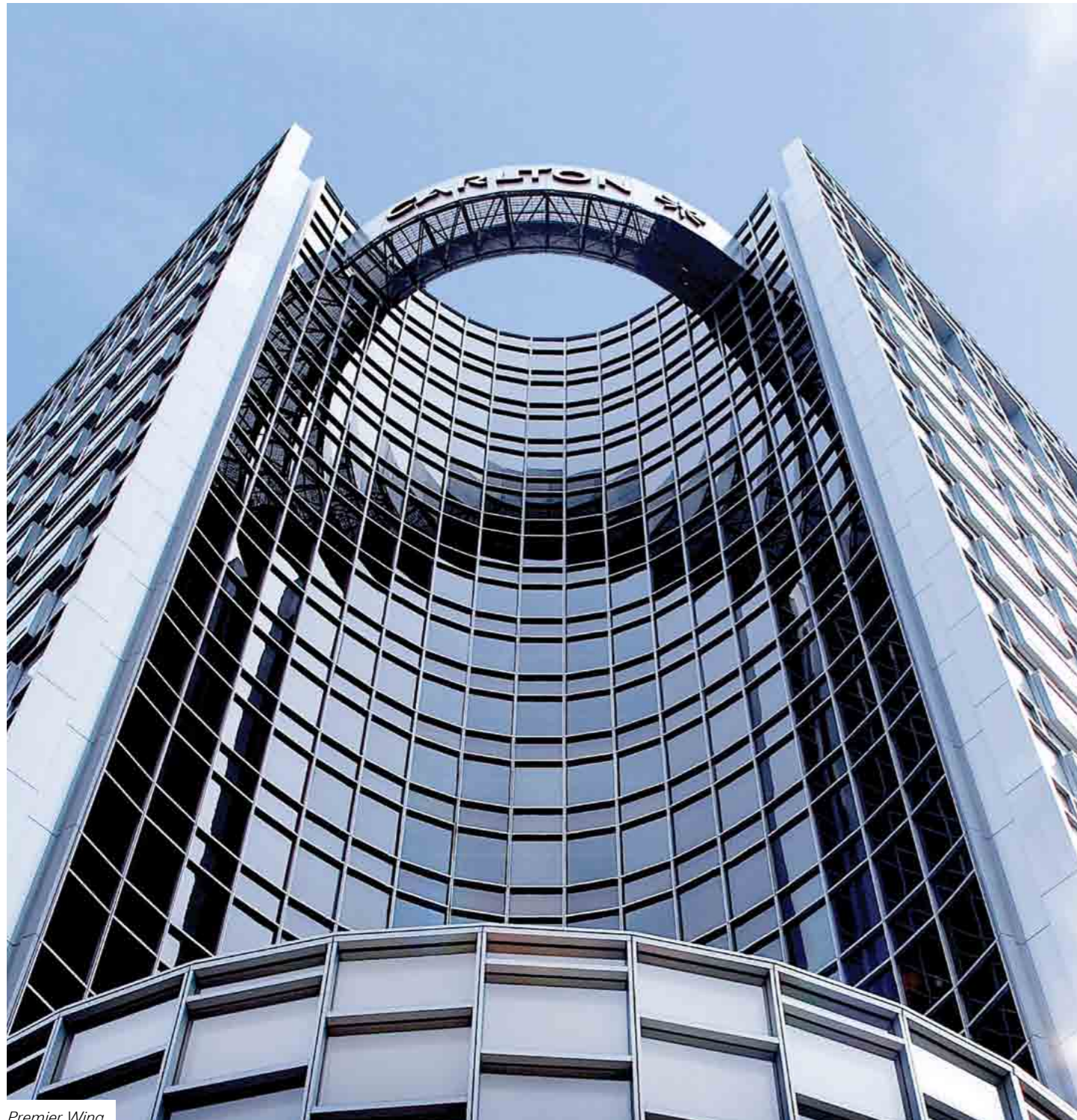
**GROHE**<sup>®</sup>



ENJOY WATER

# CARLTON HOTEL'S DESIGN REBIRTH

Primed to take on Singapore's ever-demanding MICE audience, Carlton Hotel Singapore reveals a new face after a four-year process of renewal. Enter a new Premier Wing, along with a necessary evolution where the interior designers have blended new interiors with the old.



Premier Wing



Lobby

Carlton Hotel Singapore sits in a sweet spot within Singapore's City Hall precinct. It's right in the bustling civic district, opposite the wining and dining enclave Chijmes, and minutes from nearby Suntec International Conference and Exhibition Centre. It's prime real estate, especially when it comes to attracting Singapore's lucrative Meetings, Incentives, Conferences, and Exhibitions (MICE) market.

