



HANSA

experience water

Craftsmanship brings its own rewards. And a quality focus worth its weight in gold.



“Experience water” is the
philosophy we stand for.



HANSASTELA



Individuality
Unconventional
Consistent

Unique.

Water represents birth, evolution and constant growth.

Both in nature and at HANSA.



HANSACANYON



Hightech
Elemental
Origin

Sensual.

Cool, glistening, matte, sparkling,
bright, smooth, soft, pleasing.

Water is an aesthetic experience.

An everyday element.





HANSACLEAR

Innovation
Transparency
Fascination

Playful.

Wet. Familiar. Surprising. Mine.

Do you like it like me?

Or in your own way?

Will you experience water
like me or very differently?



HANSAMURANO

Innovation
Transparency
Fascination



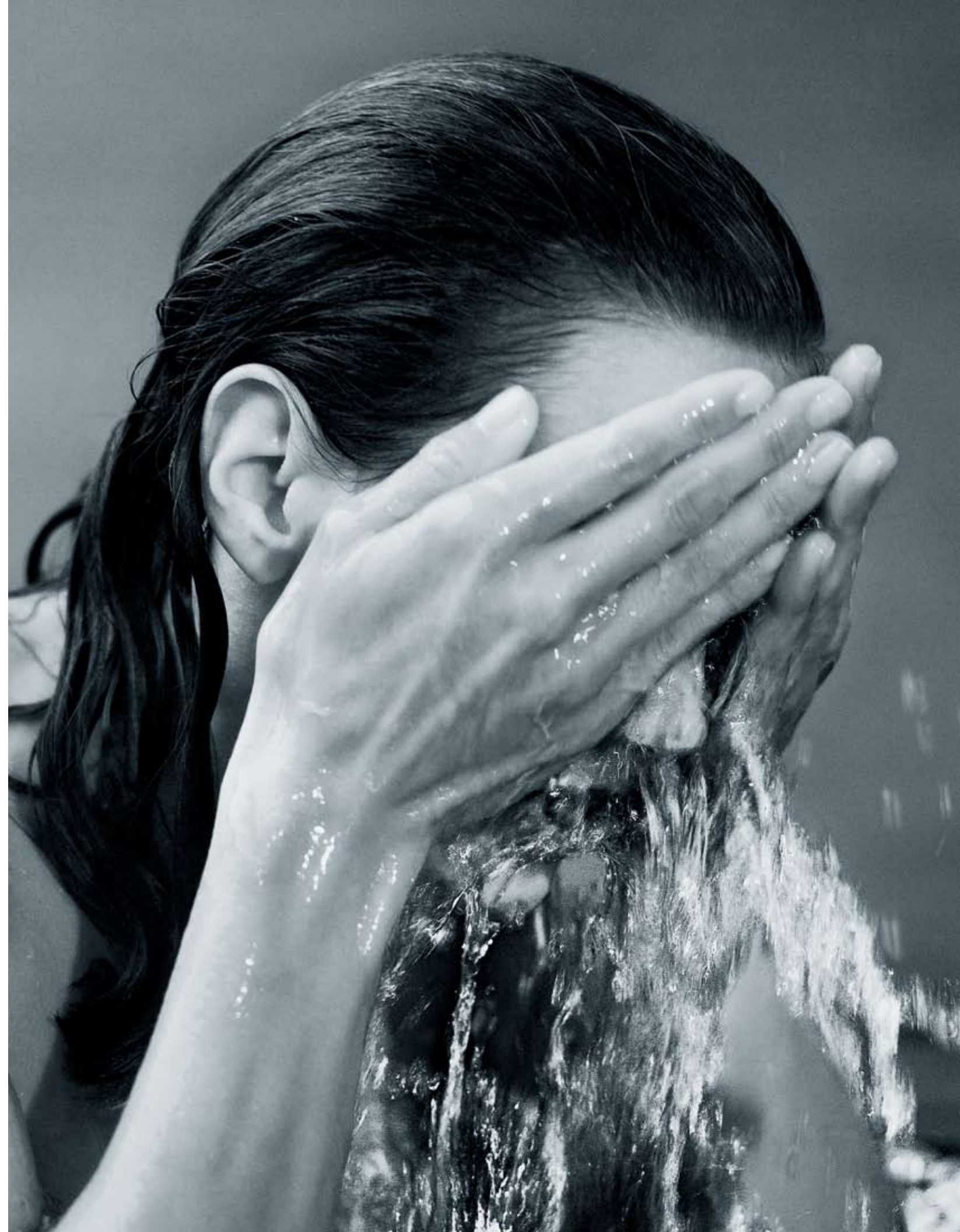
Water.

