PRESS RELEASE - THE NEW CLASSIC RELIEFS
MILAN DESIGN WEEK 2023

The romantic side of ceramics

On the occasion of Milan Design Week 2023, Marcel Wanders has worked with LAUFEN again for the new space collection, designing three original patterns that add a romantic touch to the surfaces of The New Classic washbasins.

LAUFEN’s eclectic character drives the Swiss brand to continuously question itself on the future prospects of the bathroom environment and the materials that compose it. The innovation of the living scenario, through constant scientific and artistic research, has always been the main objective of LAUFEN, which calls upon artists and designers to respond to the needs of an increasingly sophisticated and curious public. It is for this purpose that LAUFEN has collaborated with Marcel Wanders again for its space collection, on the strength of a long relationship that has linked the designer and the company for years.

In reviewing The New Classic collection, Marcel Wanders has completed it by creating three different patterns for the washbasins which play with the materiality of ceramics: **Cosmopolitan**, **Bohemian** and **Ornamental**. Each of these three decorative motifs represents a unique style and a particular design philosophy, in which geometric rigor and reference to natural forms become the starting point of the artist’s reasoning.

**The romantic language of decoration**

LAUFEN’s collection – winner of the iF Design Award 2019 for the sensual combination of form and function – The New Classic reinterprets the bathroom archetypes with soft and sinuous shapes
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thanks to Saphirkeramik, the innovative, ultra-thin and resistant ceramic material, developed by LAUFEN. In this first phase, Marcel Wanders focused on the poetry of the lines and the harmony of the profiles. Now, five years after the launch of the collection, the designer has gone back to his work by enriching and embellishing the washbasins with an idea of texturing typical of his design language.

The three patterns provide a romantic language that aims to reach the most sophisticated tastes in design, elevating the ceramic material to a sculptural object. Cosmopolitan embodies an architectural and sophisticated approach. Its subtle and universal design makes it a perfect fit for modern and metropolitan spaces. The Bohemian pattern, on the other hand, is characterized by a hand-made feeling and natural essence. It offers a more experimental and casual style that suits those who prefer simplicity and a rustic touch.

The Ornamental pattern is a mix of eclectic and traditional elements, with a refined and detailed design. It is perfect for those who appreciate beauty in the details and prefer a classic and elegant style.

The ongoing exploration of ceramic material has enabled LAUFEN to revolutionize the bathroom environment introducing either a very minimal language or an extremely decorative approach. The new interpretation of the innovative Saphirkeramik is as delicate as it is technically refined: a bas-relief where architecture and nature perfectly intertwine.

“If you think surface is superficial, then your eyes have proved that your brain doesn’t work”, sums up Marcel Wanders who knows very well the importance surfaces and materials have in today’s living spaces.
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**Captions**

01_LAUFEN_space Collection_TNC Reliefs_M Wanders
Marcel Wanders has designed three original patterns that add a romantic touch to the surfaces of The New Classic washbasins. Here is Bohemian.

02_LAUFEN_space Collection_TNC Reliefs_M Wanders
The New Classic washbasin in Saphirkeramik with Ornamental pattern.

03_LAUFEN_space Collection_TNC Reliefs_M Wanders
The Ornamental pattern is a mix of eclectic and traditional elements, with a refined and detailed design.

04_LAUFEN_space Collection_TNC Reliefs_M Wanders
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Cosmopolitan with its subtle and universal design makes it a perfect fit for modern and metropolitan spaces.

05_LAUFEN_space Collection_TNC Reliefs_M Wanders
The New Classic reinterprets the bathroom archetypes with soft and sinuous shapes.

06_LAUFEN_space Collection_TNC Reliefs_M Wanders
Marcel Wanders has gone back to his work by enriching and embellishing the washbasins with an idea of texturing typical of his design language.

07_LAUFEN_space Collection_TNC Reliefs_M Wanders
Marcel Wanders has created three patterns with a romantic language that aims to reach the most sophisticated tastes in design, elevating the ceramic material to a sculptural object.

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