



Splashing out

You can now customise your bathroom to meet your exact needs, whether those are based around accessibility or on simply creating a more personal space in which to relax. Your only limit is your imagination.

TEXT: SOPHIE BAYLIS

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Design Formula



Bathroom trends tend to move slowly: think subtle shifts rather than full-on aesthetic revolutions. That means that moves towards individualism in bathroom design have only recently become a distinct trend.

As Jens J. Wischmann, managing director of the German Sanitary Industry Association, explains: "The theme of individualism in the bathroom is the overarching connection between different trends that we believe will be very influential.

"On the one hand there are megatrends such as digitalisation, demographic developments and ecologically motivated behaviour, which are having a lasting impact on the way bathrooms are used and designed," he says. "On the other hand, we've been able to identify various trends at product level too: first and foremost, they support the very strong development we're seeing towards interpreting the bathroom as a cosy living space."

The *Sand* collection by GSI includes washbasins available in different sizes and fittings for installation on shelves, furniture or walls

BATHROOM LIVING

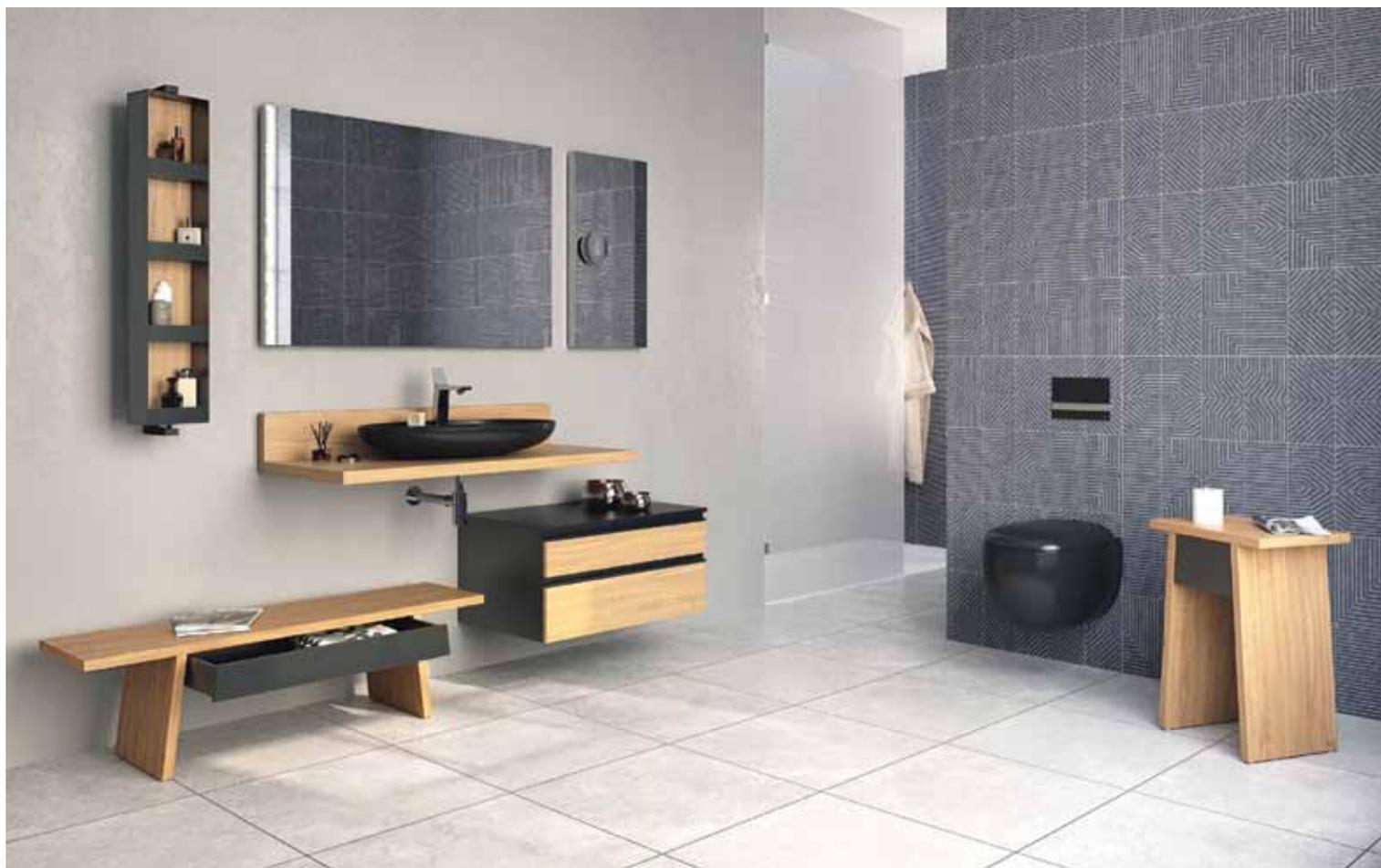
We no longer simply want to visit the bathroom and move on; we want to linger and enjoy it. "The bathroom is like an extra battery that enables us to give our bodies an urgently needed recharge in the comfort and privacy of our own homes – whether that means relaxing in the tub or sweating it out on a treadmill," says Wischmann.

Crucially, as the bathroom morphs into a space where people enjoy spending time, it must also be a place with which they can identify. Wischmann's advice: don't think about what belongs in your bathroom; focus on what you and your family need. "Not everybody who has a big bathroom necessarily wants a tub, for instance," he explains. "They might prefer to use the space next to the

shower to accommodate a punching bag, a meditation cushion or a dressing table. Or perhaps even a mini-sauna."

