

POP UP

INFORMATION PLATFORM FOR CREATIVE BATHROOM PLANNING, ARCHITECTURE AND DESIGN

POP UP MY BATHROOM COLOUR SELECTION







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ABOUT

POP UP MY BATHROOM, AN INITIATIVE OF THE GERMAN SANITARY INDUSTRY ASSOCIATION (VEREINIGUNG DEUTSCHE SANITÄRWIRTSCHAFT E.V. (VDS)) AND MESSE FRANKFURT ESTABLISHED IN CONJUNCTION WITH THE ISH, IS AN EXPERIMENTAL PLATFORM FOR ARCHITECTS, BATHROOM PLANNERS, INTERIOR DESIGNERS AND JOURNALISTS. IT AIMS TO EXPLORE AND ILLUSTRATE WHAT POSSIBILITIES THE BATHROOM CAN OFFER PEOPLE AS AN AESTHETIC AND FUNCTIONAL SPACE. ON THE ONE HAND, IT GIVES EXPERTS A CHANCE TO FIND OUT ABOUT NEW DEVELOPMENTS, ON THE OTHER HAND IT AIMS TO CONVERT THE DESIGNS IT DEVELOPS INTO PICTURES THAT WILL BE UNDERSTOOD ALL OVER THE WORLD. THE WEBSITE WWW.POP-UP-MY-BATHROOM.COM HAS THEREFORE BEEN EXPANDED INTO A CONTINUOUSLY UPDATED BLOG THAT SERVES AS A COMMUNICATION PLATFORM AND HAS ATTRACTED ALMOST 1 MILLION INTERNATIONAL VISITORS. UNTIL THE NEXT ISH OPENS ITS DOORS, IT INFORMS PROFESSIONALS AND INTERESTED CONSUMERS NOT JUST ABOUT THE POP UP MY BATHROOM TRENDS BUT ABOUT THE LATEST DEVELOPMENTS IN VARIOUS SEGMENTS OF THE SANITARY INDUSTRY AS WELL.

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POP UP

HALLE 4.0 – SAAL EUROPA

COLOUR SELECTION

Colour Trends

8



- 10 Grey
- 20 Brown
- 24 Gold
- 28 Black
- 34 Coloured
- 38 Colour harmonies
- 42 Tone-in-tone
- 46 Green
- 54 Pastel
- 56 Greige
- 60 Blue
- 62 White

Interview

18



Jens J. Wischmann, General Manager of German Sanitary Industry Association (Vereinigung Deutsche Sanitärwirtschaft e.V. [VDS]), says in an interview why the topic of colour is so important for the next evolutionary stage of the bathroom and defines the opportunities that lie in the new openness to colour and lifestyle.

Workshop

66



Moodboards – visualising **ambience** in the bathroom: overview of the 12 moodboards for the ISH 2019 Colour Selection.

Trends

50



We love spending time at home – even in the bathroom. Its design is generally more homely and is therefore increasingly influenced by general furnishing trends. At the same time, however, new technical developments in the bathroom must not be lacking. The six most important trends in the bathroom experience at a glance. . .

About

70

Pop up my Bathroom - Information Platform for Creative Bathroom Planning, Architecture and Design



COLOUR SELECTION

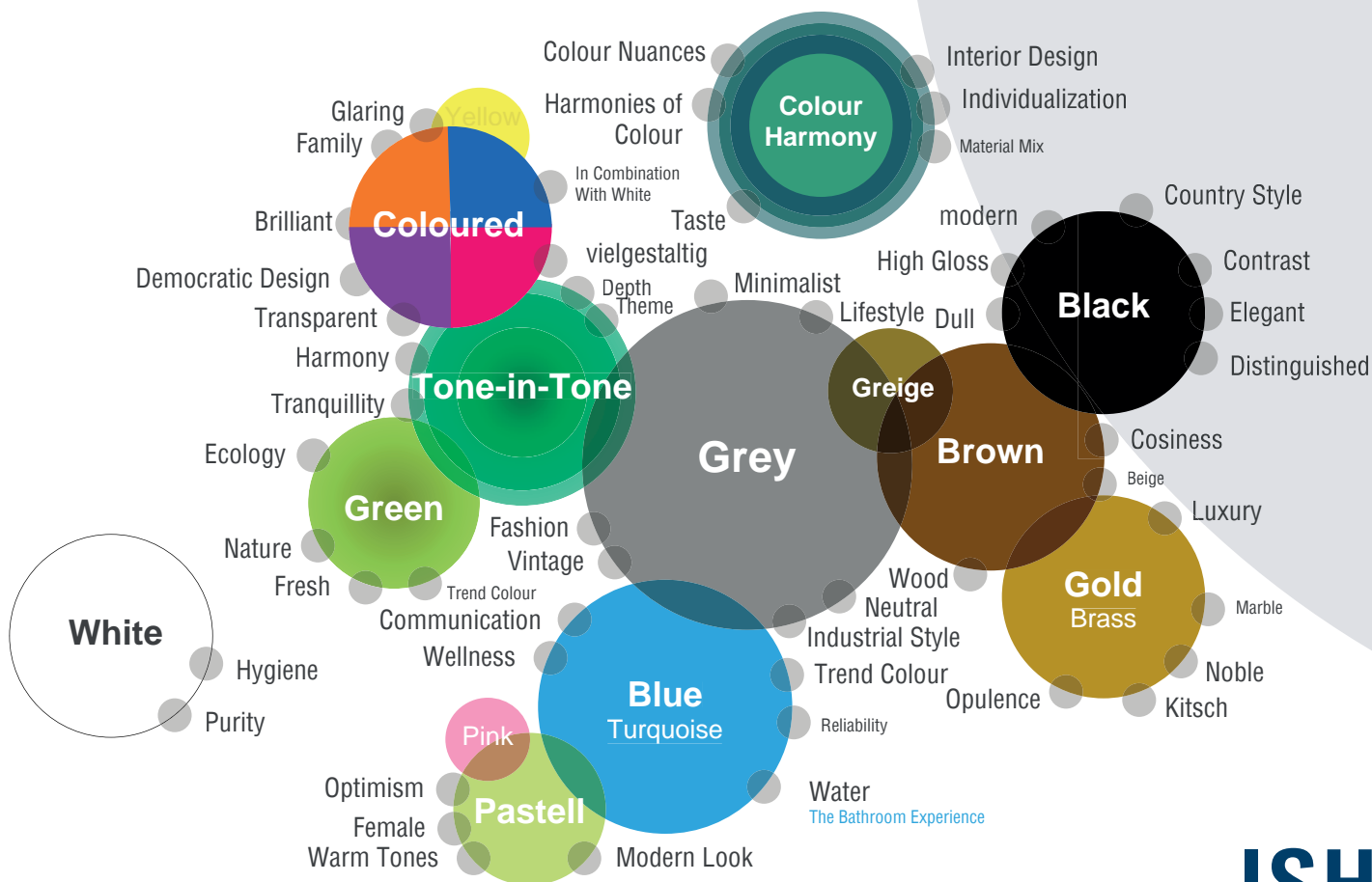


BetteLux Oval Silhouette, Colour Blue Satin | Bette
AXOR Citterio E | Axor

A man with dark hair, wearing a green cable-knit sweater and a black bag, is seen from the side, looking at a large whiteboard. The whiteboard has a black frame and a silver clip on the left side. There are also some red and green circular markers on the board. The background is a plain white wall.

During this year's leading international trade show for the sanitary industry, the ISH in Frankfurt, things at the Pop up my Bathroom trend platform will be pretty colourful. The trend experts are postulating the end of colour abstinence in the lifestyle bathroom.

ISH 2019 SHOW-CASES 12 COLOUR TRENDS FOR THE BATHROOM



With its evolution into a lifestyle space, the bathroom is experiencing the return of colour as well. The colour transgressions of the 60s and 70s are forgotten – the main thing is to avoid boredom at all costs. Bathroom planners and the industry are responding to the desire for individually and boldly designed bathrooms with an ever growing variety of finishes and unusual arrangements.

Diversity is the order of the day when it comes to materials too: besides wood, marble is also playing a prominent role, as are new kinds of metallic finishes for fittings, furniture surfaces and accessories. As a result, interior designers now have the scope they need not just to play with matt and glossy surfaces but to use totally new design elements as well. That's why, in its Bathroom Experience segment, the ISH 2019 will be showcasing a host of interior and colour trends that are fostering the bathroom's development into a lifestyle space. In an installation

entitled Colour Selection, the Pop up my Bathroom trend forum organised by Messe Frankfurt and the VDS (German Sanitary Industry Association) will be showing what opportunities the current colour trends in interior design are opening up for the sanitary sector.

Colour is an evolutionary step towards the bathroom as a lifestyle space

The fact remains that, even if only because of the high investments involved, the bathroom will probably never number among the rooms that are revamped every few years in line with the latest colour fashions. All the same, a little bit of colour is never a bad thing! And if you ask design-savvy target groups, a little bit more is even better. Whereas minimalistic restraint was considered the epitome of elegance and design awareness in recent decades – especially when it came to the colour scheme – today it's the willingness to embrace colour that counts. At the same time, using colour in the bathroom doesn't necessarily mean colourfulness – just swapping the dominance of white for a neutral spectrum of brown and grey tones, composite shades or brighter tone-on-tone concepts is an evolutionary step towards turning the bathroom into a lifestyle space.

Twelve colour trends will be particularly influential in bathroom design...

TREND 1

Grey is a colour too!