How often in life do we touch it,
dive in. So many types, so many
characters, so many encounters.

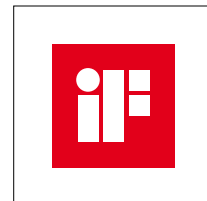
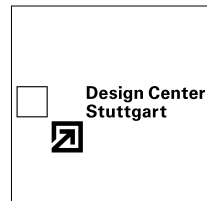
Water, it has caressed and enveloped
me, pulled me and carried me.

Water, I cannot forgo it.

I want to experience it.



People have a highly emotional relationship with water. Why then should a faucet be merely “functional”?



The excellent reputation of our faucets is built on the pillars of quality, functionality and durability.

However, today's customers want baths that combine practicality and sensuous pleasure. These considerations have led us to pursue the consistent yet subtle development of the tradition-rich Hansa brand.

A new generation of faucets that draws on design and fascination, aesthetics and innovation as never before – providing a unique stage for

the production that is water.

Origins, role models from antiquity, ingenious water flows and the use of light and color make our faucets a daily pleasure – and water a true experience.

Our faith that this is the right philosophy to take us into the future is born out by the major design awards we have won and in particular by the enthusiasm that we see in our customers. There can be no better motivation to keep our ideas bubbling at the surface.

The Hansa creative team:
designers Bertrand Illert,
Bruno Sacco, Reinhard
Zetsche and Michael Lammel



People and their bathrooms.

The Hansa company and brand are experiencing exciting times. Thanks to their high functionality and durability, Hansa faucets have always enjoyed an excellent reputation in the trade. The brand has developed steadily in the direction of design and innovation without neglecting the high quality of the products. The long standing “Hansa for life” has evolved into the more emotional “experience water” range. A product philosophy which redefines faucets and their associations with water while focusing more on people than before. As “experience water” will also play a significant role in future bathroom culture, we interviewed those who support Hansa as designers and sources for ideas: designers Bruno Sacco, Reinhard Zetsche (octopus design), Michael Lammel and Bertrand Illert (both NOA).

How important is the design of a faucet for buyers?

SACCO: As a designer, I can only hope that the result of my work will be one of the criteria upon which a decision to buy a faucet is based.

NOA: Buyers want individuality. And design is what makes something special. Emotion and fascination will be of even more significance in the future.

ZETSCHÉ: I think that unlike in the past, bathrooms today are furnished much more consciously. People want to be inspired and encouraged.

How do you come up with new ideas for faucets?

NOA: New ideas come from new requirements, new technologies and new materials.

ZETSCHÉ: It's not all that much different from other products – you simply have to think laterally.

SACCO: Exactly. We have only to ask ourselves about the numerous possibilities in which water can impress people.

What must a perfect bathroom faucet offer?

ZETSCHÉ: For me, it's a bit like squaring the circle: it should really take a back seat to perfect use and water without running the risk of being ignored entirely.

NOA: Its function and design must do justice to the demand for a contemporary product. And it should also be innovative.

What does “experience water” mean?

SACCO: When you experience pleasure every time you use a lever or touch a button.

ZETSCHÉ: I believe water should be experienced as a fascinating element; it's a pity when it's merely regarded as a useful product which gurgles from one pipe to another.

NOA: That's true. The buzzwords are “fascination” and “fun”. People should enjoy watching water flow naturally.

Terms such as “living water”, for example, are currently doing the rounds in the sector. Is this a major trend at the moment?

NOA: In our globalised world, people are thinking more about what's essential and about themselves. In the bath-room, this means consciously wanting to see and feel water. Seen from this perspective, I suppose it is a trend.

SACCO: I would also say however that many manufacturers are currently on the lookout for new terms in order to position themselves more clearly. Hansa was simply one of the first manufacturers to refer to “water” and “experience” in this context.

What attitudes do buyer groups have towards particularly progressive faucets such as Hansacanyon, for example? Is there a slow change taking place?

SACCO: Most people don't like to be classified as being behind the times. Therefore, the prospects are very good for so-called progressive faucets.