Significantly, what we need is also rapidly changing.. Manufacturers are increasingly adapting products to meet changes in society – the popularity of level-access showers catering to the needs of an ageing population being a case in point.

"Ideal Standard offers a WC especially for heavy people who don't manage too well with the standard size of an average German toilet," Wischmann adds. The message is clear: a one-size-fits-all approach will no longer cut it in the bathroom.



Memoria Elements by Christophe Pillet for Vitra



Metropolitan by Massimiliano Raggi for the UAE's RAK Ceramics



Geberit's *AquaClean Mera*, released at ISH, will soon be available in the UAE



The vanity unit from Keuco's *Edition 400* is available as a custom solution on request



Bespoke is a modular system of sink units and cabinets by Carlo Colombo for Antoniolumpi

TAILOR MADE

Selecting a look for your bathroom has become a question of taste now that so many manufacturers offer customisation down to the smallest detail. Take colour, for instance – a one-time no-no in that bathroom that's now widely seen. The end isn't nigh for fail-safe white, but today's bathroom is a shade braver than it has been. In fact, some manufacturers are upping the ante even further. "At Villeroy & Boch, for instance, you can select a precisely defined shade for your bathtub, along the lines of 'colour-on-demand,'" says Wischmann.

Made-to-measure solutions are also making their mark. For example,

Keuco's *Edition 400* vanity range can be adapted to the space available, while burgbad offers cut-able ceramic vanity tops.

In the world of shower enclosures, many manufacturers are using sandblasting technology to create individually designed glass panels. "In the future, it won't just be big companies or hotels that can use their own decor or emblem in the bathroom, it will be an option for everybody. So why not design your own pattern or integrate likenesses of your family?" suggests Wischmann.



Axor collection of taps for Hansgrohe Group



Setaplano for Geberit

UNDERSTANDING YOUR NEEDS

"Hydrotherapy pioneer Sebastian Kneipp was by no means the first to realise that water can have health-promoting effects: there were lots of ancient cultures that developed a ritual and health-conscious bathing culture of their own," says Wischmann.

Now that we're no longer confined to socially binding cultures, we can create our own bathing rituals. "In future, the private bathroom will be

configured to suit this individual bathing culture – a culture which, even though it would obviously be unthinkable without water, also includes elements that have nothing to do with water and everything to do with cosiness, warmth, fitness and aesthetics. Perhaps even with an open fire. Or whatever the individual user happens to be looking for in their bathroom," Wischmann notes.



Axor One by Barber & Osgerby



SenseGuard app for Grohe

THE PERSONAL TOUCH

Underscoring the importance of customisation is the fact that the majority of German sanitary ware producers have set up customised production departments, allowing standard products to be modified to suit customers' needs. The service is available to individuals as well as the hotel chains and football clubs that you might imagine are target customers; you can request anything from an extra-long spout on a tap to a logo on a washbasin.

Customisation isn't the only way for individualism to manifest itself in the bathroom. It increasingly takes place behind the scenes, too. "It's no

exaggeration to say that a revolution is taking place in the bathroom," says Wischmann. "Behind the wall and behind the mirror, complex processes are being controlled by apps. The user hardly even notices – instead, he can concentrate on individually configured shower programmes or spa treatments that he operates via convenient controls.

"Bathrooms equipped with digital technology are becoming increasingly common in the contract sector. And it's only a question of time until they become widespread in the private sector too."



AquaClean Sela WhirlSpray by Geberit



Metamorphosi by Gianluca Paludi for Olympia Ceramica

FASHIONABLE UPDATE

Until recently, the prevailing view was that bathrooms should be timeless: they should look good for 20 years and sidestep fashions that would date them.

However, the bathroom's new-found confidence means that the tide is turning. On-trend finishes and patterns are now big news in the contemporary bathroom, as are interchangeable cabinet fronts (in case you get bored of the colour you chose), accentuating trims and handles, and lighting effects.

"Even though people's willingness to experiment with fashions in the bathroom will always be limited because it's such an investment-intensive

part of the home, there are still plenty of bold ideas, such as a bathtub and matching vanity unit with a textile covering made of water-repellent fabric," says Wischmann.

"That kind of innovation is often driven by the use of new materials that will last for years – even in an environment like the bathroom, which is usually dominated by hard surfaces," he continues.

That's not to say that bathrooms are not still designed to last. Fashion may have forged a path into the bathroom, but it's adaptable and focused on needs rather than trends alone.

ULTIMATE SPA-ACES

Welcome to a series of innovative bathroom designs that will transport you to a dreamy world of serenity, accompanied by sound and colour in a quiet spa environment. You can while away your time relaxing, or actually having a bath – the soothing environment will convince you to never actually leave. The **id** team spotted these idyllic bathing spaces at the recent ISH in Frankfurt, Germany. 



Grohe designed the *AquaSymphony* showers, which offer a full spa experience with steam, all complemented by a Bang & Olufsen sound system



The *DuraSquare* collection for Duravit offers serenity and peace, a combination that will inspire you to spend hours in your personal bathing space



Seaside Luce by Gabriele Rosa for Teuco, in six styles, which also allows you to pamper yourself



Walk-in shower for Vitra provided you a place to pursue your personal time while relaxing in a quiet spa environment

DESIGN SOURCES

vitra.com
rakceramics.com; tel: (07) 246 7000
geberit.com; tel: (04) 204 5477
keuco.com
antoniolupi.it
hansgrohe.com; tel: (04) 448 0200
axor-design.com; tel: (04) 332 6565
grohe.com; tel: (04) 421 4556
olympiaceramica.it
duravit.us; tel: (04) 427 4080
teuco.com



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Barra by Monica Graffeo for Gambol