

# **Current Trends Influencing Design of Private Domestic Bathroom Interiors**

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## ABSTRACT

As culture, behaviours, desires and preferences of people change, so do their relationship with water. Consequently, bathroom designs, which have been earlier based, simply on concepts of hygiene and comfort are now changing in terms of water usage concepts of people in their daily lives. There are many studies, which give attention to the transformation of the utility spaces such as kitchens; however contemporary new trends and concepts regarding the design of the bathroom spaces have not been studied enough. This mixed methods study aims to shed light on the transformations of bathroom spaces during the last decades and through thus provide some insights to the contemporary changes as related to trends in interior design field too. It is designed as a “case study” research based on collection of data from seven selected trend setting international companies, which are involved in producing and marketing products for bathrooms. By making a detailed, in-depth analysis of the collected data, this study aims to provide a full description of the contemporary, movements, and themes and thus achieve an up-to-date overview about the design trends influencing the future of interior design, related to mainly private domestic bathroom interiors.

**Keywords:** Private residential/domestic bathrooms, Trend, Design awards, Trend setting companies, Mixed method case study.

## ÖZ

İnsanların kültürleri, davranışları, arzuları ve tercihleri değıştikçe, su ile olan ilişkileri de değışiyor. Buna baęlı olarak, insanların günlük yaşamlarında, suyu kullanım şekilleri ile baęlantılı olarak, daha önceleri banyo tasarımlarına yön veren hijyen ve insan konforu gibi kavramlar da değışiyor. Mutfakların zaman içerisindeki değışimini ele alan birçok çalıřma varken, banyo mekânlarının tasarımı ile ilgili yenilikler, trendler ve kavramlarla ilgili çok az çalıřma vardır. Bu araştırma, son yıllarda banyo mekânlarındaki değışikliklere ışık tutarak, iç mimarlık alanına da etkisi olabilecek çağdař gelişmeleri karma araştırma yöntemiyle ortaya çıkarmayı amaçlar. Banyolar için ürün geliştirip, üreten, ve piyasaya pazarlayan; yedi ayrı, trend belirleyici uluslararası firmayı inceleyerek sonuçlara varma amacı ile “karma yöntemli vaka çalıřması” olarak tasarlanmıřtır. Toplanan verileri derinlemesine ve detaylı olarak inceleme sonucunda, bu çalıřma, özellikle özel konut banyolarına ilişkin iç mekan tasarımlarını da etkileyebilecek tasarım akımları, temalar ve dolayısı ile tasarım trendleri ile ilgili değerli bilgileri bir araya getirmeyi amaçlar.

**Anahtar Kelimeler:** Özel konut banyoları, Trend, Tasarım Ödülleri, Trend belirleyici firmalar, Karma yöntemli vaka çalıřması.



*To My Family...*

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# Chapter 1

## INTRODUCTION

*“The bathroom is the new room, it is the new ‘my space’ room.”*

Patricia Urquiola

This chapter is about bringing the ones interested in this study closer to the topic in general, to the related research interest and the focus of the study. It starts with a broad explanation of the background to the study, which is followed by the introduction of the real life problem, research problem and the research objective. The chapter ends with a brief description of the research methodology and limitations.

### **1.1 Background to the Study**

History of the bathroom is as old as the beginning of Roman Empire. Because “To the Romans, bathing was a public ritual, an opportunity to socialize, take care of the body, and rub elbows with the elite”. Bathrooms in the Roman era were in the form of public bathrooms for both sexes. The concept of public bathrooms originally came from Greek bathhouses, which consisted of a reception, a hot and warm room, and a cold room. Men and women were separated in the design of bathhouses. However, Roman bathrooms contained many activities such as exercise places, libraries, lecture halls, and gardens were incorporated in bathroom designs. For that, baths were places for therapeutic reasons and education for Romans (Reagan, 2015). Then the idea of the bathroom has transferred to other civilizations and countries, to



western countries, eastern countries and most of the nationalities, but in different manners according to the cultures. For instance in England bathrooms were the same for both sexes and combined, whereas in Japan other activities were added to bathrooms as spiritual meditations (URL 1).

In time, under the influence of many changes and innovative ideas toward designing the bathroom, bathrooms have become important not only in the form of public bathrooms but also as a part of homes, hotels, and work places.

However, nowadays, most of all, it almost seems inconceivable to have a home without a bathroom. The bathroom in a private residence is actually a relatively modern invention. Up to the end of the 19<sup>th</sup> century, most people were using outdoor facilities - the outhouse. The actual embedment of the modern hygienic bathroom has an old history, where constructing a room in mind for it had not been thought at that moment (Bonke, 1997). Later, when bathrooms first started appearing in some homes, they were often the smallest room in the house. Only in the last 30 years bathrooms have become not only bigger, but also a place for comfort, a well-being space and full-fledged part of the living space. Curtains, wallpapers, and carpets like in any other interior spaces were applied to the bathrooms in the early periods (Geels, 2005). The distinction between facilities of home progressively began to fade and the place, which had previously served to meet the daily needs and gradually became a part of the more sensuously experienced living space.

## **1.2 Problem and the Research Problem**

It is possible to mention that, despite all the social, cultural and technological changes and their effects on the design of bathrooms, the typical content (brief) of a

private domestic bathroom, be it large or medium size or small; remains relatively the same. In most cases, it includes a washbasin, a mirror, a toilet, a bathtub and/or a shower and sometimes a storage area. But may be because of this sameness, and because both clients, architects, interior architects and the builders who are involved in the design and construction teams know the bathroom space so well, it proves over and over again that it can be considered as a fertile ground, as a nascent theme for deeper inquiry and search for excellence.

At the same time, bathroom design is not only an issue of design from scratch. Most people, remodel, redesign their bathrooms due to many reasons such as individual preferences, changing family needs, ill-functioning or broken piping, old technologies that do not support neither comfort nor water-saving, remodelling before sale etc. Some of these bathroom changes take place as DIY (Do it yourself) projects. However, there is still an incredible amount of bathrooms that are transformed with the help of and under the supervision of interior architects or designers. Free from constraining control of developers, contractors, and even architects, these interior architects and/or designers, embrace opportunities offered by the design of private domestic bathrooms.

According to this study, these opportunities are revealed in the details of the bathrooms and the trends that influence the production of these details.

It is in these trends and details that the interior architect and/or designer is welcome to approach the door, the window, the tub, the toilet, the washbasin, the faucet, the shower, every accessory, in fact every screw, bolt, connection and assembly of the shower cabin, with the same amount of consideration that might usually be

associated with industrial products' design or art objects. There are many books or websites that are full of endless images, 'I like/I love' pictures, personal style ideas that try to advise others what to do, like or even know. However, there aren't any academically commented or conducted studies that 'digs deeper' and thrives to make a meaningful contribution to the global interior design community, through a study that unites what is seen with what is not seen (easily). Therefore, it seems appropriate, that this research hopes to bridge the gap between images and reality to reveal the true nature of bathroom trends and the detailing that follows them.

There are many studies, which pay attention to the transformation of utility spaces such as kitchens; however contemporary trends and concepts regarding the design of the bathroom spaces have not been studied enough.

### **1.3 Research Objectives**

The study at hand hopes to provide an inspirational overview to anybody, who would like to be familiar with the world of private domestic bathrooms and their design or is interested in learning from dominating or evolving trends that influence them.

Within this framework, an evocative historical review is provided, in chapter two, where it is clearly seen how private domestic bathroom design is a direct and realistic reflection of the society and the age that created it. The same chapter (chapter 2) ends with a clear visualization in a time-line format, showing how the different styles and appearances in the different historical periods have influenced the fixtures and elements in bathroom spaces. These fixtures and elements play a major part of everyday life. They are objects that keep the company of daily bathroom routines and make life much easier and comfortable. They have become indispensable and vital

parts of the bathroom space, to the point that any home or life can no longer be imagined without them.

This historical time-line, covering individual objects of the bathroom interiors clearly demonstrate that, changes happen not only on the pages of interior design magazines and in the luxurious homes, but also in the residential spaces of every one. How do these objects become the objects they currently are? How do the trends evolve and at some point, through design or in other ways influence the coming together of these objects in bathroom spaces?

In this sense, the main objective of this thesis is firstly to find out and define the trends dominating the global design world in real life settings. And secondly to reveal in what ways and through what kind of (hidden) meanings these trends are influencing the design of private domestic bathrooms.

Hence, the two main research questions this study addresses are:

- 1) How do the trends reflect themselves in real life settings in terms of private domestic bathroom designs?
- 2) In what ways, these trends reflect themselves as meanings or concepts that dominate or will help to shape the future of private domestic bathroom designs?

It is believed that, exploration of the answers to the two questions mentioned above, will help to develop an in-depth understanding of the transformation of bathroom spaces during the last decades and thus provide valuable insights for the contemporary movements related to the trends in the field of interior design too.

## **1.4 Research Methodology**

In order to reach the objectives of research and answer the research questions, the research design was conceptualized as a mixed method case study research. Research design based on mixed methods, involves a combination or integration of qualitative and quantitative research and data. According to Creswell, (who is the author of many articles and books on mixed methods research design, qualitative methodology, and research design in general) mixed methods research is relatively new. Only “by the early 1990s, mixed methods turned toward the systematic convergence of quantitative and qualitative databases, and the idea of integration in different types of research designs emerged” (Creswell, 2007, p.15).

In social sciences, at the moment, three main models of mixed methods exist. These are: Convergent parallel mixed methods, explanatory sequential mixed methods and exploratory sequential mixed methods. In the first one, the researcher collects both quantitative and qualitative data at the same time. In the second one, “the researcher first conducts quantitative research, analyses the results and then builds on the results to explain them in more detail with qualitative research” (Creswell, 2007, p.15). In the third one, it is the opposite sequence of the second one. The researcher initially conducts a qualitative and after that, a quantitative one. The current study is an example for the second type of mixed methods research an “explanatory sequential” one.

The sequential phases can be summarized as follows:

- A pilot study - based on user perceptions/opinions who experienced a recent bathroom makeover in their private residences;

- Quantitative study – based on analysing numerically the results of three internationally recognized design awards;
- Qualitative study – The results of the quantitative study was taken as a basis for further investigation to yield further details and meanings.

The pilot study did not give any meaningful results but it proved useful for a giving a new direction to the research designs which as mentioned above shaped as an “exploratory sequential” mixed methods research. These phases will be explained further in more detail in the coming chapters/parts of the thesis. However, for introduction, as a concluding summary, it can be stated that, this study tries to reveal the meanings and concepts underlying the dominating and evolving trends in the field of private domestic bathroom design by initially trying to identify the most influential trend setters in real life settings and secondly through an in-depth investigation based on these chosen manufacturers/companies.

## **1.5 Limitations**

There are four main limitations that are relevant to the research at hand. The first one is related to the exclusion of public wet spaces. The study focuses merely on private domestic bathrooms. The second limitation is linked to the elimination of some bathroom design elements such as the bathroom tiles, bidets, urinals, ceramics and radiators from the detailed exploration and evaluations. This removal was due to their almost “no” appearance in the results of the initial quantitative research part, which will be presented in more detail in Chapter 3, under heading 3.3 Selection of Trendsetting Companies. The third limitation pertains to the “human comfort” issues in terms of integrated building systems. These systems can be summarized as water resources, piping installation and waste, heating and cooling (including ventilation and indoor air quality), use of natural and artificial light and safety. Both the ethical

and aesthetic solutions to all of these systems are a must in every bathroom design and cannot be considered as a trend. Hence, they do not take part in this thesis as keywords or themes for necessary analysis.

The last but not the least limitation is relevant to “universal design principles”. Similar to integrated building systems` solutions, these principles are of utmost significance for any and every bathroom design or refurbishment. They are the beginning point and the prerequisite backbone for the design of every interior space and the objects that these spaces inhabit. They are beyond concept, fashion, movement or trend. Hence, they are also considered as a category, which cannot be questioned or analysed under a research title focusing on trends.

## **Chapter 2**

### **PRIVATE DOMESTIC BATHROOMS**

The 'private house' has a unique place, not only in architecture and interior architecture but also in the history of human culture. The house is the area, the territory of the family, the home for domestic activities (such as dwelling, working, eating, drinking, resting, washing, sleeping, etc.). It is a private place, where individuals and families discover themselves, life and even potential joy related to personal lives of the people.

The house, which can be in traditional terms explained as a series of shared rooms and private sleeping areas; has gone through numerous radical changes over time. These were mainly influenced by the shift in social patterns, which opened new doors to new possibilities for self-expression in private domestic environments. Consequently, this enabled an experimental platform for architects and interior architects/designers, who are now designing houses for many different families – single parent ones, for couples with no children, multi-generation ones, same-sex couples (McLeod, 2007).

Parallel to the social changes, technology also improved tremendously during the last decades. In specific, developments in the area of computer and construction technologies have been very remarkable and this also fuelled the combination of



more and more possibilities for the ones who are in need of or dream of an authentic interior in their houses.

Bathroom spaces are definitely very vital parts of the house architecture, both in terms of functional layout and of interior design construction and finishing details. The next parts in this chapter will deal about the evolution of the private domestic house bathroom in general throughout history, its layout (typological) patterns and the time-line of its fixtures and elements.

This chapter explores the concept of design mainly in terms of private domestic bathroom interiors. It covers some of the selected symbolic bathroom designs as well as the numerous styles, movements and creators of this discipline. For example, Philippe Starck is just one of the many other names that appear through the study. It is hoped that the presentation of their selected work in a systematic timeline will provide insights about how and why these designers and/or producers contributed the transformation of concept that in time gained reputation especially on the basis of the mind sets behind them.

## **2.1 Bathroom Design – A General Framework**

In this part of the thesis, firstly, the general issues that influence bathroom designs will be briefly introduced and mentioned through a framework scheme that summarizes all these factors. Secondly, a glossary of terms, which this study takes as a basis, will be presented.

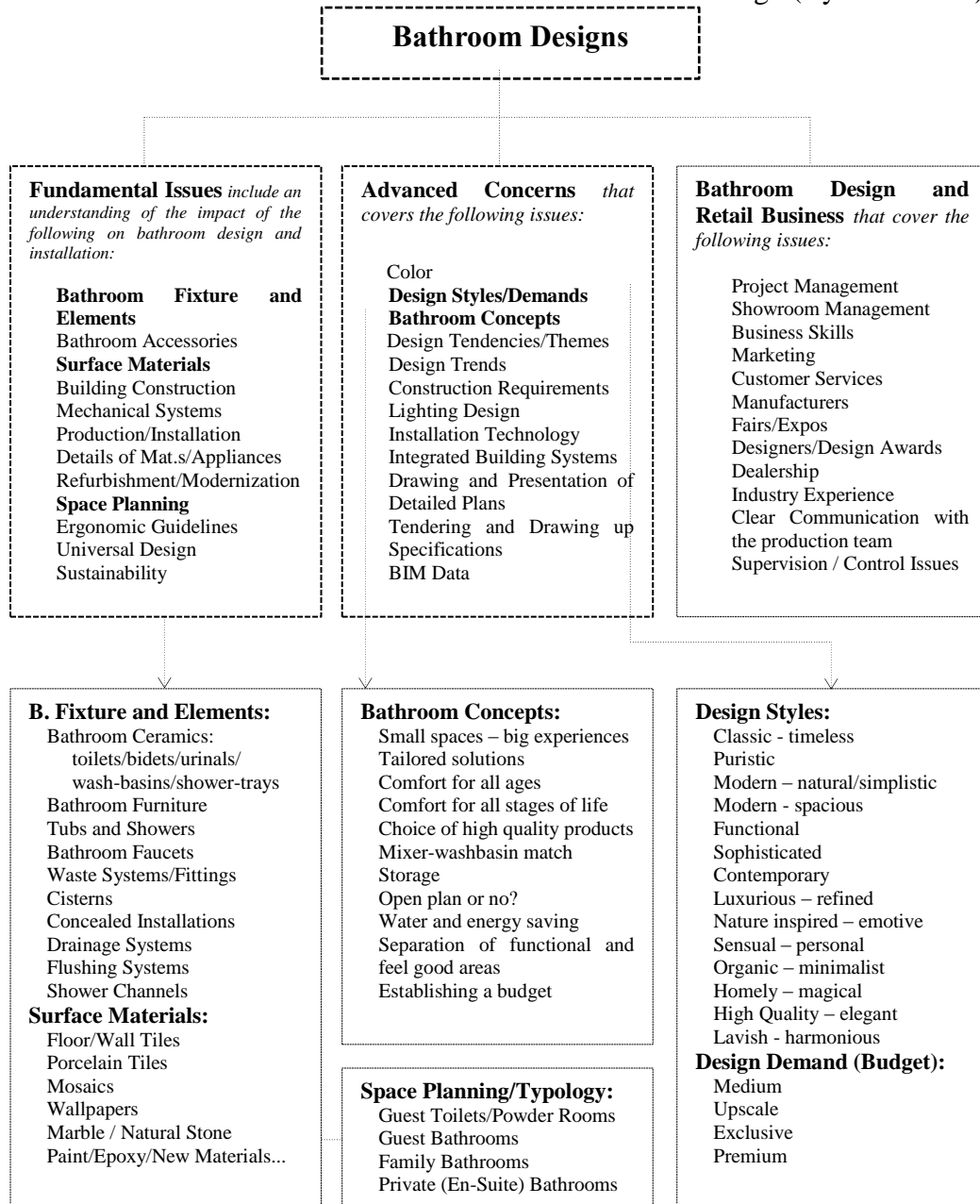
In each country, there are different associations or chambers, which guide their members towards both universal design standards and relevant architectural design or space standards. Additionally, there are also the health and safety standards for

different buildings that designers have to conform. As an example to such an institution/association the National Kitchen and Bath Association (NKBA) in New Zealand can be given. This association has “developed the Bathroom Planning Guidelines” to provide designers with good planning practices that consider typical needs of users” ([www.nkba.org](http://www.nkba.org)). In order to provide a general idea, some of these design rules can be mentioned as follows: Entry door, door interference, ceiling height, clear floor space, shower size, windows (glass and glazing), bath-tub steps, flooring, equipment installation and access, toilet/bidet placement, electrical outlets, lighting, ventilation, heat, etc.

Bathrooms that are designed or refurbished according to these standards, rules or guidelines are expected to be both functional and safe. However, these formal guidelines are not the only factors that influence bathroom designs. Both designers and furniture producers have their own inclinations that they have developed or acquired over many years of experience. These usually do not arise to an official level, nor are reflected in standards, but still do represent a symbolic and rich professional agenda, which is generally accepted.

When looked from an academic perspective, the key issues, which are related to bathroom designs and their applications in real life, extend far beyond these guidelines and standards. In the part below these key issues presented through a schematic illustration. In other words, having in mind both the formal and informal aspects of bathroom design, the current study proposes the following scheme as a general framework for design students and academics for study purposes or for understanding the all inter-related parameters that influence bathroom design.

Table 1: The General Issues that Influence the Bathroom Design (By the Author)



After having the key issues related to bathroom designs, the current study considers as essential to introducing the historical background to bathrooms, in order to provide a better understanding of the changes, and how bathrooms turned into the spaces, as we know them today.

## **2.2 Historical Overview**

This part will be about the history of the bathroom as a holistic space that meets holistic standards. It needs to appeal to all the senses and accommodate as many functions as possible. The everyday rituals of body care, beauty, cleansing, not to mention relaxation and preventative healthcare will all now take place in a circumscribed space.

Bathing philosophy has a long history across the centuries. In each era, the bathing establishments acquired their features and characteristics following the value attached to them in each culture and fulfilling the requirements evolving from each use taking place in their context. The story of bathing starts with the purification of soul and body as a means of preventing illness. The input of different cultures and societal practices has transformed the role and meaning of the former basic outdoor activity into an indoor bathing ritual. “Originally, bathrooms were not developed with hygiene in mind, and the first records for the use of baths date back as far as 3000 B.C. At this time, water had a strong religious value and was seen as a purifying element for both body and soul. It was unusual for people to cleanse themselves before entering a sacred area” (URL 1).

