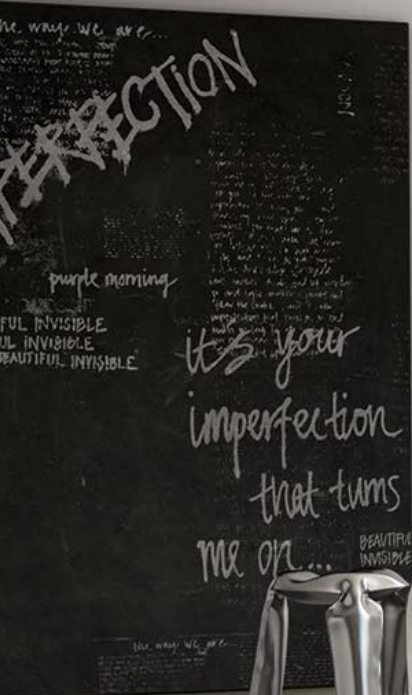


SURFACES

the GREEN craze

By **Francesca Carrillo**



Statistics indicate that ceramic tiles play a critical role in Italy's economy since Italy covers a large output in the world's ceramic industry.

The numbers tell all. 900 exhibitors took part in the recent Cersaie 2013 show and one third of these exhibitors hail from 35 countries all over the world. 100,000 registered attendees were estimated to grace the show and 50 per cent of these were international visitors. These statistics not just cement the show's international appeal, but also highlight the fact that the Italian ceramic industry is able to capture a significant worldwide market share not only in traditional markets, but also in emerging markets.

The world has naturally placed a mark of excellence on Italian tiles. So its no wonder that the industry is constantly introducing new tiles that range in depth and variety. These also, of course, include eco-friendly tiles. It is becoming apparent to Italian tile manufacturers that customer culture and innovation are fundamental aspects that must not be overlooked, and that the eco trend is here to stay.

Eco-friendly tiles these days come in different sizes, colours and materials. Nature-inspired surfaces like wood and stone grant spaces a sense of openness and the 'natural feel' of nature. Meanwhile, there are also eco-tiles that merge modern techniques with traditional craftsmanship to produce unique, contemporary designs. But is it really worth the effort to replace the surfaces of a newly remodelled kitchen or bathroom?

Exential Extreme by GranitiFiandre S.p.A



Seeing the Big Picture

Tiles with recycled-content can be used in a variety of applications such as floors, countertops or walls due to their hard, durable and semi-heat resistant nature. The use of recycled materials ensure that resources are not wasted. Re-using materials also drastically reduces the mining of clay, minerals or other materials that is needed to make the conventional tile.

Ceramic tiles are usually made from 100 per cent natural raw materials that are easily found near production factories. Because of the close distance of the location of the materials to factories, it ultimately helps reduce fuel and transportation costs. The act of recycling also conserves energy, as making products from waste materials require less energy than making one from scratch. Additionally, most ceramic tile suppliers usually manufacture their products in a cyclical process that recycles raw material and water wastes back into their production cycle.

Durability-wise, eco tiles have proven to outlast other kinds of tiles. When installed right and properly maintained, recycled tiles could last you about 50 years due to their colour-fast and non-fading nature. This again reduces time, money, and resources in the manufacturing and production process. Ceramic tiles have also proven to survive natural disasters like floods and fire, and can be installed over the existing ones or be disposed or salvaged easily.

The most that the user has to think of is whether or not their selected tiles will remain fashionable in the long run. In this case, it is advisable to select timeless neutral or nature colours that would never be out of fashion. Maintenance-wise, most eco tiles are easy to clean and are resistant to absorbing liquids. Without the need of using chemicals, they can usually be cleaned with just warm water or pH-neutral cleaners.

nature-inspired works

LEGNI by *Ceramica Campani* combines the natural warmth of wood with the outstanding performance of porcelain. It is the ideal solution for floor tiles designed to create warm yet functional spaces dominated by a sensation of softness and naturalness. Legni is available in a 15 x 90 cm size.

Remark: Functional yet durable, Legni is the ideal surface of choice if you want to create warm and welcoming spaces.



SALOON FAST by *Ceramica Del Conca SpA* is wood effect porcelain that can be laid dry without adhesive or grout. In the case of renovation work, it can be applied rapidly over existing floors to create a stable, seamless and joint-free surface that is immediately ready for foot traffic. The tiles remain unchanged over the years. They are immune to impact and scratching and do not change colour with age or exposure to sunlight.

Remark: Saloon Fast is the perfect example of an easy-to-use and fuss-free tile that can withstand wear and tear over time.

IN-ESSENCE by *Provenza* is created from recycled building materials, including stone or concrete aggregate, oxidised wood and mixed materials. These surfaces express the values of the people who created them and the markings of the passage of time. Available in 80 x 80 cm, 60 x 60 cm, 30 x 60 cm, 15 x 60 cm, 20 x 120 cm and 15x120 cm sizes, the series is complemented by a variety of accents.

Remark: In-Essence infuses a rustic feeling in the space it is placed in. Made from recycled materials, the surface collection's different sizes make it a welcome addition to odd-sized spaces.



PIETRA JURA (eco++) by *Ceramiche Coem* is a porcelain stone that comes in three standard colours: beige, grigio and antracite. The surface can also be utilised for exterior use and comes in various sizes and finishes. The 32 x 64.5 cm surface contains both eco-friendly pre-consumer and post-consumer recycled glass.

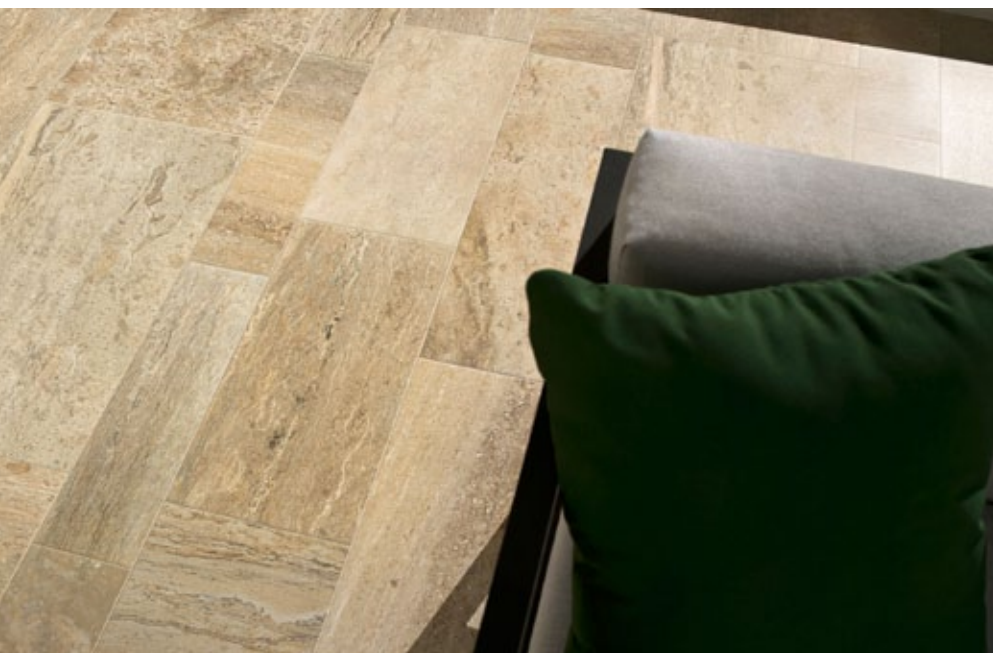
Remark: Pietra Jura (eco++) is an elegant surface made of recycled materials that are available in different colours and finishes. The fact that it can be utilised for both indoor and outdoor use make it a versatile and flexible surface to use.

