

A world of warmth, light, colours and sound

KLAFS and Studio F. A. Porsche develop a new oasis of deep relaxation together for the first time: the S11 sauna



With the vision of making sauna bathing as sustainably healthy and effectively relaxing as possible, KLAFS continues to develop the sauna further. For many years, the world market leader has been creating exclusive oases of well-being in which homely design and innovation merge. For the S11 sauna, KLAFS has teamed up with the renowned Studio F. A. Porsche for the first time and designed a completely new sauna experience. The result is an avant-garde solution that underlines the innovative strength and visionary power of the manufacturer from Schwäbisch Hall.

KLAFS stands for innovation and pioneering design like no other provider in this industry. Saunas such as the MATTEO THUN, AURORA or CASENA have already demonstrated this in the past and are now considered classics. With the aim of creating a new iconic sauna solution, KLAFS has chosen a partner who knows what design classics are at their core: the Studio F. A. Porsche.

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The founder Ferdinand Alexander Porsche designed one of the most famous sports cars, the Porsche 911. Today, his distinctive signature and principles still flow into the product design at Studio F. A. Porsche: clear lines, purism and elegance are in the foreground - but first and foremost, form must serve function, that is the motto. In a joint project, KLAFS and Studio F. A. Porsche have now implemented a visionary basic idea that is reflected without compromise in the new S11 sauna: The reflection on puristic, timeless forms and innovative techniques that serve complete relaxation. The inherent beauty of the S11 perfects its feel-good character. The result of the joint creative process over many years is a self-confident design statement with a novel design, light and sound concept, which has been polished down to the smallest detail with a great deal of passion and the utmost care.

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Timeless design and complete relaxation in perfect harmony

In the beginning, there was the idea of a perfect interplay of design and function - and the aspiration to harmonise original design with a unique sauna experience. The aim was to create an iconically designed classic that would fascinate people with its unique aesthetics for decades to come. The development of the S11 sauna was therefore characterised not only by high-quality materials and workmanship, but also by timeless design with style-defining shapes. In this way, S11 reflects the needs of the time in which it was created.

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For many people today, health care, deceleration and conscious relaxation are in the foreground in order to create an antipole to the often stressful everyday life. For this reason, KLAFS has taken on the task of giving the sauna cabin a completely new meaning: it should be an element that blends harmoniously into the living space without breaking with the interior design of the house. The sauna accompanies us through everyday life as an opportunity for regular regeneration. The world market leader succeeds in this by creating natural stimuli in its wellness worlds again and again in an innovative way, which have a particularly relaxing and beneficial effect.

An unforgettable sensory journey of warmth, light and sound

In order to live up to this claim and turn ideas into reality, KLAFS, together with Studio F. A. Porsche, has devoted itself intensively to the form and function of saunas and questioned everything known up to now. The result is a sophisticated and completely new type of sauna cabin that takes the bather on a sensory journey between warmth, light, colour and sound. These natural stimuli, which stimulate the body in finely dosed positive ways, combine in the S11 sauna to create a holistic, soothing and perhaps even magical moment.

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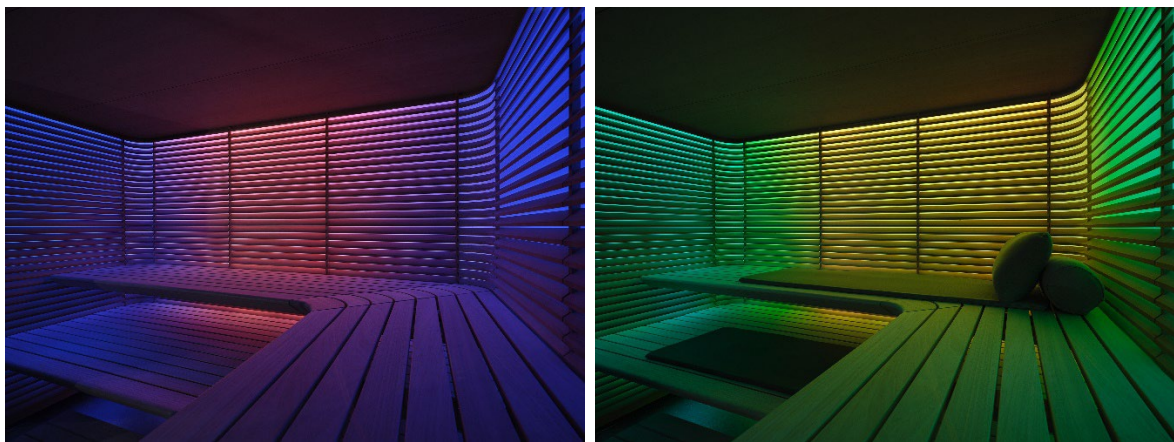
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Light wanders through the room in a barely perceptible, slow and flowing manner. Like watching clouds drifting across the sky, you lose yourself in the gentle change of colours. The gentle movements relax the mind. Bathers can choose between different ceremonies: "Pulse of Nature", "Magic Blue Sea", "Night and Light", "Relaxing Amber" and "Colorful Senses". Or they can enjoy their feel-good moment with an individually selected lighting mood. All ceremonies and personal lighting moods convey a particularly intense sauna feeling and accompany deep relaxation in different ways.