### **2.2.1 Pre-twentieth Century**

The Roman attitude towards baths and bathing played an important role in many societies as water was often used in religious or political ceremonies. Romans recognized the value of bathing as part of their lifestyles. They constructed large purpose-built thermal baths, which mark not only an important social development but provide a public source of relaxation and recreation. It was a place where people could meet to discuss the matters of the day and enjoy entertainment. The image below (fig.1.) shows a Roman King’s Bath; which is still existing in the City of

London in England. A temple was built on the site in 60-70AD, during the Roman occupation of Britain.



Figure 1: Roman King's Bath in London, which was built on top of natural hot springs (Source: URL 2)

Ancient Greek bathhouse design usually featured large facilities in addition to smaller rooms. Also, Greeks established the idea of sewage systems, running water and shower system. The Greeks introduced the shower as a social activity for the masses, from a lead pipe to carry large water supplies and use water pressure in public showers (Reagan, 2015). Figure 2 shows “two shower rooms, occupied by four rather muscular young ladies. Piped-in water sprays down on the bathers through showerheads shaped like the faces of boars and lions” (URL 3).

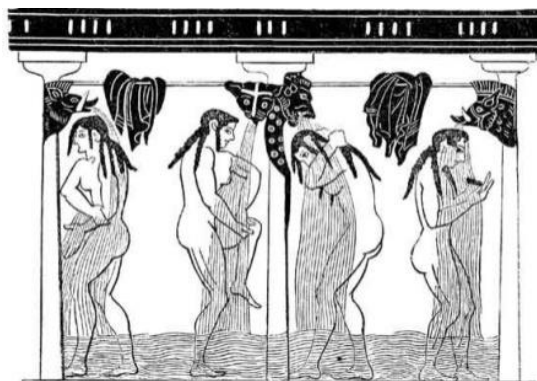


Figure 2: The first genuine showers, with plumbed-in water, were developed by the old Greeks

The bathing culture in the Middle East and Islam environments was experienced in hammams. Hamam in Arabic meant “spreader of warmth” and began to flourish

especially after Prophet Muhammad recommended sweat bathing in 600 C.E. The hammam became paired with mosques to satisfy the needs for hygiene and purification, which are significant in Islamic regulations (Yegul, 2010). As expected, hamams have developed in an architectural style that combined the functionality and the structural elements of its predecessors (the Roman *thermae* and Byzantine baths) with the Turkish-Muslim tradition of bathing, ritual cleansing and respect for water (Aaland, 1978).

After the Renaissance, public bathing declined; water was actually feared as a carrier of disease, and so sweat baths and heavy perfumes were preferred. Another reason public bathing was falling out of favor was that, the sudden increase in population was making it difficult to find clean water.

Throughout the 16<sup>th</sup>, 17<sup>th</sup> and 18<sup>th</sup> centuries, the use of public baths gradually declined, and private bathrooms were favored – this laid down the foundations for the modern bathroom, as it was to become in the 20<sup>th</sup> century. Figure 3 shows the 16<sup>th</sup> century bathroom, where bathing and all kinds of contact with water were disapproved.

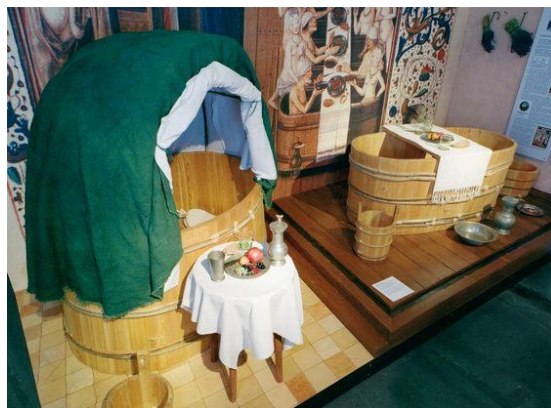


Figure 3: Bathing in a transportable wooden tube (Source: URL 4)

In the middle ages, people absolutely scared from water as a bearer of the disease and it was this that had a great impact on the public opinion of bathing, hygiene, cleanliness and causes diseases. Instead of bathing to keep clean, it was thought that wearing clean linen next to the skin would make the body clean, and as a result, laundry and washing became important. The images below (fig.4.) shows a flush toilet was invented in 1596 but didn't become widespread until 1851, and in 1767 the first modern shower was invented.

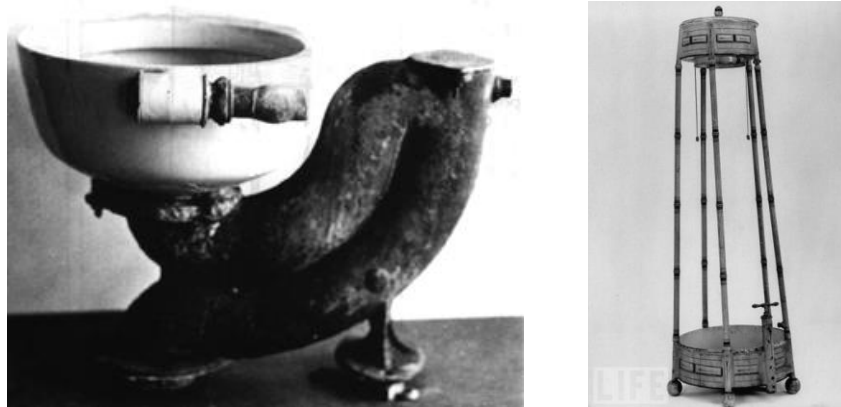


Figure 4-5: Britain's first flushing toilet – called the Ajax and the first Modern shower with pump system (Source: URL 5, URL 6)

Bathing was still not a daily ritual for many westerners during the 18<sup>th</sup> century. As Westerners seeing the development first massive irrigation project of being installing taps to be fitted into their homes. This meant that bathing, cleaning and washing could be done more privately inside the home (Tabron, 2017).

In the 19<sup>th</sup> century the house became organized around what was perceived as the usefulness of the rooms, and at a time when fears concern germs and hygiene were rife, the bathroom rose to prominence within many households, while mass showers were provided for the poor. The discovery of germs and a more specific cause for disease changed the way people thought about cleanliness and hygiene. After

Industrial Revolution, steps were taken to mechanize the bathroom. Hot water produced for use in the home and having a bath was made much easier due to the development of gas water heaters, and thus individual bathing turned out to be a great deal more typical. Before the finish of the nineteenth century, there existed a room with the new tendency developed with the wooden components that could be utilized by all relatives.

### 2.2.2 Twentieth century

In the early 20th century, bathrooms, as are known today simply did not exist. From the very beginning, the bathroom as such was regarded not as a luxury, but as a hygienic, health-enhancing amenity. The vast majority of washing facilities were situated in the kitchen, or in the laundry in the cellar. Baths were taken in troughs, vats or old fashioned tubs (HG Aquademie, 2016).



Figure 6: Washing facilities in the early 20<sup>th</sup> century (Source: HG-Aquademie, November, 2016)

The washing facilities in the cellar were totally devoid of comfort. They were purely practical. The big advantage over the kitchen was that the water could be heated directly in the tub with logs, and the kitchen was spared the steam and overflowing bathwater. There was still no connection between the stove and the bathtub – the



continuous-flow gas water heater was only invented in 1920. As the laundry was also used by more than one of the people living in the house for washing and drying clothes, for example, the tin bath (there was no showering as yet) was just one of many objects that has to be set up and removed as needed, it had to be flexible. Light was usually provided by a bare bulb. Figure7 shows, that in the 1920s the bathroom was not yet a bathroom in today's sense of the word. Often, the only place to have a bath tub was in the laundry room in the cellar; with very dim lighting (HG Aquademie, 2016).



Figure 7: Bathtub in the laundry room from the 1920s (Source: URL 8)

The initial material for the bathtub was tin which give way to the enamelled, cast-iron bathtub. The walls began to have a colour scheme and the floor was covered with linoleum. As boilers become more widespread, showering increased in importance. But the bathroom continued to be regarded as an utility room, with one of its uses being to dry laundry.



Figure 8: The enameled, cast-iron bathtub (Source: URL 9)

In the second half of the twentieth century, the period of rebuilding after the Second World War mainly produced minimal bathrooms, also known as wet rooms. All the features of a bathroom, the washbasin, bathtub and WC, had to be housed in a small, separate room.

In the mid-sixties, the bathroom slowly started becoming a lifestyle bathroom, with products which had soft corners and edges. A mixture of materials, including stone, wood, glass, carpeted floors, acrylic and glass-fibre reinforced synthetic resin, as well as the new, much-vaunted “wonder material” of plastic, gradually replaced fully-tiled bathrooms featuring iron, steel, enamel and ceramics. New shapes and colours were possible. The image below (fig.9.) shows an example of a bathroom from those years.



Figure 9: Mid-60s "smooth bathroom" with no corners and trend colors  
(Source: URL 10)

“The 70s was a time of change, and social and personal development. General prosperity and mobility continued to increase, and with them the desire for comfort and luxury. Leisure activities become more important, which in turn had an effect on lifestyle habits and rhythms. Life generally became freer, bolder, more colourful and more consumer orientated. The use of synthetic materials was more widespread. Even in the living area, surfaces which are taken from these materials became fashionable” (Unknown Author, HG Aquademie, 2016). During the course of this development, bathrooms also become more striking and more colourful. Popular colours were orange, brown, yellow and green. Lively, strong colours were used for tiles and bathroom ceramics in particular. People began to use technology in that period.

“Due in no small part to the carpeted toilet lid that turns it into a comfortable seat, people start to spend more time in the bathroom”.

Shaggy carpets and plants further started to enhance the atmosphere. The room with a specific purpose is transformed into a personalised space of retreat and reflection.

Plastic was new, and to be found in every bathroom. Products oriented to optimum performance, such as gas-fired boilers, single-lever mixers and thermostats, as well as less complex products, such as a bidet, mirrored bathroom cabinet, shower partition and vanity shelf, were installed for the first time (HG Aquademie, 2016).



Figure 10: The 1970s colorful Bathroom with fleece textiles and plastic products, washbasins, bathtubs and carpeted toilet (Source: URL 11)

Although the bathroom did not yet become the “wellness oasis” as it is today, it has nonetheless cast off its image of a plain, basic place to wash. The 70s bathroom was completed by the modern mirrored bathroom cabinet that provided plenty of storage space and additional lighting (HG Aquademie, 2016).



Figure 11: Bathroom from the 1970s (Source: URL 12)

At the beginning of 80s, bathroom design became more individual. Fully-integrated product design was reinforced. Virtually all houses were fitted with a bathroom. The bathroom walls were usually adorned with sparingly decorated glazed tiles and woodchip wallpaper, or so-called “elephant skin”, a coating of waterproof, oil-based paint.

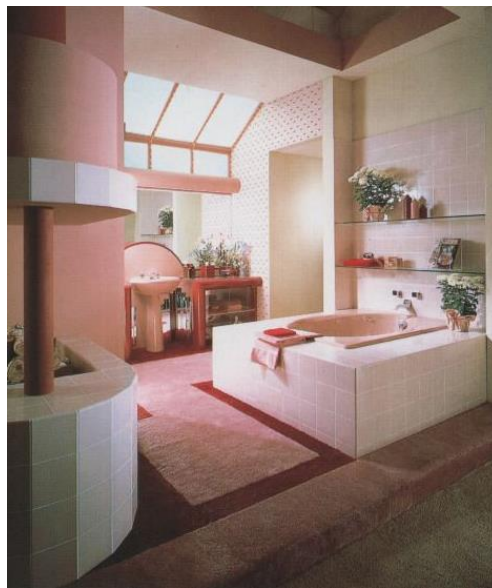


Figure 12: Bathroom from the 1980s (Source: URL 13)

The world’s first shower panel (also called a shower column) was introduced. Shower panels were wellness showers that have overhead, hand and side showers as well as massage jets. Simultaneously sanitary ware had adapted to the increasing environmental awareness, as saving water and saving energy become part and parcel of water technology. The shower panel was one of the first electronic products for the bathroom. The floor was tiled or covered with plastic flooring. The other activities typically carried out in the bathroom included massages, reading, smoking, sport, folding and ironing, washing and cleaning shoes. The bathroom became the third most important space, after the living room and the kitchen (HG Aquademie, 2016).





Figure 13: The bathroom 1980s conforming fitness trend and place for physical well-being (Source: HG-Aquademie, November, 2016)

At the start of the nineties, bathrooms hold the view with at least one bath, one washbasin, a central heating system and a toilet as basic sanitation facilities. White returned to the bathroom in a stronger way than before.

“The composition of the room had an ultra-modern look, thanks to its simplicity and bright colours. Simple shapes, such as the round body, demonstrate a clear sense of functionality. Nothing distracts attention” (HG Aquademie, 2016).



Figure 14: A modern bathroom from the 90`s where bathtub is placed freely, designed by Philippe Starck (Source: URL 14)

### 2.2.3 Bathrooms Today

Bathrooms today actually is a ‘wellness oasis’ area where people spend most of their time for wellbeing and relaxation. However, earlier the bathroom spaces seemed as boring and not trendy space at home where people just washed.

Current bathrooms are united by a design with innovative technologies, art and functionality which become appeal and more conscious concerning for users in term of aesthetics, design, functionality, ecology materials and etc. Functionality in the bathroom turned into a play of art - created a contemporary style with a border-free private area where there is no boundary between living space and bathroom spaces.



Figure 15: Horizontal shower: Bath and Spa: (Source: URL 15)

To summarize; it can be said that during a half century the bathroom spaces changed tremendously. The table below shows a brief overview of the key-words used to define bathrooms and also demonstrate this transformation.

Table 2: The key-words define period of Bathroom Spaces (By the Author)

Time / Period	Keywords used for Bathroom Spaces
Pre 20 century	Basic place to wash
Early 20 century	“ <i>Utility room</i> ”/used also to dry clothes
2 <sup>nd</sup> half of 20 century	“ <i>Wet rooms</i> ”
Mid 60s	Slowly life style bathroom-soft bathroom
1970s	Personalized space of retreat and reflection
1980s	More individual - the “ <i>third most important space</i> ” after the living room and kitchen
1990s	Bathroom with an ultra-modern look and clear sense of functionality
Today	It is a “ <i>wellness oasis</i> ”

So far historical overviews of the bathroom were provided. In the next part, a typology of private domestic bathrooms will be introduced.

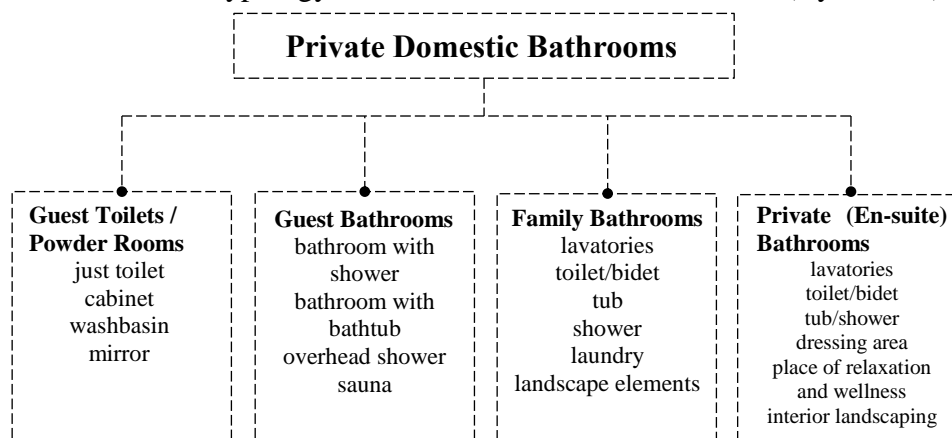


## 2.3 Types of Private Domestic Bathrooms

In this chapter, the main thread is a private domestic bathrooms typology. Oxford dictionary defines typology as "a system that is dividing things in relation to their characteristics and functions" (URL16). Despite this, an important explanation, this study considered the 'differences' in bathroom spaces of understanding the trends concerning in term of plan organisation. The typology of the interior design is more related to domestic or private contexts such as bathrooms, living spaces, bedrooms and kitchens.

To get the right results to clarify the types of private domestic bathrooms, the books, magazines and different websites were analysed. The obtained results of the planning typology became much more complicated. To get a clearer result, the outcomes were categorised into sample plans that meet user needs related to trends which are illustrated below one by one. The table below shows the summary of the private domestic bathrooms. Planning schemes are developed by the author, inspired from Pinterest (a visual social network) application and based on Time Saver Standards and Neufert.

Table 3: The Typology of the Private Domestic Bathroom (By Author)



### **Guest Toilets /Powder Rooms**

Guest toilets are designed for the out comers, in this way it helped to save the own private spaces of the house owners. Powder room or guest toilets-consists only a lavatory, toilet compact shell in a small room. It is usually located close to a social area of guests or close to family activity areas, such as the kitchen or outdoors.

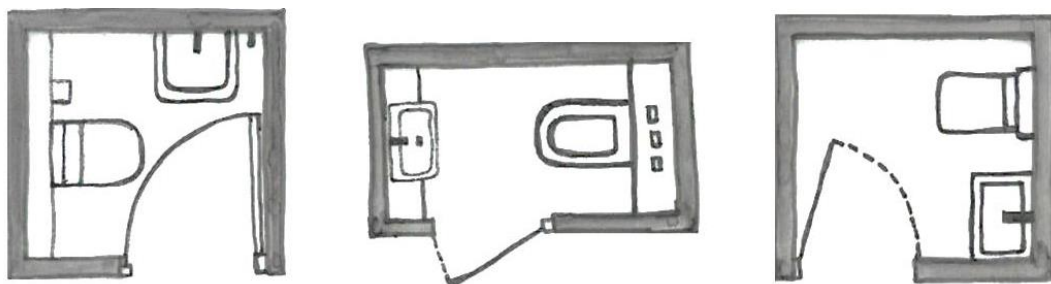


Figure 16: Samples of Powder Room

### **Guest Bathrooms**

Guest bathrooms designed universally for different users also it can be used as a second bathroom. Guest bathrooms was not a question of the space, it was the fact that calling card of a home. Usually, guest bathrooms even it is a limited space creates comfort with a shower stall, washbasin, toilet and shelves or mobile storage units.

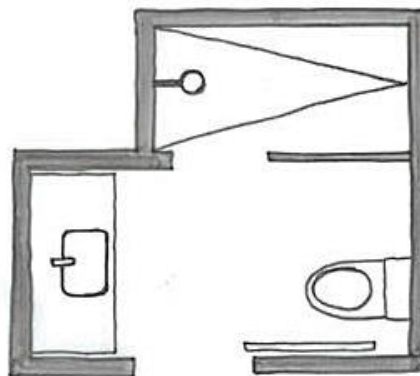


Figure 17: Sample of the Guest Bathroom

Guest bathrooms with showers are much more than just a question of hygiene; it becomes an experience to the users. They also provide freedom and security to the people with limited mobility. It was a great value to a bathroom, where today's barrier-free are bathrooms built for its design.

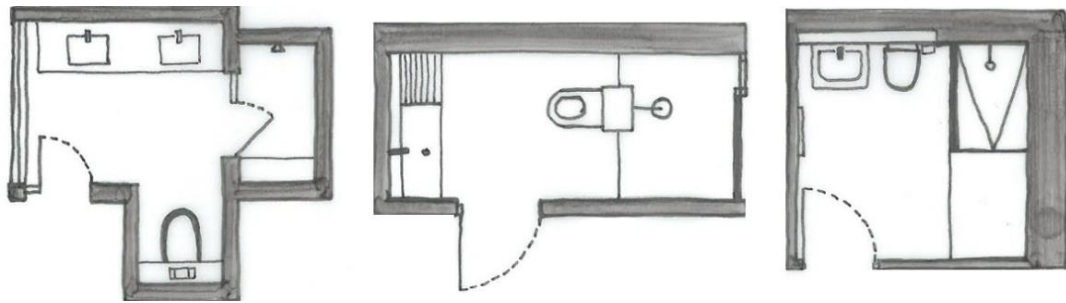


Figure 18: Sample bathroom plans with shower

As mentioned in Wikipedia the bathtub is a container for holding water in which a person or person pet may bathe. In the guest bathroom with a bathtub for aesthetic solutions for planning a range with different room scenarios: bathtubs are usually placed free standing or as variants built-in installation or wall mounting.