traditional craftsmanship, modern designs

Eco inspired tiles now come in many shapes and flavours and can fit both modern and traditional settings. They marry the latest technology with traditional craftsmanship to create outstanding products in the market.

Mywood by Cisa was created using the latest digital technology that combines the toughness and practicality of porcelain with the aesthetic qualities of modern wood. Mywood is available in five colours, two sizes, and in natural or rectified, and lapped or rectified finishes.

Remark: Mywood is a sophisticated product that is the result of the latest digital technology that combines the properties of wood and porcelain.



QUARRY by Ceramiche Astor is an elegant and striking collection with graphic designs and natural colours. The varied beauty of quarried stone inspired Quarry, and features veined surfaces with traces of granules and sediments. A glazed porcelain tile with a coloured body and inverted trapezoidal edges, Quarry is available in four colours and a variety of sizes.

Remark: Quarry marries natural colours with innovative design. It offers a number of customisation options to users, as it is available in different colours and sizes.

MATERIA PROJECT by *Casamood - Casa Dolce Casa SpA*, features a delicate and appealing use of colour. The simple yet sophisticated collection maintains a perfect balance between craftsmanship and modernity, and art and design. Materia Project is a coordinated porcelain and glass collection that comes with six different and perfectly integrated surfaces.

Remark: Materia Project utilises the use of eco friendly materials such as glass and porcelain to create an artistic modern collection.



ROYAL by *Ceramica Sant'Agostino SpA* faithfully reproduces the warmth and soft touch of wood. The novel square shape allows for solutions that break away from the conventional plank format to create installations with the utmost elegance and charm. The aesthetic qualities enhance the graphic appeal of the floor covering in both single and two-colour versions.

Remark: Royal breaks away from convention and tradition to create a surface effect that is both elegant and stylish.

Jumping the green bandwagon when it comes to surfaces has been the subject of numerous debates over the years. But is choosing recycled or green tiles over conventional tiles worth the effort? The general consensus is yes whether you're remodelling your kitchen or bath or just replacing your flooring. This is without a doubt, due to their easy-to-maintain, durable and environmentally sustainable nature.





DIAMOND

by **CERAMICHE GARDENIA**
ORCHIDEA SpA

A combination of aesthetic and technical qualities, DIAMOND is a classic design modernised with exclusive finishes. Materials such as porcelain ceramics and ground glass, as well as glitter and wood panelling, were used in the creation of the 25 x 75 cm tile.

www.gardenia.it





LISTONE D

by **ITALGRANITI GROUP SpA**

In LISTONE D, six splendid colours were specifically chosen to combine the beauty of the original material of the surface, and the versatility required for its use in spaces with different styles. The collection consists of the finest wood-effect porcelain and comes with three surface finishes such as natural, shabby-antislip and patchwork.

www.italgranitigroup.com





NEURAL

by **VAL-TILE**

NEURAL is a valuable collection of marble mosaics inspired by nature. The beauty of natural stone is combined with technology and creativity in the innovative collection. Neural utilises an exclusive laser engraving technique to create unique patterns the marble. Each mosaic piece is part of a design that is spread over a larger area and offers numerous customisation options.

www.valtile.it





ADELAIDE ROSE

by **BISAZZA**

ADELAIDE Rose is part of Bisazza's new Mosaic 2014 collection. Designed by Bisazza Design Studio, it features a glass mosaic pattern in 10 x 10 mm tiles. Adelaide is also available in grey and dark grey variants.

www.bisazza.com





SUPERNATURAL

by **CAESARSTONE SEA PTE LTD**

Caesarstone S.E.A introduced six new designs to its dynamic CLASSICO'S SUPERNATURAL COLLECTION. These designs fuse together a sophisticated blend of soft-tones with intricate details, offering the versatility to suit a variety of interiors and colour palettes. Caesarstone surfaces consist of up to 93 per cent quartz, one of nature's strongest minerals. The surfaces retain the cool tactile qualities of natural stone, while offering design freedom with almost unlimited application possibilities. Caesarstone quartz surfaces are virtually maintenance-free, making them the ideal choice for kitchen countertops, backsplashes and bathroom vanities.

www.caesarstone.sg

exclusively with **PETER ZEC**

Prof. Dr. Peter Zec is an internationally acclaimed design expert and author, best known for initiating and leading the Red Dot Design Award. Since 1991, Zec has been president of the renowned Design Zentrum Nordrhein Westfalen, where the award is organised.

From 1986 to 1988, he was head of the specialist field "image" and as such was highly involved in the planning of the Centre of Arts and Media Technologies (ZKM), which had been established in Karlsruhe. Before he started working for the Design Zentrum Nordrhein Westfalen, Peter Zec was Managing Director of the Federation of German Graphic Designers (BDG) and the Association of German Industrial Designers (VDID).

In 1993, he accepted a professorship of Business Communication at the University of Applied Sciences Berlin, where he lectured and conducted examinations for the following 17 years. From 2005 to 2007, Zec was president of the international umbrella organisation of design Icsid (International Council of Societies of Industrial Design) and from 2006 to 2007 chairman of the International Design Alliance IDA, thus holding the highest official posts in the design world. As a former Icsid president, he holds the rank of "Icsid Senator" and is consulted on all important issues concerning the association.

For over 25 years, Peter Zec has been working as a design consultant with numerous companies in foreign countries. He has gained worldwide recognition with lectures in more than 30 countries. In October 2006, the leading German magazine for economics, the "WirtschaftsWoche", elected Peter Zec one of the "20 creative unconventional thinkers worldwide changing the appearance of their companies and creating completely new markets".

Peter Zec lives in Essen and Berlin.

For more information about Red Dot, visit www.red-dot.org.



As the initiator of the internationally acclaimed Red Dot Design Award, what does it take for a product to stand out to Red Dot expert juries (in any areas)?

Most of the products which are handed in to the award are of very high quality, because they are all chosen as an individual best-of by the participating designers and companies. Then, our jury gets to work hard in selecting those worthy of a Red Dot. There have been 4,662 entries from 54 countries in the 2013 competition – an impressive number that underlines the purview of the Red Dot Award. So first of all, one needs the courage to have the work evaluated by the Red Dot jury. A convincing product features the perfect harmony between outer appearance, technology and functionality.

