

*Pure Freude  
an Wasser*



**THE ICON**  
OF ELEGANCE  
AND PRECISION

GROHE ATRIO







## PURE, ICONIC GEOMETRY

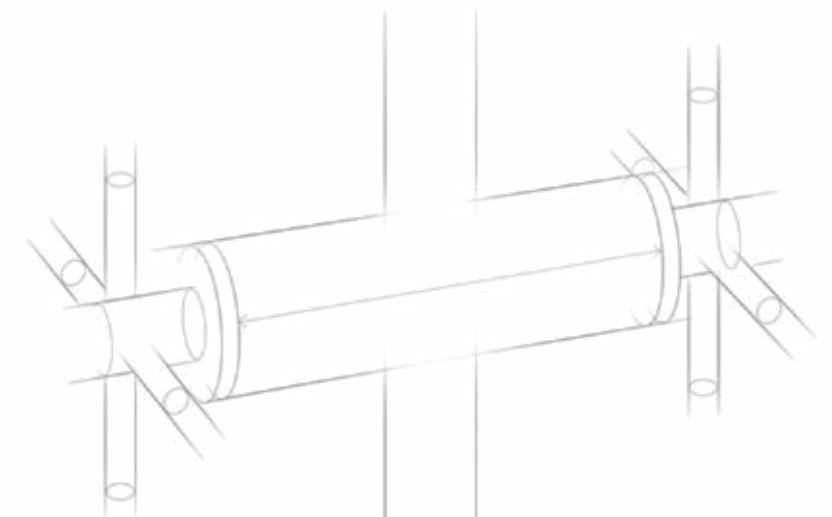
Consider the circle. A staple of natural geometry. A pure form at once soothing and dynamic. A visual metaphor for both, completeness and eternity. For its new Atrio collection GROHE draws on this most elemental and elegant form to create an iconic object that is built to last.

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 tap in heterogenic style segments?**

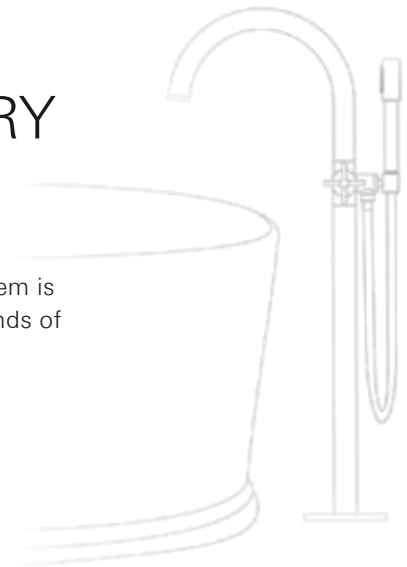
**Michael Seum:** The challenge was to find the balance between paying respect to the previous line of Atrio and creating something unique, new and while achieving design permanence. And then, of course, our challenge is to stand out in a highly competitive environment as well. The styling cues that 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.



**CLASSIC** SEE PAGE 16



**CONTEMPORARY** SEE PAGE 10



**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 rigour and clarity of the best contemporary architecture right into the heart of your bathroom design.









*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.