In late 2010, Carlton Hotel launched a new Premier Wing, an extension of the old Carlton Hotel, and a much-needed interior facelift helmed by Hirsch Bedner Associates (HBA) Design Consultants. The Premier Wing also sports a classy new logo, signalling the ambitions of Carlton Hotel to re-position itself into a premium hotel for business guests.

Finding the connection between new and old proved to be a design challenge for HBA who started work on Carlton Hotel in April 2006. "The most challenging aspect of this project was integrating the new Premier Wing into the existing building," says Khairi Darus, one of the lead designers on the project, "The new wing needed to be seen as a seamless extension of the existing structure, forcing the structural engineer to come up with some creative solutions".

To create the hotel's new main entrance and grand staircase, the engineers had to sheer off an existing raised bar lounge. There was also the problem of synchronising the ceiling heights of new and existing ballrooms, adds Darus. As the Premier Wing developed, the designers began to notice the need to make similar enhancements to the old wing by improving the overall ambient lighting and updating the interiors. Connie Puar, Principal of HBA, remarks, "As we went through the project, the client started to ask us to look into the old wing and take the old out. We started to merge the two wings more and more."

"Finding the connection between new and old proved to be a design challenge for HBA who started work on the Carlton Hotel in April 2006."



Premier Club Lounge

Stepping into Carlton Hotel today, a refreshing modern design links the old and Premier Wing. An opulent custom-made Preciosa chandelier, designed specially by HBA, hangs dramatically in the lobby; while overall lighting has improved as the designers have created a sense of density and depth throughout the hotel. Business clients will appreciate the new Gravity Bar, a meeting point for casual business discussions, and the Business Centre, with its comprehensive business services. But it's in the Premier Wing's 287 bedrooms that the hotel demonstrates its attentiveness to the needs of business guests.

"The Premier Room is designed with our business travellers in mind," comments Richard Ong, General Manager of Carlton Hotel. Puar elaborates on HBA's approach towards designing the rooms for a MICE audience, "People ask for three things – they ask for a good bed to have a good sleep, they ask for a good chair and they ask for a good bathroom." Ong adds, "With the modern, sleek furnishings and designer furniture, each room offers a sense of luxurious comfort and helps our guest complete his or her business tasks successfully and recharge fully." Guests can continue their work comfortably in the Premier Rooms, which are fitted with high-speed wireless internet, adjustable glass-top work desks and ergonomic chairs.

But how do guests wind down after a hard day's work? Ong suggests, "Our guests can rejuvenate under the rain-shower or simply soak it all away in the full length bathtub." With around 50 percent of the bedroom space dedicated to the bathroom, there's little need to guess where most guests will be spending their time.



Istana Room



Premier Room

"Green features have become the criteria for many projects," Puar adds, "Our designers were so impressed by the features GROHE had to offer that they are now pushing the brand for other projects".

The bathroom combines full-sized bathtubs, bay windows, luxury bath products and GROHE's shower lines. GROHE's shower lines are fitted with the DreamSpray® technology, which have proved extremely popular among participants in independent tests.

"Our designers had a lot of selection to pick from," remarks Puar on the selection of the bathroom's shower products. GROHE's water-saving features proved a big plus point for HBA – "Green features have become the criteria for many projects," Puar adds, "Our designers were so impressed by the features GROHE had to offer that they are now pushing the brand for other projects".

For Carlton Hotel, perhaps the bathroom will play its own part in attracting repeated business guests. As Puar notes, "For hotels, the bathroom plays a very important part, even more important than the bedroom. If the hotel has a nice and clean bathroom, its rating goes up."

**Project:** Carlton Hotel Singapore  
**Interior Designers:** Hirsch Bedner Associates (HBA) Design Consultants  
**GROHE Products:** Rainshower Headshower Modern, Reflexa, Sena, Atrio, Sena, Grotherm 2000, Movario

# SPLASH TIME! BATHROOM FEATURES FOR KIDS

Integrating child-friendly bathroom features ensures bath time is always a safe and enjoyable time, while teaching kids the virtues of saving water.

Safety, practicality and a bit of fun – the principles behind a child-friendly bathroom may seem simple enough. But children love to touch and explore everything, and it's likely they'll make a splash in the bath. So how does one ensure that the bathroom space is safe yet enjoyable for the little ones? We pick up some tips from four product features by GROHE:

01.



