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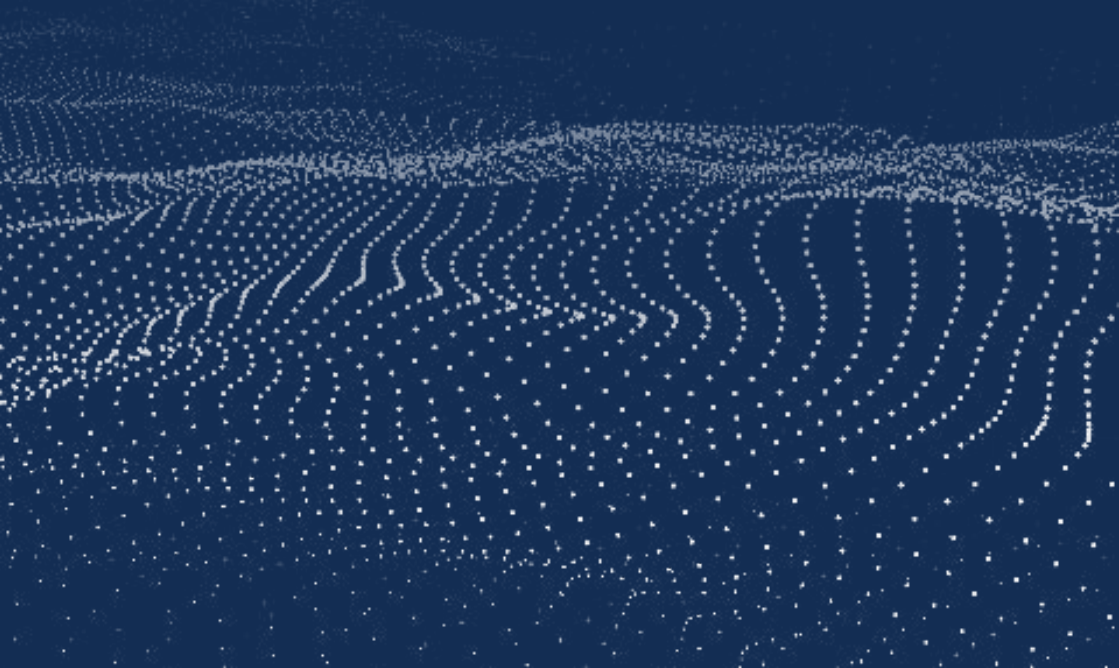
GROHE X  
SUMMIT 2023  
CARING FOR  
WATER

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WHAT'S ON?

# GROHE X Summit 2023 Caring for Water

Join us virtually from 7-9 March  
on [grohe-x.com](https://grohe-x.com). Choose your  
favorite events and [register now!](#)



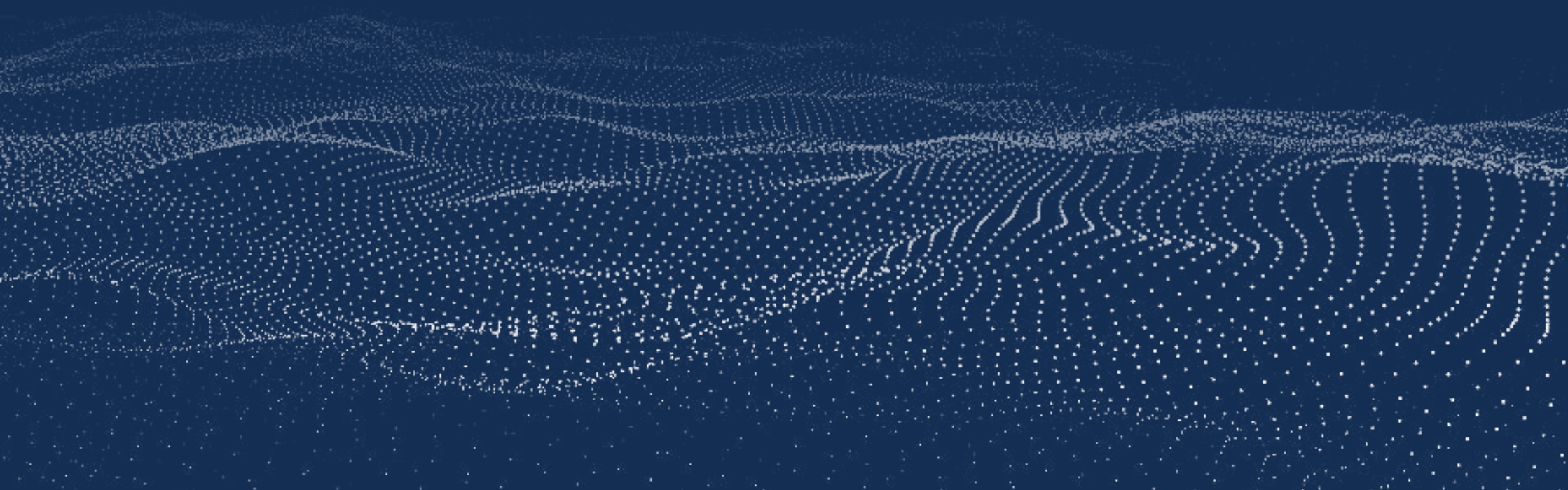
Let's meet, discuss and collaborate for a better tomorrow!