The common colour denominator in the bathroom right now is grey. As a composite colour, it's not only suitable as a unifying background for all colour chords and accents or for making white sanitaryware gleam, it's also perceived as a colour in its own right and can be emphasised accordingly.

And it's actually no newcomer to the bathroom: like fashions, colour trends come and go in waves, and we encountered it back in the 80s in the form of Manhattan Grey sanitaryware. Now grey is back again – but this time in several different shades with a more modern, timeless appeal.

From ultramodern all the way to a nostalgic, patinated feel: you can't go wrong with grey

Grey inhabits in-between worlds and it's precisely this "impure", blended character that gives it such vividness. Grey is extremely popular as a background colour for the vintage style because it makes even good old white look radiant without destroying the patina. All the negative associations with transience and bad weather seem to have been set aside: grey is a fashion colour with a long shelf life. That's because the blend of black, white and a dash of mystery is a genuine all-rounder that can complement virtually any colour family. Besides light grey in all sorts of chalky variations, shades tinted with blue, green and brown are also very much on trend, for instance in the blend known as greige, which is somewhere between sandstone and concrete.



The new Tempano shower tray system was developed to enable straightforward and efficient installation. Key issues were flexibility, time-saving, extremely secure fitting, and noise-protection standards. Available in 27 dimensions, the new acrylic shower trays can be deployed easily and extensively in renovation projects and newbuilds: flush with the floor, semi-recessed or surface-mounted variants are available, and with or without the newly developed tray support depending on the specifics of the construction project in question. The state-of-the-art design follows a linear slope with a high drainage rate. (Photo: Duravit)

**„GREY IS THE
NEW WHITE.“**



The intermediate color : Grey is a fashion colour with a long shelf life.

A feminine shade of grey tinted with pink is conducive to day dreams, a muddy elephant grey triggers exotic associations and the addition of a hint of violet conjures up a comfortingly melancholic November mood. You can actually create any kind of ambience with grey – from ultramodern all the way to snug and cosy. That's why grey can be recommended more or less unconditionally as the ideal starting point for a neutral bathroom design.

White sanitaryware looks just as good with grey furniture surfaces as colour-coordinated wash-basins do, and fittings with a standard chrome finish also go well with grey. With trendy accessories in gold or loud colours like red, yellow or turquoise, it's easy to create fresh contrasts and paint a whole new picture, so to speak. As a result, it's safe to say that grey has everything it takes to become the new white in the bathroom.

White and grey: a duet in perfect harmony

Grey's popularity is evident from the wide variety of sanitaryware available in this colour range. Bathroom planners and architects particularly appreciate the creative possibilities it opens up, because grey provides an excellent starting point for an interior design that's as stylish as it is timeless. Whether it's a vanity unit or a tall cabinet, a piece of bathroom furniture in grey makes a clear statement. It's an especially popular choice for products with a minimalist, understated design language. Monochrome



surfaces predominate. As for finishes, there seems to be more of a tendency towards matt right now: although high gloss is also common, matt finishes reinforce the upmarket impression made by understated shades of grey.

neutral background that makes the greys stand out. Trims and accessories in matt brushed stainless steel create a harmonious combination when paired with grey furniture, and courageous interior designers can even opt for

#ultramodern #matt
#architecture #cosy
#fashion colour #chrom
#stainless steel #neutral
#industrial style
#minimalistic

In the heyday of Manhattan Grey sanitaryware it was usual to select all the other products in the same shade, right down to the toothbrush cup, whereas this uniformity of colour is no longer desirable in today's lifestyle bathroom. Instead, the bath, wash-basin and even the tiles create a

a tap and fittings in a suitable colour – either to create an additional accent or in one of the new and innovative metal-look finishes.

Geberit ONE WC (Photo above)



Grey is recommended as the ideal starting point for a neutral bathroom design. White sanitary ceramics go just as well with grey furniture surfaces as colour-coordinated washbasins.

Collection Arcanto, Surface: Lava Grey matt | Geberit
Lissé | Dornbracht





Collection Arcanto, Surface: Lava Grey
matt | Geberit
Lissé | Dornbracht





Permanent bathroom transformation into a lifestyle room is the most powerful trend at this year's ISH. Organised by Messe Frankfurt and the German Sanitary Industry Association (Vereinigung Deutsche Sanitärwirtschaft, VDS), the 'Pop up my Bathroom' trend forum presents 'Colour Selection', showcasing current colour trends in interior design and showing how these create new possibilities for the sanitary sector. Jens J. Wischmann, General Manager of the German Sanitation Industry Association (VDS), explains why colour is such an important topic for the next evolutionary step in bathroom design and defines the possibilities arising from the new openness for colour and lifestyle.

For the ISH 2019 the VDS is making colour the key theme of its 'Pop up my Bathroom' trend forum. Why? Colour is a key theme across the whole field of interior design – with a broad spectrum of different colour options from plain colours to a predominance of pattern. Only in the bathroom is there a reluctance to look at colour. We think it is now time to get behind those in our industry who show the courage to embrace colour as a topic in itself – and not just for accessories! Ultimately, the bathroom has become a room that calls for a sense of homeliness and personalisation.


Surely colour has always been part of the 'Pop up my Bathroom' shows?

Colour has been supplementary, but not a topic on its own. Over the last few years we have looked at the bathroom primarily in terms of its functionality and societal role. In 2015 the ISH's 'Pop up my Bathroom' trend forum took the slogan 'free bathroom' to focus on the concept of a cross-generational bathroom, while at the ISH in 2017 the main, so-called mega-trend was 'bathroom personalisation'. This year we describe the transformation of the bathroom into a lifestyle space – according to aesthetic criteria.

With design focussing increasingly on making the bathroom a homely space, why is colour so important in this respect?

White is still by far the dominant colour in existing bathrooms. Over the last few years colour choice has tended to stay with tradition. If in doubt building owners choose a neutral colour scheme to avoid the risk that a colour is quick to go out of fashion. On top of this, the bathroom is for certain the room that is the least frequently redecorated and refurbished. 1970s bathrooms often had an overabundance of intense colours with almost every bathroom interior matched to just one single colour such as Bahama beige. Today, the buzzword is variety, so-called mix and match, reflecting a change in interior design and an increase in expectations vis-à-vis the modern bathroom.

“COLOUR IS THE DOOR OPENER TO THE LIFESTYLE BATHROOM.”



JENS J. WISCHMANN

How do you stop and / or solve this fixation with white?

We are not looking to stop anything at all. Yes, white is a fashion colour, just like black. The trick is to find a balance between embracing current trends and choosing colour schemes that have long-lasting appeal. Over the last few years we have seen change across the world with suppliers promoting a range of sanitary products on a mix and match basis. Building owners can create their ideal bathroom from a plethora of individual modules. Variety is also found in the different designs, surfaces and materials available with bathroom designers, architects, interior designers and even trades people being able to create a fully harmonised design concept for their customers. To meet this objective it goes without saying that colour has a part to play in the bathroom.

Does this make bathroom planning more complicated?

Designing and fitting a bathroom, like a kitchen, is without doubt the most complicated project in the home. You need to coordinate different trades and plumbing fixtures require fixed installation. Nevertheless, users express a strong wish for a bathroom to have an appeal of its own, which increasingly requires bathroom designers to embrace the lifestyle aspect in relation to colours, materials, architectural and, of course, also lighting design.

What is the role of lighting in bathroom design?

Light plays a big part in our daily life – primarily in relation to well-being. Different phases of bathroom use require different lighting solutions: quick use in the morning, perhaps a more leisurely time spent in the evening, while at night you only need to find the toilet. Indeed, it is amazing the effect lighting has on a bathroom and its design! As a result, there is much to consider when designing intelligent lighting in the context of a lifestyle bathroom, including the use of emotional or functional lighting, having bright lighting for ergonomically critical places or the incorporation of natural light.

What kind of colour trends can we expect to see in the bathroom of the future?

We have identified twelve current colour trends that we bring together and describe in our 'Pop up my Bathroom' trend show. Our most important finding: When colour plays an important role in a lifestyle bathroom as an element of the overall design, a basic colour or colour combination must have precedence. A colour collage is created – and all other materials and surfaces must buy into this basic theme in a harmonious, unified look.

Is there a bathroom 'colour of the year'?

We have absolutely no intention of making such a pronouncement. At 'Pop up my Bathroom' we show the most important and current possibilities for bathroom design and see ourselves as providing ideas. The message we want to promote is: bathroom colour is no longer a taboo, but rather a door-opener to a lifestyle bathroom.



TREND 2

MODERN MEETS COSY

Brown hues are making a comeback

The bathroom increasingly feels like cosy living space and on-trend colours like petrol or ultraviolet can be used to reinforce that impression. But interior designers tend to favour natural colours, which are both warmer and more neutral – the kind of colours that are mainly found in the palette of brown and sand hues.

However, the new shades of brown have nothing to do with the old familiar colour known as Bahama Beige – on the contrary: the browns available nowadays add up to a thoroughly modern world of colour. Because similarly to grey, there's just one simple rule: anything goes – as long as it's not boring or devoid of nuance. The secret lies in the subtle tints and shades. Brown can contain hints of mud, clay or terracotta, olive, bronze or rust, pine forest or cedarwood, powder or taupe – the possibilities are endless.



A shower in 17 colours, 20 dimensions, three surfaces and five design panels offers around 5,000 possibilities for individual bathroom planning. The Kaldewei Nexsys combines the best of both worlds - all the advantages of an enamelled shower area and the modern design of a gutter shower (Photo: Kaldewei).