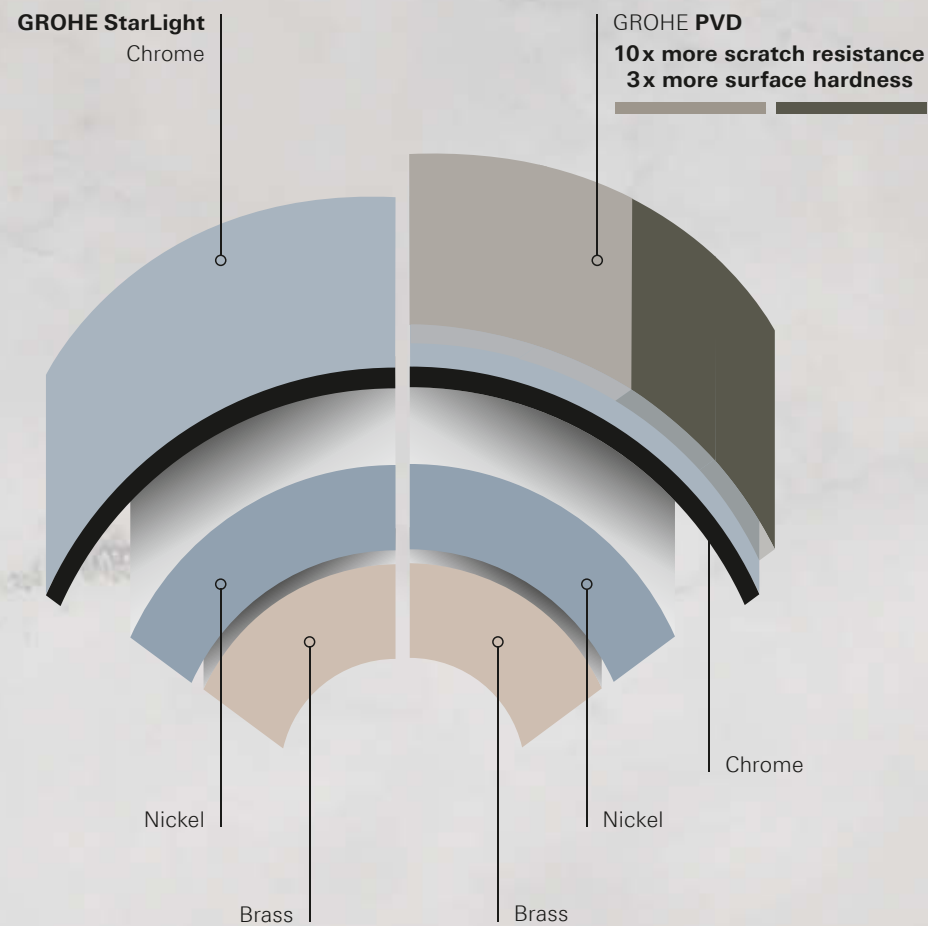




## GROHE PVD UNRIVALLED HARD AND SCRATCH RESISTANT

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

GROHE taps 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 sophisticated 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.