To address the social, economic and environmental issues we face today, it is more important than ever to share knowledge and spark new ideas. For this reason, we have initiated the GROHE X Summit 2023, which will take place on our digital experience hub [GROHE X](#) from March 7-9, 2023.

Under the motto of "Caring for Water" and guided by the three macrotrends urbanization, sustainability, and health & wellbeing, we will team up with different experts for a variety of formats – from inspiring keynotes to thought-provoking panel discussions and masterclasses – to explore and discuss the answers the sanitary industry needs to find to the challenges of our time, the future of sustainable living and the central role water plays in all of this.

On the next pages, you will find our multi-faceted Summit program. Please register for the events in advance.

We look forward to welcoming you at the GROHE X Summit 2023.



# When do we call a place home – today and tomorrow?

The world is changing at an accelerating pace, and with it the way we want and need to live. But what do consumers expect from their living spaces? And how can we as experts in our fields help shape the future of living?

[REGISTER NOW](#)

11:00 - 11:25	<b>INTRO &amp; OPENING KEYNOTE</b> THE FUTURE OF LIVING
11:30 - 12:00	<b>KEYNOTE</b> THREE KEYS TO THE FUTURE: ANTICIPATION, INNOVATION AND COMMUNICATION
13:00 - 13:30	<b>PANEL TALK</b> LIVING IN AN EVER-CHANGING WORLD: HOW TO ENVISION THE HOME OF TOMORROW?
13:35 - 13:50	<b>MASTERCLASS</b> ADAPTED TO OUR NEEDS: INTERIOR DESIGN AND PRODUCTS FOR NEW SPACES
13:55 - 14:05	<b>FACT SNACK 1</b> LOYAL CUSTOMER RELATIONS: SERVICE AS A SUSTAINABLE BUSINESS MODEL
14:10 - 14:20	<b>FACT SNACK 2</b> REINVENTING THE CORE: INSIGHT-BASED INNOVATION
14:25- 14:37	<b>FACT SNACK 3 &amp; WRAP-UP</b> QUALITY IN PRODUCTION: NEW COLORS AND FINISHES

## Opening Keynote

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In fast-changing times the idea of home takes on a new importance. It has never felt more important to have a place of shelter and privacy to retreat to. But even our homes are not immune to the forces of change. How we use them – and what we expect from them – is evolving at pace. As a brand with a strong presence and a long history in our sector, GROHE is well placed to help our business partners and consumers adapt to the times and make the most of the opportunities that are presented by historical turning points such as this. We have a chance to represent continuity and trust. But we must not be complacent. We have to earn our customers' trust every day by placing them at the centre of everything we do and directing all our actions and products to their benefit. And we must live up to the LIXIL purpose of "Making better homes a reality for everyone, everywhere".

In his opening remarks, Leader LIXIL EMENA Jonas Brennwald introduces the theme of the three-day summit, which is "Caring for water", and the subject which will be explored on this first day, which is "The future of living". GROHE has a big contribution to make to shaping how we will adapt to our changing times. But Jonas is emphatic that only by acknowledging how interconnected we are, and through collaborating with one another in a spirit of openness, will we grasp the moment. We hope that events such as this are part of that process.



**JONAS BRENNWALD**  
LEADER LIXIL EMENA

Jonas joined GROHE in 2012. Since 2020, he has been Leader LIXIL EMENA, responsible for all commercial aspects of the GROHE brand.



**YASMINE BLAIR**  
MODERATOR

Yasmine was born in Los Angeles and moved to her mother's home city of Vienna as a child. She began her TV career in 2006, moving to Berlin in 2009. She hosts a number of live shows and corporate programs, while also working as a translator and coach.

