

# JADO

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# INTERVIEW WITH JEAN NOUVEL

## **JADO JEAN NOUVEL COLLECTION Smart Design for Distinctive Beauty**

- JADO's newest innovative collection.
- Bold organic look and sensor technology signals the next generation in bathroom design.
- The centre-piece is a highly resistant chrome-brass plated tap with a design shape intended to replicate the natural effects of water erosion.



### **What attracted you to design a shower and faucets? Is there much room for creativity compared with, say, a building?**

The fact we take a shower every day is quite a good reason in itself, don't you think? I don't think there is more or less creativity in conceiving objects more than a building. Generally speaking, I strive to make my work meaningful with regard to questions that are put forward to me. From this stems Aesthetics. I can't say I have a formal conceptual approach, though at the end I am careful at ensuring my design holds a particular aesthetic style.

### **Can you explain the formal influences behind the JADO fixtures?**

Formal language is based on elementary forms obtained by the erosion of water at their contact, the easy usage of a tactile interface and pictograms that are universally understandable.

### **Do the fixtures include any technological innovations?**

Electronics have enabled us to integrate functions of comfort never reached until then. When you install plumbing fixtures it is possible to memorize the temperature and the flow of water that you prefer. Integrated micro captors inside the fixtures allow the detection of the piece that is used by the person so as to direct water toward this piece. E.g.: when you handle a shower rose, the water that was running from the shower is automatically redirected toward the shower rose.

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**Please explain how you arrived at the choice of materials and the interface design (arrangement of buttons).**

The main fixtures are made out of brass. They are then chromium-plated for several technical and aesthetic reasons. Chromium reflects the environment of the object. It makes it possible to integrate different atmospheres of the bathroom. Finally, chromium protects against erosion, wear-out, and corrosive cleaning products. It also guarantees a lasting coating. The buttons are positioned to be perfectly visible and easily accessible: just on top of the tap, at bust level on the shower's main column. The buttons follow each other according to their order of use. First I open the tap. Then I settle the temperature and the flow of water. Finally I close the tap.

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