What distinguishing factors are considered in the selection of works honoured with "Red Dot: Best of the Best" award?

The Red Dot: Best of the Best is awarded for groundbreaking design and is the top prize in the competition. It is reserved for the outstanding products only. In professional discussions, the jury decides which works are one step ahead of other award-winning products, in regards of technology and design, and thus deserve this special distinction.

Its been said that the Red Dot Design Award is more than just a design competition, why is this so?

By joining the Red Dot Design Award, participants also enter the Red Dot World. They become part of a community of creative and unique designers, who use the competition in order to compete on a professional level in front of an independent jury. But even if your work is not awarded, you can still present your achievements within the Red Dot World: Our new platform Red Dot 21 at www.red-dot-21.com connects designers, manufacturers and other creative people and helps building a network of highest design competence. By entering the competition, you enter Red Dot 21 automatically.

As a design expert and a professor of business communications, do you think that designers today know the importance of brand awareness?

Due to the globalisation, more and more designers put their focus on creating products which perfectly fit into the range of a certain brand. Products are no longer considered as single objects, they also transfer a brand's idea. Consumers not only buy products for their function alone, they also want to be part of the world created by the companies. The brand is very important in today's society and it even crosses borders.

Customers from Asia strive for products from Western countries and vice versa. Some brands are state of the art in their respective market and thus shape and influence the entire industry. So yes, forward-thinking designers are aware of that.

Do you think that designers today should play a more active role in design promotion?

Today, designers have the best infrastructure possible to promote themselves and their works. There are numerous ways to get the attention of customers as well as of clients, like participating in the Red Dot Design Award, achieving a high score in the Red Dot Design Ranking, or using design directories such as Red Dot 21. It is important to be seen and heard constantly. Even if designers do not permanently put new products on the market, they can prove their creativity. With the Red Dot Award: Design Concept, we have created an exclusive competition for concepts and prototypes. Designers and companies can get their ideas evaluated even before they are on the market – a great opportunity for later commercial success.

It is mentioned in your profile that you are not just an individual with an interest in professional design, but one who also lives design. How does one “live design”?

Design is a major part of my life and everyday I am surrounded by outstanding products or interesting graphics. I cannot suppress it: wherever I go, I constantly notice and evaluate shapely objects – and I even enjoy it. I like being surrounded by good design, whether it's in my car, my house or in the office. I am professionally following the trends and evolution of design for more than three decades now and I am not getting tired of it.

Do you think that designers today take note of different considerations when designing products for the European or Asian markets?

Every year, thousands of products from all over the world are submitted to the Red Dot Award: Product Design. All products are evaluated live and on site in Essen, Germany by the Red Dot jury. We always experience that some products are exclusively designed for certain markets and that they would not be a success in other parts of the world. Designers are well aware of the fact that customers, depending of their origin, also have different needs. In our jury sessions, we take care of the cultural background of the works submitted. That's why we have an international jury of experts, who can explain cultural characteristics because of their own experience and origin.

Do you agree with the statement “good design is good business”?

A sustainable design strategy is crucial for business success. With thousands of products on the market, one has to differ in certain aspects – and design is among the most important characteristics for a customer's buying decision. Thus, Thomas Watson Jr.'s famous quote still fits today. In my publication “Design Value”, I was able to prove how good design management affects a company's success. The award-winning companies are more effective and more efficient than their competition and are more successful because of their good design management.

I understand that a new Red Dot Museum was recently been opened in Taipei, why was Taipei chosen?

Choosing Taipei as the location was a logical step: Back in 1993, 20 years before the opening of the new Red Dot Design Museum,

our productive discussions commenced with the predecessor organisation of the Taiwan Design Center. These led to our first design exhibition in Taipei. I remember it fondly, as we were able to inspire Taiwan's economy and Taiwanese society at the time with quality from Germany and succeeded in building an incredible partnership that has grown continuously over the years.

The creative potential of designers and companies from Taiwan is also reflected in the Red Dot Design Award. Taiwan features regularly among the top five of around 70 countries that take part in it each year. This has put Taiwan well in lead in Asia for a long time, and nowadays it is also one of the global leaders in design.

Would Red Dot be opening more museums in the future? If yes, which countries are you looking at?

Red Dot constantly monitors the market and thus recognises the creative potentials of certain countries. To show presence at locations with a lot of inspiring designers and innovative companies, Red Dot frequently organises travelling exhibitions of award-winning products. Thereby, the idea of promoting outstanding design achievements can be experienced all over the world. Nevertheless, it is always a great opportunity for designers to have a permanent place to go to witness the state of the art in design. Right now, there are three Red Dot Design Museums – in Essen/Germany, Taipei/Taiwan and Singapore. As the importance of design for economic success is constantly increasing, the future will show the next places for new museums.

REALITY BITES

Q: Who is Peter Zec?

A: The son of a Bosnian father and a German mother.

Q: What you are not?

A: A girl or a woman.

Q: You cannot live without?

A: Air to breathe.

Q: Time is?

A: Always limited.

Q: A perfect day?

A: Is full of love and happiness.

Q: Beauty is?

A: Beauty.

Q: A sinful indulgence?

A: Driving a Porsche with 300 km/h on the German Autobahn.

Q: A miracle?

A: Life on earth.

Q: Lucky charm?

A: No need.

Q: Happiness?

A: Perfect satisfaction with life.

AEC Exposition



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BATHROOM SPACES

A modern bathroom with a long vanity, a large mirror, and a bathtub. The vanity has a dark countertop and a metal frame. The mirror is large and rectangular, reflecting the vanity and the wall. The wall is covered in light-colored tiles. The bathtub is a classic clawfoot style. The floor is made of large, light-colored tiles. A patterned rug is on the floor near the bathtub. The overall style is a blend of modern and classic.

Fixture FRENZY

A Fixation with History

The concept of the bathroom that we know today only arrived in the late nineteenth and early twentieth centuries. When it did arrive, it was considered the greatest architectural change brought about to middle and working class houses. Over the decades the dedicated space began to grace and revolutionise urban and middle-class homes and eventually rural and working-class houses, cottages and apartments. Its arrival of course, had affected and influenced a large number of things such as notions of hygiene and cleanliness, perceptions of class and the introduction of trends, styles and technology.



Back then, fixtures were costly and expensive, and only the upper-class could afford them. However, unlike today where fixtures are bought at the same time to match the design of the bathroom, members of the upper-class in the nineteenth century obtained their fixtures at separate times and isolated them in different rooms.

There was no consolidated space for fixtures in those days. For example, the sink, which replaced the traditional jug of water and basin, was initially located in the bedroom. A separate room housed the bathroom and another room contained the toilet due to hygiene reasons.