The colour worlds of the ceremonies are based on sensual experiences of nature: Rays of sunlight shimmering through treetops, gentle waves in the ocean moving rhythmically to the sound of the sea,

gentle relaxation in the evening twilight and fresh awakening in the golden hours of the morning. Whatever sensory journey or lighting mood bathers choose, the S11 sauna immerses them in an unprecedented world of wellness. Adam Bieta, Senior Designer at Studio F. A. Porsche, sums up: "Light and sound sequences are combined with the free-floating wooden slats in a unique way to let the user relax in a dissolving sense of space."



Uniquely inviting feel-good atmosphere

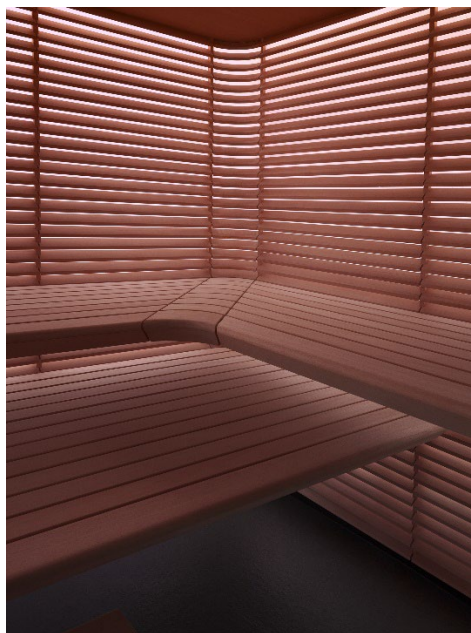
Carefully dimensioned and precisely angled horizontal wooden slats run along three sides of the S11 sauna. Behind them is a wall made of traditional Japanese Washi paper. The translucent Washi paper, the seemingly free-floating benches and the lighting technology specially developed for the S11 sauna convey an organic, warm feeling of endless space and depth. The interplay of these techniques, used for the first time in a sauna, with the exclusively selected materials and the accurately coordinated arrangement of all the elements, creates hitherto unseen, fascinating colour gradients. The light behind the wooden slats is refracted so softly and evenly that it gives the room a magical glow. "From every angle, the combination of carefully dimensioned wooden slats, the rounded elements of the wall edges and the washi paper looks different, inviting you to let your gaze wander into the distance. This creates a uniquely calm and relaxing atmosphere. The visual and acoustic effects thus have a particularly intense effect on the senses in the S11 sauna. Sauna bathers can completely withdraw into the world of well-being," confirms KLAFS Managing Director Phillip Rock.

For a harmonious, stylish living and wellness ambience

A frameless glass front lends the room additional spaciousness and elegance. The rounded elements, the flowing transitions between the benches and the walls, and the hidden technology offer a purist aesthetic appeal. The S11 sauna is available as a free-standing version with a noble-looking, high-quality outer wall painted in several stages in the metallic colour "champagne" or as a custom-made built-in version. The highest manufacturing quality in terms of craftsmanship and technical precision, high-quality materials and a great deal of attention to detail go into every production. With its unique interplay of form and function, this sauna attracts all eyes and yet blends harmoniously into any home. The limitation to 999 pieces and the S11 signet with edition number attached to a wooden lamella further emphasise the exclusivity.



The sauna experience of the S11 is completed with matching accessories. The NOOA sauna infusion set with bucket and ladle bears the signature of Studio F. A. Porsche - as does the NOOA Design by Studio F. A. Porsche pendant lamp, which creates an inviting lighting atmosphere above the sauna heater.



About KLAFS:

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KLAFS has been creating places of relaxation for body and soul since 1928. Time and again, the company manages to surprise with groundbreaking innovations – such as the space-saving sauna KLAFS S1, which transforms from the size of a wall cabinet to a fully functional sauna within 20 seconds at the push of a button. Thanks to this innovative strength, KLAFS advanced from what was once a small family business to a global industry leader. Today, more than 800 employees work to meet – and exceed – the ever-increasing demands of customers. From small private sauna rooms to luxurious hotel spas. And they do this all over the world, with expert advice from carefully trained technical consultants and on-site service from experienced teams. As a trendsetter in the sauna, pool and spa industry, KLAFS continuously invests in research and development, for example to further increase the energy efficiency of its products.

About Studio F. A. Porsche:

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As a premium design agency, Studio F. A. Porsche designs products for customers around the globe, turns brands into experiences and brings the highest demands into perfect form. In 1972, Ferdinand Alexander Porsche – who designed the iconic Porsche 911 back in 1963 – founded his own studio for product design. To this day, Studio F. A. Porsche follows the design principles and philosophy its founder. Innovation, durability, the highest quality of materials and an aesthetic, as puristic as elegant are forming the strong foundation for the success of Studio FA Porsche. Yesterday, today, tomorrow.

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