A brown ambience helps us unwind and feel secure. And as long as the muted shades don't make the colour scheme seem too oppressive – splashes of orange, blackberry or white are a good antidote – there's no reason why brown or beige can't be used to create a modern interior.

Miena, Colour prairie beige matt | Kaldewei
Axor MyEdition, Chrome/Wood | Axor/Hansgrohe



But the classic browns, from chocolate to nougat to caramel, are also being used again, making an unabashed appearance alongside blackberry and petrol. Thanks to the 70s revival and a more open-minded view of this classic furnishing colour, living rooms and home offices are being decked out in colours ranging from winter-warm shades all the way to beach grass hues. When it comes to sofas, beige is the neutral on-trend alternative to bolder red, elegant green and warm to pastel coral shades.

Thanks to its wealth of nuances, brown is also ideal for tone-on-tone arrangements. It's unbeatable for creating a snug and cosy feel. A brown ambience helps us unwind and feel secure. And as long as the muted shades don't make the colour scheme seem too oppressive – splashes of orange, blackberry or white are a good antidote – there's no reason why brown or beige can't be used to create a modern interior.

There are two main options for interpreting brown in a contemporary way: either as a colour spectrum inspired by nature, often used in combination with natural materials to create a harmonious colour space, or as an artistic reference to historic styles. Matt surfaces are a popular choice for underscoring the fresh, natural look. And when it comes to materials, wood tops the list of frontrunners for creating a bathroom with a snug feel. Whether it's used for the wall, the countertops or the floor, there's a perennial favourite for conjuring up a pleasant, feel-good atmosphere: oak, preferably with a finish that reflects the current trend towards a light ambience. On the other hand,

elegant arrangements featuring darker wood hues from cognac all the way to bog oak are coming in again, especially among the avant garde. In this case, the brown colour scale is used in an emphatically upmarket way to add a hint of art deco and luxury to the modernist bathroom.

Furniture that creates a natural ambience for use in the bathroom

of such simulations: from stone, marble or wood effects all the way to fabric textures, anything is possible – without looking the slightest bit artificial.

Shower trays, floor tiles or splashbacks printed to look like wood, fittings with wood inlays or countertops made of composites skilfully imitate nature and combine it with the positive mate-

#cosiness #homing
 #beige #wood #sandy
 shades #nature
 #atmosphere #solid wood
 #matt #sustainability
 #feel-good atmosphere
 #lifestyle #imitations

Solid wood furniture doesn't just create a snug and cosy atmosphere in the living room, it's an ideal choice for the hallway and bathroom too. However, the fluctuations in temperature and humidity these rooms are subject to can have a negative impact on the furniture. To ensure the solid wood is perfectly protected, the surfaces of bathroom furniture are finished with an eco-friendly water-based varnish, which not only gives it a perfect look and feel but makes it resistant to high humidity as well. Alternatively, bathroom manufacturers also offer an abundance of innovative and top-quality finishes that imitate nature almost perfectly. Regardless of the specific style, the question as to which materials to use is often resolved by means

rial properties of the established product canon. Up-to-the-minute brown hues can transform any bathroom into a lifestyle space, especially when combined with suitable accessories in complementary accent colours – like the petrol shade mentioned above, turquoise, orange, a beige-tinted dusky pink (or Millennial Pink as it's now called), ultraviolet or the odd dash of mustard, which looks great with olive and brown shades.



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UP
MY
BATHROOM
GOLD

TREND 3

Gold

A hint of luxury: gold adds gleaming highlights

Gold is one of the most precious metals of all – and as a finish and colour, it's currently a firm favourite for creating an interior design with a lavish, sumptuous touch. In the bathroom, gold and marble add up to a dream team that had long been written off but actually looks surprisingly modern.

Gold and fashion – up until now, the two have always seemed inconsistent. After all, gold is genuine, fashion is transient – in fact it often even imitates the genuine.

In the interiors market, the position gold currently occupies as a colour is somewhere in between: after a long phase of white, chrome and stainless steel, gold's authenticity and warm aesthetic have made it attractive for the trend-savvy product and interior design sectors again – with the result that gold is coming back into vogue in the high-end segment too, from classic concepts all the way to modern and sustainable design. Gold is becoming the common denominator in both fashionable and classic lifestyles.

In the bathroom too, gold has always been a symbol of luxury and prestige.



A hint of luxury: gold is becoming an absolute highlight in bathroom design. (Photo: Villeroy & Boch)



When it comes to the sanitaryware, fittings and accessories with a corresponding finish are a great way to create a variation of the lifestyle bathroom with gold accents. Washbasins are also available in different shades of gold.

Collection Tara, Surface Cyprum |
Dornbracht

Opulent luxury: the prestige bathroom



Even in the days of ancient Rome, wealthy citizens scooped the water for their morning ablutions out of a gold-rimmed bowl. Then there's brass – a related colour that's also very much on trend right now, and a commonly used material in traditional bathrooms. There's great demand for metal surfaces in general, of course, and in the bathroom it's mainly met by fittings and accessories, which are now available with all sorts of metal finishes thanks to the new processes manufacturers are using. But while platinum and copper are also popular, gold is in a different league: where bathroom design is concerned, it's becoming an absolute highlight. There are two approaches to using this on-trend colour and finish, depending on which effect you want to achieve: sumptuous luxury or simple beauty.

Opulent luxury: the prestige bathroom

Besides washbasin basins that are occasionally even coated with real gold leaf, wall coverings are also a good way of bringing the precious metal into play in the form of special wallpapers or paints that create the velvety shimmer and subtly textured look of pure gold. Tiles are also available with the precious metal: as a rule, they imitate the effect of gold, and patterned tiles with real gold plating only come into question if the budget allows. But whether customers opt for a warm gleam, a cool glint or a sophisticated shimmer, gold tiles are ideal for making a grand or subtle statement and the perfect eye-catcher for white bathrooms. They come as a shimmering mosaic or with sumptuous patterns – in addition to floral motifs, fluid and geometric designs are also available.

Pyramid-shaped tiles with a 3D effect can also be used to underscore the valuable look and feel.

Simple beauty: less is more

However, just like the real precious metal, gold surfaces make the greatest impact when they're not overused. Gold is never the sole colour in the interior design concept; instead, it's often used


Furnishing items from other parts of the home with gold accents or brass frames and trims can also be used to underscore the bathroom's upmarket ambience. Because there's a demand for various shades of gold in all interior categories right now, a wide range of home textiles, armchairs, consoles, shelving and side tables is available to add the

#luxury #marble #Edel
#opulence #metal
#mosaics #geometry
#gold leaf #prestigious
#brass #accent
#simplicity #gold-rimmed #accessories
#tiles #mirrors

in conjunction with black or dark shades of green and blue. But combinations with light, natural colours, grey and – surprise: delicate pink! – also make for a successful bathroom design. Another perfect mix can be achieved by combining gold with predominantly white marble with subtle black veining.

When it comes to the sanitaryware, fittings and accessories with a corresponding finish are a great way to create a variation of the lifestyle bathroom with gold accents. Washbasins are also available in different shades of gold. Placing basins on pedestals to create a gallery-like character is a popular option right now. Even gold-effect furniture fronts will be on show at the ISH 2019.

finishing touches to the lifestyle bathroom. Round mirrors with gold or brass frames are particularly popular at the moment, and there's an abundance of accessories like gold-rimmed ceramic or porcelain containers, metal boxes, vases and bowls or vintage items such as gold picture frames or brass knobs for drawers.




BLACK IS ALWAYS A COOL CHOICE

**From the washbasin to stylish accessories:
an upmarket look for the black bathroom**

With the trend towards matt finishes, a neutral colour that was long limited to high gloss is gaining depth and topicality again: black. Nothing looks more upmarket or provides such an ideal background for colourful highlights.

What's more, black goes well with white too – a simple fact that means this on-trend colour isn't just compatible with modern architecture and puristic styling, it's easy to implement in bathroom design and looks extremely elegant too. As a result, the current interior design trend towards black, which is taking hold all the way into the bathroom and looks fantastic with the popular concrete and metal look, is extremely appealing – and not just for men.



Here's a statement: a black bathroom!
Washbasins, fittings (Dornbracht) and
accessories form an interesting contrast
to the marble wall and floor design.
(Photo: Alape)

AN EXPRESSION OF INDIVIDUALITY

What a statement: a black bathroom! It seems as if the on-trend white-on-white look (not to be confused with conventional bathrooms tiled in monotonous white, simply for lack of a better idea) is facing serious competition in the form of black-on-black – paired, of course, with highlights in white, gold or other snazzy colours. While individual components have always been chosen in black occasionally, it can now happily be used for several elements in the modern lifestyle bathroom. Although black can look decidedly cosy when used as the dominant colour in combination with wood, the black lifestyle bathroom has nothing to do with the cosy, Scandinavian-style ambience that has seemed to pervade every area of interior design over the last few years. On the contrary: it's not about lightness, it's about a sophisticated lifestyle.

A counter-trend to Scandinavian design

The trend comes from the interiors sector and is finding a growing number of fans in the bathroom too, because black looks upmarket, elegant and modern all at once. Mixed with white, black or particularly trendy green marble and leather, black is a tasteful classic, whereas when it's combined with painted metal furniture, wood and concrete it's an ideal companion for the industrial style. And thanks to the perfection of new production processes, even fittings manufacturers can accommodate demand and are now offering a choice of dark shades that ranges all the way to deep black. From black shower enclosures and black bathroom furniture to floor-standing wash-



Bathtubs or washbasins made of steel enamel provide a very special foundation for the dark colour.