This was only changed in the 1870s when public health professionals encouraged the consolidation of all three fixtures in one room. By allocating a single space for them, it also eliminated the hassle of complicated pipes that ran through the house. By the 1880s, the 'bathroom' had become an accepted term as a multi-purpose space and by the end of the nineteenth century most upper-class houses had three-fixture bathrooms.

Middle-class homeowners, who began to attain bathroom fixtures around the 1900s, also adopted the preference for concentrating the fixtures in one room. They had three avenues for obtaining a bathroom: buy a new house, add a room to an existing house, or appropriate an existing room for this new use. Over time, most new house plans began to include bathrooms.

Fixture Frustration

In the present, it has become an undeniable fact that plumbing fixtures (toilet, sink, shower and tub) have taken the centre stage in any bathroom. However, a carelessly picked fixture or element can ruin the effect you've strived so hard to create. The two most important things that one must consider in selecting bathroom fixtures are style and budget.

With the affordable range and vast variety styles of fixtures available today, individuals are no longer restricted by budget as they once were in the late nineteenth and early twentieth centuries. This however doesn't mean that you shouldn't know your budget and be resourceful in sourcing for your fixtures.

Having an idea of what's available in the market is the first step to selecting the right fixtures for your bathrooms. Do you want a wall-mounted unit? Or are you looking for a specific type of showerhead or particular finish?

Doing your own research on what type of fixtures are currently available and their specialised functions can go a long way in saving your time, energy and money. To have a rough idea on how to start, you can visit bathroom showrooms and ask professionals or your own designer for some advice.

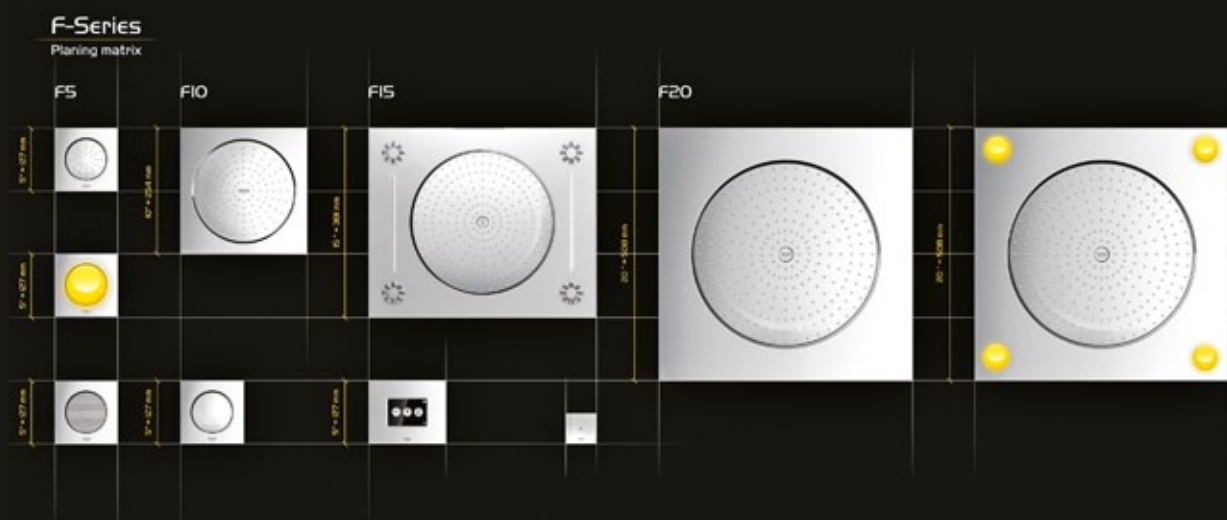
Looking through bathroom collections from notable names in the industry is another good way to start. Bathroom collections these days seamlessly combine functionality and style, and all their fixtures are carefully selected and designed to suit and match each other. For the bathroom fashionista who is looking for a style that depicts modern luxury, there are the Impero Style and Collection O bathroom collections to consider.



COLLECTION O by Studio Putman combines the talents of Christofle, the late Andrée Putman and THG-Paris. Neither really round, nor oblong, the ring twists on the bottom with a rounded effect. With faucet handles disguised as beautiful rings in both the wall mount and deck mount widespread versions and donning a discreet ring atop the single hole option – the collection is dominated by sensual curves that capture the reflections of timeless beauty. In a variety of chrome and gold finishes, Collection O is able to grace the intimate environment of bathrooms, embellishing basins, bathtubs and various fixtures.



IMPERO STYLE by Rubinetteria Giulini SNC offers a range of exclusive and complete solutions for classic and luxury bathrooms. These include taps, sanitary wares, cast iron bathtubs, towel heaters and accessories. The Impero Style is available in a wide range of models and colours, and offers numerous customisation options.



Speaking of automated bathroom fixtures, Grohe Spa's award-winning **F-DIGITAL DELUXE** is an intuitive system that brings the spa-like experience closer to the bathroom. It features three vital elements: lighting (chromotherapy), sound (audiotherapy) and steam (aquatherapy) that influence the user's emotional and spiritual being in the bathroom.



Even the right choice of accessories, such as the Transitional Collection and Dragon Series, can transform the simple and functional bathroom into a space of luxury and elegance. The clean lines and geometric shapes fuse with the smooth contours of the **TRANSITIONAL COLLECTION** by Watermark Designs. A low base is elegant and classic, while keeping the design modern and fresh. It is crafted with precision and subtle detailing that is a step above the usual. The collection is available in any of Watermark Designs' 38 finishes.

The *red dot award: product design 2013* winning **DRAGON SERIES** by Shengtai Brassware has clean lines and a distinctive form that is strictly determined by function. This gives bathrooms an atmosphere of elegance and sophistication. The accessories are manufactured by aluminium extrusion, which not only increases their precision and stability during use, but, thanks to the seamless shape, also makes them easy to clean.

Making an assessment of your needs, bathroom style and lifestyle are also important considerations that you can take note of. Do you and your family members use both the shower and the bathtub or just one of them? As apartments and living spaces become smaller, some bathrooms eliminate the need for bathtubs. Is the bathroom simply just a functional space or a one that is going to be a subject of entertainment? These also affect what type of finishes and particular style that you would select as your fixtures should take cues from the design and décor of the rest of your home. Will the bathroom incur a lot of wear and tear from children? A solution for these is using hands-free faucets or touch control systems.



Integrated innovations like the **PICCOLO STEP-IN** from Duscholux meanwhile, not only provide comfortable bathing solutions, but also are a great way to save space. The innovative unit comprises of a spacious shower solution and an easily accessible walk-in bath. Harmonised in terms of form and function, the Piccolo Step-In provides a showering zone designed for maximum freedom of movement. It also doubly functions as a large bath. The mobile door is easy-to-install fits seamlessly into the wall of the bath and also functions as a storage space for bath utensils and towels.



