

Press Release
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London's Vertical Gateway Hotel is Fashionably Dressed by Axor

Opened on 12th September 2010, Hotel Verta combines the very best of boutique style with 5 star quality and service. Its city chic Battersea location also demanded a metropolitan and stylish interior which is supplied in ample measure for the bathrooms, washrooms and spa by Axor, the designer brand from German bathroom specialist Hansgrohe.

Nestled on the banks of the Thames, the river that is the vibrant life-blood of London, and immediately adjacent to London's Vertical Gateway, the Capital's only heliport; Hotel Verta is a truly unique proposition. For an unrivalled experience, business or leisure guests can land by helicopter immediately outside the hotel and step inside to enjoy the generously appointed facilities including a sumptuous restaurant flooded with natural light, first floor bar with outdoor terrace and panoramic river views, meeting and conference rooms, subterranean spa and 71 bedrooms with luxuriously furnished bathrooms (pictured).

Axor Citterio M, created by Italian architect and designer, Antonio Citterio has been specified for all the hotel bathrooms. "M stands for modernity, metropolis and, not least, for Milan, the home of Antonio Citterio," says Philippe Grohe, head of the Axor brand. Inspired by the spirit of the big city, Axor Citterio M embodies urban chic, ideal for creating havens of wellbeing for busy city lives making it a perfect fit for London's Hotel Verta.



One look at the Axor Citterio M collection reveals the unmistakable signature and styling for which the designs from Antonio Citterio's Milan workshop are renowned – shapes that have been thought through and refined down to the tiniest detail, where gentle curves give way to clean and even surfaces in perfect harmony. "In today's world, reduction, simplicity and technology add up to the aesthetic sum total of what we perceive as beauty," declares the designer from Milan. Without creating a cool or puristic effect Axor Citterio M embodies this very notion of beauty, with design and the quality of manufacturing working hand in hand to create objects that radiate both harmony and efficiency.

The specification differs between standard and deluxe rooms and suites but all feature the Axor Citterio M three hole basin mixer with easy-to-operate lever handles; these are wall-mounted above the wash basins to provide a sleek washing zone that is free from visual clutter. Other products from the collection include the rim-mounted four hole bath mixer with attractively angled spout, concealed bath mixer with diverter, concealed shower mixer and the Axor Citterio M overhead shower with asymmetric design which allows for easy adjustment to ensure the perfect shower angle. The single lever basin mixer with tapered spout and diagonally offset handle appears in the cloakroom of the hotel suites in the compact version designed to perfectly complement hand rinse basins. In many of the hotel bathrooms, the chosen hand shower model is the iconic 'Raindance AIR' from Hansgrohe. This features generous dimensions and pioneering air-injection which infuses every water droplet to create a voluminous spray that feels natural and invigorating, while also using around 10% less water.

Antonio Citterio is joined by another Axor celebrity designer at the Hotel Verta – Philippe Starck. The Axor Starck electronic basin mixer appears throughout the male and female wash rooms (below) on both hotel floors. The pared-back classic design is finished in gleaming chrome to create a stately line-up behind the rows of wash basins and the infra-red sensor control ensures that no water is wasted as they cannot accidentally be left running.

The Spa at the Verta is an experience in its own right. The subterranean location provides the necessary tranquility and escape while the generous fit-out ensures an inviting and comfortable stay. Here again, Axor Citterio M is a star performer. It provides timeless style and functional performance in all four treatment rooms, while the Spa Experience Shower is equipped with a Raindance overhead, Flood Shower and Kniepp shower hose which are installed to provide spa guests with the choice of ice rain, tropical or targeted massage hydrotherapy.



Ben Reed, Contract Manager responsible for the project, comments: "This has been a very exciting project for Hansgrohe. We worked closely with Von Essen's designers and they chose the Axor Citterio M collection as it perfectly complements the Group's first inner city hotel. All the bathrooms are extremely spacious and generously appointed and we are delighted that this is the first Central London hotel to have Axor Citterio M specified in every single bathroom underlining the hotel's unswerving commitment to providing first class facilities for its guests."

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About Hansgrohe

Axor, the designer brand of Hansgrohe AG, is regarded as the epitome of supreme quality and perfect, innovative design in the exclusive bathroom. With a vast number of independent, comprehensive collections, which Axor develops in cooperation with internationally renowned architects and designers such as Philippe Starck, Antonio Citterio, Jean-Marie Massaud, Patricia Urquiola or Phoenix Design, the designer brand provides unlimited freedom and so allows the creation of highly individual bathroom solutions and personalized interior designs. Axor collections can be found in the Burj Khalifa as well as in the Yoo Apartments in Manhattan, in the Bulgari Hotels of Milan and Bali as well as on the Queen Mary II, in the Grand Hyatt in Shanghai and also in the Mandarin Oriental Hotel in Barcelona. The Axor brand manager is Philippe Grohe (43), grandson of the company's founder Hans Grohe.

Hansgrohe Limited
Units D1 and D2
Sandown Park Trading Estate
Royal Mills
Esher
Surrey
KT10 8BL
Tel: 01372 465655
Fax: 01372 470670
Email: enquiries@hansgrohe.co.uk
Web: www.hansgrohe.co.uk