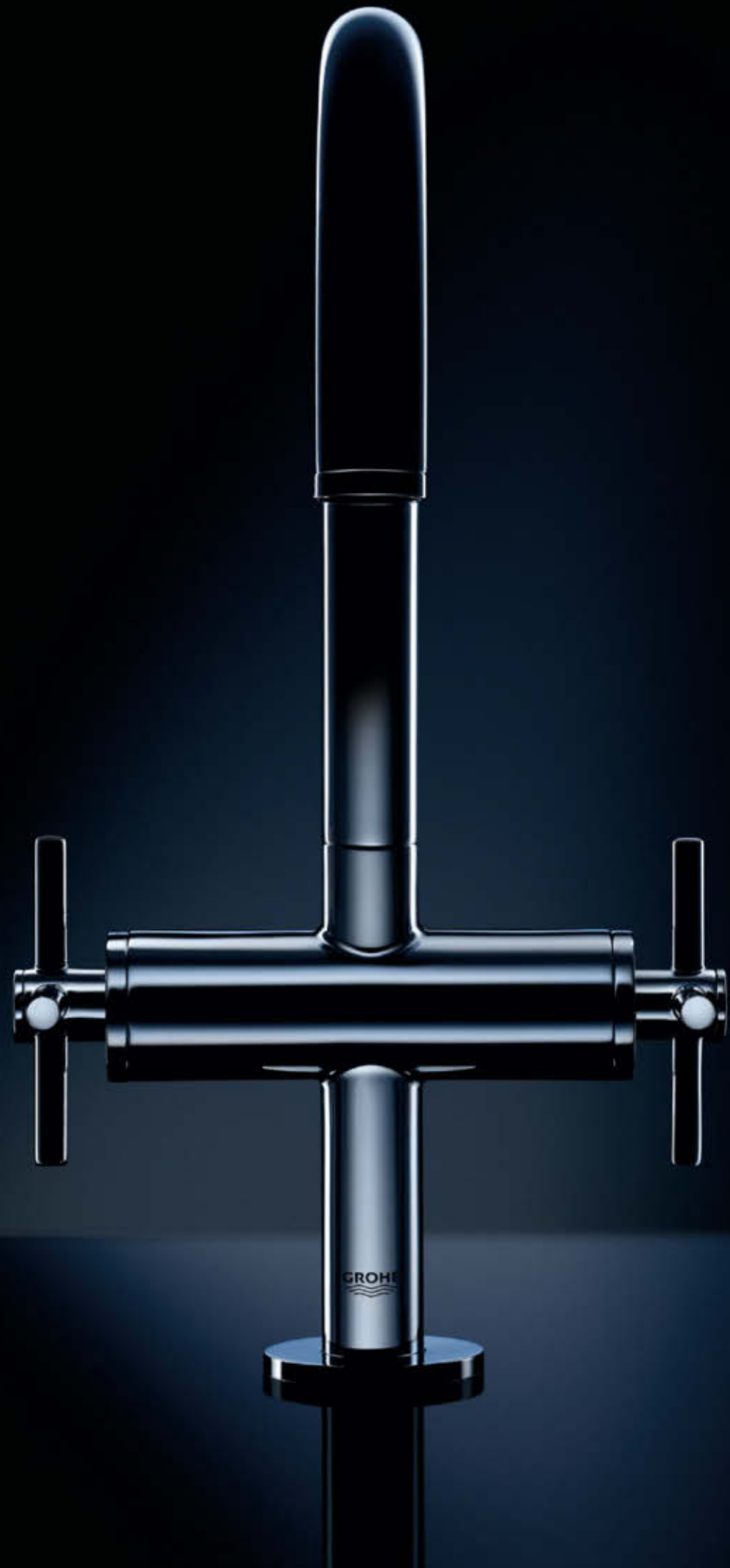


UNIQUE GROHE CRAFTSMANSHIP IN EVERY LAYER



**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



● ● ●  
**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**  
 Two-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



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



● ● ●  
**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 | StarLight Chrome ● DC | SuperSteel ● AL | 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 | StarLight Chrome ● DC | SuperSteel ● AL | Brushed Hard Graphite



● ● ● ●  
**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



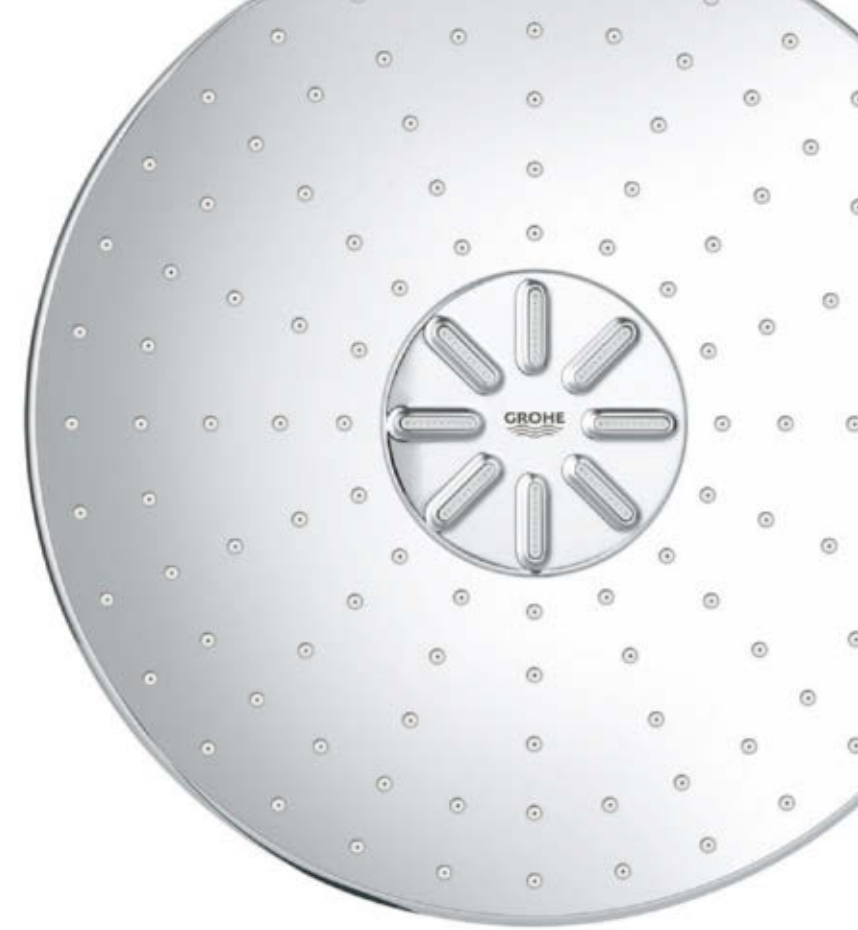
● ● ● ●  
**29 122 000 / DC0 / AL0**  
 Grohtherm SmartControl  
 triple volume control trim  
 + separate concealed body



● ● ● ●  
**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 | StarLight Chrome ● DC | SuperSteel ● AL | Brushed Hard Graphite

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



● ● ●  
**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 | StarLight Chrome ● DC | SuperSteel ● AL | 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.CO.UK**

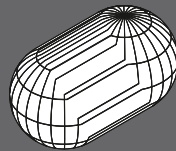
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## QUALITY



## TECHNOLOGY



FORTUNE®  
**CHANGE  
THE WORLD**  
2017

## DESIGN

**300+**  
DESIGN AWARDS

## SUSTAINABILITY



**CSR-PREIS**  
DER BUNDESREGIERUNG

Winner 2017

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