Milan Design Week 2016

GROHE presents the latest 2016 news: Smart technologies and products that embrace Japanese know-how will be on display during the most important design week.

During the Milan Design Week 2016 Milan, 12 - 17 April 2016, GROHE will display its new bathroom and kitchen innovations. In the exclusive GROHE Live Center showroom in via Crocefisso 19, in the heart of Milan, GROHE will present new "smart technologies" with the sensorial experience including videos, candles and flowers that guide you through GROHE’s latest news so you can discover our world of innovation at your own pace.

Intuitive operation for enhanced comfort

What all digital GROHE products have in common is that they can be operated intuitively - their user interfaces are self-explanatory and not designed exclusively for “digital natives”. After all, their mission is to simplify people’s lives rather than adding additional layers of complication. At the same time, they incorporate modern technologies to create unique water experiences, which result in greater comfort in day-to-day use.

Technologies for personalised luxury

GROHE Sensia® shower toilets, offer the highest levels of user comfort. Their cleansing and comfort functions can be set and activated via a remote control unit or, as in the case of the Arena model, via an app. Simple, intuitive symbols on the keys or touchscreen provide direct access to all functions. All settings - including the temperature of the water, the pressure of the spray
and the position of the shower arm - can be personalised to meet each user’s individual needs and preferences.

Taking modern shower control to the next level

GROHE presents a unique GROHE Rainshower® system featuring an innovative SmartControl push button technology. Personalising all shower functions has never been easier. The spray pattern can be selected and started by pushing one of the buttons on the wall-mounted chassis whereas turning the button allows the user to personalise the water volume. The push button technology is so straightforward and easy to understand that even children can use it intuitively. As a result, GROHE SmartControl delivers a perfect shower experience for every member of the family.

Cleanliness is only a kick away

The new FootControl technology has been developed for all those who always have their hands full when doing their kitchen chores. As the name suggests, it allows the user to control the flow of water without any hand or arm contact whatsoever, giving busy amateur chefs complete freedom to focus on their chores and culinary creations.

Slightly tapping the bottom of the kitchen cabinet below the sink is all it takes to start and stop the flow of water. This new “no hands” set-up is based on the proven and successful EasyTouch technology from GROHE. It provides the perfect answer for all those who sometimes wish they had a third hand to juggle all the different chores and cooking tasks. For perfect comfort and convenience, the temperature of the water flow activated by the foot sensor can be preset on the mixing valve, which forms part of the unit invisibly installed below the sink.
Normally only open by special invitation the GROHE’s Showroom in Via Crocefisso 19, will open its doors to the public for the whole of the Milan design week: Tuesday 12th until Friday 15th of April open 10:00 – 19:00 and Saturday 16th of April from 10:00 13:00.

In addition to the showroom opening, during the Milan Design Week GROHE will be on display in one of the most innovative FuoriSalone’s districts: Lambrate – in Via Ventura 14. GROHE will feature in "different Suites X different people" by the architect Simone Micheli. Inside each four x 80 square metre space, the hotel suites created and dedicated to four hotel chains, will come to life with an energetic mix of arts, in which visitors are promised an extraordinary and emotional experience. For "different Suites X different people" GROHE has furnished the four suites with Flush system and wall plates and the new innovative shower system GROHE SmartControl.