Washbasin WT.RX325.KE,
 Colour: Black | Alape
 Assist | Alape
 Meta.02, Surface Black | Dornbracht



stands in black enamelled steel, almost every bathroom product is now available in this classic "non-colour". And the addition of a few splashes of colour – the bolder the better – sets the black bathroom off to perfection. Just like white, black is available in a vast array of different nuances. But even a design in one consistent shade of black can be given a certain *je ne sais quoi* by combining matt and glossy surfaces. And by the way: the simple charms of black don't only appeal to men – the very deliberate distinction to the light colours favoured by the mainstream is something any fan of black will appreciate. Because for some people, the lightness of the Scandinavian style, no matter how coolly it's implemented, eventually becomes unbearable. And a black lifestyle bathroom – in combination with white, with bold splashes of colour or pure – is guaranteed to heal aesthetic anguish.

From the washbasin to stylish accessories: an upmarket look for the black bathroom

But black doesn't look cool and clean *per se*, as numerous examples of natural wood furniture and surprisingly cosy interior designs in black go to show. In fact, it can even be a great choice for a quaint country style. The kitchen isn't the only setting where cheerful black furniture fronts can conjure a cosy atmosphere out of a crisp, clean look. As a result, black has long ceased to be an inside tip for interior designers and ambitious bathroom planners in search of a versatile colour option. From country style all the way to elegant, the possibilities for interpreting this on-trend colour are

virtually endless – which is why you won't have to go far to find it in the product portfolios of the major sanitaryware brands, who offer a wide range of corresponding finishes for almost every collection – from matt black to black oak to high gloss black.

Even the most puristic design looks refined in black

Reducing the complex world to fundamental, manageable structures is a tried-and-tested survival strategy that can provide aesthetic orientation as well. This puristic concept finds expression in a clear, straightforward interior design of the kind that can be ideally implemented with black standalone furniture or washbasins. Bathtubs or washbasins made of steel enamel provide a very special foundation for the dark colour. And metal accessories in general – like a towel rack casually leaned against the wall – are a must-have in any black-based bathroom. Just a few fascinating accents like an attractive lamp or a surface that gleams like piano gloss can transform any garage, former factory or loft with a view of the park into the kind of luxurious bathroom ambience that many people with an urban lifestyle dream of. Because wherever they are, they like to combine practicality with comfort and convenience – and are reluctant to tolerate restrictions in the form of technical obstacles.

#contrasts #elegant #upmarket **#country style**
 #modern #high gloss #matt #metal **#washbasin**
 #fittings #accessories #bathtub #minimalistic
#industrial style #architecture **#on-trend colour**



Washbasin WT.RX325.KE,
Colour: Black | Alape
Assist | Alape
Meta.02, Surface Black | Dornbracht

Strap Mirror | Hay
Elephant Four Legs Outdoor | Kiristalia



Bathrooms like paintings

In colour theory, “chroma” represents the purity of a colour’s hue. Accordingly, the purest colours are the spectral colours, which have maximum saturation – the kind of colours children love drawing and painting with. Family and preschool bathrooms vary this vibrant look to create a pleasant atmosphere that appeals to the respective target group.

Right now, bright colours are being very deliberately used as a design element for lifestyle bathrooms. This approach means turning traditional visual habits upside down and working with several very dominant colours. Colour gradients? Forget it! Instead, bold colours and contrasts are used to make a clear statement that advocates more optimism in life. And while the bright bathroom might look playful, it’s definitely not naive. Instead, it represents an act of defiance in the face of miserable prospects, the kind of “when-if-not-now” attitude that’s emerging in creative circles and expressing itself in the form of unaccustomed and totally uninhibited combinations of colours and patterns – especially in the fashion world. But trendy and original colours will make themselves felt in the bathroom too – and in this trend, it’s primary colours that set the agenda. Besides intense shades of red, yellow, green and blue, that also includes options like warm orange, mysterious violet and smart amber yellow.

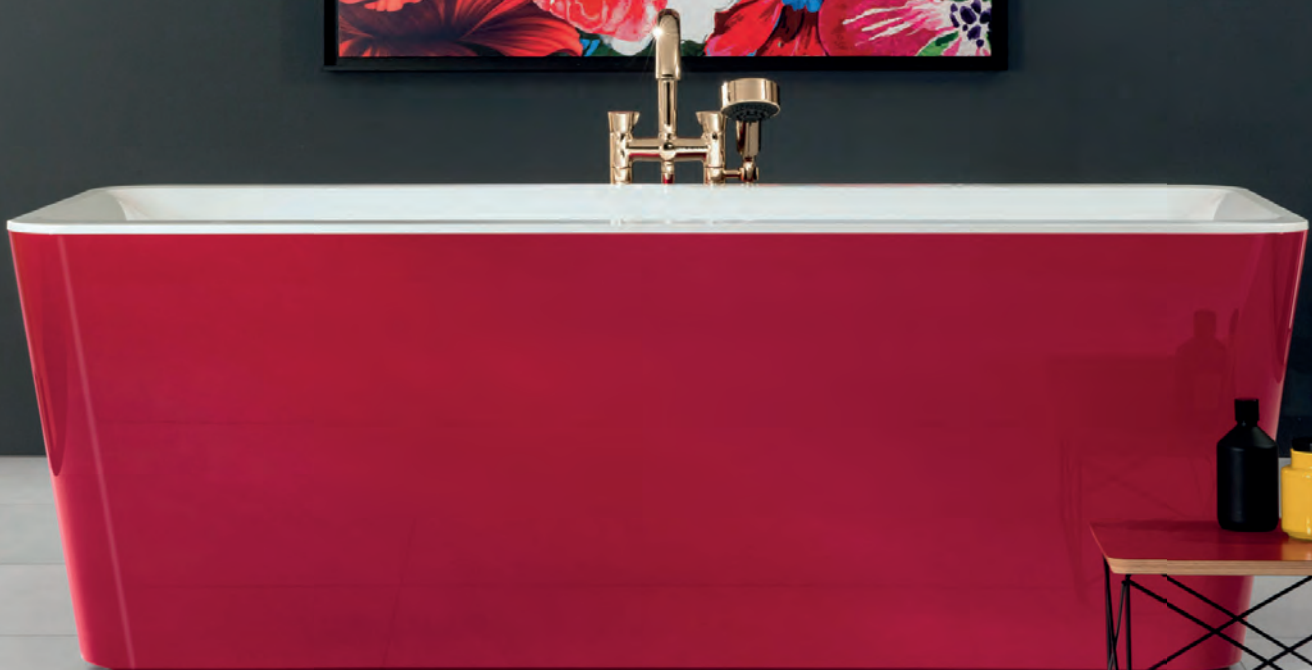
TREND 5

coloured

**Design in splashes of vibrant colour:
a bright bathroom for free thinkers**



A bold colour can accentuate an important piece of sanitaryware and turn it into the eye-catcher of the new bathroom design. And nowadays bathtubs and shower trays can even be ordered in customised shades. (Photo: Villeroy & Boch)





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Collection Finion, Colour Yellow (inside Black) | Villeroy & Boch

Just, Surface Chrome | Villeroy & Boch

Week-End Bank, Yellow (RAL 1016) | Petite Friture

Design for everyone – the brightly coloured family bathroom



Bathrooms like paintings: avant-garde statements in pure colour

It's pure chance that the new appetite for colour contrasts happens to coincide with the 100th anniversary of the Bauhaus movement. Even so, this parallel shows that there's a tradition of restricting the palette to primary colours and using them for architecture and product design among the avant-garde. Today such circles seem to have grown tired of minimalistic uniformity in white or black and of thematically overloaded colour harmonies based on Scandinavian naturalness, millennial pink or earth colours with an ethno touch. Instead, they are taking their inspiration from Bauhaus colours or Mondrian's paintings, breaking the primary colours down into modern variations and using them in bold combinations of block colours set against neutral backgrounds – red in front of a green-tiled backsplash, yellow in front of a dark grey wall, stainless steel on lime green floor tiles and white ceramic on a deep blue table.

Design for everyone – the brightly coloured family bathroom

All sorts of things people need for their personal hygiene and grooming routines accumulate in the bathroom – especially when it's used by the whole family. Colour can help by serving as an intuitive organising factor, and the bright colours add a modern touch to the bathroom as well. Colours tend to have meaning for people because they're often linked with memories. Fresh, modern colours tell new bathroom stories, and families aren't the only ones who stand to benefit from a bright, colourful look paired with sanitaryware that speaks a straightforward and functional design language. Design for everyone is the motto here.

Colour mosaics for furniture, walls and floors

It's also possible to create the modern impression of a bright, varied mix by choosing furniture finishes consisting of small, mosaic-like pieces. The eye puts the little puzzle pieces together and perceives an intriguing but harmonious overall effect. That's why mosaic tiles are still a popular

choice for decorating bathrooms – although as an eye-catcher they should be reserved for one main wall or the floor, where they can also perform the function of marking out a particular zone such as the area around the toilet.

#loud colours #strong contrasts #family #vibrant #design for everyone #transparency #in combination with white #multicoloured #avant garde #blocks of colour #modern

choice for decorating bathrooms – although as an eye-catcher they should be reserved for one main wall or the floor, where they can also perform the function of marking out a particular zone such as the area around the toilet.