Bathroom fixtures have come a long way from being luxurious novelties that are a status of class in the late nineteenth and early twentieth centuries. Today, shopping and selecting the right fixtures for your own bathroom can be both an exciting yet daunting task to pursue. However, doing a little bit of research of what the market currently has to offer and taking note of your own personal considerations, style and décor can ultimately make selecting your own fixtures a fun and rewarding endeavour.





BYTE 2.0

by **MASTELLA SRL**

Creativity, research, innovation, quality and design were fused together to create the BYTE 2.0 bathroom concept. Able to anticipate fashion and contemporary living, the collection incorporates the latest worldwide trends. Textured materials, open storage units and asymmetrical structures define the Byte 2.0 Version One. The collection is enhanced by the warm, natural tones of wood essences and fresh pastel colours.

www.mastella.it





CHLOE

by **COTTO**

An eco-friendly toilet with a curved and contemporary style, the CHLOE series can be matched with any bathroom style. Designed with user convenience in mind, the collection comes with a stylish, elongated toilet seat and eco-friendly functions.

www.cotto.co.th





ESPLANADE

by **DURAVIT**

Russian architect Sergei Tchoban was inspired by the classical opulence of St. Petersburg, Russia's second largest city, when he created the ESPLANADE bathroom range for Duravit. Full of character, the collection combines spaciousness and prominent forms with contemporary architecture and a clear, minimalist design. There is also a deliberate focus on materials such as dark solid wood in Esplanade.

www.duravit.com





KHROMA

by **Roca**

The KHROMA bathroom collection integrates colour, texture and design. Khroma's colours were not selected at random. Cutting edge design and comfort were the key principals taken by Vincent Grégoire, from Nelly Rodi. Additionally, the seats and backrests of the collection feature Roca Soft Texture. An innovative high-tech material specially designed for bathroom surfaces, Roca Soft Texture allows for multiple uses. It also offers comfort in other aspects of personal care or aesthetic needs that users may have. The Khroma collection is available in passion red, street grey, oxygen blue and silver grey.

www.roca.sg





PALOMBA COLLECTION

by **ROCA SINGAPORE**

The PALOMBA Collection by Laufen recounts the age-old struggle between water and materials, amplitude and emptiness. Highlights of the Palomba Collection include the 'Menhir' washbasin and an exceptional bathtub. A cast of four new countertop washbasins, two washbasin bowls and a new bathroom furniture collection accompany these two protagonists in the collection.

www.laufen.com





NEOREST LE TOILET

by **W. ATELIER PTE LTD**

The NEOREST LE toilet combines Toto's original washlet technologies with a number of advanced specifications. Providing a superb bathroom experience, it features a sensor-operated lid, a number of washlet cleaning functions and is equipped with the CeFiONtect glazing and Tornado Flush technology. All of the toilet's functions can be controlled via an elegant and ergonomic remote control. In addition, the curvy lid and subtle composition design of the toilet perfectly complements the basin and bathtub of the LE range.

www.watelier.com, asia.toto.com





DIAMOND

by **BRAVAT MARKETING PTE LTD**

Featuring beautiful, crafted geometric art, the DIAMOND faucet series has received many praises from many well-known designers. Bravat believes that the bathroom is a personalised, inspiring space. As such, Bravat not only integrates the living habits and taste preferences of users, but also focuses on the inner experience and enjoyment in the bathroom. The innovative Diamond faucet series bears exquisite design quality for those who understand life.

www.bravat.com.sg



CAPE ANNE

marketed by **DANZE**
www.danze.com

CAPE ANNE's family of faucets offers subtle design traits perfect for powder rooms and master baths. A combination of style, modest scale and affordable pricing, Cape Anne is available in different finishes and features a water-saving laminar flow of 1.5 gallons per minute.

TANGO

marketed by **RUBINETTERIE ZAZZERI**
www.zazzeri.it

Complex geometrical shapes and references to nature define the TANGO series. Featuring a design that appeals to both homeowners and designers, Tango is available in two finishes such as chrome and a new brushed steel version that is characterised by elegant warm, matte tones.



VORTEX

marketed by **ZEVA CORP.**
www.zevalife.com

The VORTEX mixer is a visual delight that features a unique innovative hollow cyclic outlet that mimics the airflow of a waterfall. The functional mixer can be used in a variety of applications while having numerous water-saving features. In addition, the flexible handle can be detached and is easy to assemble.



FREE SENSES

marketed by **DUSCHOLUX**
www.duscholux.com

FREE SENSES features a combined shower panel system and a shower partition. Based on a modular shower panel with integrated fittings and functions, Free Senses can be placed above shower trays, shower bases, tiled floors and baths. The flexible shower system can be easily connected to a partition element and be wall-mounted, corner-mounted or as a combination of the two.

VARA SPA 5

marketed by **NIAGARA CONSERVATION**
www.niagaraconservation.com

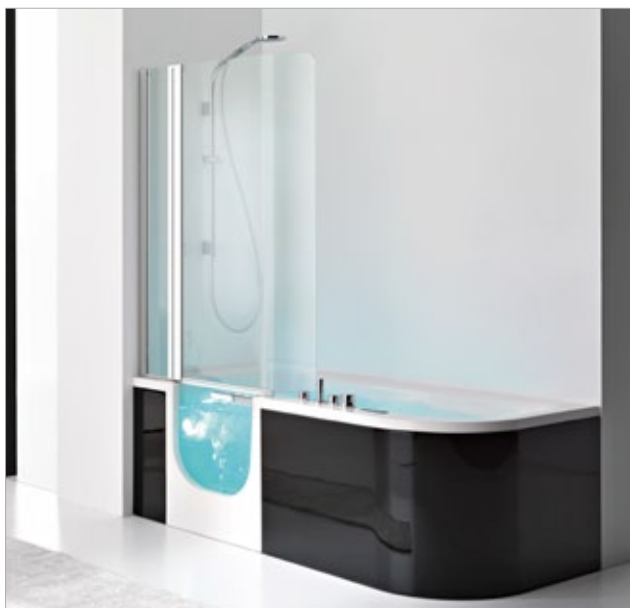
The VARA SPA 5 function handheld showerhead features a variety of pulse spray settings for different showering preferences. At just 2.0 gallons of water per minute, the Vara Spa 5 saves 20 per cent of water annually over standard showerheads.



UNIVERSAL

marketed by **PFISTER**
www.pfisterfaucets.com

The UNIVERSAL Tub and Shower is a stylish tub and shower fixture that is compatible with eight different water valves from three of the leading manufacturers in the plumbing industry – Pfister, Moen and Delta. The user-friendly upgrade kit is affordable and easy-to-install.