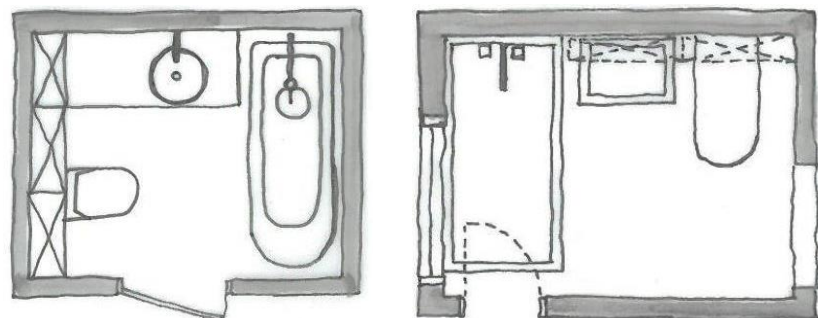


Figure 19: Sample plans of the Bathroom with Bathtub

### **Family Bathrooms**

Family bathrooms are designed for all family members and optimal solution in the bathroom for the whole family will be mounted as a shower and bath. Bathrooms with a shower and a bathtub occasionally separated to preserve the intimacy of each,

yet at the same time, the sense of openness could not be lost. Another important issue in the family bathroom is storage because a large number of people using one bathroom can make quite a mess. And solution for that a storage area while it is a most important consideration in a family bathroom.

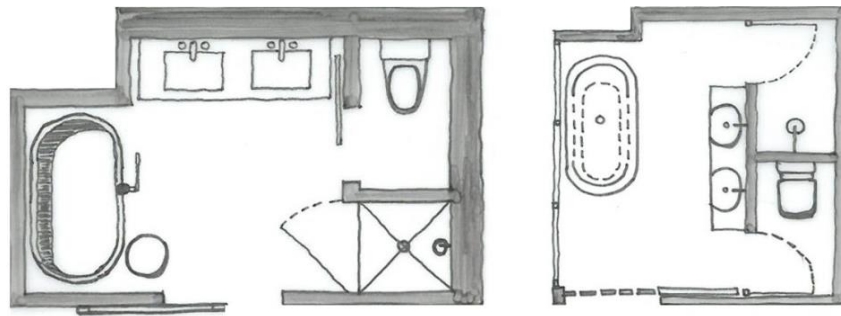


Figure 20: Sample types of the Family Bathroom with Shower and a Bathtub

A family bathroom with sauna is much more about beauty and spa area for all family users. Water, steam and air: the ancient and noble culture of well-being: it was called a sauna. Using a sauna in the regularly strengthens the immune system, purifies the body, increases resistance to stress, keeps the heart and circulation healthy and prevents aches and pains (Duravit, 2017).

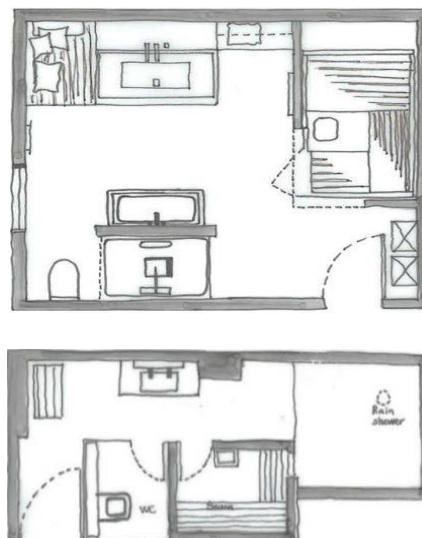


Figure 21: Sample plans of the bathroom with a Sauna

Family bathroom with landscaping elements benefits from nature. In the designing of the bathroom with landscaping elements, plants play a central role. They serve as a filter zone between spaces, also gives the room a natural atmosphere to the space.

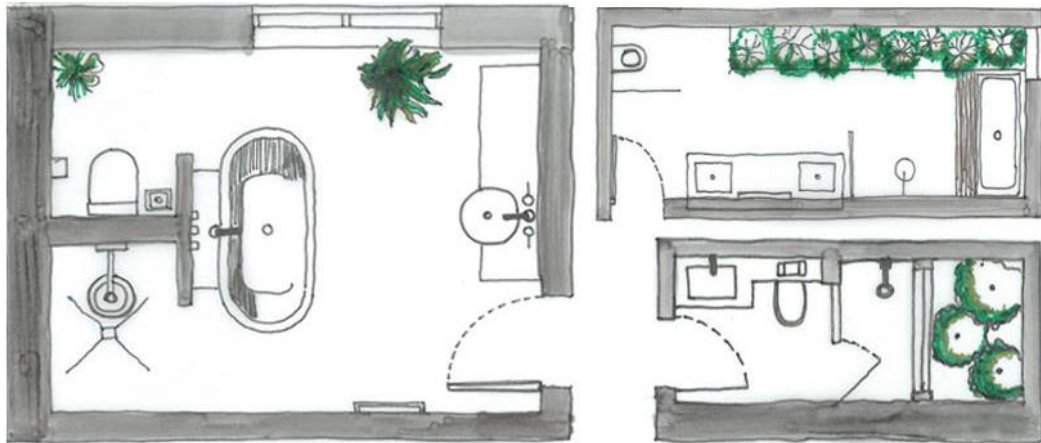


Figure 22: Sample plans of the bathroom with greenery elements

Bathrooms with laundry facilities must be strong and dampness safety for family users. They can take many structures, extending from an incomplete cellar or multitasking lavatory storeroom to a, particularly assigned room.

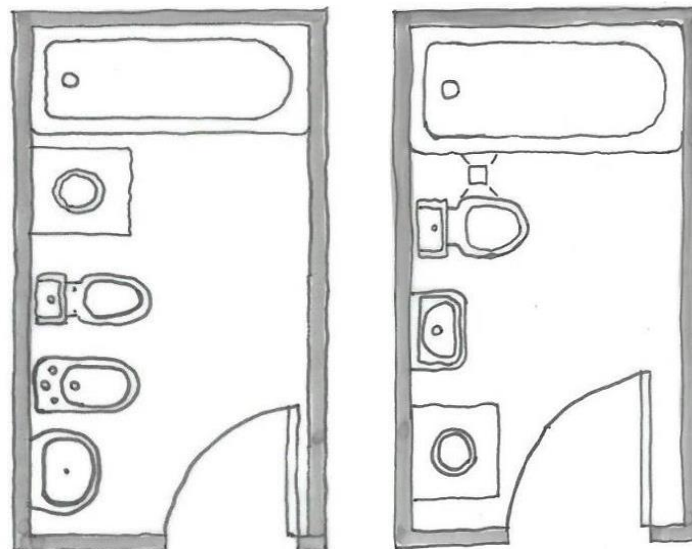


Figure 23: Sample plans of the bathroom spaces with laundry facilities

### Private (En-suite) Bathrooms

Bathroom en-suite it is a place of relaxation and wellness which includes one or more lavatories, toilet, tub, shower, and various other fixtures and features such as a bidet, vanity, dressing areas and interior landscaping. It is located adjacent to a bedroom, such as the master or guest bedroom.

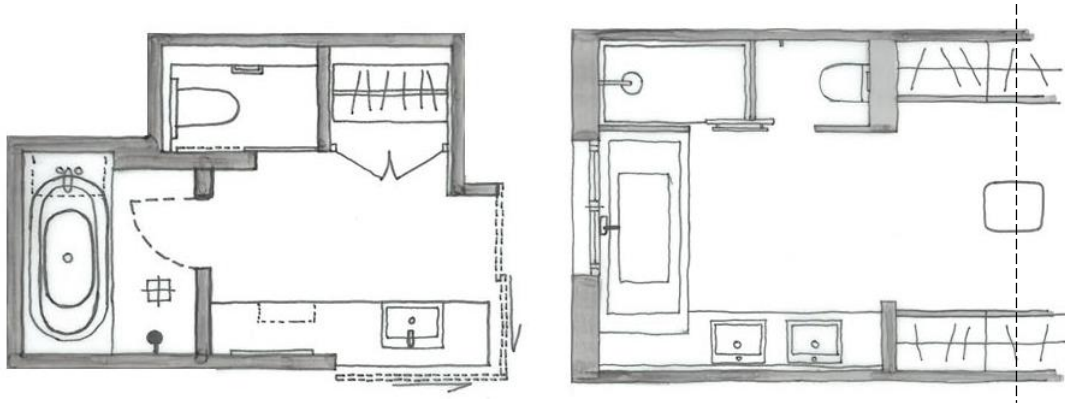


Figure 24: En-suite bathroom plan types

The semi-open private bathrooms are increasingly being defined as a living space. It means where the bathroom opens into the bedroom and divides between the sleeping areas and washing area and it makes the bath area feel larger while still maximising the space for the living/sleeping portion.

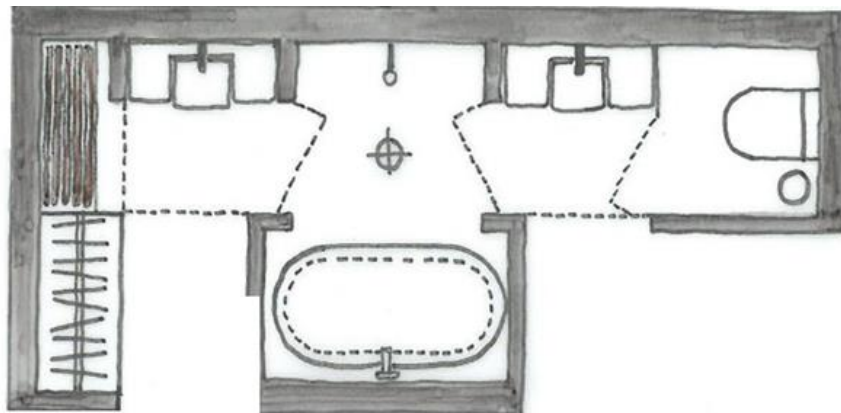


Figure 25: Semi Open Bathroom plan

So far, types of the private domestic bathroom were illustrated with the sample plans. The following part will deal with the historical timeline of the bathroom fixtures and elements.

## **2.4 Evolution of Fixture and Elements in Bathroom Interiors**

This part presents a brief history of the most important fixtures and elements of the bathroom interiors. It shows the evolution of each item from the past up to the present day and gives brief information of the last decade trends.

### **2.4.1 Evolution of Washbasins**

Regardless of the several domestic restroom plans accessible in the interior design area, minority look at the way where human body work and bath in the bathroom. Wash basins are arranged in the role of bowls for water, however people utilise them for cleaning hands, face and teeth rapidly with flowing water. Due to the form of a mixer, ordinarily, needs to bend at the waist of the body and sprinkle water upward for washing face. Completely all of the bathroom fittings throw away running water straight down the drain. The untreated grey water is not possible at all for drinking and it is practically difficult to use for washing other things. It is almost difficult for people to keep clean and dry the area of the sink. For sanitation and constancy, wash basins must be made of hard, sleek scour capable strong surfacing materials like ceramic, stainless steel or enamel.



Table 4: Timeline of the Washbasins (Organized by the Author)





## References to the Digital Images of the Washbasin Timeline Table

Roman Period: Water technologies of the Serino Aqueduct – Pompei and Herculaneum, Italy. (2014). Retrieved from <https://ancientwatertechnologies.com/2012/12/06/awt-book-jpg/> (2017, April 25)

Medieval Period: Vintage Rustic Pewter Pitcher And Wash Bowl. (2012). Retrieved from <https://www.pinterest.dk/pin/183803228512380935/> (2017, April 30)

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Late 20th century: : Historical bathroom, Museum of Bathing Culture. (2016). Retrieved from <https://pro.hansgrohe-int.com/25662.htm> (2017, April 10)

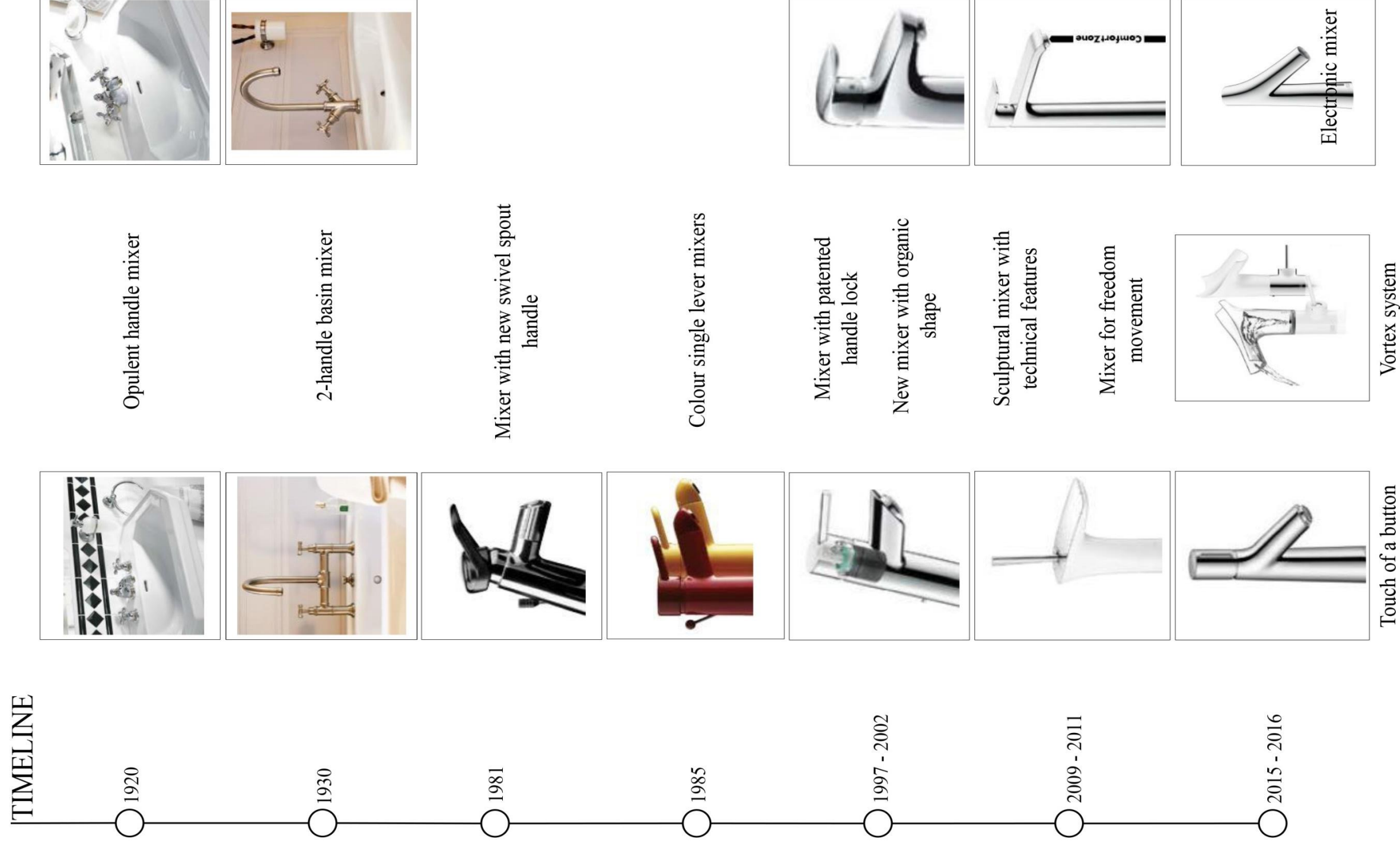
Millennium: 2nd floor/ Duravit. (n.d.). Retrieved from [http://www.duravit.us/products/all\\_series/2nd\\_floor.us-en.html](http://www.duravit.us/products/all_series/2nd_floor.us-en.html) (2017, April 29)

Current Decade: Kohler Bathroom and Kitchen. (n.d.). Retrieved from <http://www.us.kohler.com/us/Artist-Editions/content/ArtistEditions.htm> (2017, April 30)

Germany, H. (n.d.). Starck Organic bathroom collection, saving water. Retrieved from <https://pro.hansgrohe-int.com/18889.htm> (2017, April 30)

Germany, H. (n.d.). Axor Urquiola collection, bathroom style fusion. Retrieved from <http://www.hansgrohe-int.com/18866.htm> (2017, April 30)

Table 5: Timeline of the Washbasin Faucets (Organized by the Author via photos and information from [www.hansgrohe.com](http://www.hansgrohe.com))

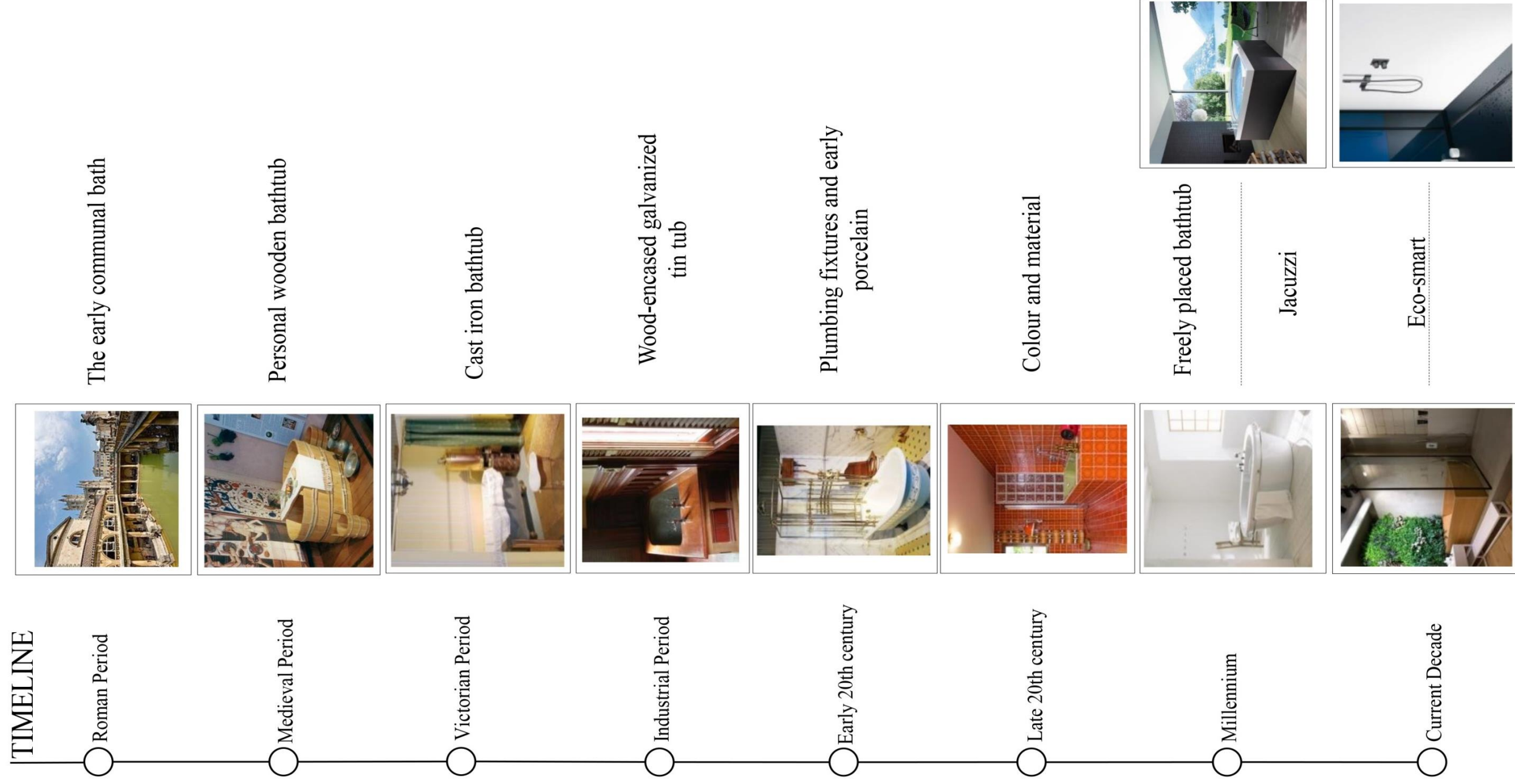


### **2.4.2 Evolution of Bathtubs and Showers**

Twentieth-century showering vessels were compact and frequently combined with other furniture. A couch may sit over a tub, or a metal tub would crease up inside a tall wooden case. Homes had a shower put instead of a washroom, moreover, the bathtub and the lavatories were not really close to each other. Contemporary bathing is done on an identical privy scale despite the current tubs for two are also present in style. Public bathing is not constrained purification in swimming pools, bathhouses, and hot tubs, streams and falls, however, it was intended for the relaxation. Usually, continual water is excellent for wetting, soaping, and cleaning, however running water is better to rinse. Baths are basically utilized for entire body purifying, for tranquillize and relax muscles. Showers and tubs are regularly equipped as partitioned items, now it can be separated by barrier or panels or design bathroom area without any boundaries. Bathtubs are awkward and perilous for individuals to get into and out regularly. Tubs are made of vitreous china, enamelled cast press, or enamelled steel. A hand shower belonging to the bathtub is extremely useful for flushing the body and hair. (Binggeli, 2012, p.68).