Embracing colour – bright bathrooms lift the spirits

The avant-garde doesn't have the monopoly on this bold new approach to colour – bright design concepts also have their fans in the mainstream, among people who welcome the departure from the clean look. In this segment, it's personal preferences and fashionable styles that decide on the colour combination, which should exude optimism and ensure individuality. However, caution is called for when it comes to upbeat combinations: it's a

Using white or on-trend grey as the basic colour creates the perfect background for showing off an individual palette to perfection. Blue, red and yellow are positive colours that help get the day off to a dynamic start – and look all the more vibrant when contrasted with black.

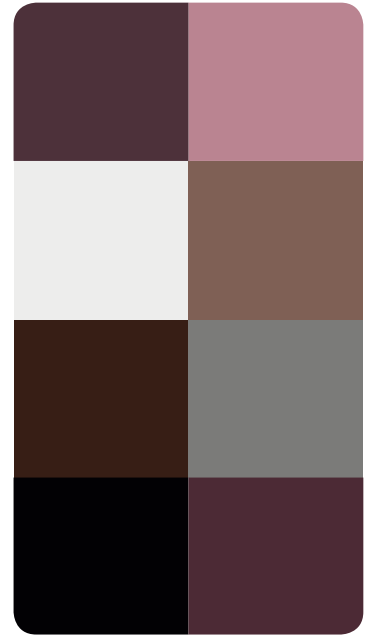
The ISH 2019 will already be showing bathrooms in provocative colours – from ceramic washbasins in loud shades all the way to transparent bathroom furniture in blue and green: a top bathroom trend.

TREND 6

COLOUR
HARMONIES
CREATE
ATMOSPHERE



Photo : Keuco



Anybody who wants a suspenseful colour combination without the loudness of the bright bathroom should consider trying the ultimate discipline of colourful bathroom design: the combination of several colours to create a harmonious overall effect.

A bathroom design based on harmonious colour combinations is nothing less than a little work of art in which colour chords and colour harmonies create the impression of a meticulously composed overall concept that leaves nothing to chance – a picture of perfection that can express warmth, freshness, coolness or elegance depending on the main colour and the key selected. A production in major or minor key in which every splash of colour, every piece of wood and every towel has to be a perfect fit with the composition as a whole.

For aesthetes who see their home as an expression of their individual lifestyle and enjoy using colour to decorate, a bathroom designed in colour harmonies is ideal. Those who also like re-decorating or redesigning their bathroom on a regular basis

should keep the furnishings as neutral as possible, regardless of whether they opt for dark or light shades. But for a truly perfect result, a keynote colour that fits in with the overall concept should be chosen both for the bathroom furniture and the ceramic, stainless steel or mineral cast sanitaryware, which is available in quite a variety of colours nowadays. The resulting bathroom will be a gem that enhances any home. Examples can be found in professionally designed hotels and restaurants, whose bathrooms are often extremely elegant or based on a certain theme. Anybody who wants to replicate this effect at home is well advised to model their design on existing examples or seek professional advice.

Chords and harmonies should both feature one main colour that sets the tone

Colour chords, i.e. combinations of several colours of the same intensity and quality, are probably the most challenging option – but also the most individual. This could take the form of, say, a mustard yellow sofa with blue and putty-coloured cushions set against a blue wall. Like fashion,

such colour chords are a matter of taste, and they tend to meet with a far more enthusiastic reception elsewhere in the interiors segment than they do in the bathroom. But when they're done right, they create a subtle, tasteful, multicoloured look that turns any bathroom into a highly original gem. Still, when it comes to bathroom design, arrangements that comply with certain types of colour harmony tend to meet with greater consensus. Colour harmonies can be created out of neighbouring hues (e.g. blues and greens), by using only "cool" colours (like blues and violets) or only "warm" shades (orange, yellow, red) or by combining chromatic and achromatic colours (e.g. various shades of blue combined with several shades of taupe and grey). The goal is to achieve an optimally balanced composition that is perceived as pleasant, and the colours are usually selected on the basis of colour wheels or colour cubes.

Colour chords and colour harmonies are possible in all colour ranges. What's important when it comes to designing a bathroom is that one colour sets the tone while



A bathroom design based on harmonious colour combinations is nothing less than a little work of art in which colour chords and colour harmonies create the impression of a meticulously composed overall concept that leaves nothing to chance – a picture of perfection that can express warmth, freshness, coolness or elegance depending on the main colour and the key selected.



#harmony #interior design
#colour concept #colour combinations #finishes
 #materials #colour chords
 #collage technique **#colour nuance** #individualisation
 #material mix **#taste**

three to four others are used to underpin the harmonious impression. Every single nuance matters, and choosing the right products and materials is extremely challenging for the bathroom planner. Various programs and apps are available for helping with the selection of suitable colours (e.g. Capture CC from Adobe or Colourpin II from NCS).

The collage technique: the secret to perfectly coordinated colour harmonies

The challenge for ambitious bathroom planners lies in putting the right combination together out of the almost endless array of colours and finishes available from sanitaryware manufacturers. The collage technique is a great way to test the combined effect of different materials, fabrics and matt and glossy finishes. It involves arranging all the main components, colours and materials of the new bathroom on a small space (e.g.

A3 size) so as to give the future user an impression of what his new room's colour scheme will look like. Many sanitaryware companies offer a sample service so that the selected colours can be assessed in real surroundings. The lighting situation also has a considerable impact on the overall impression: colours and finishes look different depending on whether they're seen in natural or artificial light or a mixture of both. The sanitaryware producers themselves also serve as a source of inspiration. Their numerous sample scenarios provide a good overview of contemporary bathroom design and the layouts can often be transferred to a different architectural setting. The ISH 2019 will also be featuring creative and harmonious scenarios – along with lots of new colours for the private spa.



An explosion of colour for modern bathrooms: The perception of the RGB colour space is created by mixing the three additive primary colours red, blue and green. The same mixing principle characterises burgbad's new collection – which is how it came by its name. The semi-transparent furniture elements of the rgb range enter into a dialogue with the space and create new colour impressions depending on the lighting conditions. Whether the room is illuminated by daylight, task lighting or LED-generated lighting scenarios, rgb glows in brilliant colours and reflects the light in all sorts of different shades. (Photo: Gerhardt Kellerman; burgbad)

TREND 7

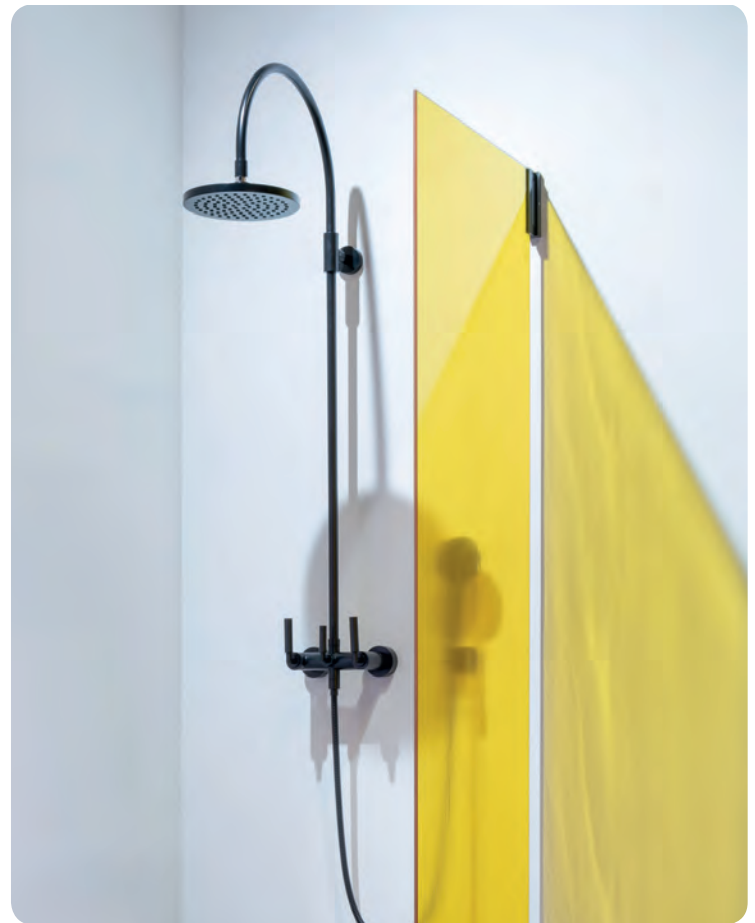
Bathing

Tone-on-Tone

Tone-on-tone concepts bring a sense of serenity to the bathroom even when bold colours are used.