## Keynote

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Enquiring into the future is more than mere speculation. As futurist Elina Hiltunen will reveal, the three keys to the future – anticipation, innovation and communication – can be focused activities and the basis of an organisation's future planning strategy.

Even though we cannot predict the future, through understanding of certain phenomena such as megatrends, wild cards and weak signals, we can form scenarios that show us possible futures and suggest potential development pathways. We must also bear in mind that we can influence the future. What we innovate today will affect the future for good or ill. And we can communicate our visions of the future while listening to the wider conversation to better understand where our customers want to be taken. In her talk on the future of the built environment Elina will bring these techniques and all her understanding to bear on the fascinating question of what the homes of tomorrow will look like.



**ELINA HILTUNEN**  
FUTURIST

For more than 20 years, Elina has been advising organisations on future thinking. She is currently studying for a PhD at Finland's National Defence University.

## Panel Talk

In recent times one would say that the only constant in our lives is change. Work, family, travel, leisure, it has seemed that every aspect of daily living has had to be reassessed. Even the idea of home, traditionally a haven and an escape from the world, has seen a shift in perception. To add to the confusion, many of the underlying trends have seemed to be contradictory. Cities are expanding, but at the same time there has been a movement towards the countryside and remote living. We want to feel safe at home and protected from the outside world, yet we increasingly invite it in through remote working and learning. Technology is advancing all the time, and at the same time we have seen a trend towards retro styling and minimalism.

Our panel will bring their various perspectives and expertise to the conversation. Together they will try to unpick the fleeting trends from the enduring drivers that will dictate how the homes of tomorrow will look and feel. They come from the world of retail, which is concerned with providing for consumers' everyday comfort and convenience. From the perspective of the DIY industry we will get some perspective on the human urge to improve our homes. And from our own point of view as a sanitary industry leader, we can look at the role water will continue to make in transforming four walls into a home.



**JONAS BRENNWALD**  
LEADER LIXIL EMENA

Jonas joined GROHE in 2012. Since 2020, he has been Leader LIXIL EMENA, responsible for all commercial aspects of the GROHE brand.



**KATRIN FRANZEN-LÖHNIG**  
LEADER MARKET RESEARCH  
LIXIL EMENA

Katrin only recently joined GROHE in June 2022. She had previously worked in the retail industry in Germany, among other roles leading a market research team for a well-known German retail conglomerate.



**GUDY HERDER**  
FUTURIST  
INTERIOR DESIGN &  
LIFESTYLE TRENDS

Gudy Herder shares Interior Design & Lifestyle Trends on international trade shows, design events and online conferences. Her keynotes illustrate socio-cultural references, underlying consumer behavior, and patterns that lead to new directions.



**STEVE COLLINGE**  
MANAGING DIRECTOR IINSIGHT  
RETAIL GROUP

Steve has spent his entire career in the DIY and gardening sector. In 2010, he set up Insight Retail Group Limited, then launched the Insight DIY website the following year.

## Masterclass

Any design team's main task as understanding the forces that drive changing consumer taste so that the products they create anticipate rather than follow those curves. Before they even begin to visualise a certain product, a lot of work goes into researching people's behaviours and how they interact with the wider social, cultural and economic environment. In short, designing objects that people will use every day involves knowing a bit about everything.

One way to make the task manageable in our industry is to focus on the main big trends that influence how people imagine and arrange their homes. For us, the focus is on three key so-called megatrends: urbanization, health and wellbeing, and sustainability. Many of the current trends in interior design can be traced to the workings of these forces.

Increased urbanization as more people move to live in cities puts space at a premium, so homes have to be more compact. Interior spaces dissolve into one another so fittings such as faucets and showers are now visible, meaning they have to be aesthetically pleasing and able to adapt to the wider design scheme. Increased awareness of health and wellbeing means consumers want their home bathroom to be a kind of wellness spa, rather than a merely functional space, with fittings to match. And it's clear that how we use precious resources such as water and energy will have a huge impact on our home's sustainability, and that the bathroom and kitchen products we choose will have a role to play.



**PATRICK SPECK**  
LEADER LIXIL GLOBAL DESIGN  
EMENA

Patrick has been with GROHE since 2006. He held various senior roles in the design department, becoming Vice President Design Transformation in 2018. In 2020 Patrick was appointed to his current role.



**CARINA BUHLERT**  
LEADER LIXIL GLOBAL DESIGN  
BRAND ENVIRONMENT

German-Venezuelan Carina began her career as an interior designer, before moving into museum and exhibition design. She joined GROHE in 2018 and has been in her current role since December 2020.

