

## **Jaquar Group Unveiled an Immersive Design Theatre at Salone Del Mobile 2026, Milan**

- *Redefining Contemporary Bathroom Spaces with Global Design, Innovation, and Immersive Experiences at a Global Stage*

**Milan, Italy | April 2026:** Jaquar Group made a powerful global statement at Salone del Mobile 2026 with the world premiere of new collections and wellness innovations from Artize, its flagship luxury brand, unveiled through an immersive Contemporary Theatre designed to push the boundaries of bathroom design. Presented at the world's most influential platform for design and innovation, the showcase brought together artistry, technology, wellness, and experiential storytelling, while also highlighting advanced bathroom solutions from Jaquar Group. The pavilion reflected the Group's growing global design ambition and reinforced its position as a leading brand shaping the future of contemporary bath spaces across 55+ countries.

Conceived as an immersive 'Contemporary Theatre' by renowned designer Michael Foley of Foley Designs, Jaquar Group's pavilion moved beyond conventional product displays to present each collection as part of a thoughtfully curated spatial narrative. Through sculptural forms, fluid planes, and choreographed asymmetry, the design created a dynamic sense of movement and discovery, bringing visual drama and a striking shift in form to contemporary bathroom spaces. Large seamless display structures were artfully segmented to create distinct visual breaks, while four dedicated portals placed the brand's newest collections at centre stage.

Continuing its vision of transforming the bathroom into a space of wellness and indulgence, Jaquar Group introduced two new wellness innovations at the Salone del Mobile 2026. The Tiaara Oxy pool, sculpted by Michael Foley, features an asymmetric silhouette and elevated backrest designed to deliver ergonomic comfort while functioning as an artistic statement within the bathroom space. The Cryospa, an advanced whirlpool system, engineered to cool water to 5°C for therapeutic cold plunges that aid soreness and recovery, while also heating water up to 40°C to provide a deeply relaxing wellness experience.

**Commenting on the collection, Michael Foley stated,** *"There's a growing shift towards authenticity in materials, with increasing exploration of textures across bath spaces and other design categories. I believe the return of natural textures is, in many ways, a response to the extensive digitization we've seen in design, materials, and products. Speaking about contrasting materials coming together, he added, there's a balance people are creating today, one side being completely natural, and the other extremely pristine and machine-made. This creates a beautiful diversity, or dichotomy, of expression."* Further commenting on the Patina series, he said, *"The idea behind this line was to reconnect with roots and create pieces with unique stories. Naturally, someone from another country may interpret those stories differently, but that's the beauty of seeing new materials come alive through different perspectives."*

Designed as an interactive environment, the pavilion combined live installations with curated displays, allowing visitors to engage with the brand's latest technologies in real time. Among the highlights was Navia Tranquil Flow Shower, a live demonstration featuring three advanced shower heads that create a singular glass-like water stream through Tranquil Flow technology. The showcase also featured live demonstrations of Duoflo showers, offering dual experiences such as Rain and Mist, Rain and Waterfall, and Rain and Laminar modes. Alongside these live experiences, the pavilion presented curated displays of basins, faucets, and smart water closets that reflected the Group's integrated approach to design, innovation, and functionality. Strengthening Jaquar Group's global design credentials, the showcase also featured collaborations with internationally acclaimed partners including Holscher Design, creators of the Halo and Obliq collections, alongside the culturally inspired Patina Series that drew from India's rich artistic heritage through motifs such as peacocks, intricate jali patterns, and woven textures. Through this immersive theatre, Jaquar Group presented a bold vision for the future of global bath design where innovation, wellness, artistry, and emotion exist in seamless balance.

### **About Jaquar Group**

Jaquar Group is a leading global Superbrand with a presence in over 55+ countries across Europe, the Middle East, Asia-Pacific, and Africa. Known for its design-led approach and engineering excellence, the Group remains at the forefront of enabling luxury bathroom environments for architects, designers, and consumers worldwide.

### **About Artize**

Artize is a luxury brand from the legacy of Jaquar Group, embodying the philosophy of combining artistic inspiration with craftsmanship to create products that elevate bathroom spaces into living experiences. The Brand's Tagline, #BornFromArt, reflects its dedication to blending art and innovation seamlessly. It's a symbol of timeless design, precision engineering, and sophisticated functionality. Artize masterpieces are envisioned by globally acclaimed designers who embrace Artize's commitment to craftsmanship, blending inspiration from Nature with quintessential design sensibilities.