KALDEWEI x VOGUE present #mustsee:

"Bathscape" by Cristina Celestino at Fuorisalone 2022

KALDEWEI, Ahlen, Germany, March 2022 - Kaldewei is joining forces with VOGUE for an extraordinary project: At Fuorisalone from June 7 to 12, the German premium bathroom manufacturer teams up with the legendary fashion magazine to present the "Bathscape" installation - designed by Milan-based star designer Cristina Celestino.

The project by VOGUE and Kaldewei with Cristina Celestino already marks one of the highlights of the upcoming Milan Furniture Fair - #mustsee. The Bathscape installation will take visitors on a spectacular and highly aesthetic journey through bathroom culture. For Celestino, the project is a sculptural exploration around all aspects of the creation and use of bathroom furnishings. The spectrum of themes ranges from aesthetic issues to sensory perception and the luxury of pausing to aspects of materiality and sustainability.

What makes the modern bathroom an oasis where you can recharge your energy and relax? And how important are ecological and social aspects? Against the backdrop of these complex questions, "Bathscape" creates the basis for a highly topical dialogue and at the same time demonstrates exciting approaches to contemporary, luxurious bathroom design. The installation can also be seen for precisely this reason in the vibrant Brera District (via Maroncelli 2), known for its multitude of design studios and galleries, throughout the duration of the Milan Furniture Fair.

About Cristina Celestino

Cristina Celestino (\*1980, Pordenone) established her studio in Milan in 2013. After graduating in 2005 from the IUAV School of Architecture in Venice, she worked with various design studios, focusing on interior architecture and design. In 2011 she created her own design brand, Attico Design. The activities of Cristina Celestino and her studio range from residential, hospitality and commercial projects to creative direction and product design.

*About KALDEWEI*

*KALDEWEI is a German family-run business that has now been devoted to its material, steel enamel, for over 100 years and four generations. The portfolio includes bathtubs, shower surfaces and washbasins as well as installation systems for easy installation. These superb bathroom solutions made of superior KALDEWEI steel enamel can be 100 percent recycled when they come to the end of their long useful life. The premium manufacturer is therefore making the best contribution to eco-friendly building. In 2021, KALDEWEI was the first sanitary company to sign the “Science Based Targets” and set out to produce in a climate-neutral way. For some time now, the company has supported, to a considerable extent, the WWF marine protection programme, which is committed to reducing plastic waste in the oceans. This is done out of responsibility towards the environment and the following generations.*