Showers are viewed as a snappy, straightforward approach to clean the entire body. Showerheads empower water to squander to saving water through the new technology where water mixed with air. The small-scale pipes and heads increment the weight to give an enjoyable shower with less water. A number of innovative products such as low-stream taps, faucets and shower heads developing water saving and energy efficiency (Binggeli, 2012, p.69).

Table 6: Timeline of the Bathtubs and Showers (Organized by the Author)



## References to the Digital Images of the Bathtub Timeline Table

Roman Period: Brian. (2017). Following in the Footsteps of the Roman Empire: Exploring the City of Bath, England. Retrieved from <https://boundtoexplore.com/2017/01/30/following-in-the-footsteps-of-the-roman-empire-exploring-the-city-of-bath-england/> (2017, April, 8)

Medieval Period; Late 20th century: Historical bathroom, Museum of Bathing Culture. (2016). Retrieved from <https://pro.hansgrohe-int.com/25662.htm> (2017, April 10)

Victorian Period: Tomruk, B. (2012, July 21). Bathroom. Retrieved from <https://tr.pinterest.com/pin/109704940893774831/> (2017, April 10)

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Millennium: 2nd floor/ Duravit. (n.d.). Retrieved from [http://www.duravit.us/products/all\\_series/2nd\\_floor.us-en.html](http://www.duravit.us/products/all_series/2nd_floor.us-en.html) (2017, April 29)

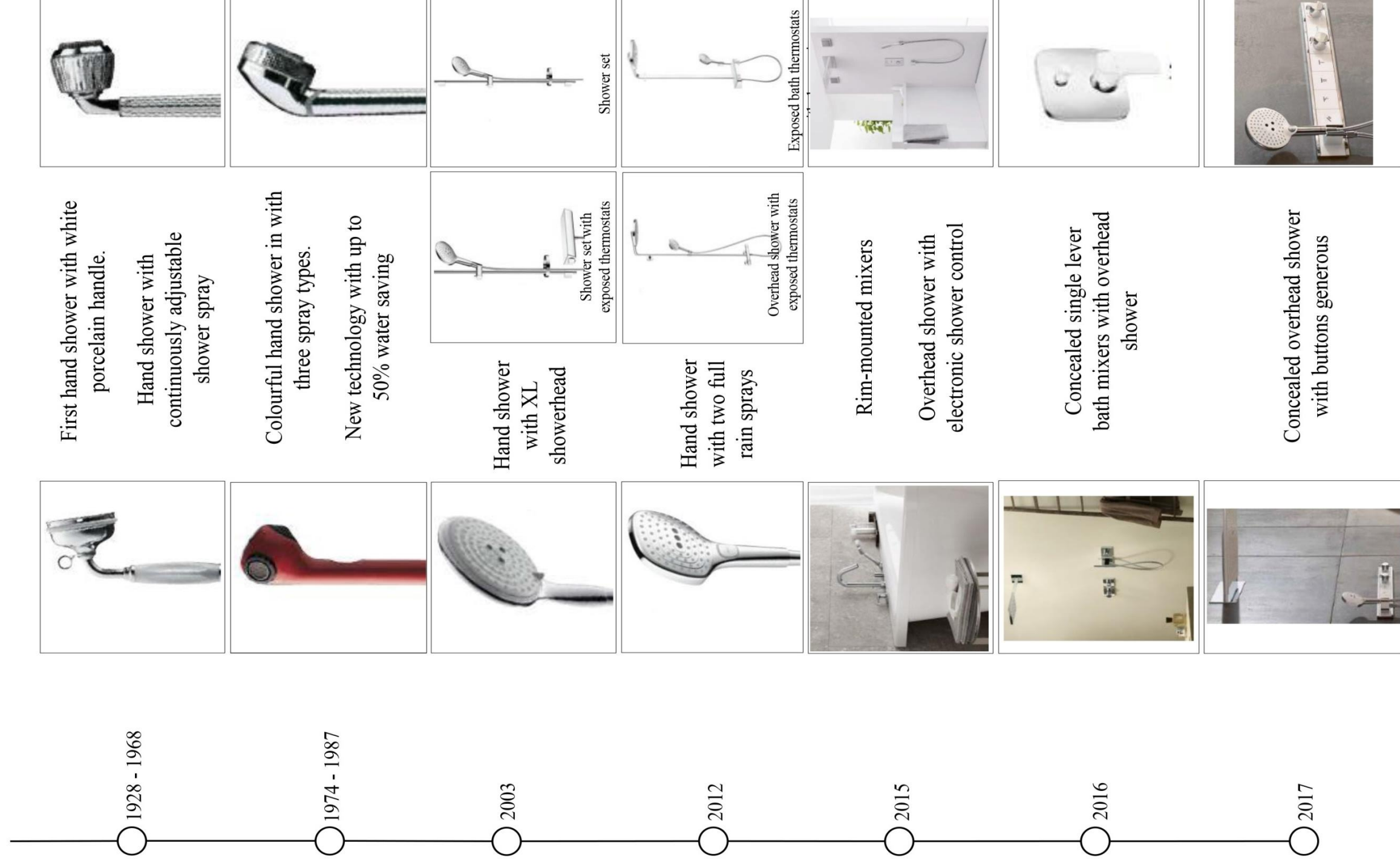
Current Decade: Тренды дизайна интерьера на 2016 год. (n.d.). Retrieved from <http://interior-blog.ru/dizajn/trendy-dizajna-interera-na-2016-god/> (2017, April 15)

Current Decade: Dallmer. (n.d.). Retrieved from <http://www.dallmer.com/en/cerawall/cerawall-s.php> (2017, April 15)



Table 7: Timeline of the Bathtubs and Showers Faucets (Organized by the Author via photos and information from [www.hansgrohe.com](http://www.hansgrohe.com))

**TIMELINE**



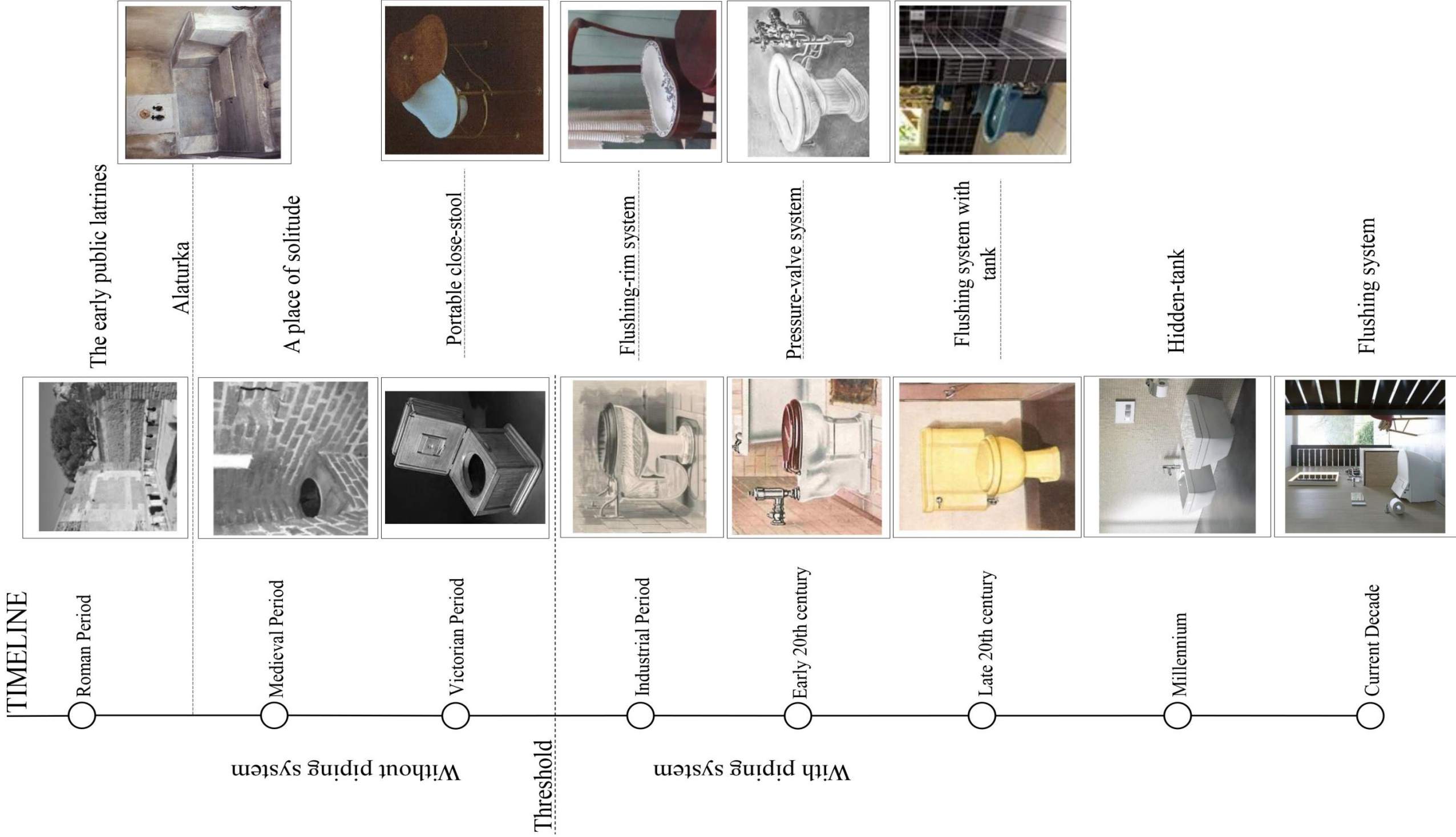
### **2.4.3 Evolution of Toilets**

In 1596, Queen Elizabeth was the first person who had a toilet installed for her by Sir John Harrington. Upon the main sitting unit, a tall water tower was located which was controlled with a hand-operated tap, that made the water flow to the tank. This new toilet was soon out of use since Sir John wrote a humorous book about it, which made the Queen angry (Binggeli, 2012, p.70).

The second interesting intervention to the toilet was done by a watchmaker and mathematician; who was a British gentleman called as Alexander Cummings. He was the one who put a reverse curve into the soil pipe, which was located directly under the toilet bowl in 1775. This intervention helped to keep the water and cut off the bad odour coming from below. This later became a patent application by Cummings and was developed also into a “stink trap” that is still used on all succeeding designs.

According to Binggeli it was an English potter named Thomas Twyford, who in 1885 “succeeded in building the first one-piece earthenware toilet that stood on its own pedestal base... His toilet design is essentially the same as the one used in the modern bathroom” (Binggeli, 2012, p.70).

Table 8: Timeline of the Toilets (Organized by the Author)



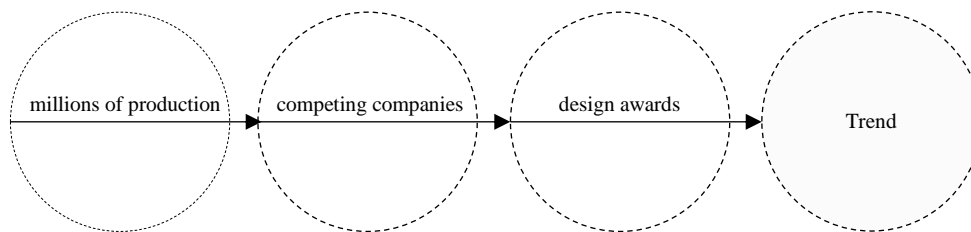


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- Millennium: 2nd floor/ Duravit. (n.d.). Retrieved from [http://www.duravit.us/products/all\\_series/2nd\\_floor.us-en.html](http://www.duravit.us/products/all_series/2nd_floor.us-en.html) (2017, April 29)
- Current Decade: SensoWash Slim. (n.d.). Retrieved from <http://ifworlddesignguide.com/entry/203190-sensowash-slim/> (2017, April 29)

In overall, the history of the fixtures and elements of bathroom spaces illustrated that the trend has come in the last decades and the millions of products produced by companies participate in the design awards where these awarded products determined the trend (Table 9).

Table 9: Elements that determine the Trend (By the Author)



The trend will be investigated through selecting the trend setting companies in the next chapter.

## Chapter 3

### TREND SETTERS IN REAL SETTINGS

In chapter two, firstly, the historical backdrop of bathroom designs was presented, in order to provide an overall understanding of the cultural, social and political context surrounding the private domestic bathroom spaces. Secondly, the different typologies of bathrooms were reminded via the presentation of hand drawn plan schemes. And lastly, the time-line for specific key fixtures and elements of bathrooms were demonstrated. This demonstration already provided some clues in regards to the movements influencing the transformations of bathroom interiors however these were not enough to pin the more specific concepts underlying the current trends in bathroom interior designs. This chapter is more focused on this aspect. It begins by looking closer to what a design trend is, and then continues by an attempt to clarify how design trends reflect themselves in real-life settings through the design awards. The chapter ends with the selection of companies that can be referred to as “trend-setters” in the design world of private residential bathroom interiors.

#### **3.1 Bathrooms and Design Trends**

Even though many online internet sources agree that the bathroom interiors have taken a vital position in the design of private residential interiors, hotels and workplaces, there is very little written in research literature regarding the bathrooms in terms of the design concepts, movements or trends related to them. However, there are some reference points that can be mentioned.

The bathroom interiors changed from a pure functional place to a lifestyle one. For that reason, design of a bathroom now is more difficult than being easily done in several minutes. Architects, interior designers and clients are all in search of innovative concepts; technology, materials, furniture and multiple usage options that can be or even should be concerned in relation to bathroom designs.

Reinhardt (2014) states that today's latest trends in the bathroom can be addressed as in the following points:

- “More innovative sanitary ware for renovation projects than ever before,
- Increasingly becoming a lifestyle hotspot in the home;
- and as a megatrend: from living-bath-room to fountain of health” (p.2).

Furthermore, Reinhardt (2014) in addition to the above mentioned points, mentions that digital water control via using different programs and modes supported by electricity is one of the innovative approaches in the designing bathrooms. Furniture of the bathrooms no longer be thought in terms of durability and eye catching elements but rather should give a ‘living’ sense to the place. Most of the furniture (such as carpets, sofa, and armchairs) that is nowadays-used for/in bathrooms was previously found (only) in living rooms. When mirrors were always used in previous designs of bathrooms, nowadays it is possible to add them smart phone features with Internet ports (pp.1-6).

In summary, it can be stated that, if the concept of bathroom designs were function and personal care in the past, today, bathroom spaces represent wellness, comfort and relaxation which can be seen more as people begin to place more emphasis on design and quality elements for their bathrooms. Considerations of suitable materials, hygienic improvements, and climate of the region are very important in designing bathrooms.

Nowadays, bathrooms have to be adaptable as the trends are constantly shifting and it needs to fill different requirements for people from various ages and styles. So with the initial fit out of a bathroom, the concept of change should be kept in mind with all aspects of the bathroom having the capacity to be enlarged or modified. But, this reality brings along a very important question to answer: What is actually a trend?

Cambridge dictionary defines trend as “a general development or change in a situation or in the way that people are behaving” (URL 17). Even though, this is a valuable definition for this study, since it also focuses on the ‘changes’ bathrooms are going through during the last decades, in terms of understanding design trends, some further explanation is needed.

According to Zuzanna Skalska, who is an internationally recognized trend analyst and professional, explains a design trend very nicely, with the following words: “For many, trends and trend watchers are associated with fashion and home decoration. In general, for consumers, a trend means new ideas and things coming to the market. If a consumer notices something like this, it's not a trend but already a mass-market product. Real trends are the fundamentals on which a company can build its future

strategy. They are an awareness of movements in society, economy, geopolitics, and not least, in technology” (Skalska, 2015).

From the definition of Skalska, it is very clear that, the design trends are very important for companies, in order to build a well-functioning strategy for both production and marketing. When looked from this perspective, for the purposes of this research; another vital question appeared:

- In real life, which companies are the ones that genuinely care about trends?

In order to find an answer to this question, having a closer look at internationally recognized ‘Design Award’ mechanisms - competitions seemed as a reasonable pathway that could yield valuable information. The next part is related to these three Design Award Competitions, which were studied.

### **3.2 Three Design Award Competitions**

There are various opinions when design award competitions are discussed. Some designers think that they are overvalued. Some others consider that they are more about marketing than design. But there are many that spend a lot of time, money and resources just to enter a design award competitions.

According to John Guenther, who is the former director of Design at HP, and a jury member, expresses why such competitions matter as such: “the beauty of design competitions is the levelling of the playing field between big companies, small design firms, and students alike. The only thing that truly matters is the new and innovative design thinking they bring forward” (URL 18).

No matter from which angle design award competitions are considered, one aspect is clear. The companies, which want to ensure that their brand standards stay fresh and up-to-date, see these competitions as an additional motivation for their designers or design teams. However, at the same time, it would not be wrong to state that, all of the existing design awards are not equivalent.

At the moment, there are many award programs and it is even confusing to have an orientation in them. Companies, which have a long-term tradition and trust of their consumers in terms of quality, prefer to compete through award programs that are also established. Competition programs such as IF, Red Dot, and A'Design Award all have a 50 years or 60 years history and are still viewed as the most highly valued design awards.

Within the framework of this study, IF, Red Dot Design Awards, which have a long history and as a relatively young ones A'Design Award and Green Dot Awards were chosen. Two of them were eliminated during the research process due to two different reasons, which are explained further in part 3.3. The remaining three is briefly introduced below.

### **Red Dot Award**

Red Dot Award is one of the most prestigious awards in the world with the main criteria such as functionality, ergonomics and impeccable quality and, of course, an outstanding design. The Red Dot Award has been held since 1955 in Essen (Germany). The nomination is divided into 3 categories: product design, design concept and communication design.

### **IF Design Award**

The IF Design Award is one of the world's leading awards. In his 50 years, IF Award has earned a reputation as a recognised world leader, marking modern trends in design. The slogan of IF Design Award is 'Design, not Marketing'. IF Design is divided into 3 main categories: Product Design, Communication Design and Design Concept (for students only).

### **A'Design Award**

The international A'Design Award represents the best design and best product innovators design concept. The main objective of the "A 'Design Award & Competition" competition is to create global awareness and understanding of good design methods and principles by highlighting the best work in all countries and in all areas of industry. The ultimate goal of the "A 'Design Awards" is to push designers and trademarks around the world to produce superb design and products that help to the community.

All three awards were studied carefully for the purpose of selecting the companies, which were most devoted to developing a genuine “awareness of movements in society, economy, geopolitics, and not least in technology” and thus contribute to the formation of “real trends” that function as “fundamentals on which a company can build its future strategy” (Skalska, 2015). The next part explains how the three awards were examined and how data yielded in the results that were used for further inquiry in the next phase of research.




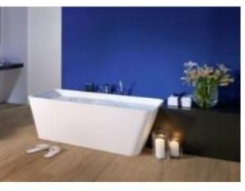


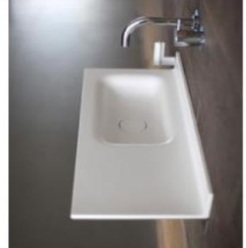




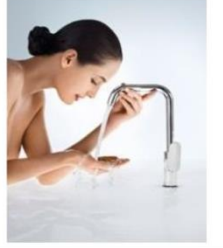








### **3.3 Selection of Trend-Setting Companies**

The selection process for the leading trend-setting companies, which are internationally recognized as influential, was accomplished, by applying the following steps.