FOR ALL

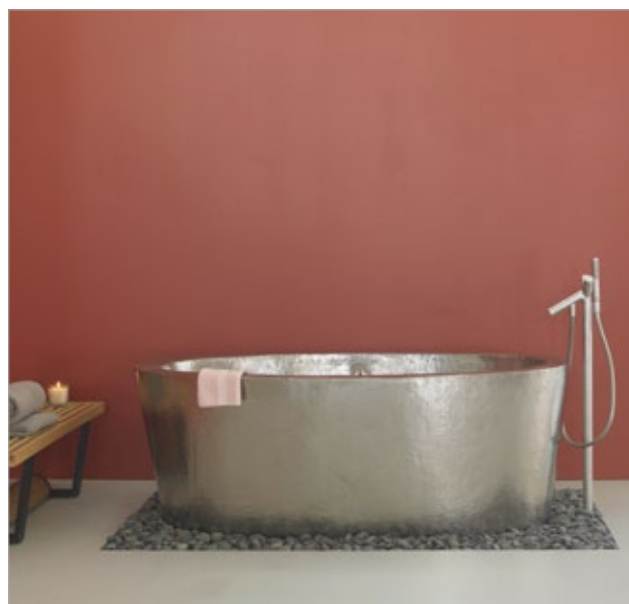
marketed by **HAFRO**
gruppogeromin@libero.it

FOR ALL comes in two versions, a combined version (For All Box) and a tub version (For All). The For All bathtub features a comfortable crystal door entrance that allows easy access to the tub. Measuring 180 x 78/ 83 cm, the bathtub is available in a version with whirlpool and airpool hydro massage functions or in a simple frame version. Additionally, the tub's controls are conveniently located at the edge of the tub.

ASPEN

marketed by **NATIVE TRAILS**
www.native Trails.net

A designer's dream, ASPEN perfectly complements bathroom spaces of different styles. Equipped with multiple applications, Aspen can be placed as a freestanding tub or tucked elegantly in a corner with its sides partially exposed. The bathtub can also be used outdoors and its natural finish allows it to fit into any landscape. Aspen is available in either a brushed nickel or antique finish, and is handcrafted using 100 per cent recycled copper.



CHESHIRE

marketed by **VICTORIA + ALBERT BATHS LTD**
vandabaths.com

The classic CHESHIRE bath was featured in the award winning film *Zwartboek*. The bathtub's authentic Victorian styling and single piece Quarrycast construction offers all the splendour of a cast iron bath without the unnecessary added heavy weight. The Cheshire bath was supplied through Victoria & Albert's Dutch distributor, International Bathrooms of Numansdorp, to help recreate the bathroom of the German's Dutch headquarters in the film.



ST.TROP

marketed by **DURAVIT AG**
www.duravit.com

ST.TROP is a steam shower that has been systematically reduced to the essentials. A simple rectangle, it has a footprint of no more than one square metre. When designing the steam shower, Philippe Starck was inspired by the idea of a painting. The door is like the frame surrounding a large painting, the white background forms the canvas and the person taking a shower becomes the motif, creating a work of natural beauty. Continuing the artistic theme, the stool made of heat-resistant material is a sculpture in its own right. St.Trop combines the advantages of a fully-fledged shower with a relaxing steam bath.

TILE TRAY

marketed by **LUXE LINEAR DRAINS**
www.lineardrains.com

Luxe Linear Drains' TILE TRAY inserts are able to accommodate uninterrupted tile design and create the illusion of vanishing water. The shower tray can accommodate glass mosaic, porcelain and natural stone tiles with up to $\frac{3}{4}$ inch thickness. The ADA compliant, design-friendly tile tray inserts are available in six standard sizes and come with welded two inch diameter central outlets.



RAYA

marketed by **KERMI GMBH**
www.kermi.com

Recognised with the *iF product design award 2013*, RAYA offers excellent showering comfort at an affordable price range. With its slim, linear design, the shower enclosure fits in with any bathroom design. Standing at 2,000 mm, Raya features a 180° hinged-door and a reliable rising hinge mechanism that ensures convenient access.



NEW WATER JEWELS

marketed by **ECZACIBASI YAPI GERECLERI**
www.vitra.com.tr

Recognised with the *iF product design award 2013*, the NEW WATER JEWELS washbasin is available in a number of colours and a range of tones and textures. Besides platinum, copper and gold tones, the washbasin also includes two-tone colours as well as inner sections designed with patterns. In addition, the washbasin is available in different sizes and in a square or rectangular form.

BBOX

marketed by **BATH+ BY COSMIC**
www.icosmic.com

The BBOX washbasin's delicate shape was designed to maximise the space it is in, while preserving a minimalist and harmonious aesthetic. It was also designed to provide practical and affordable solutions. Bath+ by Cosmic's expansion of the BBOX's range of sizes, finishes and materials has enabled it to achieve a universal bathroom collection that is suitable for any style, atmosphere and space.



MOMENT

marketed by **ZEVA CORP.**
www.zevalife.com



The washbasin MOMENT is reminiscent of dancing waves that express the smooth rhythm of water. The washbasin's round shape brings users a sense of balance and stability. Moment is a winner of the *iF product design award 2013*.



WCA URINAL

marketed by **SANINDUSA**
www.sanindusa.pt

Weighing at 14.7 kg and available in white, the WCA urinal is part of Sanindusa's WCA series. It features a pipe for water entrance and includes a siphon for the urinal as well as a fixation kit.

J-SHOWERLETTE

marketed by **AINIS ASIA**
(A MEMBER OF TOYOTA GROUP OF COMPANIES)
www.aisin.com.sg

J-SHOWERLETTE is a universal shower toilet seat / bidet that can fit a wide range of water closets. The user-friendly Japan made, non-electrical model is designed to suit commercial users with its multiple spray positions and auto water cut-off feature that aids users who forget to turn off the spray completely. Additionally, the anti-microbial seat cover provides hygienic assurance to public users.



DURASTYLE

marketed by **ECONFLO SYSTEMS PTE LTD**
www.econflo.com

DURASTYLE is a unique bathroom series whose visual lightness and simplicity of form are particularly effective in interaction with architecture and interiors. The series' 4.5-litre rimless, elegant wall-mounted toilet features an effective and innovative flushing technology. The mounted, rimless toilet ensures short cleaning time and optimum hygiene as the entire interior surface is fully rinsed during the flushing process. The toilet is also available with Duravit's SensoWash shower-toilet seat.