Tone-on-tone concepts bring a sense of serenity to the bathroom even when bold colours are used. But even though one colour dominates the colour scheme, a monochromatic interior design is rarely confined to the homogeneous use of a single colour; instead, the surfaces are graduated in different shades and nuances of one hue. Even without contrasts, this gives rise to a subtly differentiated impression of depth that is extremely expressive thanks to the monochromatic palette. A change of materials can also be used for gradation – be it a certain shade of stone or wood that harmonises particularly well with the basic colour or a different surface texture that results in deeper shading. Tone-on-tone concepts are a tried-and-trusted design concept in fashion too, where simply using several different materials is enough to create elegant ensembles, for instance by combining wool,

Transparent volume: creating a sense of order with monochrome effects regardless of what's kept behind the wide-opening hinged doors, the semi-transparent, coloured glass filters out all other colours so that only monochrome outlines are visible. Thanks to this effect, the items stored inside the furniture remain visible but look tidy and homogeneous. (Photo right: Constantin Meyer; burgbad)



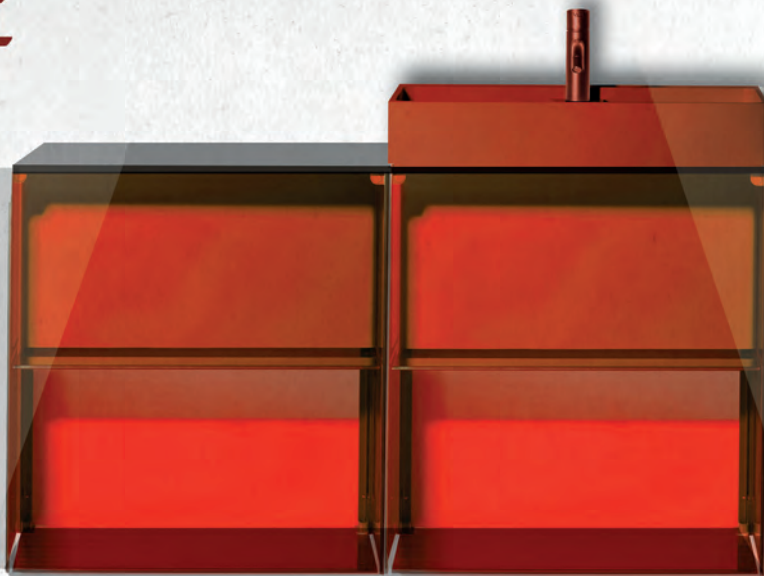
#monochrome #outline
#ground colour #fashion **#light**
#colour gradient

patent leather and leather in one and the same shade. By contrast, the focus in interior design is on achieving the necessary differentiation between surfaces. And because smooth, uninterrupted surfaces are playing a prominent role in interior design right now, with detailed products being contrasted with large expanses of colour, tone-on-tone concepts are currently very much on trend, especially in kitchen design. This colour trend can therefore be recommended for the bathroom too, especially when a modern look is required, because colour gradations can create differentiation and an impression of depth even in smaller rooms. A blue bathroom, for instance, can play with different shades of blue without being a strain on the eyes; even so, it will create the impression of a completely blue room as long as there are no stark deviations or brightness contrasts as compared with the main colour. The result is like “a blue grotto”, “a green jungle”, “a pink powder compact” or “white infinity”, but nevertheless rich in spatial differentiation – and in view of the sensory overload we’re confronted with in our everyday lives, the effect is a veritable tonic for the soul.



POP
UP
MY
BATHROOM
TONE-IN

OM I-TONE



And because smooth, uninterrupted surfaces are playing a prominent role in interior design right now, with detailed products being contrasted with large expanses of colour, tone-on-tone concepts are currently very much on trend. The avant garde and Bauhaus fans tend to opt for primary colours contrasted with neutral backgrounds like grey or white, whereas those who prefer a cosier feel will choose a nuance of the basic colour for the background too and use tints and materials for differentiation.



TREND 8

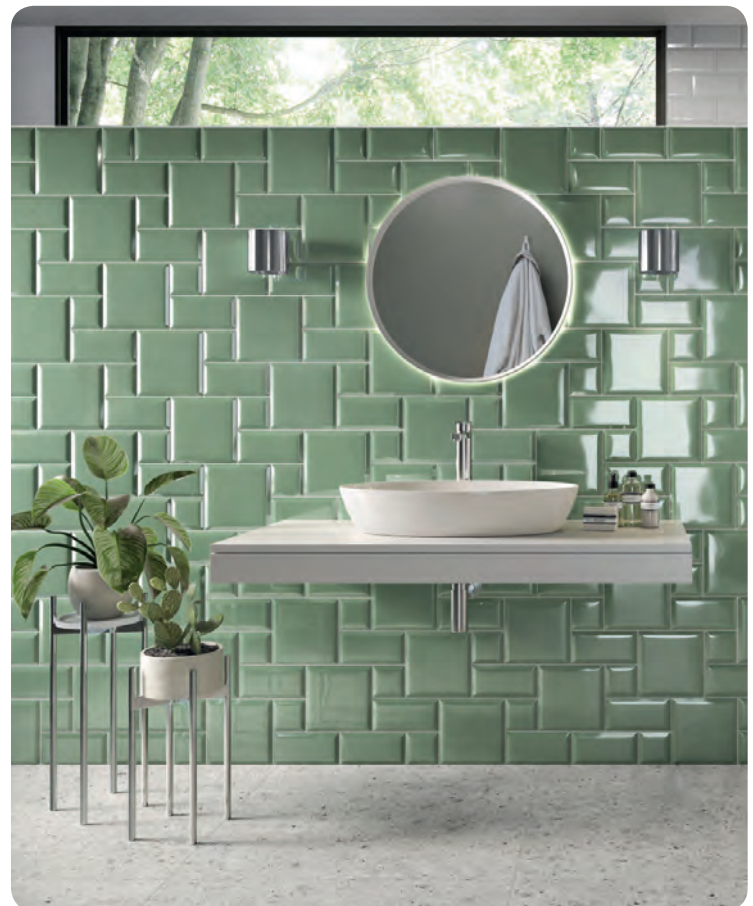
Green

An insider tip for creative bathroom design: the green oasis

Two developments are fostering the trend towards a bathroom dipped in green. Firstly, the longing for natural surroundings in which nature is perceptible as humankind's primordial home. And secondly, green is a trending colour that creates a wonderful mood – especially when combined with plants. What's more, a combination of different shades of green is relatively unproblematic.

Solitaires like a freestanding bathtub can be used to make a statement, and the colour space can range from a mysterious dark green for an upmarket, comfortable bathroom all the way to a fresh May green – a great choice for young families. What's more, green is an excellent basis for telling intriguing stories, for instance when combined with big patterns, floral wallpapers, photo wallpapers and a little jungle of plants that will add an exotic touch to any bathroom.

Whether it's because the colour reminds us of nature, which we've learned to regard as an idyll, or because evolutionary biology has taught us to associate it with food and cover – for most people, green is both soothing and stimulating. A combination of different shades of green looks natural, and minor disharmonies aren't really perceived as disruptive because they're drowned out in the rustle



Dark green, mint green and celadon green are particularly attractive options for a timeless bathroom design. (Photo: Villeroy & Boch)



Sanitary rooms for children must be designed to be practical, easy care and safe. HEWI products for children are matched to the needs of their small users, whether in child day-care centres, kindergartens or schools. Cheerful colours create a child-friendly ambience. They are easy and safe to use and promote children's independence. HEWI products for children are particularly robust, easy to clean and have a hygienic surface.

Kids, Colour: Apple Green | HEWI
Eames Elephant | Vitra



of leaves, so to speak. Dark green, mint green and celadon green are particularly attractive options for a timeless bathroom design.

Sometimes almost transparent, sometimes opulent – green is a versatile option that looks just as good in the background as it does in the spotlight

When it's combined with bold colours, green looks distinctly exotic. At the same time, there's a tendency in interior design right now to use green as a trendy eye-catcher, but while it's easy enough to find a green sofa for the living room, the standard range of green sanitaryware is nowhere near as luxuriant as the jungle some would like to conjure up in their bathroom. It's easier to create the desired effect with a paint roller, tiles or textiles.

Those who opt for an upbeat look will find plenty of fresh green hues that look particularly young and family-friendly when combined with white and primary colours, whereas dark shades of green in combination with pink, cognac or ochre look more up-market. Lavish use of on-trend mint – for instance on the walls – in combination with dark green furniture or tiles also looks smart and adds a fresh, modern touch to the bathroom. It looks great when paired with white or black ceramic, as well as with black, gold or brass metal finishes.

Celadon – a greyish green named after Chinese pottery with an olive green to bluish grey glaze – has

become fashionable in the interiors sector in the last two years and is particularly suitable for the bathroom. It looks subtle and almost transparent, is evocative of glass and adds an ethereal touch. Wood keeps it down to earth, white makes it glow – an ideal combination, especially for small bathrooms. Celadon is too delicate for creating strong contrasts, but benefits from patterns and gleaming gold accents.

are therefore suitable for use in the bathroom – hanging ferns can be used to create a kind of wall and be incorporated into the green colour concept as a design element. Bromeliads are great for adding a splash of colour, and nothing beats orchids when it comes to adding the final touch to the lifestyle bathroom.

#ecology #nature
#fresh #on-trend colour
#sustainability
#environmental
awareness #forest
#meadow
#morning dew #wood
#plants #solid wood
#water-saving #recycling

Vegetation for the bathroom

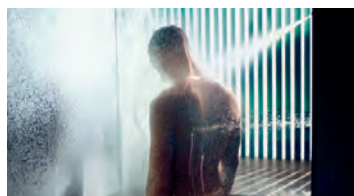
Plants are a great way to give green a boost and make the bathroom seem even cosier. There are plenty of suitable plants – those that thrive in warm, humid conditions will do particularly well in their new bathroom setting. Plants that absorb water via their leaves (e.g. tillandsias) are ideal for hanging baskets. Ferns also like subtropical conditions and

BATHROOM PLANNING TRENDS — ISH 2019

1

Health

The common thread running through this trend is blue: the water. Sebastian Kneipp's insights into its healing effects are enjoying renewed interest and being transferred to the modern bathroom. The shower in this trend bathroom, for instance, features a modern Kneipp hose for cold leg affusions. Showers with numerous jets and individually adjustable programmes for tense shoulders or tired thigh muscles are also available, and nowadays you can even turn your bathroom into a little spa just with the hand shower thanks to various spray patterns that provide all the pleasure of pure water at the push of a button. But that's not all: space-saving pieces of equipment for active health promotion like step machines, vibration plates, balance boards and exercise bands are finding their way into the Health Bathroom too.