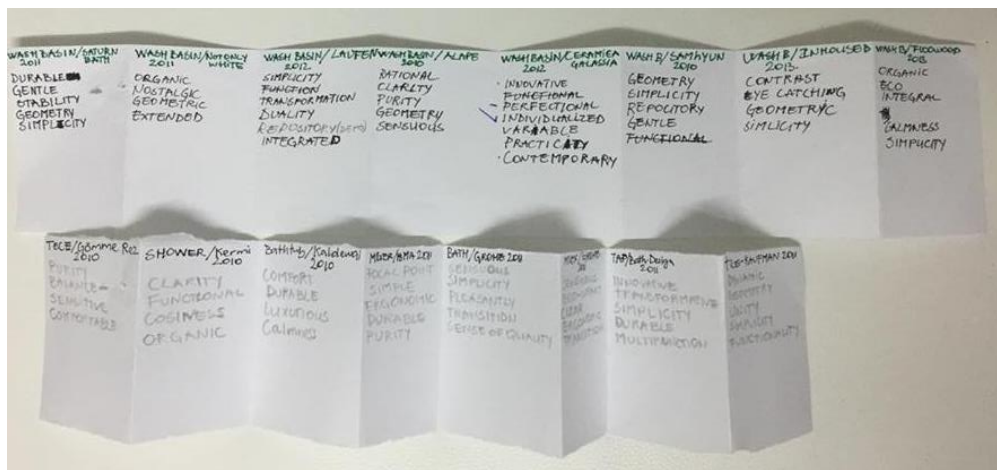
1. All four awards were studied according to available data. Since there was not enough data regarding the Green Dot Award, this award category was eliminated.
2. Analysis of each award competition was done to select the bathroom interior specific award winning products. The analysis was extended to years back to 2010-11, where applicable.
3. The selected products were carefully put into tables, with an image representing the visual and with the comments of the jury that explained why that product was chosen as a “winner”.

Table 10: Award winning products and jury comments (Organized by the author)

2011		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-self-standing</li> <li>-uniquely soft touch and hygiene advantage</li> <li>-dimensional stability</li> <li>-round edge shaped line</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-clear design</li> <li>-round showerhead</li> <li>-ergonomic, comfortable grip</li> <li>-intuitive and easy operation</li> <li>-voluminous rain</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-combines bathing and showering in a single</li> <li>-generous seating area</li> <li>-great freedom of movement</li> <li>-combination of soft forms</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-free-standing</li> <li>-high-quality mineral material</li> <li>-stone-like look and feel</li> <li>-straight lines</li> <li>-chalice shape</li> </ul>
2011		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-soft bath tub</li> <li>-remarkable thermo keeping ability</li> <li>-luxury tub design</li> <li>-cushioning according to the body structure</li> <li>-warm and cozy</li> <li>-comfortable</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-independency in style</li> <li>-soft and sweeping flow of water</li> <li>-fluent transitions</li> <li>-no hard corners and edges</li> <li>-convinces with sensuality</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-organic-shaped</li> <li>-nostalgic look</li> <li>-attached to the wall</li> <li>-high splash back</li> <li>-basin extends fluidly</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-calling attention to digitalization and individualization</li> <li>-various colors and designs</li> <li>-tool for creativity</li> <li>-combined in different ways</li> </ul>
2012		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-electronic mixer adds freshness</li> <li>-Elegant, sensual shapes</li> <li>-white lacquered, slender body</li> </ul>		<p><b>IF GOLD</b></p> <ul style="list-style-type: none"> <li>-elegant, sensual shapes</li> <li>-ergonomic pin handle</li> <li>-white lacquer and shiny chrome</li> <li>-softly rounded edges</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-tapered mixer body</li> <li>-precise edges and soft curves</li> <li>-subtle luxury</li> <li>-comfort and convenience</li> <li>-practically eliminating bumps</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-self-confident</li> <li>-pleasantly minimalistic design</li> <li>-ergonomically-rounded</li> <li>-flexible</li> </ul>
2012		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-cylindrical handles</li> <li>-low outlet represents an elegant solution</li> <li>-esthetic</li> <li>-functional</li> </ul>		<p><b>IF GOLD</b></p> <ul style="list-style-type: none"> <li>-Soft rounding meets flat</li> <li>-gleaming surfaces</li> <li>-wonderfully shaped and very inviting</li> <li>electronic faucet proved convincing</li> <li>-EcoSmart technology</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-invigorating sensation of bathing</li> <li>-elegant and slender</li> <li>-cascading waterfall</li> <li>-represents an enjoyment of water</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-infinite imagination of life</li> <li>-stylish handles</li> <li>-simple design</li> <li>-comprehensive functions</li> </ul>
2012		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-bath with a comfort zone</li> <li>-generously proportioned storage shelf</li> <li>-precise and clear form</li> <li>-elegant and</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-vibrant energy of new life</li> <li>-harmony with the water</li> <li>-water winds comfortably</li> <li>-ergonomic design</li> <li>-beautiful form</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-modular washplace furniture</li> <li>-functional units</li> <li>-free-standing or wall-bound modules</li> <li>-color shading of the furniture surfaces</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-water is a necessity of life</li> <li>-unique replaceable covers</li> <li>-simplify repair</li> <li>-environmentally friendly</li> </ul>
	<p>SWL-0027 / Wash basin Saturn bath Co</p>		<p>Hansgrohe Raindance Select / Hand shower Hansgrohe</p>		<p>Stairway / Shower and bath tub repaBAD GmbH</p>		<p>Unique / Bath tub repaBAD GmbH</p>	
	<p>Calla BATH TUB / Bath tub Lotte Engineering &amp; Construction</p>		<p>215 1000 / Single lever basin mixer Steinberg GmbH</p>		<p>Blend / Wash hand basin NotOnlyWhite B. V</p>		<p>CUBE&amp;DOT COLLECTION/Ceramic wall tile Kaleseramik</p>	
	<p>PuraVida / Electronic basin mixer Hansgrohe</p>		<p>PuraVida 225 / Basin mixer, wall-mounted Hansgrohe</p>		<p>Metris / Basin mixer Hansgrohe</p>		<p>Focus 240 / Basin mixer Hansgrohe</p>	
	<p>Axor Bouroullec / Basin mixer Hansgrohe</p>		<p>Focus / Electronic basin mixer Hansgrohe</p>		<p>Raindance Rainfall 180 AIR / Overhead shower /Hansgrohe</p>		<p>Nature / Bath and shower mixers Shengtai Brassware</p>	
	<p>ASYMMETRIC DUO / Bath tub Kaldewei</p>		<p>Branch / Basin mixer for wash bowls ZEVA Corp.</p>		<p>be yourself. / Washplace Alape GmbH</p>		<p>Chapter / Deck-mounted faucets Shengtai Brassware Co., Ltd.</p>	

- The concepts that were repeating themselves were put into a horizontal list, hoping that this would help in defining the trends that underline the current actions in bathroom designs and industry.

Figure 26: The horizontal list to determine the Current trends (By the Author)



- The thematic concepts were too general and did not give the researcher the results that she had hoped for.
- The researcher thus made a new list, with the fixtures and elements that are important parts of bathroom interiors. These were also put into a table, called as “Award Density Analysis” with the name of the award winning companies this time, to have a general overview of the companies, the frequency they received awards and with which products. This table was helpful but was not also fully enough to select the companies.

Table 11: “Award Density Analysis” of the award winning companies (Organized by the Author)

Bathroom seramics	Mixer and showers	Tubs and showers	Concealed cisterns	Floor Drains	Ceramics	Bathroom Furniture	Accessories	Radiators
Laufen Bathrooms AG(2016) AM.PM(2016) Villeroy & Boch(2016) Ceramica Catalano(2016) SANWA COMPANY(2016) KOHLER(2016) SANWA COMPANY(2016) SANWA COMPANY(2016) AXENT(2016) SANWA COMPANY(2016) Geberit(2016) TOTO(2016) Duravit(2016) Geberit(2016) Duravit(2016) SANWA COMPANY(2016) NotOnlyWhite (2015) Viega(2015) ZeVa(2015) Matel(2015) TOTO(2015) AM.PM(2015) Christophe Pillet(2015) Acrysil Limited (2015) Granorte(2015) TOTO(2015) TOTO(2015) SANWA COMPANY(2015) ZeVa(2015) Hansa (2014) Villeroy & Boch(2014) Saturnbath(2014) Duravit(2014) Eczacibasi Yapi Gerecleri(2014) Duravit(2014) Hansa(2014) TOTO(2014) GWA Bathrooms & Kitchens(2014)	Bravat(2016) JOMOO Kitchen & Bath(2016) Villeroy &Boch(2016) Bravat(2016) Sanindusa(2016) Bravat(2016) Shengtai Brassware(2016) Brassware(2016) Brassware(2016) Brassware(2016) Brassware(2016) Grohe(2016) CAE SANITARY FITTINGS(2016) Easy Sanitary Solutions(2016) Grohe(2016) Nebia(2016) KWC(2016) Hansgrohe(2016) Hansgrohe(2016) Hansgrohe(2016) Hansgrohe(2016) Grohe(2015) Xiamen Solex(2015) Hansgrohe(2015) Hansgrohe(2015) Hansgrohe(2015) Hansgrohe(2015) Hansgrohe(2015) Hansgrohe(2015) Hansgrohe(2015) Hansgrohe(2015) Hansgrohe(2015) Hansgrohe(2015) Hansgrohe(2015) Kludi(2015) Hansgrohe(2015) Shengtai Brassware(2015) KEUCO(2015) Vado(2015) Hansgrohe(2015) Hansgrohe(2015)	Villeroy & Boch(2016) Kermi(2016) AM.PM(2016) Duravit(2016) Marmite(2016) HÜPPE(2016) SANWA COMPANY(2016) Teuco(2015) HÜPPE(2015) Condor balneo(2015) Teuco(2015) TOTO(2015) Duravit(2015) AM.PM(2015) Kermi(2015) ZeVa(2015) Granorte(2015) Kaldewei(2015) repaBAD(2014) Duravit(2014) Teuco(2014) Duravit(2014) HÜPPE(2014) TOTO (2014) Duscholux(2014) GWA Bathrooms & Kitchens(2014) Artweger(2014) DAELIM TRADING(2014) Duravit(2013) HÜPPE(2013) Duravit(2013) LAUFEN Bathrooms(2013) Kermi(2013) HSK Duschkabinenbau(20 12) Duravit(2012) Cebien(2012) Grohe(2012) Duravit(2012) Saturn bath Co(2012) Kaldewei(2012) Alape(2012)	Geberit(2014) Geberit(2014) Eczacibasi Yapi Gerecleri(2013)	Dallmer(2016) Duravit(2016) Villeroy &Boch(2016) Easy Sanitary Solutions(2015) Duravit(2015) Geberit(2014) Dallmer(2014) Easy Sanitary Solutions(2013)	Kaleseramik(2011)	KEUCO(2016) HEWI(2016) talsee(2016) SANWA COMPANY(2016) KEUCO(2016) Duravit(2016) Duravit(2016) Duravit(2015) talsee(2015) talsee(2014) Anders(2014) Eczacibasi Yapi Gerecleri(2014) Duravit(2014) TOTO (2014) Kaleseramik(2013) Kaleseramik(2013) LAUFEN Bathrooms(2013) Duravit(2012) KEUCO(2012) Duravit(2012) Grohe(2012) Duravit(2012) Saturn bath Co(2012) Alape(2012) LAUFEN Bathrooms(2011) talsee(2011)	SANWA COMPANY Ltd(2016) Hansgrohe (2015) HEWI(2014) Geesa(2012) KEUCO(2012) blomus(2012)	

These tables were very helpful in determining what types of fixtures and elements were under the focus of design research. As a result of this stage, some fixtures and elements were grouped under one heading and some were eliminated. For example bathroom ceramics and bathroom furniture were covered by more or less the same companies, so they were merged. There were no winning products for the heating panels or radiators for the bathroom interiors so “radiators” category was eliminated. Similarly, there were not many awards for the “ceramics” and “accessories” category. So, these two were eliminated too. The remaining categories were: Faucets, tubs and showers, concealed cisterns and floor drains.

7. Based on the first six steps, the companies, which had winning awards for the remaining bathroom fixtures and elements, were listed next to each award for easier comparison. The reference point here was the number of awards each company received according to years.

Table 12: Comparative Summary of Awards According to Companies (By the Author)

RED DOT AWARDS			A DESIGN AWARDS			IF AWARDS		
Mark	Awards	Years	Mark	Awards	Years	Mark	Awards	Years
Grohe	16	2011-16	ISVEA	12	2013/14	Hansgrohe	38	2011-16
Duravit	10	2012-16	Matel	7	2013	Duravit	25	2011-16
AM.PM	10	2013-15	Bien	4	2011/13/ 14	Grohe	15	2011/12/ 3/15/16
Hansgrohe	7	2016	Scarabeo	3	2013-15	SANWA	9	2016
Kohler	5	2015/16	Kale Design	3	2011/12	TOTO	8	2014/15/ 16
Villeroy& Boch	4	2014/16	Marmite	3	2013-15	Laufen B	8	2011/12/ 13/16
Bravat	4	2015/16	Mehmet S &Yeliz G	3	2015	AM. PM	8	2012-16
Toto	4	2015/16	Kaleseramik	2	2013	Geberit	6	2013/14/ 16
Bathroom Design	4	2011/16	Forsan Ceramics	2	2014	Zeva	6	2012/13/ 15
Kaldewai	3	2010/15	Serel Sanitary	2	2013/15	talsee	6	2011/14/ 15/16
Shengtai	3	2016				Keuco	6	2012/14/ 15/16
Tece	2	2010/11				Villeroy& Boch	5	2014-16
Ceramica Catalona	2	2015/16				Kohler	5	2012/14/ 15/16
Laufen B	2	2016				JOMOO	5	2014-16
Clou Bv	2	2016				Saturn Bath	5	2011/12/ 14
Zeva	2	2016				Artweger	4	2011/14
Rubunetteri a	2	2014/16				HUPPE	4	2013/14/ 15/16
Bristan Group	2	2016				Kermi	4	2011/13/ 15/16
Teuco	2	2014/15				Brassware	4	2016
Ravak	2	2015				Bravat	4	2014/16
Kermi	2	2010/15				Kaleserami k	4	2011/13/ 14
Sanwa	2	2016				Shengtai	4	2011/12/ 15/16
Sarel San	2	2016				Hansa	3	2014
Dallmer	2	2015				Eczabasi Yapi	3	2013-14
						Daelim	3	2013/14
						Alape	3	2012

After this step, it was very clearly seen that, A'Design Awards did not cover adequately the fixtures and elements that were determined earlier at step 6. So, A'Design Award Competition was eliminated from the intended further steps.

Nevertheless, this was a very helpful step. After this step, the trend setting companies were more or less clear, but they were still so many in number. Such a number for qualitative inquiry, which was planned as a next step would be un-manageable. So step 8 was done as a final effort to reduce them in number.

8. A new numerical analysis was done based on the number of awards the companies received. These were put into a new table called "Ranking of Companies According to IF and Red Dot Award Frequency".

Table 13: “Ranking of Companies According to IF and Red Dot Award Frequency”  
(By the Author)

Companies	IF Awards	Red Dot Awards	Total Number Of Awards
Hansgrohe	38	7	45
Duravit	25	10	35
Grohe	15	16	31
Sanwa	9	2	11
TOTO	8	4	12
Laufen	8	2	10
AM PM	8	10	18
Geberit	6		6
Zeva	6	2	8
Talsee	6		6
Keuco	6		6
V. Boch	5	4	9
Kohler	5	5	10
Jomoo	5		5
Saturn B	5		5
Artweger	4		4
Huppe	4		4
Kermi	4	2	6
Sh.Brassware	4	3	7
Kaldewei	2	3	5
Dallmer	2	2	4
Kaleseramik	4		4
Hansa	3		3
Eczabasi	3		3
Alape	3		3
Hewi	3		3

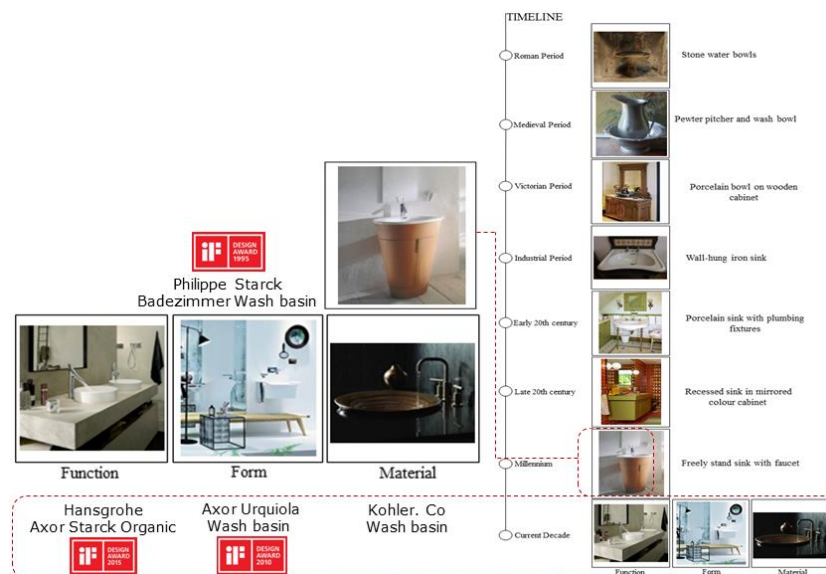
After this table, the companies that had the most number of awards from both competitions were selected for each fixture and element category.



Table 14: Results of the selected Companies for fixture and element category (By the Author)

Fixture and Element	Trendsetting Company
Faucets/Mixers/showers	Hansgrohe/Axor
Faucets/Mixers/showers	Shengtai Brassware (Far East)
Bathroom Ceramics / Furniture	Duravit
Bathroom Ceramics / Furniture	Kohler (USA)
Tubs and Shower Trays	Kaldewei
Concealed Cisterns	Geberit
Floor Drains	Dallmer

This was the end of phase one – which was the quantitative part of the study, since it was based mainly on numerical analysis. The trend-setter companies in real settings were hence selected. The following tables summarize a revision (countercheck); showing the relationship of the bathroom fixtures and elements chosen for the timelines and the design awards (Table 15). This revision proved helpful in the validation of the research steps and results for the quantitative part.



## Chapter 4

### TREND SETTING COMPANIES AND TRENDS

*“... Perhaps, there will be those who say: I’m especially interested in the topic of the bathroom and the topic of the hydrotherapeutic applications.”*

Andreas Dornbracht (2017)

In this chapter, firstly the research method for the qualitative part of the study will be introduced. Secondly, general information about each chosen trend setting company will be given, followed by an analysis sheet summary of the key findings. In the third and last part of the chapter, the results of the study will be presented.