EASY WASTE CLICKER

marketed by **BS & BK**
www.boshengplumbing.com

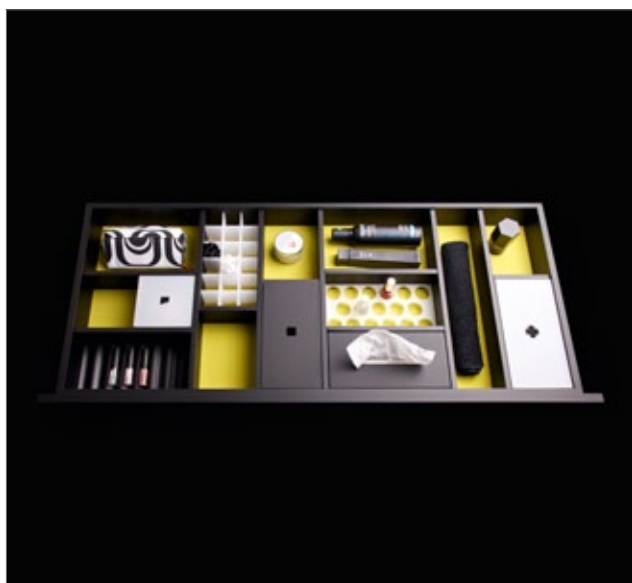
The EASY WASTE CLICKER, the new range of clicker waste systems that is an innovative combination of the clicker and plug, is set to revolutionise the bathroom. Featuring a waste body and the clicker plug, the system's clicker plug can be easily pulled out and placed in, making it simple to use and maintain. The clicker waste system is simple yet functional to use in any bathroom.

BOTTLE TRAP

marketed by **KON**
www.kon.com.cn



Kon's BOTTLE TRAP is anti-corrosive and durable, thanks to its advanced chrome plating technology. Using an advanced production technology, the Bottle Trap ensures all screw thread lines of its connection parts are more accurate for a quicker installation.



IBOX

marketed by **CAP. GMBH**
www.cap-direct.de

IBOX is a storage system for bathroom drawers that unite clarity and versatility. The *red dot award: product design 2013* winner features a steel plate with a textile cover which is fitted to the base of the drawer. The drawer meanwhile, is subdivided with wooden transverse and longitudinal dividers that are equipped with magnets.

insight with

DURAVIT

Prof. Dr. Frank Richter, CEO of **Duravit**, completed his Economic engineering studies at the University of Paderborn in 1991, and received his Doctorate in 1996 and Habilitation in 2000. From Jan 2000 to Dec 2004, he worked as a professor at the University of Witten/Herdecke, Institute for Mergers & Acquisitions, and was the member of the board of the Faculty of Mathematics and Economic Sciences at the University of Ulm from 2008 to 2010. In addition to being the author of several textbooks and scientific articles, Richter was also a professor at the University of Ulm, and director of the Institute of Strategic Company Management and Financing from Dec 2004 to May 2011.

Aside from his accomplishments in the education sector, Richter served as a principal with McKinsey & Company at Düsseldorf from 1991 to 2000. From 2006 to 2010, he was a member of the supervisory board of Universitätsklinikum Ulm, and served as the deputy chairman of the supervisory board of GSW Berlin from 2003 to 2010. He was also the managing director at Goldman Sachs & Co. OHG in Frankfurt from Jul 2000 to Dec 2004 and served as a consultant from Dec 2004 to Dec 2010.

Today, Richter is married with three children, has been the CEO of Duravit since Jan 2012, and is a member of notable supervisory and advisory boards such as Rheinmetall AG, of which he is part of the testing and personnel committee, Gebr. Röchling KG and Schmalenbach-Stiftung.



What is the DNA of Duravit?

To put the DNA of Duravit into words, it is helpful to look at its history and how it developed. Duravit was founded in 1817 in Black Forest, Germany, as a small factory for table wear. Later on, sanitary products joined the programme. At that point in time, it was important for the company to introduce products of the highest quality. In the mid 80's, design competence was developed in addition to quality. Today, Duravit probably has the most advanced and developed network of high-talent leading designers in the industry such as Philippe Starck, Sieger Design and Matteo Thun. These designers have been working exclusively for us when it comes to the bathroom. Therefore, we do not just have design, but original design that came from those talents. In the 21st century, technology became a part of our DNA. Together with quality in ceramics, design and our designer network, we also have technology in products like the SensoWash toilet or our pools and saunas.

How has Duravit's global footprint evolved?

Today, we are present in 120 countries throughout the world and have production sites operating on a relevant scale. Although there are 120 sales offices, we have a reasonably strong focus when it comes to these countries, especially in Asia. Market potential, gross opportunities and interesting projects are true for any industry. For Duravit specifically, we feel that customers like our brand, our design language and like working with us. Our business partners meanwhile, like working together with us, sharing the same values and wanting to accomplish things with us. About 20 per cent of our business is in Germany. From our Headquarter, we developed businesses in other regions. We started with smaller offices, then grew those offices and moved on to establishing training centres and exhibitions.

What is the state of affairs in the bathroom industry?

Global trends in the bathroom industry are relatively broad and developments in certain regions are very different. On one end, developments are towards the capacity of the spectrum that is in the low or medium market segment where people have to push products. However, we are not active on that field. On the other hand, there is a shortage of medium or top end market products that are of high quality, original design and technology. I believe that bath developments happen at the same time, but it develops region by region. Development in Asia, meanwhile, is very positive and we are satisfied with all the developments.



What were some of Duravit's latest innovation and focus in 2013?

The innovations we presented at ISH Frankfurt 2013 were related to our existing product portfolios – this is also one of our philosophies. We do not have to reinvent ourselves every year, but we have positioned ourselves well in the market and we take our products further steps ahead. For example, the bathroom series Happy D.2 is one of the new sets we presented at the beginning of 2013. Its predecessor Happy D has been very successful in the market for a long period of time. We completely reworked it. It is now lighter and a little bit more feminine. On the technological side, we have a sound system that is consistent with our brand values. This technology is also being used in luxury automobiles and is superior in standard, but you will not see it, as it is hidden.

There is also innovation in the form of how products are being marketed. For example, the DuraStyle series that we also introduced at the beginning of 2013. This is a very comprehensive series: There are nine urinals, bathtubs, all formats for washbasins, and different toilets. Interior designers, architects or bathroom planners can be rest assured that they would find solutions for whatever problem they encounter due to DuraStyle's comprehensiveness. The series can also be used for the showroom, for businesses that are geared towards end consumers. This dual approach, for a series that works for project and home business, is an innovation in the form of how our sanitary ware is being marketed.

We also have a whole new series of Starck developments that we brought to the market this year and a new furniture series called X-Large.

Does Duravit consider the requirements of both its European and Asian end users in the design of its products?

There are different philosophies on approaching this. The first is doing in-depth market research and finding out what customers want to have. In different areas of the world, there are many different directions and tastes that can be approached. We call it the small compromise: finding what everyone likes.

Moreover, our approach involves being consistent with our brand and our design language, which is a little bit more minimalistic. Also, we deal with design which is clear in form and shape, and sustainable. When you look at it 10 years later after you've installed it, you will still like it because we do not have decoration. Sometimes, that implies that there are customer groups that we do not address, but in conclusion we do not change our design to adapt to this specific circumstance. Rather, we stay with our design and find reasonable, big customer groups liking our design. Doing something different would elude our brand and would lead us to the wrong direction.

The boomer generation is getting older. Would there be a surge in appreciation of transgenerational Design?

