

# JEE-O and Brian Sironi present the new flow series

**JEE-O worked in close collaboration with Italian top designer Brian Sironi to develop a new collection: the flow series. This new series will have its world premiere at the Frankfurt ISH, the world's most important sanitary facilities trade fair.**

## **What is the shape of water?**

Water takes on the shape of the object that contains it. That concept has been the starting point in designing the flow series. Up until the moment water flows from the faucet and is free to take on any shape, it has the shape of the pipes through which it flows. We rarely see the pipes; they are hidden away behind walls and under floors. These taps and mixers from the flow series reveal the piping, extending it into the bathroom.

## **Feminine lines**

“Taps and mixers always consist of three parts: handle, spigot and that section that connects the two. That makes traditional mixers fairly masculine”, Brian explains. It was his intention to design a feminine mixer, which meant that the spigot had to go. All the non-essentials have been eliminated, resulting in flowing, smooth curved lines, from which water flows in a surprising way.

## **A new icon is born**

After that email containing Brian's initial sketches, JEE-O's designer and owner Lammert Moerman flew straight to Milan to meet him. There was an immediate click with JEE-O. Brian's sketches were minimalistic, functional and iconic, exactly the style Lammert pursues in his designs for JEE-O. Brian has called the flow series his best project so far, encompassing all of his opinions on design: pure and integrated shapes, minimalistic yet functional.

During the development of the mixers for the flow series, the need arose for a complete series that included baths. Amsterdam-based design duo Grand & Johnson embraced the challenge to design the baths for the flow series.

## **About JEE-O**

JEE-O weds beautiful design to functionality in bathroom concepts. Extending beyond the bathroom, the designs by JEE-O also fit beautifully in the rest of the house, including the kitchen or sauna, by the swimming pool or on the beach. JEE-O has a minimalistic, innovative style with a cosmopolitan character. Bold and distinctive, yet refined: JEE-O creates concepts providing sufficient space for body and mind, always seeking an atmosphere of functional luxury.

2004 marks the birth of JEE-O, a creative concept by Lammert Moerman. The brand has grown immensely since that time; its selection of separate showers and baths, mixers and wash basins is currently available all across the globe. The JEE-O soho 01 shower won a Red Dot award and a German Design Award.

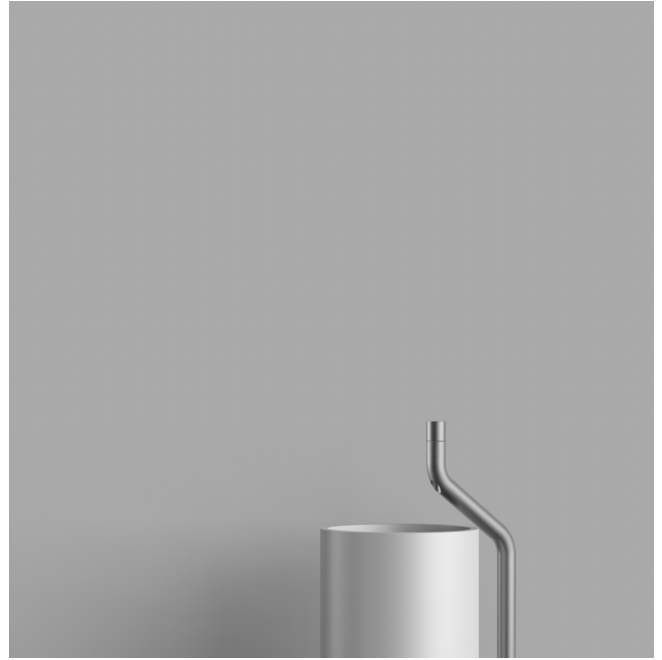
### **About Brian Sironi**

Brian Sironi lives in Italy, between Brianza and Milan. He combines industrial design with an artisanal approach. In his projects, he has a clear focus on pure shapes and an in-depth perspective on exploring typologies and archetypes. In 2010, Brian was selected to exhibit as part of the The New Italian Design Reloaded show in the Triennale di Milano Museum. He is one of the youngest designers ever to have received the prestigious Compasso d'Oro ADI award for the Elica lamp, produced by Martinelli Luce in 2011. In addition to JEE-O, Brian also collaborates with Antonio Lupi, Bitossi Ceramiche, Budri and Albed.

### **note to the editor**

Both Brian Sironi and Lammert Moerman will be present at the ISH in Frankfurt. The JEE-O stand can be found in hall 3.0, stand D 44. We like to plan interviews during the ISH. If you'd like to hear more, please contact Paul Clappers at [pers@fnke.nl](mailto:pers@fnke.nl) or call: +3126-7112222 or +316-18535532. Both designers are of course also available for interviews after the ISH.

For HR visuals of the JEE-O flow series, download the press kit below.



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