## Fact Snack 1

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The most important person in any business is the customer. If your regular customers start to desert you then your business is in big trouble. So it follows that encouraging feelings of loyalty towards your company on the part of your customers has to be a priority. However for a manufacturing business like GROHE the concept of the customer itself is split. We have our end users, for whose satisfaction our products are created. But we have to admit that most home owners, or facilities managers or hoteliers, do not spend a lot of time studying trade catalogues for the best plumbing products. They contract that work out to their installers. And this is the community we have to hug close if we want them to recommend our products to their clients.

In her presentation Doreen Radis will address the challenges faced by installers and outline some of the ways we as a brand are trying to make their lives easier. In a world of increasing competition, therefore increasingly complex product information, this GROHE X platform is an incredibly useful tool for spreading accurate, detailed and timely information, as well as hosting easy-to-follow training videos on a wide range of products. As supply chains come under strain, our GROHE+ loyalty program ensures the installer has a contact at GROHE who will always respond. And in a global skills shortage that is affecting skilled trades everywhere, our GIVE education and training program is reaching out to technical students around the world and creating the next generation of skilled installers.

These are just some of the ways in which we are showing the installer community that we understand and care about their positions, and that we value their loyalty.



**DOREEN RADIS**  
LEADER CRM & LOYALTY  
LIXIL EMENA

Doreen has enjoyed a successful career in sales and customer relations since she graduated from university. She has been leading GROHE's Customer Relations Management and Loyalty team since 2020.

## Fact Snack 2

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Certain products transcend the merely functional and connect with users on a deep level. These tend to be the ones that stick around and become part of the design landscape we inhabit and absorb almost without thinking. Although they seem to exist on a subliminal plane, their invention is deliberate and requires a great deal of focused effort. Creating products that just "work" is after all the object of good design.

One such product we are proud to call our own is the GROHE Eurosmart faucet. It has been making our bathrooms smarter and more user-friendly since 1999. On reason it has been around so long is that it has changed with the times and adapted to users' needs. One of the people responsible for that process of observation, research and adaptation is Senior Designer Jungbeom Han, whose talk today considers the importance of user insights in reinventing successful products, and how innovation doesn't always mean starting from scratch.



**JUNGBEOM HAN**  
SENIOR DESIGNER LIXIL GLOBAL  
DESIGN EMENA

Jungbeom is a strategic designer. Born and raised in the Republic of Korea, he moved to Germany in 2015. At LIXIL Global Design as Senior Designer, he leads multiple innovation projects.

## Fact Snack 3 & Wrap Up

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One of the overarching themes of this summit is how we will live in the future. By studying trends in consumer behaviour we hope to anticipate demand and be ready with the right products. One trend that's evident now and driving our customers' expectations is the increasing demand for products that allow us to customize our homes to our own particular taste. The people want variety and they want it now.

For a manufacturing business that makes precision-engineered pieces for the home, responding to this demand is not straightforward. Production processes require a lot of investment and are hard to adapt quickly. Fortunately we have people working for us with a talent for this kind of thing. Our Leader of Categories Benjamin Kraus will talk us through just what is involved in offering, for example, a selection of our products in a range of ultra-modern, stylish colors and finishes.



**BENJAMIN KRAUS**  
LEADER CATEGORIES  
LIXIL EMENA

Benjamin joined GROHE in 2014 as Senior Project Manager. Based in Düsseldorf, he has been in his current position since July 2021, where he is responsible for the range of GROHE product offering.



**YASMINE BLAIR**  
MODERATOR

Yasmine was born in Los Angeles and moved to her mother's home city of Vienna as a child. She began her TV career in 2006, moving to Berlin in 2009. She hosts a number of live shows and corporate programs, while also working as a translator and coach.

# How can we make buildings more sustainable?

The topic of sustainability is omnipresent, and yet the climate change continues to advance. How can we promote sustainability as an industry and as an individual? Let's have a look on impactful solutions and projects that show how climate change can be tackled.