Water is the "blue" thread in the new Health Bathroom: a Kneipp hose, showers with numerous jets or multifunctional hand showers get tired muscles moving again. (Photo: Markus Jans, Dornbracht)

2

Comfort

The furnishings in a modern bathroom don't need a lot of fancy gimmicks to convey a sense of luxury and ease. A level access shower, a shower toilet, a bathtub with an ergonomically sloped back or fittings that work at the push of a button, LED-illuminated mirror cabinets with storage space, optimal lighting and circadian light that's good for body and soul ... bathroom products have never been as convenient as they are today. Finding a separate place for the toilet or adding a guest toilet to keep the bathroom free of unpleasant odours also helps the bathroom be perceived as a room in its own right. Today, 46% of homes in Germany have a separate or guest toilet – a steep increase as compared to 2011 (40%).



The Comfort Bathroom – bathroom products have never been as convenient as they are today: storage space, intimate hygiene, ergonomic bathtubs, or water and individual lighting at the push of a button. (Photo: Keuco)

3

Ecology

When it comes to ecology, the bathroom has had an excellent track record for quite some time. Thanks to the optimisation of tap spouts and the jets on hand and overhead showers, the amount of water consumed by fittings has been reduced to a minimum. As for materials, premium sanitary ceramic permits mono-material recycling, while top-quality design extends the useful life of any bathroom sanitaryware. The growing trend towards natural materials for the bathroom walls and ceiling confirms the Ecological Bathroom's credentials once and for all.



Ecological Bathroom owners can practise sustainability on a daily basis: thanks to the optimisation of tap spouts and the jets on hand and overhead showers, the amount of water consumed by fittings has been reduced to a minimum. (Photo: Hansgrohe)

Bathrooms are experiencing a very special kind of update: "The bathroom is turning into a lifestyle space!"

Trends

What's on in the bathroom?

We love spending time at home – and that includes the bathroom too. Its overall design is becoming increasingly cosy and welcoming – and revealing the growing influence of general interior design trends in the process. At the same time, new technical developments are a must-have in the bathroom too.

It all stems from users' desire for a modern, lifestyle-friendly bathroom. Certainly in Germany, interest in a new bathroom is very strong. According to a current study by the German Sanitary Industry Association (Vereinigung Deutsche Sanitärwirtschaft e.V. [VDS]), 16.7 million Germans aged 18 or over are aiming to make bathroom-related changes or purchases by 2019. No fewer than 6.2 million are planning a complete or partial renovation, while the remaining 10.5 million want to replace individual items. The favourites for replacement include all products connected with the washbasin area, a level access shower (28%) and age-related alterations (20%).



A hint of luxury: gold is becoming an absolute highlight in bathroom design. (Photo: Geberit)

BATHROOM PLANNING TRENDS

ISH 2019



There's definitely no shortage of options for turning those plans into reality. Whether the goal is a family bathroom or a private spa, the level of equipment should be tailored to the users' personal needs. There's plenty of scope for the interior design too – the spectrum ranges from stylish minimalism all the way to snug and cosy furnishings with plenty of storage space and lots of surfaces for decorative items. "We're seeing an ongoing shift in the bathroom's significance within the hierarchy of rooms in the home," says Jens J. Wischmann, managing director of the VDS. "The bathroom is a place of intimacy and familiarity, and its design should uphold those values," continues Wischmann.

Trends towards some very different types of bathroom are apparent right now, although their characteristic features can of course be combined in various ways. Nevertheless, these on-trend bathrooms definitely provide useful orientation – and, from 11 – 15 March 2019, will be setting the course for modern bathroom design at the ISH 2019 in Frankfurt, the world's leading trade fair and international gathering place for the sector, where the focus is on the responsible management of water and energy in buildings.

What else is going on: a wealth of invisible and illuminating ideas

There's a lot happening "behind the wall" in the bathroom too. In addition to increasingly better technical possibilities for soundproofing, the way water is dispensed in the house is also changing as digitalisation advances. The benefit: precise flow control and temperature regulation of the water used for the washbasin, shower and bathtub.

Lighting is another area that's producing an abundance of innovations for the bathroom. It looks set to become one of the trending topics – especially as the new developments we can expect make a strong impact and are guaranteed to attract attention. Besides providing functional light for all sorts of different needs, professional lighting design can also underscore the snug character of a bathroom by creating decorative effects as well.

"Today the Germans spend an average of 40 minutes per day in the bathroom – and counting. That's why the ISH 2019 will be showcasing a lot of innovations that considerably enhance the quality of the time we spend there," says Jens J. Wischmann. "The bathroom is turning into a lifestyle space!"

Lots of storage space in the Small Bathroom: it might be small, but it's stunning too – thanks to an abundance of hi-tech and convenient solutions. (Photo: burgbad)

4

Hygienic

In Asia, shower toilets are more or less par for the course in any modern bathroom and are becoming increasingly widespread in Europe too. Hotels first acquainted us with the shower toilet, and word of the good feeling and convenient hygiene it provides is spreading rapidly. At the same time, sanitaryware manufacturers have developed rimless toilets that are considerably easier to clean than conventional models. And there are also innovative finishes for ceramic sanitaryware, shower trays and shower enclosures that are designed for easy maintenance and prevent the build-up of bacteria.



The shower toilet is starting to play an increasingly important role in northern Europe too: the Hygiene Bathroom is all about convenient hygiene for the entire family – rimless toilets, innovative finishes and touchless products transform the private bathroom into an intimate private spa. (Photo: Geberit)

5

Lifestyle

As bathroom architecture opens up to lifestyle spaces and enhanced functions turn it into a private spa, the bathroom is experiencing a very special kind of update. Its snug features, innovative products and larger size are increasing both the amount and the quality of the time we spend in the bathroom: a megatrend.



The snug features, innovative products and larger size of the Snug Bathroom are increasing both the amount and the quality of the time users spend in it: a megatrend. (Photo: Duravit)

6

Ergonomics

It's often the little things that make day-to-day life in the bathroom easier. It might be a stool for the kids so that they can finally play with the water from the tap, a level access shower or even a special fitting with a hidden hose for washing long hair over the washbasin. The fittings work at the push of a button and the water temperature can be adjusted with spot-on precision. Ensuring a bathroom is suitable for users of any age (universal design) plays a crucial role in the development of these products.



Ensuring a bathroom is suitable for users of any age (universal design) plays a crucial role in the development of products for the Practical Bathroom. (Photo: Hansa)



POP UP MY BATHROOM PASTEL



P



Photo : Bette

#mint #pink #tiles
 #bright #modern #small
 bathrooms #sample
 without value #optimism
 #female #warm tones

TREND 9

PASTEL SHADES

Modern, feminine, cosy and trendy

Pastel shades are a big interior design trend right now - mint, pale pink or light blue look welcoming and can be used to create colour accents. Pastel bathrooms conjure up a pretty new world – sometimes trendy, sometimes fanciful, but always with a dash of escapism. In short, they're a great place to start the day!

Combining pink with brown elements – perhaps a light wood floor or tiles – underscores the cosy look. In the bathroom, these modern-looking colours are mainly used for the outer surfaces of bathtubs or washbowl basins. But the wall behind the vanity unit is also a great canvas for giving the bathroom a fresh boost. Light pastel shades are particularly suitable for small bathrooms because they make the space seem

bigger, especially when paired with large-format tiles and plain walls. The effect works particularly well with grey, which is no doubt why the combination of pink and grey – often bordering on silver – is probably one of the most popular colour harmonies for the bathroom right now. And powdery dusky pink used in conjunction with white and grey is nothing short of romantic.

TREND 10

IT'S ALL IN THE MIX: GREIGE

The mixture of grey and light brown

These days, it's impossible to imagine the colour palette of modern architecture and interior design without it: greige evokes nature and country houses, but it also looks a bit like the floor of a New York loft apartment. It goes just as well with a playful vintage look as it does with a minimalistic industrial style.

The neologism greige is an amalgamation of grey and beige, and thus stands for the dominant colour principle in this bathroom trend: a composite colour as a modern, neutral basic shade with an extremely harmonising effect. Greige exemplifies a category of colours that enter into a permanent alliance with a second colour and create something new. Just as greige is made by mixing grey with light brown, it's also possible to mix grey with blue (which tends to result in a cooler look). The positive attributes of greige can be put to particularly good use when designing a cosy bathroom. And if the furniture finishes are perfectly coordinated with the walls and floor, the overall effect is as modern as it is snug. Like grey, greige therefore has what it takes to become the new white in bathroom design.

Photo (right): Hansgrohe

#industrial style #Lofts
#Micro-Living #on-trend
colour
#minimalistic
#architecture
#tiles #brown #grey
#Urban



Screed, stone, tiles or sandstone for the floor? Greige provides a perfect footing somewhere between nature and urbanity. As a warmer variant of concrete grey, the colour combines the clarity of modern architecture with the warmth radiated by natural materials like wood, woollen fabrics or even stone. It looks good with almost any colour and creates an exceptionally airy feel in conjunction with modern shades of blue. White accents give a room decorated in greige a wonderful glow – the perfect combination for modern and minimalistic bathrooms that are meant to look neat, clear and simple but not cool.