ZETSCHÉ: We saw this with Hansacanyon which was provocative in form and technology yet was still a success. The temperature-based water color feature generated a lot of positive attention.

What will happen to bathrooms in the future? And what does this mean for faucets?

NOA: We think the trend will continue in the direction of easy operation, homogeneous integration of faucets in the bathroom world and an even wider variety of water forms. We believe bathrooms will be adapted even more individually to the needs of their users and not only in terms of design.

SACCO: That's right. The significance of good bathroom culture will increase. And the faucets used will have to keep pace. But good faucet design must not be a privilege exclusively for the upper price segments.

Can we anticipate retro designs for faucets as is the case with furniture, carpets, cars etc.?

SACCO: So-called “retro faucets” are already included in every range offered by the key manufacturers. I don't think that there's much more demand for them.

NOA: Just like in fashion, new styles evolve while old ones are rediscovered and reinterpreted to become elements of new designs.

Should form follow function in the case of faucets?

SACCO: Of course not! Where possible, form and function should equally determine the character of a faucet.

ZETSCHÉ: I'd say this statement is simply too restrictive for the design of bathroom faucets.

NOA: Maybe we can sum it up like this: It can, but doesn't have to.

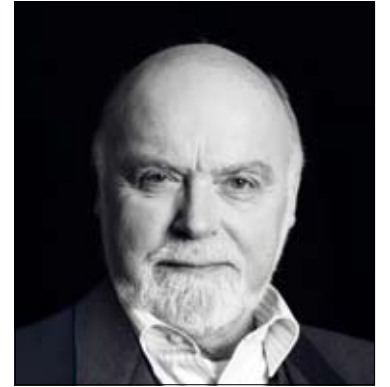
Is the illuminated spout a trend with a future?

SACCO: Definitely.

ZETSCHÉ: Who knows? We're already taking the next steps.

In your wildest dreams, what faucet would you love to develop?

SACCO: A faucet which obeys my commands, via voice control.



Bruno Sacco



Reinhard Zetsche



Michael Lammel



Bertrand Illert

Water knows no limits. And wherever there's water, we're in our element.

The Hansa brand is all about making water accessible and an experience for people in a whole host of everyday situations.

Wherever there's water, you can count on us to be there too – we reach across nations and borders and into the four corners of the earth.

We strive to push our creativity far beyond mere product design.

We devote our attentions to water and the myriad of beautiful emotions that this element stirs in us humans.

Our faucets give form to water.

It becomes an intriguing spectacle. A sensuous pleasure.

Why not experience it for yourself?

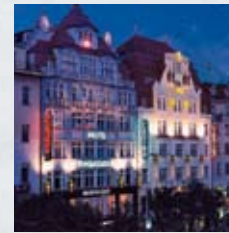
The impact of our trademark philosophy has reached far and wide over the decades. It's no surprise: the Hansa brand is synonymous with values that are held in the same regard by everyone. This is why our products are popular the world over. Hansa faucets deliver water in public buildings, companies, hotels, leisure facilities and, not least, in untold private bathrooms. A joy to behold. And as always, we make it as joyful as we can.



Messe Wien



Marriott Hotel, Gent



Hotel Ambassador, Prague



Kinderklinikum, Linz



Hilton, Budapest



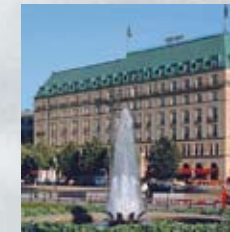
Conrad Hotel,
Hong Kong



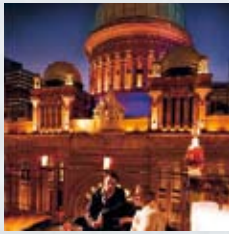
Le Méridien, Tokyo



Airport, Frankfurt/Main



Hotel Adlon, Berlin



Hilton, Sydney



Sea Ray Yachts, Miami



Time Warner Building,
New York City

Water.

How often in life do we touch it, dive in.

So many types, so many characters, so many encounters.

Has this water, which has touched my skin so many times, left its mark?

The well-tempered kind that flows from the wall, seemingly as a matter of course.

The cloudy and inscrutable.

The icy and merciless.

The salty and wistful. The still. The soft.

Water, it has caressed and enveloped me, pulled me and carried me.

Water, I cannot forgo it.

I want to experience it.