[REGISTER NOW](#)

11:00 - 11:15	<b>OPENING KEYNOTE</b> SHAPING A SUSTAINABLE FUTURE TOGETHER
11:20 - 11:50	<b>KEYNOTE</b> WHEN ICE TURNS INTO WATER
12:50 - 13:20	<b>PANEL TALK</b> A PLANET IN NEED: HOW TO BUILD FOR A SUSTAINABLE TOMORROW?
13:25 - 13:40	<b>MASTERCLASS</b> MAKING HOMES SUSTAINABLE: SMALL CHANGES THAT SPARK BIG INFLUENCE
13:45 - 13:57	<b>FACT SNACK &amp; WRAP-UP</b> PROOFING SUSTAINABILITY: ASSESSING THE ENVIRONMENTAL IMPACT OF BUILDINGS

## Opening Keynote

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On Day 2 of the GROHE X Summit we move on from the future of homes and living to the very much related subject of sustainability. Jonas will share insights on how the GROHE brand is tackling climate change by building its business on a resource-saving value chain. In addition, he will have a closer look on how a manufacturer can foster a more environmental friendly lifestyle and reveal a new product technology that drives the green transformation of GROHE's portfolio. As always the emphasis will be on ways to effect real change for positive outcomes.



**JONAS BRENNWALD**  
LEADER LIXIL EMENA

Jonas joined GROHE in 2012. Since 2020, he has been Leader LIXIL EMENA, responsible for all commercial aspects of the GROHE brand.



**YASMINE BLAIR**  
MODERATOR

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## Keynote

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Børge Ousland's subject is climate change. But the now overused and somewhat tired phrase does not convey the drama of what Børge has witnessed – and what he now wants you to understand. He has spent his life in the most remote, inhospitable regions of our planet, closely observing the environmental changes brought about by global warming and their effects on the people and animals who live there. His efforts to bear witness to what he calls the “only livable planet we know exists” in its moment of distress are what give his stories urgency. If he cares so much, and will put himself in such peril to expand his knowledge, then shouldn't we care enough to act?

Børge is realistic about the damage done and the dangers we face. But he is not one to despair. His work in bringing the effects of climate change to our attention is certainly a warning. But if we hear the warning and act on it, then there is hope...



**BØRGE OUSLAND**  
POLAR EXPLORER

Børge is the latest in a long line of fearless explorers to be celebrated as a national hero in his native Norway. National Geographic magazine called his recent crossing of the Arctic “the boldest polar expedition of modern times”.



## Panel Talk

The construction industry finds itself at the centre of any discussion on sustainability for the simple reason that it accounts for around half of global resource extraction. Being such a big part of the problem makes it essential to any possible solution. Given the massive scale of the challenge it's clear that change will have to be multi-faceted. Broadly speaking, designers and architects are going to have to expand their visions, suppliers and engineers will have to revolutionise materials and methods, and policy-makers will have responsibility for devising effective regulation and certification schemes.

For today's talk we've gathered experts who are able to give informed views from all of these angles. Their experience in their various fields should allow them to construct a realistic picture of how buildings of the future will be imagined and created. It appears there will have to be a paradigm shift in the architecture and design sector, so how will that be realised? And will alternative construction methods and an emphasis on resource optimization and circularity achieve the savings that will be needed?



**GERHARD STURM**  
LEADER COMMERCIAL  
DEVELOPMENT LIXIL EMENA

Gerhard joined GROHE in 2016 as Chief Marketing Officer, having gained experience in the previous two decades in marketing and management roles for leading global brands. He is in charge of every aspect of GROHE's marketing operation, from the product portfolio to sales operations.



**PAULINA GODFREY**  
SENIOR DIRECTOR ENERGY  
AND ENVIRONMENT – EUROPE,  
MIDDLE EAST AND AFRICA

The "E of the ESG," is the driving force behind the sustainability initiatives across the Hilton Hotel's EMEA properties. Paving the business's way towards net-zero, Paulina is passionate about empowering each individual to become an ambassador for sustainability.



**THOMAS RAU**  
ARCHITECT & FOUNDER OF  
TURNTOO AND RAU

Amsterdam-based architect Thomas Rau has a reputation for bold thinking and innovation. He sees humanity as a temporary presence on our planet, but one which nonetheless should be facilitated through thoughtful design.



**ANNA-VERA DEINHAMMER**  
HEAD OF INTERNATIONAL  
AFFAIRS AND MUNICIPALITIES,  
OGNI

Anna-Vera is an expert on green building and the circular economy. As Director for Circular Cities & Regions in the Circular Economy Forum Austria, her work focuses on the creation of a healthy and liveable built environment.