Yes. We try to make the products used in that environment not to look medical or only for the elderly. In terms of comfort, we believe that comfort is not a function of age. Comfort is both appreciated by the elderly and younger generation. For example, shower trays are even with the floor, or smaller things such as containers that could be rolled. Products like our shower toilet SensoWash provides high comfort that not only the elderly would appreciate but also hygiene-oriented younger users. We do not see the contradiction



between comfort and something that is particularly helpful to the elderly.

Do you think it is imperative that design has a function beyond the utilitarian?

There is always a discussion between what is design on one hand, and functionality or technology on the other. If you take our company's history before the 80s, the function defines the form. When we undertook our first project, form then followed the function -meaning bathroom products must be practical too as well as looking nice. Form also followed the specific material of our choice, which is ceramics.

Since the 2000s, where technology played a large role, function then flees the form. For example, the Blue Moon Pool: It has the best technology a pool could have, but you do not see that. It has functionality that is available for the customer, but it is invisible. This is the current level of design.

What is in the horizons for Duravit in terms of new products and market growth?

We are a company with a good and healthy growth profile and we are not aiming at growth at any price. In addition, we are a company that is held by a family. Therefore, we have the benefit of applying longer-term perspectives. We are also not driven by quarterly decisions. We are a company where a majority of all people have worked with us for many years.

The major difference between us and other companies is that we do what we really like to do. We like our products, we like the product development and we like the brand. As long we



have this passion, I think we will continue to grow on a very good track. Although we are present in 120 countries, we are still relatively small, which means that the potential for us to consistently develop all those regions is huge. The demand for bathrooms in the segment for original design with technology is also enormous.

How do you think the next generation of bathrooms would look like?

It is not that easy to predict. I think the themes that I've mentioned, like the use of technology, will increase, production technology will also further develop. The degrees of freedom to determine the design of the products will likewise increase. There will be more interesting shapes and more technology. It will also address the demands of a generation which is more in the second half of their lives than the first. There is also a trend to create smart bathrooms that are convenient, well designed but still provide the experience of a big spa on a limited space. For example, the compact sauna Inipi B. that can be fitted on one square metre of space.

I understand that Duravit has different training centres worldwide, what prompted Duravit to open a new Training Centre in Singapore?

It is one step in the development of the market region for us. It is a big step and a clear signal that we are committed to further developing that region. That we have reached a strategic cloud in that region not only requires, but also justifies an investment like that in order to support our business partners. Therefore, it is an important milestone. You can see that in relation to the trends we have discussed. To succeed in the market, you must address design and technology implication for the complexity of products. Aside from providing good after-sales service, we also feel obligated to our business partners by providing them with all the know-how and tools they need in order to fulfil customer demands with regards to such products.

insight with SABAF

Currently **SABAF** is one of the world's main home appliances components manufacturer. Sabaf sells approximately 50 per cent of its products in Italy and exports the remaining worldwide. Sabaf has developed a strong specialisation in the design and production of non-ferrous alloy components for the gas cooking appliance market.

Based in Ospitaletto, a small town near Brescia, northern Italy, **Alberto Bartoli** is the present CEO of Sabaf. He was designated as the CEO in May 2012 after serving as Sabaf's CFO for eighteen years. After his university graduation, he worked as a financial auditor for a few years. Bartoli later worked as a CFO in industrial groups before joining Sabaf as a CFO in 1994. Aside from being appointed as Sabaf's CEO, he credits that one of the most exciting achievements in his career is Sabaf's listing on the Italian stock market exchange.

For more information, visit www.sabaf.it.



What is the DNA of Sabaf?

Sabaf started as a producer of agricultural valves during the early fifties. Later on, alongside Italy's economic growth in the early sixties, we started producing gas taps without safety devices. Since the very beginning, we have characterised ourselves as a producer of high quality products and a company invested in the research of maximum safety.

How has Sabaf's global footprint evolved?

Sabaf has always been very concerned about workers' health and safety in the work environment. We have always made efforts to improve safety and work environment in Sabaf's factories. It was only natural to take a similar approach to the outside environment. Our Annual Social Reports are a testament to our environment policies. In it, you will be able to find all data concerning our aim to reduce pollution in our production lines.

We were also the first company in 2003 to develop and produce high efficient burners. The first example was our Series III burner, which has been followed by the most recent Series II HE, or our Double Crown Compact burner, that has been designed to match Asian cooking habits. Since 2000, our R&D department has concentrated on developing burners that place efficiency as a top requirement.

I understand that Sabaf's motto is "technology at the service of safety". How do Sabaf products ensure safety in the kitchen?

Gas taps are the core of cookers or cooktops. Even a small (or even a very small) gas leakage could lead to deadly accidents. If you have a leakage in water taps, you may have some troubles and probably need to repaint your neighbor's affected apartment. If a gas tap leaks, it may lead to devastating consequences such as an explosion. Obsession with safety is something much embedded into all our workers.

What is the state of affairs in the European home appliances industry?

While the European goods industry is undergoing great changes, concentration and localisation of production is the main challenge the industry is facing now. Once an industry leader, Europe is having a very hard time at the present, while old and new emerging markets are reshaping industry attitudes.

End-users are also changing their spending and usage habits. It will take a while for the global industry to understand and to adapt itself to the new way, but I think that this difficult period will help the best shape up to be a key player in the coming years.



In the last few years, Sabaf has made inroads into the Chinese market. How has the going been so far?

We established a representative office in 1997 in Shanghai and we were immediately very successful on the fast growing market. Sabaf immediately became synonymous with high quality and European style. Later on, we had faced a hard time because some local manufacturers altered the image of aluminum-made burners by not using the right aluminum alloys.

In 2008 we were ready to start operations and we closed the representative office and created a WOFE, but the crisis stopped our plans. Now we are here again and we are definitely determined to start operations soon.

Does Sabaf consider the requirements of both its European and Asian end users in the design of its products?

Yes, you can do differently in terms of product design. Every market, in particular, Asia, has its own food, cooking style, culture and design preferences. You should understand all these aspects if you want to market a real suitable product.

The boomer generation is getting older. Would there be a surge in appreciation of Transgenerational Design?

Yes, definitely. Obviously this will very much affect the design of cookers and built-in hobs, but probably much less the components that they are made of.

Do you think it is imperative that design has a function beyond the utilitarian?

Yes, but gas management has some limits. You can't ignore that when looking at a specific burner design.

What is in the horizons for Sabaf in terms of new products and market growth?

We are always monitoring worldwide markets to get the first wails of change. We are working closely with all our customers and trying to anticipate their desires or requests. As mentioned before, China and Asia are in our opinion the most promising markets, and we are going to invest a lot of efforts to grow in these markets.

How do you think the next generation of kitchens would look like?

Hard to say. You cannot generalise. In any case, the I-generation will ask manufacturers to make their cooking experience more similar to their everyday life.

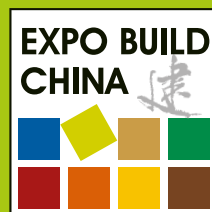




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