## KEEP RISING TEMPERATURES IN CHECK.

An innocent touch of a heated chrome surface, or a careless switch to hot water may cause unfortunate scalding. To protect young children, GROHE's CoolTouch® and TurboStat® offers simple yet effective solutions. CoolTouch® ensures no risk of scalding on hot thermostat surfaces (the hot water chamber is intelligently enveloped by a cold water chamber); while TurboStat® keeps all of GROHE's thermostats sensitive to changes for hot or cold water.

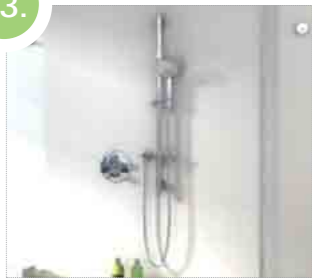
02.



## MAKING WASHING HANDS A BREEZE.

Bathrooms can also encourage children to take better care of their personal hygiene. Take for example, Austria's Sighartstein Nursery School. Built and planned by Aachen-based architects kadawittfeldarchitektur, the bathrooms are fitted with GROHE's Essence single-mix levers featuring the SilkMove® technology. Installed at the wash basins, the levers makes operating the tap levers a breeze for the little ones, even with their tiny hands.

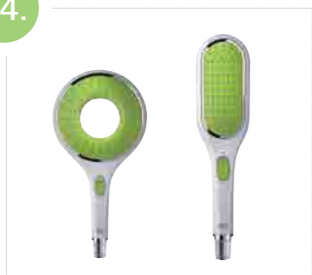
03.



## BRING THE SHOWER CLOSER TO THEM.

Find a bathroom range which offers shower hoses and shower rails in varying lengths. Longer hoses makes it easier for a parent to rinse a child, while fixing up a shower rail at a range of heights allows you to cater specifically for young children.

04.



## HELP THEM TO FIGHT FOR MOTHER EARTH.

GROHE offers a range of products with EcoJoy™, a technology which helps parents save water effortlessly. Simply opt for the same product with EcoJoy™ capabilities at the same price. That way, you can rest assured that your bathroom helps save water even if the kids make a splash. Look out for the EcoButton on the handles of the GROHE Rainshower® WaterColours and Natural Colours hand showers. With a click of a button that's easy enough for any child, children can be encouraged to adopt water saving habits. Switching on the EcoButton reduces water usage by up to 40%. Now, that's a vote for Mother Earth.

# WHERE IN THE WORLD?

We scour the globe for four extraordinary projects where you might least expect to find GROHE's bathroom products.

What do a castle, an Antarctica research centre, a futuristic eco city and an airplane hotel have in common? Not much, except they are all places where you might not expect to find GROHE's premium bathroom fittings. Yet, our products have passed the tests, from withstanding sub-zero temperatures in the far reaches of the earth to being considered as worthy ecological partners in one of today's most ambitious urban developments. We bring you some of our most extraordinary projects:

01.



## PLANE HOTEL, TEGUE, THE NETHERLANDS

It took one savvy entrepreneur to spot the marketability of turning a former government aircraft for East German officials into an unusual hotel. So Plane Hotel, located in Tegue, The Netherlands today, offers sojourners an opportunity to "sleep on the clouds", while on land of course. The airplane exudes a modern hotel ambience from the cockpit to the lounge area, and one of the world's most stylish digital bathroom fittings, GROHE Ondus®. With its smooth velvet black finishing, GROHE Ondus® offered both the design and technology the interior designers wanted for the plane suite. Fitted with whirlpools and shower facilities featuring GROHE Ondus®, it's first class comfort without the first class air ticket.

02.



## NEUMAYER-STATION III, ANTARCTICA

Taking a shower in the sub-zero temperatures of Antarctica might seem like an impossibility. Yet at German polar research facility, Neumayer-Station III, the research team, weren't giving up the shower pleasures they had at home. GROHE's popular Tempesta shower range, which has long delighted users with its revitalising rainshowers, can be found here. Our Eurostyle single-level mixer taps also face their toughest environmental conditions yet – but without compromising performance and functionality, thanks to GROHE's SilkMove® technology.

03.