## Masterclass

Influencing public behaviour isn't easy. Because any appeal to change our ways will always be met by the suspicion that our efforts are pointless unless everyone joins in. As successful designers such as Patrick and Duarte know, for an idea or product to change the game it must land at the moment when enough people have identified a need, and it must be attractive enough to tip them over the edge into positive action. Sustainability in the home is almost certainly having its moment. If ever there was a time when people are having the same thought simultaneously – we need to make our homes more efficient, economical and ecologically friendly – it is now. Luckily products have been coming on to the market for some time now that answer this collective call. From bathroom taps that run cold in the centre position so you don't absent-mindedly fire your boiler every time you brush your teeth, to cisterns that cut water use, to filter systems that do away with plastic bottled water and plastic waste, our designers have been busy creating the products that will revolutionise our homes.

The great thing about public behaviour is that once the penny drops the savings will be huge – both for individual households and across societies – and the positive effects far-reaching.



**PATRICK SPECK**  
LEADER LIXIL GLOBAL DESIGN  
EMENA

Patrick has been with GROHE since 2006. He held various senior roles in the design department, becoming Vice President Design Transformation in 2018. In 2020 Patrick was appointed to his current role.



**DUARTE SALVADOR**  
LEADER LIXIL GLOBAL DESIGN  
– CREATIVE DIRECTION  
LIXIL EMENA

Duarte has been with GROHE since 2014, starting as a product designer and becoming Creative Director of the GROHE Design Studio in 2018. His work has been recognised by several international design prizes.

## Fact Snack & Wrap-up

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If green buildings are to become a widespread reality, then detailed and accurate data on every element that goes into their construction is going to have to be made widely available. The current direction of travel in the industry is towards environmental product declarations, or EPDs. These are transparent product passports that disclose data on individual products from the raw materials used in their production to details of how they will be disposed of or recycled at the end of their lives. These will greatly assist architects and planners in assessing the environmental impact of their projects, during their construction and for their entire lifecycles.

As LIXIL EMENA's Leader Commercial Regulation, Approval and Augmentation, Tomas Kvillström is responsible for ensuring every GROHE product complies with regulations in every market we sell into. He recognises there is a pressing need for the entire architecture and design community, and their suppliers, to transparently assess the total environmental impact of their buildings. Given the construction industry accounts for 40% of global CO<sub>2</sub> emissions, change like this has been coming. If EPDs are not already a legal requirement in your country, they will be soon.



**TOMAS KVILLSTRÖM**  
LEADER COMMERCIAL  
REGULATION LIXIL EMENA

For the six years he has been with GROHE Tomas has worked on our products' technical features and on obtaining regulatory approvals. Currently he is leading GROHE's work on Environmental Product Declarations.



**YASMINE BLAIR**  
MODERATOR

Yasmine was born in Los Angeles and moved to her mother's home city of Vienna as a child. She began her TV career in 2006, moving to Berlin in 2009. She hosts a number of live shows and corporate programs, while also working as a translator and coach.

# Water as an experience – a new mindfulness?

The importance of Health & Wellbeing is on the rise. But how can we create spaces that have a positive effect on us? And what central role does water play in this context?

[REGISTER NOW](#)

11:00 - 11:15	<b>OPENING KEYNOTE</b> THE POWER OF WATER
11:20 - 11:50	<b>KEYNOTE</b> THE ELIXIR OF LIFE
12:50 - 13:20	<b>PANEL TALK</b> IMPACTFUL ENVIRONMENT: HOW TO HELP A STRESSED WORLD WITH HEALING ARCHITECTURE?
13:25 - 13:40	<b>MASTERCLASS</b> PRIVATE SPA MOMENTS: DESIGN FOR YOUR SENSES
13:45 - 13:55	<b>FACT SNACK</b> CONSUMER AS CREATOR: CUSTOMIZED WATER EXPERIENCES
13:55 - 14:05	<b>WRAP-UP &amp; GOODBYE</b> GROHE X SUMMIT CONCLUSION

## Opening Keynote

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On the summit's final day the "Caring for water" overall theme is given a twist as we look at how water cares for us. Jonas will delve further into the intangible benefits of water as we enquire into the kinds of architecture that can soothe our tired bodies and anxious souls. Of course water has always played a part in spaces dedicated to spiritual and physical renewal, so how might it do so in the future? Together with his colleague Karl, Jonas will reveal our new sub-brand that encompasses products that we've developed to enhance users' wellbeing and sense of self, as the home bathroom is transformed into the all-round me-space.

Customised and personalised home spas and bathrooms, and the products that will make them work, are already a focus of our business and will continue to grow in importance in line with the increasing health and wellbeing trend. And of course the themes of how we care for ourselves, our built environment and the natural world are all connected to water.



