

The essentials at a glance:

The trade fair: ISH 2019 (11 – 15 March)

The Dornbracht Group stand: Hall 4.1 / Stand G54

The new products: Aquamoon^{ATT} – a multi-sensory water experience with unique Signature Treatments / minimalism meets individuality: Meta – a refinement of the successful fittings series with three design variants: Meta, Meta slim and Meta pure, individual control concepts and three curated collections of finishes: Fashion, Urban and Architectural

Attention US media:

Aquamoon and Aquamoon^{ATT} are not available in the United States of America.

Overview:

Dornbracht at ISH 2019: individuality and sensuousness for bathroom and spa

Iserlohn/Frankfurt am Main, March 2019

At ISH, the leading international trade fair, Dornbracht is showcasing new products for bathroom and spa that take up the megatrends of “Individualisation” and “*Healthness*”. The refinement of the Meta fittings series therefore features a new design concept: “reframing minimalism”, which combines stylish minimalism with individuality. Dornbracht is also presenting unique Signature Treatments with the multi-sensory shower Aquamoon^{ATT}: automatic choreographies of water, flow modes, light and fragrance – for that individual moment of bliss.

“Your own home should not just be an expression of your personality, it should also encourage a health-conscious lifestyle”, says Andreas Dornbracht, Managing Partner of the family company. This year’s new products are also based on this aspiration. “Along with minimalist design and curated collections of finishes, the further development of Meta brings new and individual design options to the bathroom. Aquamoon^{ATT}, with its specifically developed Signature Treatments, is the epitome of a sensuous shower experience that acts on body and soul. As visionaries in our industry, we pursue holistic bathroom and spa solutions that are both adapted to and enhance the daily rituals of each individual.”

Refinement of the Meta series of fittings: minimalism meets individuality

Clear lines and inherent shape: Meta has always embodied contemporary minimalism. The central design element of the series is the basic geometric shape of a cylinder that has been immaculately perfected. The refinement of the Meta series is defined as “Reframing Minimalism” by a new design concept, consisting of Meta, Meta slim and Meta pure – a further development of the classical reduction that is a feature of minimalism. The design language is taken back as far as it will go to meet the key longings of our age, leaving room for the second level of design: the use of colour and finishes. With three carefully curated collections of finishes – Fashion, Urban and Architectural – Dornbracht creates a new and individual design variety for bathroom and spa applications.

Aquamoon^{ATT} the multi-sensory shower: the emotional water experience

With Aquamoon^{ATT}, Dornbracht raises the “healthness idea” from the LifeSpa concept to the next level. The effect of water on your body is enhanced by mental participation, so that it meets the need for holistic well-being and slowing down. Dornbracht’s Aquamoon^{ATT} appeared as a concept study at ISH 2017, with a smart control concept developed in-house by Dornbracht and called the Ambiance Tuning Technique (ATT). This can be used to call up the so-called Signature Treatments of “Soothe”, „Nurture“ and „Empower“, unique choreographies of water, flow modes, mood lighting and fragrance, simply by tapping a touch-screen. According to designer Michael Neumayr, the harmonious interplay of the elements can evoke “a moment of bliss” – a feeling of happiness that brings to mind sensations such as relaxation, revitalisation and security.

Details of all Dornbracht's new products can be found in the respective press releases.

About Dornbracht

Aloys F. Dornbracht GmbH & Co. KG, with headquarters in Iserlohn, is a globally active, family-run manufacturer of high-quality designer fittings and accessories for bathroom/spa and kitchen. The Dornbracht brand claim "Culturing Life" continues the years of discussion and debate about these environments and expands the company's fundamental design and water expertise: technological innovation to promote connectivity and comfort, and the prevention of ill health through a focus on daily well-being, will increasingly characterise the company's future brand orientation and product development. Dornbracht is forever designing - and cultivating - life anew. A long-running cultural commitment through the Culture Projects provides Dornbracht with an ongoing source of fresh inspiration, while advancing innovation and technology leadership in bathrooms and kitchens. The intelligent, open Smart Water system makes Dornbracht one of the first to transpose the opportunities and possibilities of digitalisation to these environments. Dornbracht is part of the Dornbracht Group that, along with Alape, brings together two premium bathroom and kitchen suppliers. Enthusiasm about innovative technologies and the highest quality of workmanship is simply part of everyday life for the more than 1,000 Group employees.

More about Dornbracht online:

dornbracht.com - [instagram.com/dornbracht_official](https://www.instagram.com/dornbracht_official) - [linkedin.com/company/dornbracht](https://www.linkedin.com/company/dornbracht)
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The fastest way to specify premium bathrooms and kitchens: professional.dornbrachtdgroup.com

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