#### **4.1 Methodology for Phase 2: The Qualitative Part of the Study**

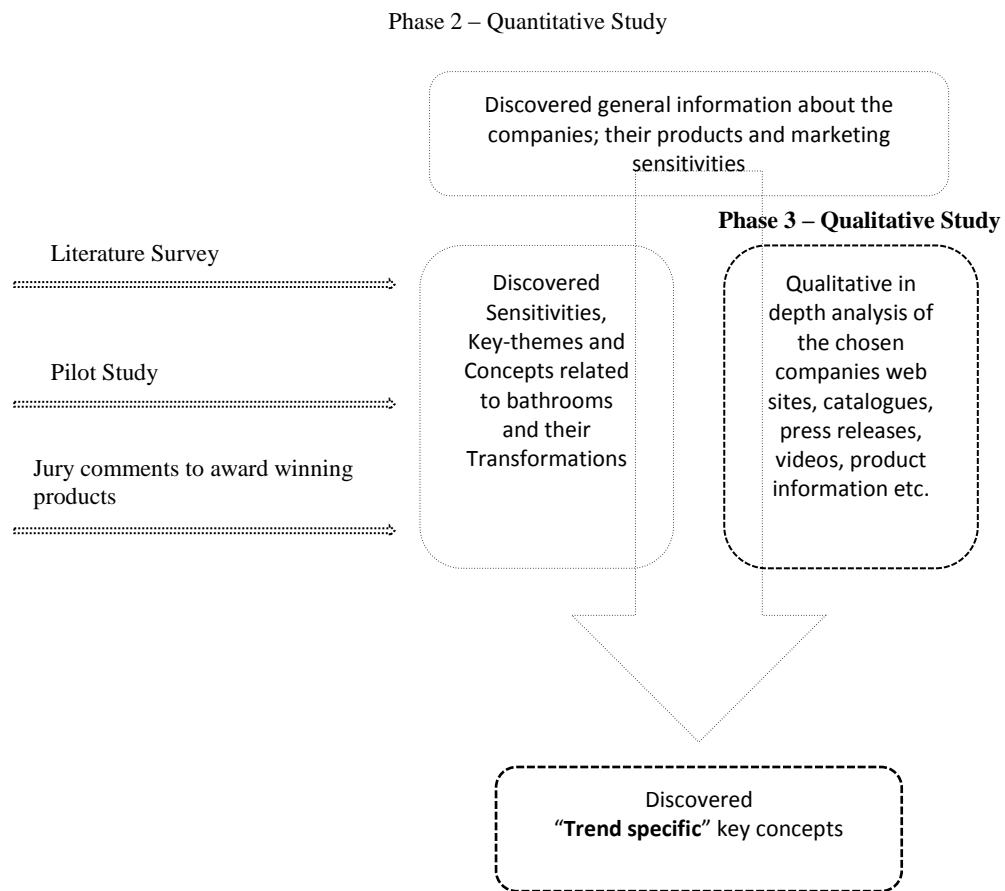
In the earlier parts of the thesis; it was explained that at the beginnings of this research; a pilot study was conducted. This was based on interviews with individuals, who had recently refurbished their bathrooms in their private homes. The data collected from this pilot study had not yielded any clues related to bathroom design trends; so the research design was re-directed towards a new path. As phase 1; a qualitative analysis; which helped the researcher identify trend setting companies/manufacturers was conducted. This phase was explained in detail in Chapter 3. Now, in Chapter 4; Phase 2, which focuses on a qualitative analysis of the discourses of the selected trend setting companies, will be introduced. For this part/phase of the study ‘Case Study Research’ was chosen as the method, amongst

the five qualitative approaches to inquiry, which are mentioned by Creswell (2007) as ‘Narrative Research, Phenomenology, Grounded Theory, Ethnography and Case Study’. This type of inquiry was preferred because the objective of the research is to provide an in-depth understanding of bathroom transformations and trends in bathroom interior designs through several, multiple selected representative cases. In this sense it can be also named as a “collective or multiple case study” (Creswell, 2007).

Data collection techniques that have been used in study are multiple sources such as of surveying the current literature, observations, on-line and off line documents and audio-visual materials, which has given the study diversity of knowledge to understand the problem and analyse it. As for the evaluation/analysis of the collected data thematic coding, organizing and sorting techniques were used.

The scheme which follows shows this relationship of this phase of the study with the earlier phases, which were explained in more detailed in Chapter 3. As a reminder they can be summarized as Literature Review, Pilot Study, and Quantitative Research for the selection of trend setting companies.

Table 16: The scheme showed the relationship of the phases (By the Author)



It should be mentioned that the web sites of the selected companies yielded a lot of valuable information and gates to further information – like videos, bathroom magazines, and product catalogues and information etc. In the next part, the results of the analysis will be presented one by one for each company.

## 4.2 Individual Analysis of the Selected Companies

### 4.2.1 Hansgrohe

#### General Information

Hansgrohe is a company that has a real passion for water Hansgrohe also is a manufacturer which feels responsible for the environment and society, and hence is committed to innovation and perfection in this direction.

The history of Hansgrohe began more than 100 years ago, in 1899. The factory was founded in 1901 in the Black Forest town; today the company is located in Schiltach, Germany. It all began when the company's co-worker Hans Grohe opened a small forging and stamping workshop. Over time, the workshop began to produce plumbing products. From that moment the company became the leader of its business. So far Hansgrohe has won more than 500 international awards and has been repeatedly awarded with the following awards: "Red Dot - Best of the Best Design Award" and "iF Gold Product Design Award".

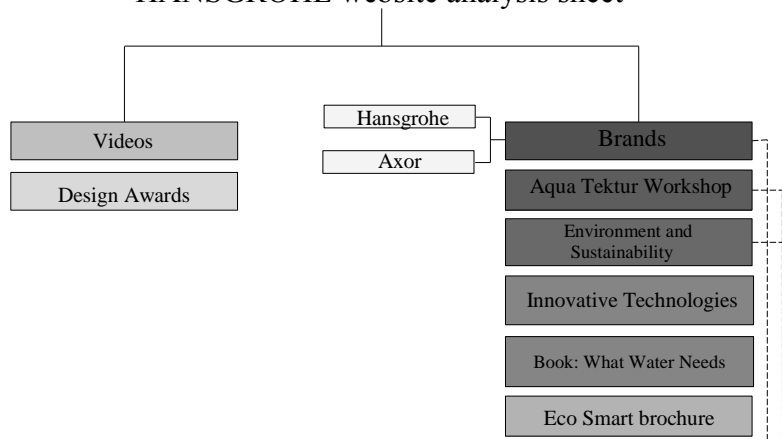
### Website Analysis

To study the current trends in the design of bathroom, the website of Hansgrohe together with the product range was inspected. The products, which this company manufactures are summarized in the table below.

Hansgrohe	
Showers	Hand showers Overhead showers Side showers Shower pipes Shower panels Shower controls Shower sets
Bathroom mixers	Basin Mixers Thermostatic mixer Floor standing bath mixer
Washbasins	Wash bowl
Bathtubs	Bath filler/bath spout
Waste systems/fittings	
Concealed installation	

The following table shows the most important things which came to the forefront.

# HANSGROHE website analysis sheet



## Brands

**Experience freedom:**  
A variety of mixes in individual colors.

**hansgrohe products**

- Passion for water
- Love of innovation
- Responsibility to the environment and society
- Love with water

New products - hansgrohe    Showers    Bathroom mixers

**AXOR**

**Axor products**

- Individual lifestyle in the bathroom
- Lively, charming bathrooms
- Different styles
- Nature-inspired

Axor bathroom collectors    Axor ShowerSolutions    Axor wash basins and bath tubs

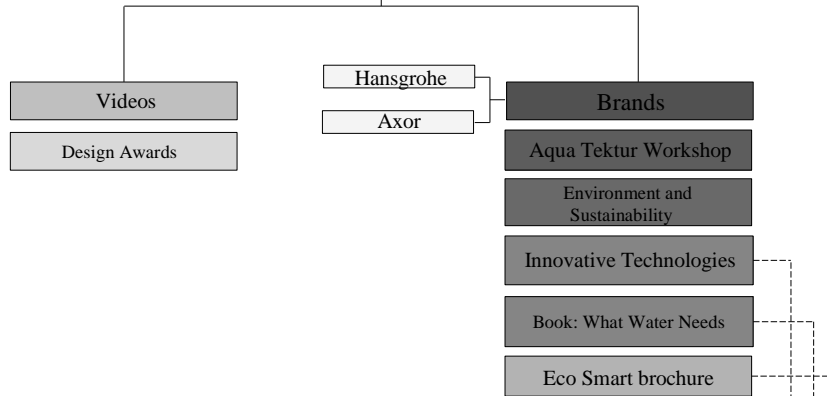
## Aqua Tektur Workshop

Renowned architects discuss *bathing culture* and *visions* for the bathroom of the *future*

## Environment and Sustainability

Hansgrohe is a “green” company by conviction.

# HANSGROHE website analysis sheet



## Innovative Technologies

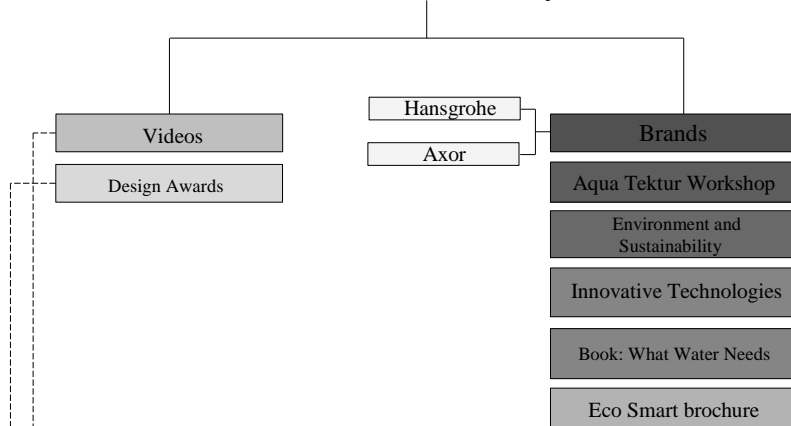
<p><b>Select</b></p>	Intuitive water control	<p><b>Air Power</b></p>	More fun, more efficiency
<p><b>Cool Start</b></p>	Save energy automatically	<p><b>Comfort Zone</b></p>	Outstanding user convenience
<p><b>Eco Smart</b></p>	Save water, protect the climate	<p><b>XXL Performance</b></p>	A truly lavish showering experience

## Book: What Water Needs

	<p>As mentioned in the book from the "2012 Hansgrohe Water Symposium": 'Water cycle is a great deal something beyond a basic comfort for human needs – it is an essential for life on Earth. The plenitude of water in our scopes brings about reckless lack of concern by the way humanity utilise it. Society is not yet sensible of the way that we are a long way from having a functional and reasonable water control in our characteristic world'.</p>
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## Eco Smart brochure

## HANSGROHE website analysis sheet



### Videos

Video1: Hansgrohe Brand film	Moments with water Water essential to us Meet the beauty of water
Video2: Hansgrohe Shower Pleasure	Luxurious shower system Various water streams and shower heads
Video2: Hansgrohe Efficient-Water Pleasure	Each drop counts and it will allow saving water, power and bill. That means: having joy and preserving resources simultaneously.
Video2: Axor Starck V Philippe Starck	Air is everywhere and it is vital Water is wonderful but water is everything Totally transparent and invisible

### Design Awards

Hansgrohe leaves its competitors from the sanitation sector far behind



The outcomes of the Hansgrohe website show that to date, Hansgrohe is one of the leading companies in the production of shower heads and mixers for the bathrooms.

The company's products are ahead of the world in bathroom design trends for several



years. All this comes from the careful attitude to water, and from an understanding of revolutionary concepts, as well as from cooperation with world-famous designers and architects.

#### 4.2.2 Duravit

##### General Information

Duravit is one of the leading companies that produce mainly bathroom ceramics which response personal hygiene and wellbeing. Duravit Company produces a high-quality product confirmed by experts and users from all over the world. The private limited company nowadays became a public limited company around the world. The Headquarters of the company is situated in Hornberg, Germany.

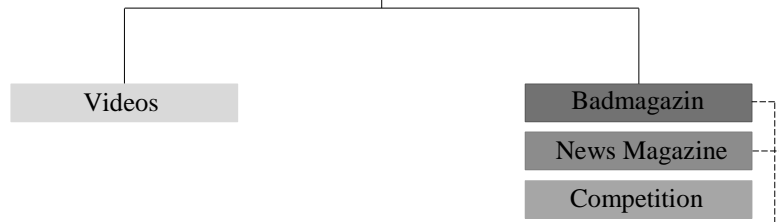
##### Website Analysis

In order to get information about design trends regarding bathrooms, the website of Duravit was analysed. The products which this company manufactures are summarized in the table below.

Duravit	
Bathroom Ceramics	Sinks Console basins Toilets/shower toilets Bidets/Urinals
Tubs & showers	Bathtubs/whirl tubs Pools/Sauna Shower trays Screens & enclosures
Bathroom Furniture	Cabinets Mirrors Consoles/Vanity units
Bathroom Faucets	Basin mixers Shower and bath mixers

The following table shows the most important things which came to the forefront.

# DURAVIT website analysis sheet



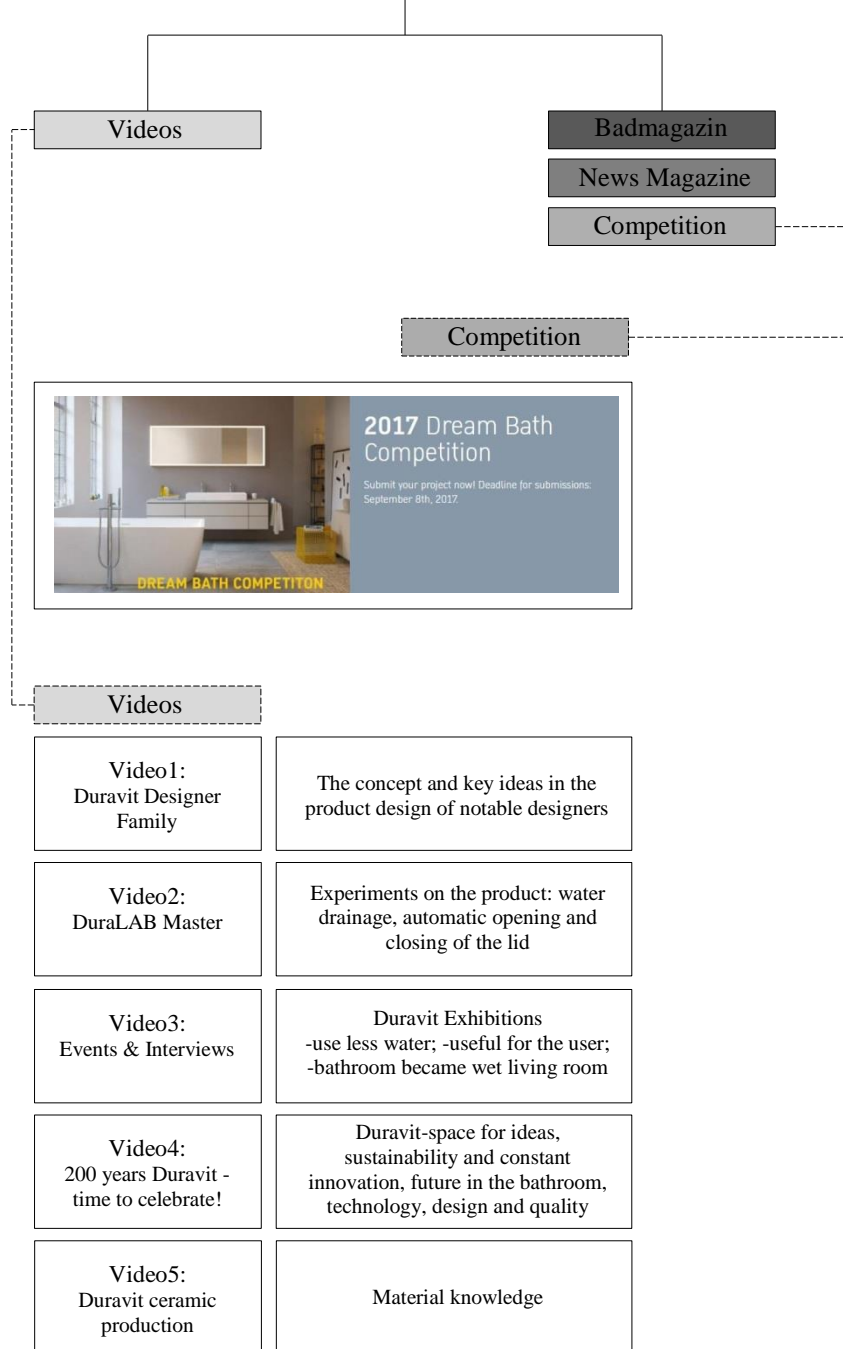
## Badmagazin



## News Magazin

- fully related with the firm web page
- product shown
- journal
- published each year

## DURAVIT website analysis sheet



The results of the analysis that were provided thanks to catalogues, bathroom magazines, video and website of the company shown that Duravit is one of the best and well-known manufacturers of sanitary ware. Products Duravit is more than 50 collections, meeting any tastes and preferences of the users; with the latest technologies and the application of innovative ideas.

### 4.2.3 Kohler

#### General Information

The history of this brand is more than 100 years. The founder of the company was the Austrian immigrant John Michael Kohler, who in 1873 acquired his own production and a small factory. Kohler is one of the most important brands in America that uniting two continents which produce bathroom products. The main direction of the company is related to the manufacture of products made of cast iron. The first bath with a luxurious white inner layer appeared due to the trough for a horse. Recognized in innovation and design, Kohler products have been awarded in numerous design and other awards from around the world, including the “Red dot”, “iF” and many others.

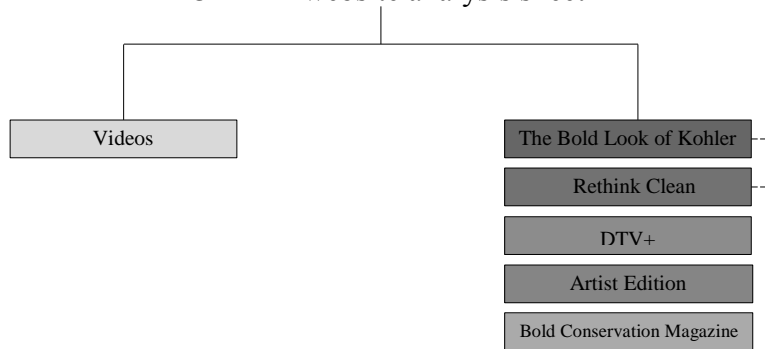
#### Website Analysis

In order to receive information about numerous trendy ways in the designing bathrooms, the website of Kohler was analysed. The products which this company manufactures are summarized in the table below.

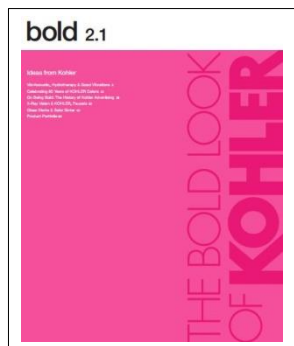
Kohler	
Bathroom Faucets	Tub Faucets/Sink Faucets Rain heads Hand showers/Showerheads Tub Shower Faucets/Tub Shower Trim Bathtub Spouts
Toilets/Bidets	Bidet Faucets
Bathroom Sinks	Console Tables
Bathing	Bathroom Fittings
Showering	Showerheads/Hand showers Rain heads/Steam Shower Columns/Body sprays Shower doors/Enclosures Shower Valves & Trim Tub Shower Faucets/Water-Saving Shower Faucets Shower Bases/Shower Wall Shower Stalls/Shower Kits

The following table shows the most important things which came to the forefront.

# KOHLER website analysis sheet



## The Bold Look of Kohler



This magazine provides new products of Kohler firm on every new series of the magazine.

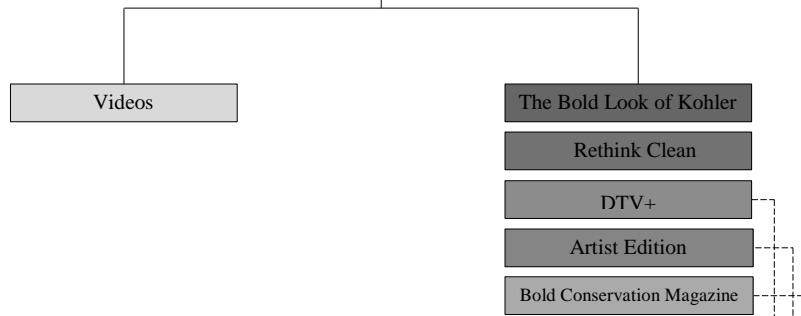
Music in the Bath



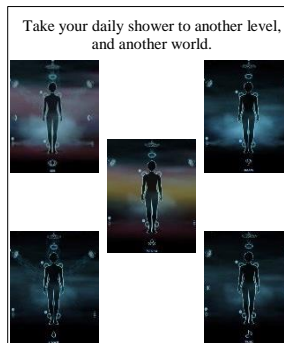
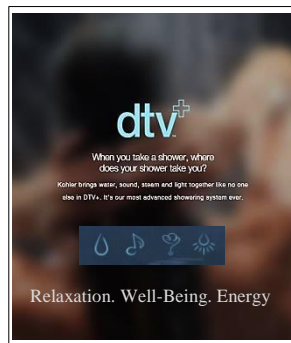
## Rethink Clean



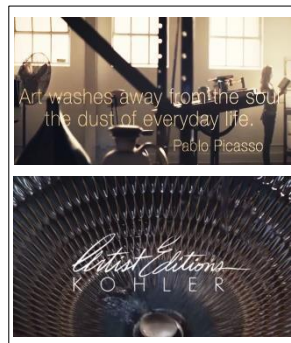
# KOHLER website analysis sheet



## DTV+



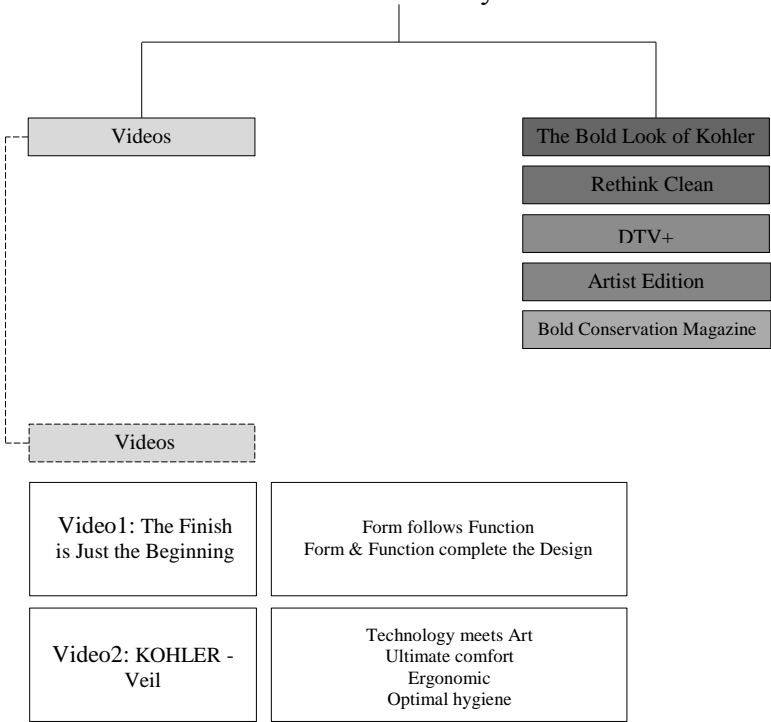
## Artist Edition



## Bold Conservation Magazine



# KOHLER website analysis sheet



Analysis has shown that Kohler is recognized in the development of bathroom technologies and design, also high-quality sanitary ware in the field of design, technology, craftsmanship and innovation. The main priorities of the company are: to reduce the degree of environmental impact, increase the volume of environmentally friendly products and technologies for ultimate comfort.