## MASDAR CITY, ABU DHABI, UNITED ARAB EMIRATES

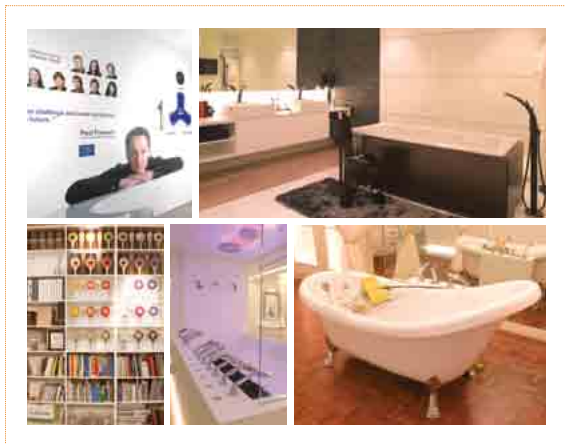
In the middle of the Abu Dhabi desert, one of the world's most ambitious and self-sustaining eco-city by architects Foster & Partners is rising from the sands. Along with an impressive integration of renewable energy sources and green technology such as electric-powered cars, Masdar City will also feature GROHE as an official partner for the development's sanitary fittings. Having met the strict requirements for production and economical consumption before being approved for the Masdar project, residents of this future eco-city can look forward to enjoying GROHE's products which achieves environmental benefits while offering superior performance.

04.



## FREUDENSTEIN CASTLE, FRIEDBERG, GERMANY

A 12<sup>th</sup> century fortress turned modern day cultural facility housing the largest mineral collection in the world, Germany's Freudenstein Castle has seen radical changes. Visitors arriving at the Freudenstein Castle today will find a centre which contrasts modern with the old. Enter the brightly hued bathrooms where architectural remnants of the old fortress nestle next to modern washbasins fitted with GROHE's Contropress faucets. With its self-closing mechanism, the Contropress has been largely adopted as a fitting for public facilities, helping the Freudenstein Castle to cope with its many visitors.



## 01 GET HANDS ON WITH GROHE'S SOLUTIONS AT THE WORLD'S FIRST GROHE LIVE! CENTER

It's the first of its kind in the industry worldwide. The GROHE Live! Center has arrived in Singapore, a place where architects, designers and developers can get hands-on with our sanitary fittings and solutions. The centre allows visitors to test GROHE's products, while giving a comprehensive overview of our technologies, services and installation processes. Plans are in the pipeline for similar facilities in Vietnam, Indonesia, Malaysia and Mumbai. To find out how GROHE can help save time, cut costs and allow you to execute projects more successfully, contact the GROHE Live! Center at (65) 6311 3600, located at 180 Clemenceau Avenue, #01-02 Haw Par Centre, Singapore 239922.

## 02 THE NATURAL CHOICE – INTRODUCING RAINSHOWER® NATURAL COLOURS COLLECTION

We have a premonition our new Rainshower® Natural Colours Collection will be finding itself a fast following. Launched at the World Architecture Festival last year, the latest interpretation of the award-winning Rainshower® Icon hand showers comes in earthy colours inspired by muted stone hues. The names of the colour palette are equally evocative, like Misty Slate, Cloudy Limestone, Frosted Granite, Fire Clay, Natural Sandstone and Sheer Marble. If you're looking for a sober and understated colour scheme to work with popular architectural materials, the Natural Colours Collection is set to be perfect complement. The Rainshower® Natural Colours Collection naturally comes with GROHE's DreamSpray® for a revitalising shower.



## 03 GROHE ECOJOY™ SAVES WATER ACROSS ALL BATHROOM TOUCHPOINTS

GROHE EcoJoy™ is proving that bath products can provide water enjoyment and save water at the same time. Our EcoJoy™ technology spans across a range of resource-efficient products for all touch points in the bathroom. Here are the magic numbers: for GROHE's thermostatic shower mixers, the integrated EcoButton reduces water flow rate by up to 50%. When it comes to single-lever mixers, hand showers and head showers, EcoJoy™ reduces the maximum flow rate to 9.4 litres for showers, and 5.8 litres per minute for faucets. EcoJoy™ works with dual-flush cisterns too – where the flush volumes can be set to either 6 or 3 litres or less. That's why we call GROHE EcoJoy™ the environmental choice.

## 04 GET GROHE TECHNICAL INFORMATION ON YOUR IPHONE

Designed for trade partners, GROHE has launched a new forward-looking iPhone application. Named GROHEpro, the app responds to your professional needs, bringing you the information and day-to-day business support to specify products from GROHE's catalogue. The app is especially useful for detailed product information, such as scale drawings and spare parts list. Search for past products, including historical versions. To download the free application, visit [itunes.com/app/GROHEpro](http://itunes.com/app/GROHEpro).



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