**JONAS BRENNWALD**  
LEADER LIXIL EMENA

Jonas joined GROHE in 2012. Since 2020, he has been Leader LIXIL EMENA, responsible for all commercial aspects of the GROHE brand.



**KARL LENNON**  
LEADER GROHE SPA  
LIXIL EMENA

As Leader Projects Channel A&D Karl worked with architects and designers on the specifications for more than six years. Since January 2023, he is responsible for the new sub-brand GROHE SPA.



**YASMINE BLAIR**  
MODERATOR

Yasmine was born in Los Angeles and moved to her mother's home city of Vienna as a child. She began her TV career in 2006, moving to Berlin in 2009. She hosts a number of live shows and corporate programs, while also working as a translator and coach.

## Keynote

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As a species our connection to water is hard to overstate. It is often pointed out that, like the planet we inhabit, we are mostly made up of water. The story of evolution in which we are the latest chapter began in the seas. In the womb we float in amniotic fluid. Without water we cannot metabolise food or transport oxygen around our bodies. We can survive without eating many times longer than we can without drinking.

Of course our external relationship with water is deep and complex. It is still often how we navigate our planet. It is a source of energy. Its presence remains the essential condition for the agriculture that feeds us. On a warming, drying planet, it is perhaps the most precious resource we have.

In her talk, Dr. Healey wants to explore this human dependence on water. But she will also look at how in our modern lives we have lost touch with water as we have with other aspects of the natural world. Becoming more aware of water and its life-giving properties would bring the issue of the environment more to the centre of our collective thinking.



**DR. BETH HEALEY**  
MEDICAL LEAD – BLUE ABYSS

Beth works for the NHS in the UK as an emergency medicine doctor, while also being part of medical and logistical support teams on research projects in places such as Siberia and Greenland. She was research MD for the European Space Agency on its "White Mars" project.

## Panel Talk

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Most of us experience stress at certain times. While some of that stress results from our own concerns and thought processes, a lot of it is foisted on us by our environment. We are exposed to countless visual and aural stimuli in the course of our daily lives. Even the simple act of being in a public or social space has been, until recently, a cause for worry. So can the built environment be designed in such a way as to alleviate our stress and promote healing?

Today's panel talk takes the possibility of a genuinely healing architecture as its starting point. Since time immemorial public spaces have been created with lofty ideals: think of the great cathedrals built to produce both awe and a mood of contemplation in their occupants. But would one say they were designed to make us feel good about ourselves? What would a space created to enhance personal fulfilment be like? Our panel approaches the question from the perspective of their own fields of expertise, whether looking at the impact of the right kind of products on our wellbeing, or concentrating on the aesthetic impact of a certain design scheme. They will also look at the effects on our health, both positive and negative, that our surroundings might have. And the practice of mindfulness will be discussed, as will the kind of space that might facilitate a mindful state.

We are at a moment in architecture and design when people are certainly asking more of the spaces they inhabit, both public and private, and the responses will be interesting.



**KARL LENNON**  
LEADER GROHE SPA  
LIXIL EMENA

As Leader Projects Channel A&D Karl worked with architects and designers on the specifications for more than six years. Since January 2023, he is responsible for the new sub-brand GROHE SPA.



**TINA NORDEN**  
PARTNER PRINCIPAL CONRAN  
& PARTNERS

Tina is an interior designer and architect whose portfolio encompasses many contexts, from hotel and restaurant design to high-end residential and boutique retail projects. Tina has been with Conran and Partners since 1997 and joined the board in 2016.



**DR. ALAN DILANI**  
PHD ARCHITECTURE /  
PUBLIC HEALTH

Alan is a global authority on interdisciplinary research regarding the interaction between design and health. He is a founder of the International Academy for Design and Health and the Journal World Health Design.



**LIONHEART**  
MULTI-DISCIPLINARY ARTIST  
POET AND BBC RADIO LONDON  
PRESENTER

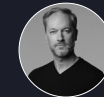
Rhael 'LionHeart' Cape Hon FRIBA is a Multi-Disciplinary Artist, Poet and BBC Radio London Presenter. One of the first Associate Artists of The Royal Albert Hall in over 150 years and Poet in Residence at 180 The Strand, previously the first Poet in Residence at Saatchi Gallery. An honorary fellow of the Royal Institute of British Architects (RIBA) for his contribution to architecture.

