



Press release

LAUFEN MAISON & OBJET

Paris, January 2026

For the first time, LAUFEN will take part in Maison & Objet in Paris, from 15 to 19 January 2026, marking a significant step in the brand's dialogue with the French design and architecture community.

This debut reflects LAUFEN's ambition to present its approach to bathroom design as a synthesis of material innovation, refined aesthetics and responsible production, grounded in Swiss precision and an enduring design culture.

Marc Viardot, Marketing and Design Director of ROCA GROUP, comments:

“Being at Maison & Objet for the first time is a strong step for LAUFEN in the French market. It allows us to present our expertise and values in a very tangible way. As a Swiss brand with deep heritage and a clear focus on innovation, we continue to collaborate closely with leading designers and architects to advance design and environmental responsibility together.”

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During the fair, LAUFEN will showcase a curated selection of collections and material innovations, articulating a contemporary vision of the bathroom as an architectural and experiential space.

Among the highlights is VOLTA, a washbasin collection designed by Yves Behar, defined by fluid movement and expressive geometry, alongside THE NEW CLASSIC by Marcel Wanders, which reinterprets classical forms through delicate reliefs and refined proportions.



Furniture also plays a key role in LAUFEN's presentation. ARUN is conceived as a modular furniture system defined by architectural clarity, balanced proportions and material precision.

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Available in a wide range of finishes, including Light Oak and Noce Canaletto real wood veneers, combined with stone or marble worktops, the collection offers a flexible and enduring solution for contemporary bathroom spaces.

Innovation in comfort and wellbeing is expressed through LAUFEN's latest generation of shower toilets. CLEANET RIVA, already established within the collection, is now joined by CLEANET AURIA, which will be introduced to the French market in 2026. Designed to enhance everyday rituals, these solutions refine comfort through discreet technology, intuitive use and a heightened sense of care.

A strong visual statement is made with the VAL bathtub in Luminex. This freestanding piece, characterised by its soft matt white, velvety surface, integrates LED lighting controlled by remote. Subtle lighting scenarios animate the bathtub from within, creating an immersive and atmospheric bathing experience.

Material innovation remains a defining pillar of LAUFEN's design philosophy. Since 2013, the brand has been working with Saphirkeramik, its signature ultra-thin ceramic material developed at the innovation centre in Gmunden, Austria. Offering exceptional precision and creative freedom, Saphirkeramik has transformed bathroom design over the years. Applications such as the reliefs of THE NEW CLASSIC and the sculptural language of VOLTA demonstrate how this material continues to expand design possibilities while maintaining high functional performance.

This material exploration is further extended with the integration of VITREON, a high-quality glazed steel. Combining the strength and malleability of steel with the hardness and chemical resistance of glass, VITREON results in a composite material that is hygienic, colour fast, corrosion protected and highly robust. Defined by refined geometries, sophisticated finishes and a subtle chromatic depth, it introduces a contemporary aesthetic and a new tactile dimension to the bathroom.



At LAUFEN, technological innovation and environmental responsibility are closely connected. In 2023, the brand commissioned the world's first electric tunnel kiln for the firing of sanitary ceramics at its site in Gmunden, Austria. Operating with electricity from renewable sources, this kiln enables the production of ceramic bathroom products without carbon emissions during the firing process, offering a decarbonised alternative to conventional fossil fuel-based production and establishing Gmunden as the world's first emission-free sanitaryware factory.

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Beyond its environmental impact, the electric kiln also brings greater control and consistency to ceramic manufacturing, supporting precision, quality and new possibilities in ceramic design.



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PRACTICAL INFORMATION

LAUFEN at Maison & Objet
Hall 2, Booth N52 O51
15–19 January 2026

THURSDAY 15

PRESS DAY

Interviews with Yves Behar available at 10:00
and 15:00 at LAUFEN's booth

Yves Behar conference, Hall 3, 13:00

“Visionary design for a better world”

FRIDAY 16

PRESS DAY

Presentation of LAUFEN's collections and
innovations

Media contact LAUFEN France

Corinne Lienhart

+33 6 11 74 04 96 corinne.lienhart.rp@gmail.com

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**MAISON & OBJET
PARIS
DESIGN WEEK**

UNE SÉLECTION DES
DERNIÈRES COLLECTIONS
LAUFEN SERA PRÉSENTÉE
AU SALON MAISON & OBJET
À VILLEPINTE, L'UN DES
RENDEZ-VOUS INCONTOURN-
ABLES DU DESIGN ET DE
L'ART DE VIVRE.

Laufen y dévoilera quatre
ambiances exclusives, met-
tant en scène les collections
THE NEW CLASSIC et VOLTA,
les meubles ARUN, nos lavabos
en acier vitré, ainsi que
Cleanet RIVA – notre solution
WC innovante.

DU 15 AU 19 JANVIER 2026
De 9h30 à 18h30
Stand NS2 – 051 (Hall 2)

PROGRAMME DU SALON

JEUDI 15 JANVIER
Présence d'Yves Behar sur
notre stand
10 h & 15 h : Possibilité
d'interviews
13h00 – Conférence avec Yves
Behar:
«Visionary design for a better
world» (Hall 3)

JEUDI 15 ET VENDREDI
16 JANVIER
Press Day
Contact Corinne Lienhart
06 11 74 04 96



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