

# FRAME

THE GREAT INDOORS

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**Kenya Hara** has a vision  
for the future fair

**OMA** imagines a fresh  
materiality for retail

**Bathrooms** become the  
new heart of the home



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# LUSCIOUS LOOS

## Brands break bathroom clichés with sanitary products luxurious enough for the living room.

Words **Shonquis Moreno**

**THE BATHROOM** isn't just plumbing any more. And it's definitely no longer the most embarrassing room in the house. It has become domestic space that we want to show off, if not linger in. You could call it the new living room, because it has become just as entertaining, is better for your health and is dedicated only to *you*, the you that no one else sees before you get dressed in the morning. Forward-looking bath brands – such as Duravit, which last year introduced the

tagline 'More individuality. More comfort. More you.' – have been collaborating with international designers to offer ever-more 'furniture-inspired' designs with decorative detailing and silhouettes, much like the furniture found in the rest of the house. Versatile, multifunctional products encourage 'individual bathroom design' with materials such as copper, diamond powder and American walnut, along with craft techniques traditionally used elsewhere in the home. While

aesthetics are increasingly expanding the bathroom into a neighbouring space, technology is connecting it to the realm of entertainment. Take Klafs' infrared SI sauna with its cinema-like seat and, soon, a wall that will include a Bluetooth-connected speaker. Even more profoundly, however, technology is deepening our connection to the analogue, to ourselves and to what it is to be human. ●



### Up Close and Personal

Because the bathroom is a heavy-wear environment, Lars Tobiasson of two-year-old Swedish sanitary brand Swoon notes that its aesthetics have been neglected. Swoon wants its customers to establish their own personal style in the bathroom. 'Just like in the rest of the house,' Tobiasson says, 'our design is inspired by the furnishings that you normally find in the living room.' The idea is to allow customers to personalize their bathroom furniture online, as some of us do when buying a car. Swoon Studio and Swoon Stone, the firm's latest collections of vanity units and washbasins by furniture designer Fredrik Wallner, feature slim lines; colourful metal legs; cork, brass, copper and Carrara-marble surfaces; and mirrors in geometric shapes. 'In the future,' Wallner suggests, 'we will see bigger bathroom spaces that include seating and more openness between bathroom and bedroom as the bathroom becomes part of the dressing room.'

swoon.se



### House Style

Neutra's Leaf side table confirms that the bathroom is now a full-fledged member of the house. With a slender tulip-like base and a top of tempered glass, Bianco Carrara, Moon Stone or Basaltina, Leaf sanctions the time we spend luxuriating in the bathroom, which according to Neutra co-owner Benedetta Arnaboldi is one of the most important rooms in the home for escaping everyday stress. Today, she says, we have to define the bathroom as a 'living room full of comforts that are dedicated to the person using it'. The idea of having a coffee or side table next to the bath is connected to the bathroom's role as a new living area whose furnishings – tubs and basins – can be paired with matching pieces like side tables and cabinets. 'The Neutra bathroom is an elegant and luxurious space,' says Arnaboldi, 'that is perfectly integrated with the rest of the home.'

neutradesign.it

**No less than 25% of Brits admit to having called friends or colleagues from the tub**

BATHSTORE.COM

### Colour is the New White

Villeroy & Boch has been imagining the bathroom in bedroom colours for decades. Take designer Gesa Hansen's vibrant palette for the company's premium Artis washbasins. Now, the La Belle, Squaro Edge I2 and Loop&Friends baths also have a new dual-colour look. Shiny white inner surfaces meet colourful side panels, with over 200 shades to choose from. The Colour on Demand concept is expanding

the selection of 15 shades developed by Hansen for the Artis series with a wide spectrum of standard RAL or NSC colours. 'The transformation of the bathroom into a living space has taken place very gradually,' says product manager Julia Stuckert. In the 1970s, the brand – together with designer Luigi Colani – was already using colour to reinvigorate and personalize the bathroom. Today it continues to rely on specialty hues as well as fine finishes that include lacquer, light elm, dark walnut and white wood.

villeroy-boch.com