#### 4.2.4 Sheng Tai Brassware

##### General Information

Sheng Tai Brassware, despite his young age, is a leader in the field of brass for bathroom design. Brand Sheng Tai Brassware is located in Taiwan; provides products with aesthetics from Eastern and Western cultures to the whole world. Sheng Tai Brassware the company specializes in the production of sanitary equipment from brass and stainless steel. The company produces mixers for the bathroom and kitchen; shower systems, furniture and bathroom accessories. The brand's products won awards at such design contests as the "Red dot Product Design Award" and "iF Design Award".

##### Website Analysis

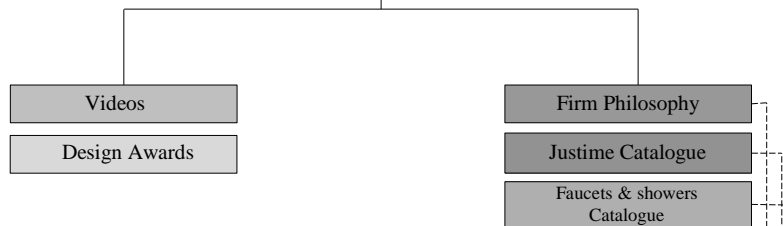
To get data about the features of new trends in the field of bathroom design, the website of Sheng Tai Brassware was analysed. The products which this company manufactures are summarized in the table below.

Sheng Tai Brassware	
Baths	Bath mixer Wall-mounted mixer Tub spout Floor mounted mixer
Showers	Rain shower Hand shower Showerhead Shower mixer Shower tube Ceiling mounted showerhead Wall-mounted
Faucets	Basin faucet Sink tap Tip-touch basin mixer

The following table shows the most important things which came to the forefront.



# Sheng Tai Brassware website analysis sheet



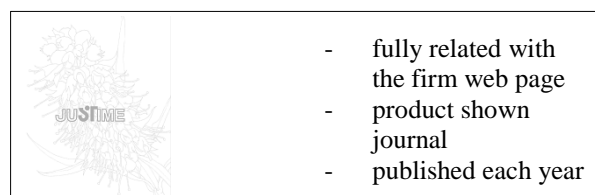
## Firm Philosophy



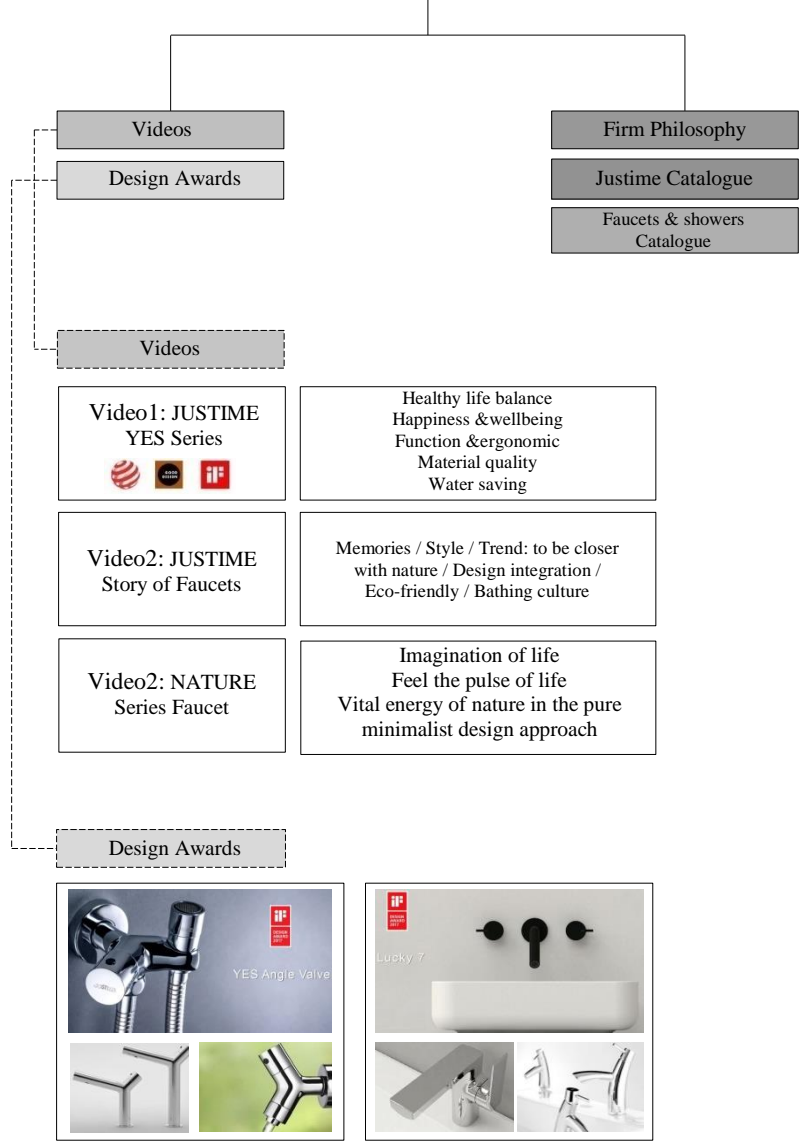
## Justime Catalogue



## Faucets & showers Catalogue



## Sheng Tai Brassware website analysis sheet



The company's analysis indicates a significant investment in the production of bathroom fixtures which allowed becoming a world leader despite his young age. The company products are unique and original plumbing with an innovative design that is a step away from the future.

#### 4.2.5 Geberit

##### General Information

Recognized as the leader in the market of advanced plumbing technology in Europe, Geberit was founded by Caspar Gebert in 1874 in Switzerland and headquartered in Rapperswil-Jona, Switzerland. Since its foundation, Geberit is a solution for plumbing systems in the field of reducing water consumption, materials and energy, hygiene and cleanliness and hanging comfort for all users. Geberit was the first company to make a plastic concealed installation tank (1962) for floor toilet bowls and an installation (1978) for the installation of console toilets. The company this year participated with six new products won the jury and received the IF Design Award 2017.

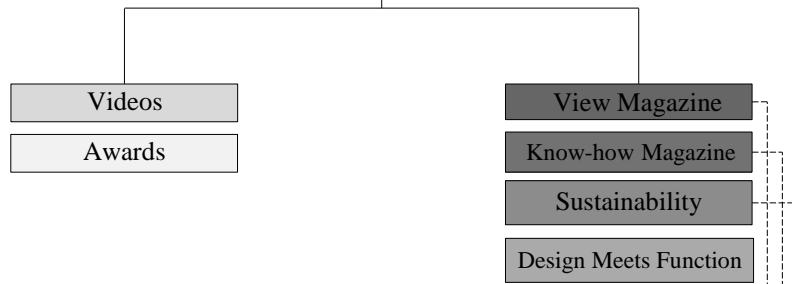
##### Website Analysis

In order to find out information about invisible technologies systems such as water-saving flush tank and drainage channels, the website of Geberit was explored. The products which this company manufactures are summarized in the table below.

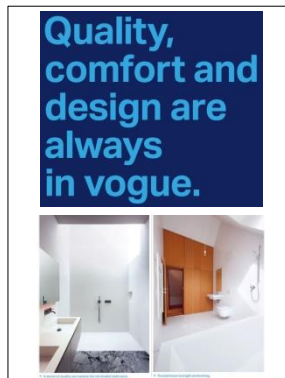
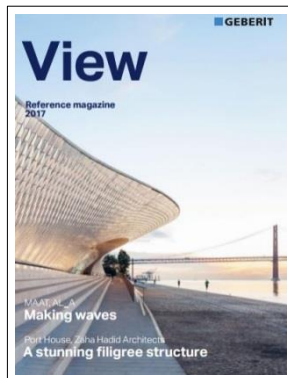
Geberit	
Bathroom Ceramics	WC Bidets Washbasins Urinals Shower trays
Cisterns	
Drainage Systems	Sound-insulating piping systems Sound-optimised
Faucets and	Electronic washbasin taps
Flushing Systems	Pneumatic and electronic flushing Water-saving and energy-saving

The following table shows the most important things which came to the forefront.

# GEBERIT website analysis sheet



## View Magazine



## Know-how Magazine



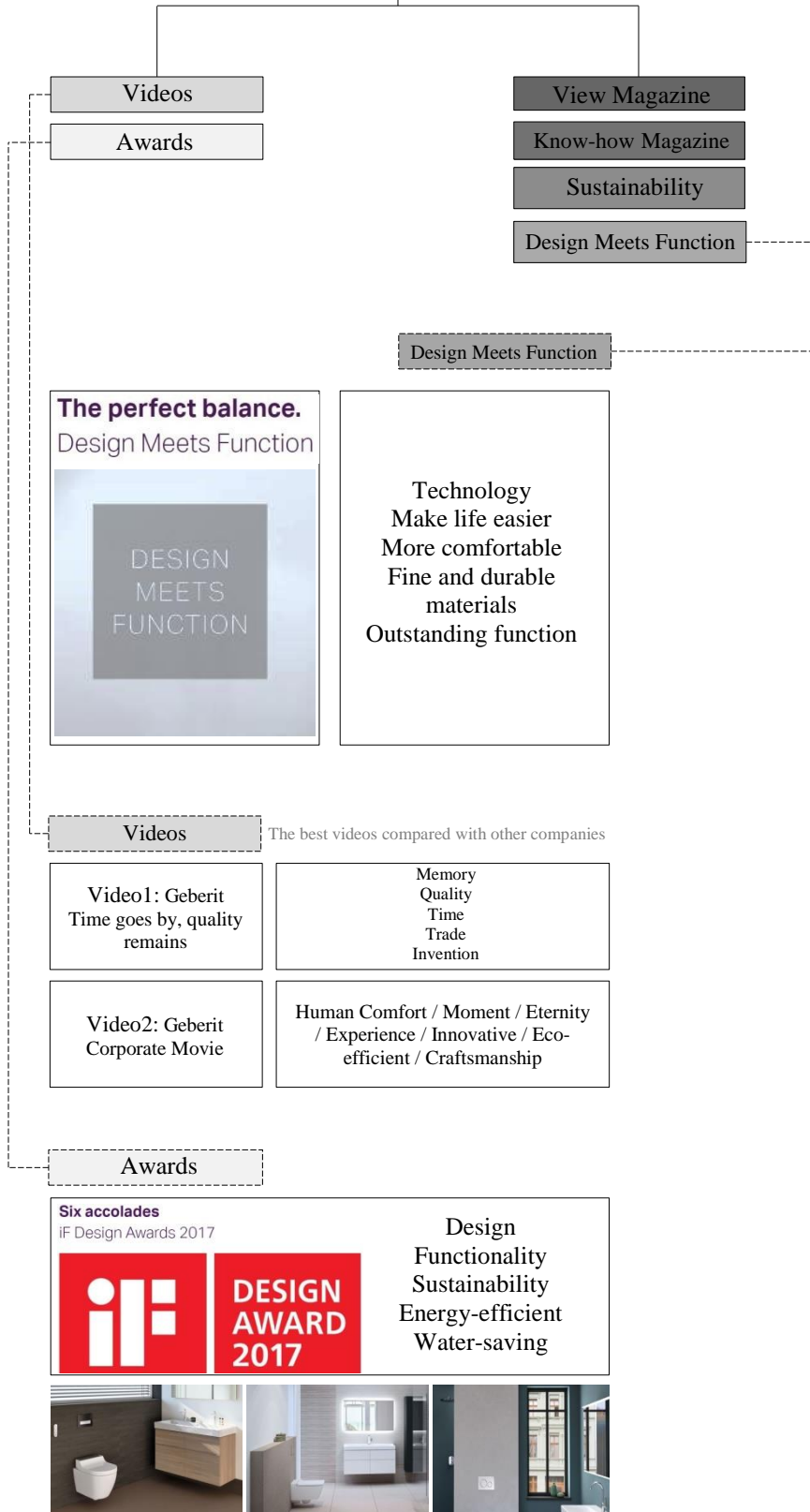
## Sustainability



**Care in the square.**  
Sustainability

For Geberit, sustainability means a process between *economic*, *ecological* and *social* aspects. Geberit improves the living standard due to innovative solutions, extensive know-how and the main emphasis on sustainability - for all creations and elaborations.

# GEBERIT website analysis sheet



The results of the company which is known for its concealed flushing cisterns for wall-mounted toilet bowls, bidets and wash basins show that these products remain in demand of bathroom design. The company's products are combined with the latest technologies, aesthetics and functionality that creates the latest trends in the design of bathrooms.

#### **4.2.6 Kaldewei**

##### **General Information**

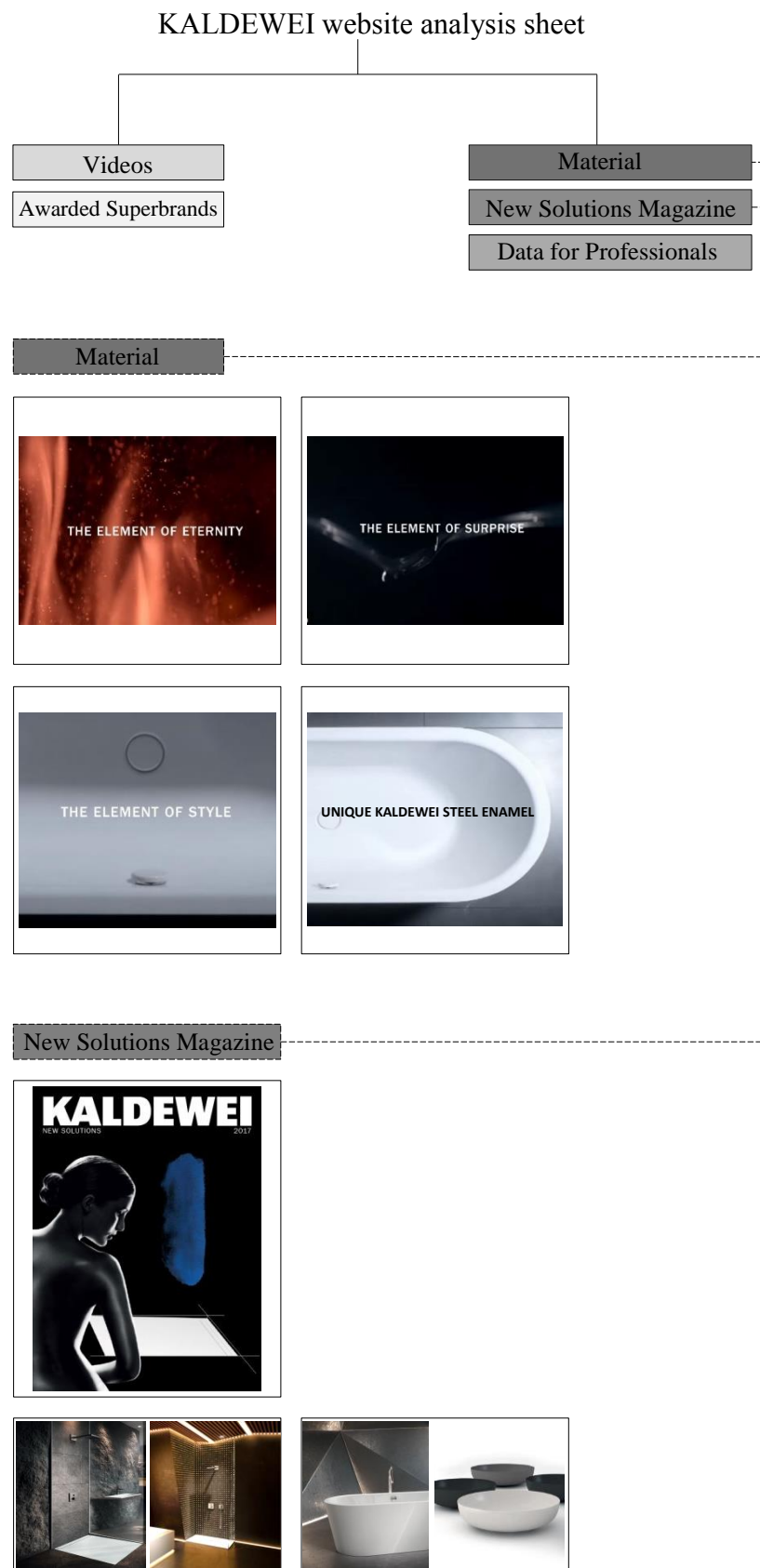
The history of baths is estimated not by one millennium. Evolution of the baths knew a stone, wooden, copper and even golden period. Kaldewei-produces the world's only enamel manufacturer of sanitary ware for many centuries in a row. The company was founded in 1918 in Alen, German; there is also the main office and production facility of the company which uses their natural materials and also develops and patents its own equipment. Furthermore, these materials are a natural and durable, that withstands high loads and stable. Perfectly suited for design and harmoniously combined with innovative technologies. The company since 1993 has won more than 14 international design awards, including the prestigious, which is a Red dot.

