



Press Release
For immediate release

Media Contact

Barbara Musso | Novità Italia
barbara@novitaitalia.com
ph. +39.02.3675.1875

Press Kit

bit.ly/Agape_Faceaface

AGAPE'S NEW ARCHITECTURAL BATHTUB AND WASHBASINS

BY JEAN NOUVEL DESIGN: "FACE À FACE"

Surfaces brush against one another in a collection
that invites us into a space of well-being.



“Face à face” by Jean Nouvel Design. This new concept of architectural bathtubs and washbasins marks the launch of the collaboration between **Agape** and the French architect.

For Nouvel, architecture is simultaneously depth of thought and rigor, and poetry and pleasure. Every element of his concept of the bathtub is perfectly calibrated to invite us into a space of relaxation, well-being, and dialogue. Showcasing the beauty of natural marble through the geometric language of two-dimensionality. These values are apparent in the collection’s name. In French, *face* means “surface” as well as “human face.”

Thanks to an ingenious system of invisible joints, the bathtub is constructed such that its surfaces appear to simply approach one another side by side. The effect is both **imposing and light, essential and material, generous and functional**. Surfaces brush against one another to become a backrest. Extremely precise design and careful attention to the proper angle of each surface means the bathtub becomes a comfortable nest where you can sit, lie down, read, and relax. A tribute to Jacques-Louis David’s iconic painting *The Death of Marat*.

“In the interiors of my architecture, the bathroom is a very important space. The placement of the tub, even more so. Even in the most complicated setups you should leave it free-standing, like a ship at sea. A spot where the light comes in, near a window with a view of the sky, the city and the landscape,” describes **Jean Nouvel**.



A vision of the bathtub as an epicenter of well-being, that finds its concrete expression in "Face à face". An eye-catching project that needs space around it. An outdoor location is easy to imagine.

The poetics of two-dimensionality continues in the collection's **washbasins**, available in the **countertop**, **wall-mounted** and **freestanding** versions. All channeled thanks to the suitably inclined plane of the basin, they combine vertical and horizontal surfaces for a rigorous architectural structure. A towel bar or storage component may be added.

These abstract objects use contrast to enhance, like the bathtub, the almost baroque splendor of the marble. This because **choice of material** is of fundamental importance to Jean Nouvel and to Agape: it must be natural and have a long story, like the finest marbles. For a bathroom where matter and formal purity find new architectural syntheses

To request images, interviews and information please contact **Novità Italia:**
agape@novitaitalia.com ph. +39.02.3675.1875



Notes to editors

Agape

Agape has been synonymous with design culture for nearly 50 years. The brand, founded by the brothers Giampaolo and Emanuele Benedini, offers more than 550 functional products for bathroom spaces. Washbasins, faucets, furniture, bathtubs, lights, and accessories designed by masters of contemporary design and architecture. Timeless objects that naturally develop an intense dialogue with any space, becoming elements of an architectural vocabulary of the senses. International by nature, Agape also has deep ties to Mantua, the Renaissance city and extraordinary architectural workshop where its headquarters are located. agapedesign.it

Jean Nouvel Design

Jean Nouvel Design is a multidisciplinary team working in the fields of furniture design, interior design, scenography and visual communication. Jean Nouvel's work follows in the tradition of philosopher-architects who design worlds of all sizes. An urban planner and architect, Jean Nouvel is also a designer who rejects labels: "I don't see any difference between when I draw a chair and when I imagine a building. I see each project as a complete design program in itself. For every challenge posed, I seek the "elemental" object whose finite form defines an idea. It is always an appropriate and unique response that testifies, culturally and technically, to our time and our civilization." Jean Nouvel created JND (Jean Nouvel Design) in 1995 to complement the AJN (Ateliers Jean Nouvel) architectural firm with specific design work. Since its inception, Jean Nouvel Design has developed and curated over one hundred objects and pieces of furniture. jeannouveldesign.fr