Collection XSquare, Colours: Linen, American walnut; DuraSquare, C1 Armatur M | Duravit

POP
UP
MY
BATHROOM
GREIGE



POP
UP
MY
BATHROOM
BLUE





Photo : burgbad

#water #drop #relaxation
#warmness #ultramarine
#reliability #The Bathroom
Experience #ISH
#communication
#reflections #sky
#individualization

TREND 11

BLUE

From turquoise to ultramarine: bathing in blue

The soft and delicate mother-of-pearl shimmer flits around the light blue tone of the effect colour Blue Satin. It gives Bette bathroom elements a special aura. Delicately shimmering and with perfect elegance.

BetteLux Oval Silhouette,
Colour Blue Satin | Bette

Blue is probably the most popular colour of all in European countries. We associate blue with relaxation, the vastness of the sky and life-giving water.

Colour providers have greatly modernised the palette of blue shades in recent years, resulting not just in innovative colours for the wall but in new variants for tiles that create a cosy effect as well. The interior design world's rediscovery of marble is encour-

aging the use of blue sanitary-ware. Combined with sand hues, blue creates a style related to the popular Scandinavian look, and anyone looking for an alternative to the hip black trend can opt for sumptuous ultramarine instead. The more vibrant the shade, the more luxurious it looks.



Happy D.2 Plus is the product of a collaboration between sieger design and aimed at realizing the latest trends in surfaces, colors, and design drawn from the archetypal open oval of the design classic Happy D. Above-counter wash bowls with their precise lines, single consoles, and matching semi-tall cabinets and circular mirrors combine to create perfectly harmonized washing areas. (Photo: Duravit)

TREND 12

On-trend colour

White ?!

The top trend in the bathroom: white – on its own or with lots of contrasts

White stands for purity. That's why it's been dominating bathrooms for decades and serves as the basis for a wide range of design approaches. 45% of Germans swear by the timeless, universally combinable basic colour, giving it a huge lead over beige (11%), grey (10%) and blue (8%)*. In many cases, it's chiefly the ceramic sanitaryware, as well as mineral cast washbasins or bathtubs and shower trays, that form the basis of the colour scheme. The underlying idea is totally understandable: the products are meant to be the shining stars of the bathroom for as long as possible – both with regard to hygiene considerations and in terms of colour. More than 80% of the ceramic sanitaryware sold in Germany is white.

How convenient, then, that white happens to be so popular in interior design right now: a warmish white that looks extremely snug when combined with wood. In the meantime, sanitaryware producers have added different shades of white to their offerings, although

these new variants are still having a hard time asserting themselves. The best way to bring out the design qualities of the white sanitaryware is to combine it with colourful accessories and a welcoming overall look. Contrasting it with colourful bathroom furniture or floor tiles is also a clever design principle that's guaranteed to banish boredom. A classic black-and-white design, for instance, is a less eccentric alternative to the ultra-hip black bathroom – and no less stylish.

White as an on-trend colour for the bathroom – a contradiction?

The trend landscape is contradictory per se. But in the bathroom, history plays a role too – white has always been standard because it's the neutral colour. However, if you look at the context, you soon realise that white has all sorts of other qualities as well: it brings other colours out, it neutralises contradictions between the architecture and furniture, and it dissolves boundaries to make spaces look seamless. Those are very valuable attributes, especially for minimal-

istic concepts – which, by the way, are gradually becoming more popular again after a long phase of country house and vintage.

Especially when it comes to new builds, houses in a simple, straightforward "Bauhaus-style" are very popular right now, so you can't say it's just the design school's upcoming centenary that has focused attention on this look again. The Bauhaus style stands for minimalism and clarity. White conveys the values of the Bauhaus style in a very immediate way and is an ideal platform for additive colour elements. But tinted variants of white are also trending in interior design. However, because white has been the first choice for bathrooms for decades, this particular trend doesn't stand out as much as the others. And that makes it more difficult to use white in the bathroom in a way that brings its modernity across.

More than 80% of the ceramic sanitaryware sold in Germany is white.

*Source: 7. Grundlagenstudie Badezimmer (2016/2017) – a representative bathroom survey by the German Sanitary Industry Association (VDS) and forsa-Institut



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#white #warm
 white #light #Bauhaus
 #pure white
 #hygienic #dissolving
 boundaries
 #modern #contrast
 #black #ceramic
 #mineral cast #pure
 #neutrality

White creates the perfect setting for trendy classics

In the lifestyle bathroom, white has tended to be associated with Scandi chic, vintage style or shabby chic in recent years, and bathrooms in a maritime style – which have apparently never gone entirely out of fashion – are unthinkable without white too. But white is also a perfect basis for an interior style that uses a lot of retro elements like organic shapes or moulded plywood furniture from the 1950s and 60s and incorporates graphic patterns and prints. Thanks to their clear, often curved lines and geometric shapes, bathroom furnishings with echoes of the mid-century style look like genuine classics when they're set off against Bauhaus-compatible white walls.

Homogeneous white opens rooms up – both inwardly and outwardly

Those who find that approach too playful can opt entirely for white instead. White-on-white gives the space a very distinctive character that is only reinforced by refraining from high-gloss lacquer: the fewer contrasts there are to catch the eye, the more ethereal the

room looks. The right lighting plays a crucial role: as in Cat Stevens' legendary song "Into White", everything concrete is lost in a white light that abolishes contours. It doesn't actually matter whether it's meant to allude to the breaking day or an esoteric experience, the way art and cinema use it to suggest a transitional state – the most important thing for the bathroom design is that homogeneous white scatters the light in a way that's perceived as almost incorporeal. Volumes are flattened, the boundaries of the space seem to dissolve. This effect can be used to make small rooms seem bigger, as a deliberate nod to health consciousness and to detach the bathroom from day-to-day life and define it as a quiet haven. Any additional colour is nothing but a disruption. At the very most, a bit of wood on the floor might help keep the user from floating away ...

WORKSHOP

Moodboards – visualising ambience in the bathroom

Planning a bathroom is complex, and every new bathroom is a one-off. All sorts of things have to be taken into consideration: the space situation, the needs and preferences of the clients for whom it's being built, the budget available, its ability to adapt to changing needs and the taste preferences of its future users. But how can the feel of a space and interior design concepts be visualised?

The bathroom planner can use computer-generated 3D views of the room and individual free-hand drawings to provide as realistic an impression of the future bathroom as possible. An accompanying moodboard helps to visualise the desired atmosphere and assists the bathroom planner and architect during the planning process.

When it comes to finalising the interior design, the moodboard is a tool that facilitates the decision-making process for both the planner and his client. A moodboard for a bathroom design is a collage consisting of pictures, tile samples, wall coverings, material

samples of the finishes, textures, typographies, colour palettes and descriptors. A moodboard incorporates all the interior designer's insights so as to depict the material and emotional qualities the planned bathroom is intended to have. Essentially, then, a moodboard is the visualisation of the "gut feeling" the creative professional develops as the design and planning process progresses and therefore represents an important interface between planner and client during the formative phase. The hands-on material collage is also an excellent way to assess all the materials and finishes in the context of the real-life surroundings, because the different lighting conditions over the course of the day and due to the mix of natural and artificial light can have a major impact on how colours and materials are perceived.

A moodboard produces a 3D collage that brings together all the elements relevant to the design on a single surface (max. size: A3). The makers of Pop up my Bathroom used the collage technique to help them visualise the Colour Selection and the 12 colour

trends. Fabric samples, wallpapers, perfume bottles, plants and miniature furniture were also used for the visualisation of the 12 colour trends, resulting in 12 moodboards that not only depict the respective colour trends but convey the idea behind the lifestyle bathroom as well. On the following pages you'll find an overview of the 12 moodboards for the ISH 2019 Colour Selection.



01 | Grey



02 | Brown



03 | Gold



04 | Black



05 | Coloured



06 | Colour Harmonies



07 | Tone-in-tone



08 | Green



09 | Pastel



10 | Graue



11 | Blue



12 | White

www.pop-up-my-bathroom.com



Information Platform for Creative Bathroom Planning, Architecture and Design

Let's talk about the bathroom. Every single day. With this goal in mind, the Pop up my Bathroom campaign that was launched to accompany the world-class ISH 2009 trade fair in Frankfurt has now gone online permanently with extended content and functions. The International Information Platform for Creative Bathroom Planning and Design, to call it by its full name, is co-financed by Messe Frankfurt and sponsored by the German Sanitary Industry Association (Vereinigung Deutsche Sanitärwirtschaft / VDS).

www.pop-up-my-bathroom.de (www.pop-up-my-bathroom.com) aims to provide bathroom planners, architects, interior designers, trend researchers, industry players, dealers and tradesmen with new impetus for modern bathroom planning and point out the possibilities it holds for the bathroom culture of an individualistic society. The focus is on material and colour trends, unusual ideas and reference projects as well as the latest innovations and products from brand-name manufacturers. Survey results, statements, interviews and an interactive trend archive put the finishing touches to the wide-ranging content. The site also integrates various social media.



Colour Selection

**#myfavoritecolour #ish2019
#popupmybathroom**



Bathroom trends 2019 – audio guide in the ISH app

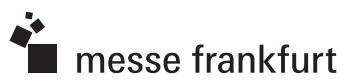
Are you up to date on the latest trends? Download the audio guide at the wifi hotspots in the Europa hall (Hall 4.0), where you can see and hear all about the bathroom trends for 2019: Experience the Pop up my Bathroom Colour Selection.



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