

# PHOENIX LOGIK MORAL MAGIE

## Press Release

### 4x Iconic Awards 2020: Innovative Architecture Best of Best and Winner

Stuttgart, 11 September 2020. Phoenix Design is honoured at **Iconic Awards 2020: Innovative Architecture** to receive **four awards**, among them three times **Best of Best** for **hansgrohe Lavapura ShowerToilet**, **FinishPlus**, **Aquno Select M81** and once **Winner** for **Pontos**.

For the intelligent **Smart Toilet Lavapura** made by hansgrohe, **Phoenix** was inspired by freestanding bathtubs. The reduced form is inviting with architectural clarity. The new, high-quality **Finish Plus design** offers a wide range of style options. While the new trend colors matt white and matt black subordinate themselves to architectural requirements, the metallic surfaces combine black-chrome brushed, bronze brushed and gold look polished elegance and modernity. **Phoenix Design** is beginning a new chapter in the kitchen with the hansgrohe **Aquno Select M81**: the line of fittings inspires with the most efficient use of water. Flowing light and inimitable, the **Aquno Select M81** kitchen mixer from hansgrohe creates a trend-setting workflow at the sink.

**About the Iconic Awards: Innovative Architecture.** The **Iconic Awards: Innovative Architecture (IAIA)**, presented by the German Design Council, recognizes outstanding innovative projects that can be awarded as Selection, Winner, or Best of Best in the categories Architecture, Interior, Product, Communication, Concept. **See more:** [www.iconic-world.de](http://www.iconic-world.de). German Design Council – the organiser. Founded by the German parliament, sponsored by German industry, as an independent and internationally active institution, the German Design Council champions the competitiveness of companies. With its competitions, exhibitions, conferences, seminars and publications, it makes an important contribution to the transfer of knowledge relating to design. Since 1953, the German Design Council's contests have been honouring design, brand and innovation achievements of international renown. The sponsors of the German Design Council currently include over 320 domestic and foreign companies employing more than three million people.

**About Phoenix Design:** Phoenix Design is a studio for design and innovation, creating smart, meaningful, and substantial brand experiences which touch people – today, for tomorrow, and always driven by Logic, Morals, and Magic. Since its foundation, Phoenix Design has been honoured with more than 850 design awards, of which about 400 in the last five years alone, most recently receiving the honorary title of "Red Dot: Design Team of the Year 2018". With a clear user focus and typical for the brand: that's how Phoenix Design develops products as well as entire product portfolios. Focussed on the needs of the user and on self-explanatory interaction with the product. With the aim of bringing to life the brand identity in a way that's both brand-typical and emotionally touching. More than 80 staff at the Stuttgart, Munich, and Shanghai locations are working on creating Product and Interaction Design. [www.phoenixdesign.com](http://www.phoenixdesign.com).

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