## Masterclass

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One of the most notable changes of recent times has been in the perception of the home as personal retreat. The room that has had to adapt most to the new role of wellness space is the bathroom. No longer a sterile, functional closet, it is now idealised as a kind of private home spa. In this masterclass our experts Patrick and Begüm explore how the design process can be focused on creating products that really connect with the user on a sensory level. Of course a big part of that process will go into creating products that can be personalized and customized to suit the customer's specific taste and style. A space can't feel special and truly "yours" if it's too similar to everyone else's.

As technology improves and our manufacturing processes can ever more economically meet the demand for diversity and adaptability in our product lines, the kind of personalized products currently seen as a luxury will come within the reach of more and more consumers. The bathroom makeover has only just begun.



**PATRICK SPECK**  
LEADER LIXIL GLOBAL DESIGN  
EMENA

Patrick has been with GROHE since 2006. He held various senior roles in the design department, becoming Vice President Design Transformation in 2018. In 2020 Patrick was appointed to his current role.



**BEGÜM TOMRUK**  
LEAD DESIGNER  
LIXIL GLOBAL DESIGN  
EMENA

Begüm has been with GROHE since 2015, being promoted to Lead Designer in June 2021. She has a strong background in industrial design and is experienced in multidisciplinary projects.

## Fact Snack

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Empowering consumers to create their own spaces will drive our business in the coming years. We've seen how the home is becoming transformed into a zone of self-expression and self-care. The kitchen is increasingly a space to enjoy time together, while the bathroom is a private retreat where the nurturing power of water can be explored. To tap into the growing consumer demand to get creative, our products for kitchen and bathroom will have to be capable of expressing that aesthetic urge, or alternatively the desire for a project that makes a space feel like home.

It's not just our end-user customers who need to be considered. Our professional partners want products and services that meet the changing needs of their businesses and allow them to recommend us to their clients with total confidence. Our two experts Dana and Emanuela talk us through the changing market and look at ways in which our consumer and professional customers' demands interact.



**KARL LENNON**  
LEADER GROHE SPA  
LIXIL EMENA

As Leader Projects Channel A&D Karl worked with architects and designers on the specifications for more than six years. Since January 2023, he is responsible for the new sub-brand GROHE SPA.



**EMANUELA TAVOLINI**  
LEADER GROHE PROFESSIONAL  
LIXIL EMENA

Emanuela has been with GROHE for two years. She has more than 20 years' experience directing sales and marketing operations in the luxury design and bathroom sectors.



**DANA GÖTTE**  
LEADER GROHE QUICKFIX  
LIXIL EMENA

Dana started at GROHE in 2012 as Manager Corporate Development. In her time here she has been responsible for key accounts in central Europe, the introduction of the international key account organization, as well as the implementation of a new CRM system.

## Wrap-up & Goodbye

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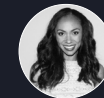
Over the past three days we've explored our theme "Caring for Water" from many angles. We've looked at water as a resource to be channelled and managed by the built environment we create, as our ways of living evolve over time. We've also given much thought and discussion to the challenges of sustaining our natural environment, in which our oceans and rivers are the original source of life, so that it may sustain us into the future. And we've finished by focusing on how an appreciation of water as a source of physical and spiritual wellbeing might continue to flourish while at the same time encouraging greater respect for our planet and its resources.

Concluding the summit, Jonas Brennwald will recap on the many stimulating contributions we've heard and offer his own reflections on this vitally important conversation.



**JONAS BRENNWALD**  
LEADER LIXIL EMENA

Jonas joined GROHE in 2012. Since 2020, he has been Leader LIXIL EMENA, responsible for all commercial aspects of the GROHE brand.



**YASMINE BLAIR**  
MODERATOR

Yasmine was born in Los Angeles and moved to her mother's home city of Vienna as a child. She began her TV career in 2006, moving to Berlin in 2009. She hosts a number of live shows and corporate programs, while also working as a translator and coach.

The GROHE X Summit Keynotes and Panel Talks will be simultaneously translated into German, Polish, Czech, Italian, French, Spanish, Russian, Turkish, Arabic and Portuguese.

To hear the translation, we recommend using a second browser window or a second device like a smartphone or a tablet. Please open the link with your desired language. You can find the links right under this video.

The GROHE X Summit Masterclasses and Fact Snacks will also be translated into German.

Furthermore we will offer for the GROHE X Summit Masterclasses and Fact Snacks subtitles in the following languages: German, Dutch, Polish, Czech, Italian, French, Spanish, Portuguese, Russian, Arabic and Turkish.

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