##### **Website Analysis**

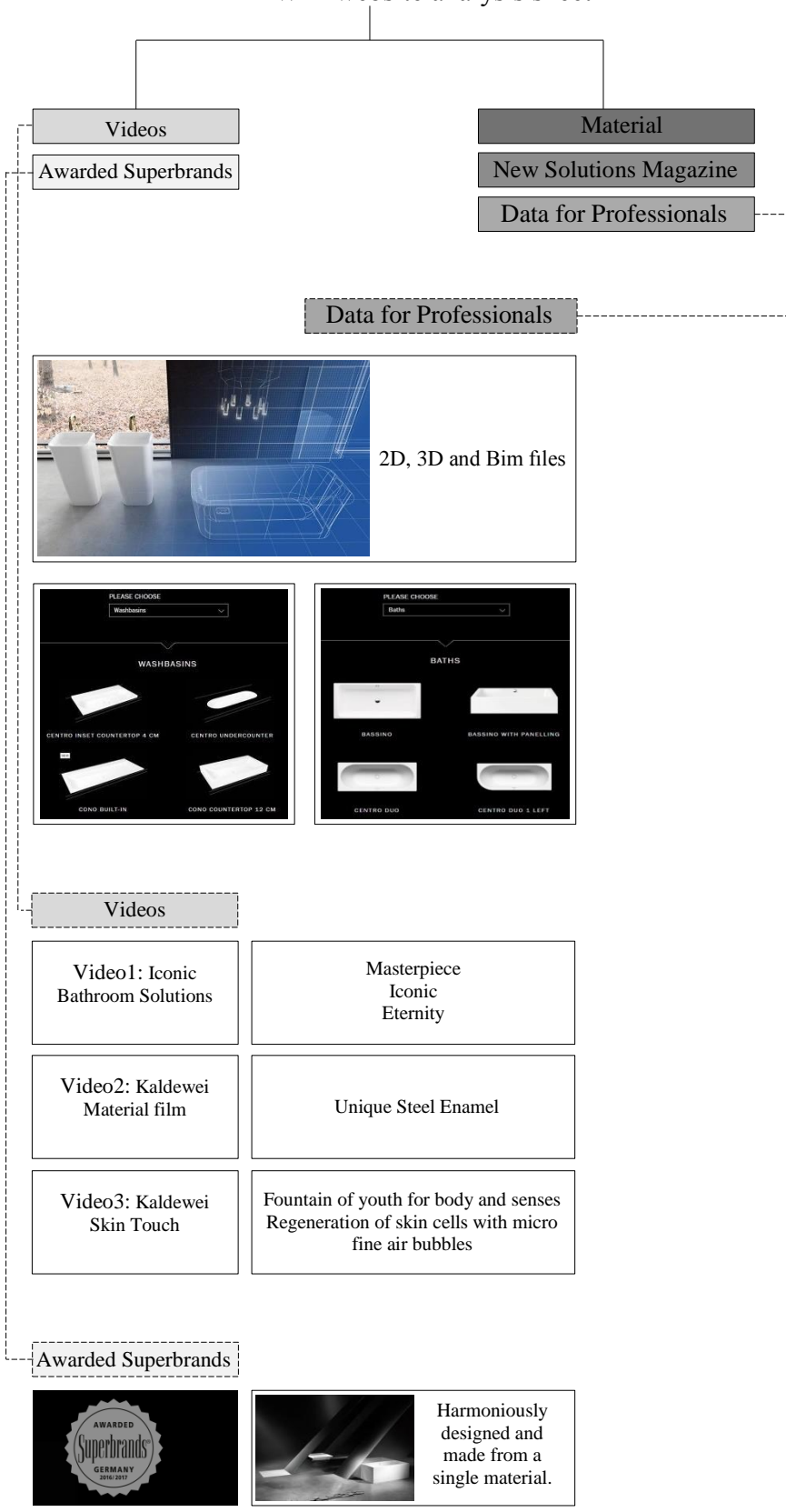
For elicitation of info about the centenary enamel bathroom products, the website of Kaldewei was investigated. The products which this company manufactures are summarized in the table below.

Kaldewei	
Baths	Freestanding bathtubs Built-in bathtubs
Showers	
Washbasins	Hand basins/ Bowls Built-in washbasins Wall-hung washbasins Under counter washbasins Freestanding Washbasins
Spa	Whirlpool systems

The following table shows the most important things which came to the forefront.



# KALDEWEI website analysis sheet



Videos

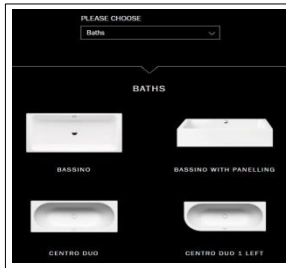
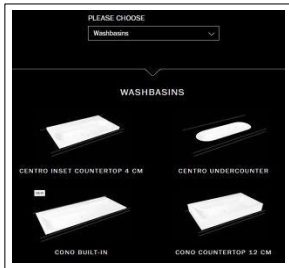
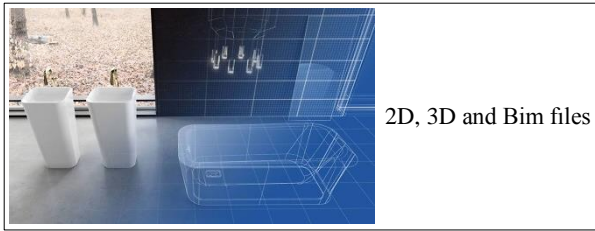
Awarded Superbrands

Material

New Solutions Magazine

Data for Professionals

Data for Professionals



Videos

Video1: Iconic Bathroom Solutions

Masterpiece  
Iconic  
Eternity

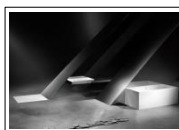
Video2: Kaldewei Material film

Unique Steel Enamel

Video3: Kaldewei Skin Touch

Fountain of youth for body and senses  
Regeneration of skin cells with micro fine air bubbles

Awarded Superbrands



Harmoniously designed and made from a single material.



Analysis one of the first manufacturers of cast-iron baths Kaldewei shows that today these bathtubs symbolizes the exacting design in the sphere of bathtubs that is constantly improved by technical innovations and with the quality of a material. This is the only one company that independently produces bath with unique steel.

#### **4.2.7 Dallmer**

##### **General Information**

Founded more than a hundred years ago (1913 in Arnsberg, Germany), the architectural brand Dallmer creates drainage systems that respond to aesthetics in terms of technology and quality. Thus, the Dallmer brand illustrates products using design and technology that provides invisible look. The materials of the company Dalmer, which produces sanitary devices, are hygienic, smooth and also they are corrosion-resistant and confronted to high temperatures. In general, the company over the past ten years has received many awards, five of them from the "Red dot Design Award", "iF Design Award".

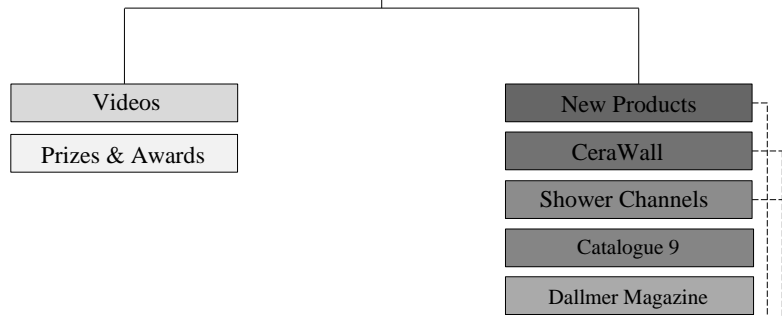
##### **Website Analysis**

In order to obtain information about invisible drainage solutions for bathroom design, the website of Dallmer was analysed. The products which this company manufactures are summarized in the table below.

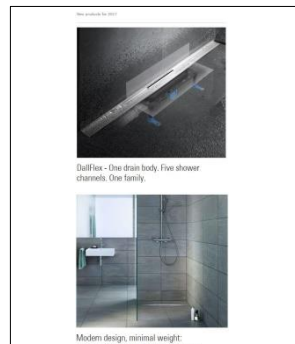
Dallmer
Drainage systems
Shower channel

The following table shows the most important things which came to the forefront.

# DALLMER website analysis sheet

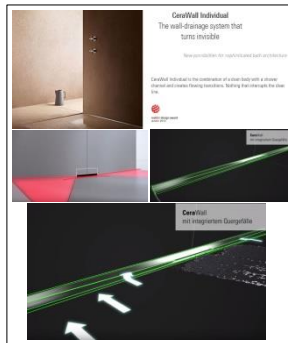
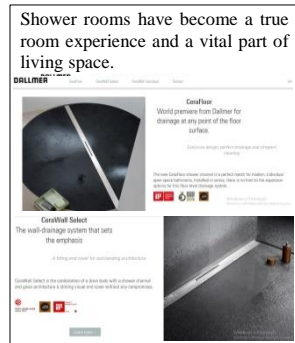


## New Products



- Attractive drainage systems
- On-trend design
- Budget-friendly option
- Reliably-renowned quality

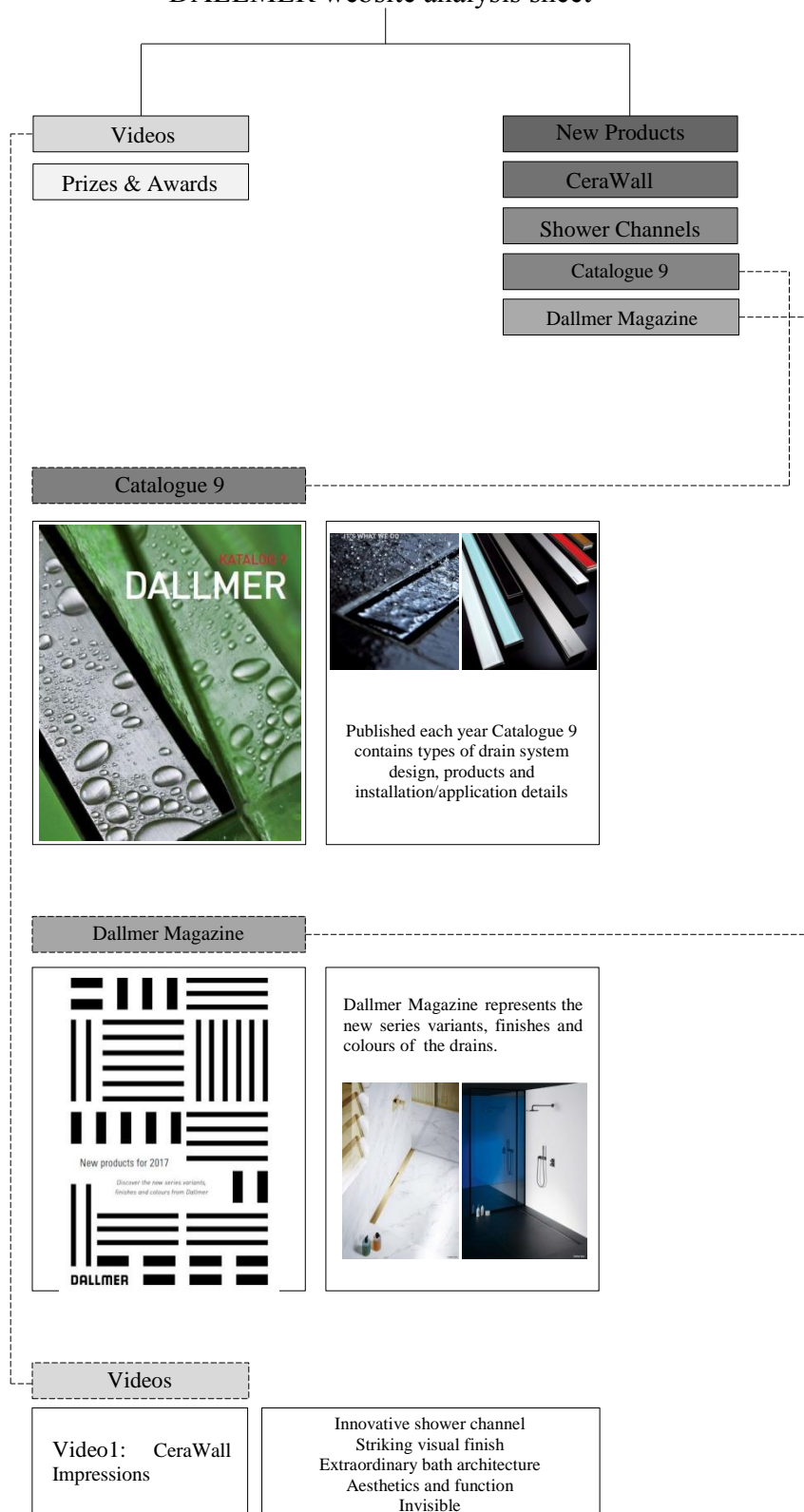
## CeraWall



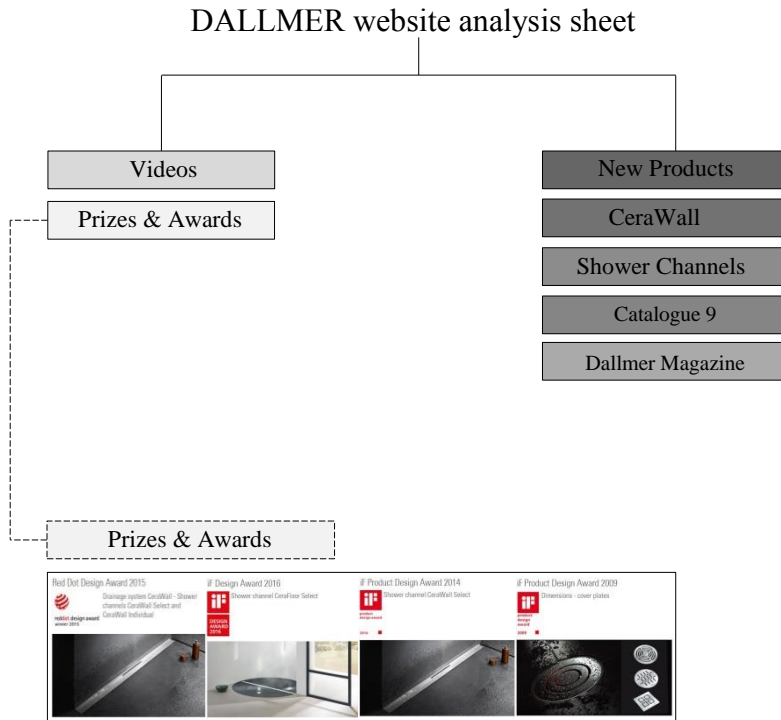
## Shower Channels



# DALLMER website analysis sheet



Other videos about installation of the drain system



The analysis of Dallmer shows that the bathrooms have become a real experience with the new drainage systems and these systems have transformed the bathroom into a part of the living space. The invisible drain system with the striking visual finish which a flush with the floor is greatly simplifying the showering facilities to all users.

### 4.3 Overall Results

In the following paragraphs; the results of the analysis will be introduced at two different layers: Firstly as a summary with general information and secondly as a summary of results which are trend specific.

#### 4.3.1 General Summary

In this table the individual trend specific results of the selected firms are illustrated after analysing the websites of the companies.

Table 17: Trend results of the selected seven companies (By the Author)

HANSGROHE Trend Results	DURAVIT Trend Results	KOHLER Trend Results	SHENG TAI BRASSWARE Trend Results
ECO SMART SUSTAINABILITY TECHNOLOGY WATER PLEASURE PLANNING	TREND WELLBEING PLANNING DESIGN TECHNOLOGY	SENSE WELLBEING MATERIAL COLOR RELAXIATION FUNCTION COMFORT ENERGY	WELLBEING FUNCTION- ERGONOMY AESTHETICS MATERIAL DESIGN HAPPINESS
GEBERIT Trend Results	KALDEWEI Trend Results	DALLMER Trend Results	
QUALITY HUMAN&HUMAN COMFORT DESIGN FUNCTION- TECHNOLOGY SUSTAINABILITY	SENSE WELLBEING MATERIAL COLOR COMFORT& RELAXIATION	FUNCTION COLOR DESIGN TECHNOLOGY WELLNESS	

As a result, on top, the table where individual results of specific trends were found after a thorough analysis of the magazines, websites and videos of all selected seven companies. These trend results were determined due to the companies which focus on the strong concept of bathroom products. The prominent keywords were selected, then compared and the most cited keyword was identified as a trend.

#### 4.3.2 Trend Specific Results

This table which follows shows that selected trends are divided into 2 categories: dominating trend and evolving trends. The reason for these differences is the most of the selected company's strong focus on dominating concepts.

Table 18: Comparison trend results of the selected seven companies (By the Author)

<b>DOMINATING TRENDS</b>	<b>EVOLVING TRENDS</b>
DESIGN TECHNOLOGY WELLBEING MULTI-FUNCTIONALITY SUSTAINABILITY (material) WATER (pleasure, fun, saving)	AESTHETICS (design) PLANNING (boundary) COLOR (design) COMFORT (human, sense, ergonomic)

In the following sections; the trend specific results will be illustrated one by one inspired from selected seven companies.

# Design

KEYWORDS

COMBINING SIZE, FORM & FUNCTION; USE OF SPACE;  
FREQUENTLY NAKED; MOVEMENT;

DOMINANT TRENDS



No longer a possibility - a necessity - as an equal partner in the shaping of the bathroom spaces. Details and objects more important. Surfaces in terms of ceramics colour etc.

# Technology

KEYWORDS

INGENIOUS; RESOURCEFUL; SMARTNESS;

DOMINANT TRENDS



The innovations and movements in technology has been and still are the most dominating part regarding trends

# Well-being

KEYWORDS

RELAXING; REGENERATION; IMPROVE; BE REBORN; RENEW;

DOMINANT TRENDS



Well-being is a gesture. In other words, well-being consists in the work of the bathroom elements. As far as wellbeing is concerned, there are all imaginable comforts, each with cutting-edge technology, from floating bathtub with sound system, whirlpool, steam shower, shower-toilet with remote control function and etc.



# Multi-functionality

KEYWORDS

COMBINING FUNCTION; USING THE PRODUCT VERSATILE;  
FLEXIBLE; MULTIFACETED;

DOMINANT TRENDS



The products can have functions. For instance the faucet behaving as a shelf or even multi-functions... Lamp and a shower. Concealed pressure system which helps saving water.

# Sustainability

KEYWORDS

NATURAL RESOURCES; SAVING WATER; ECO SMART;  
RECYCLING; DURABILITY; ECONOMIC EFFICIENCY;

DOMINANT TRENDS



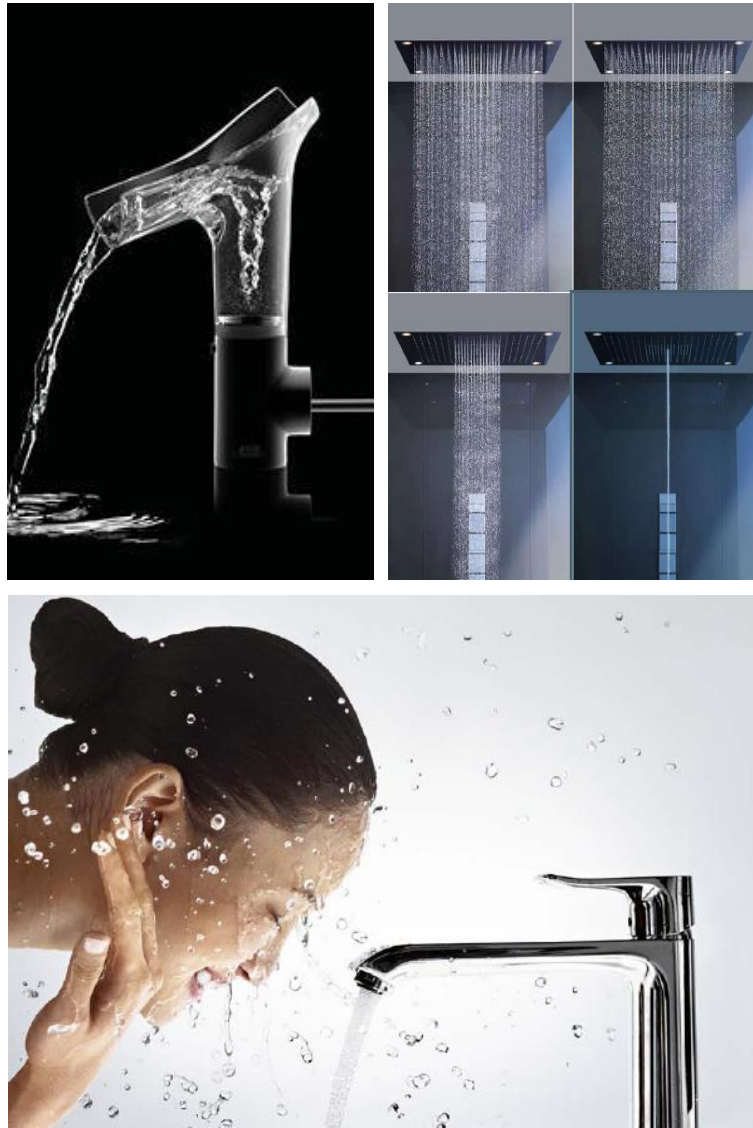
Materials are more in the forefront in terms of sustainability...natural, recyclable, durable...(e.g. enamel). Product quality improving the life sustainable for future generations. Focus on sustainability-saving water, recycling black water and grey water.

# Water

KEYWORDS

PLEASURE; FUN; SAVING; SOURCE OF LIFE; NATURE;  
WATER IS A KEY VALUE; WATER-SAVING PRODUCTS;

DOMINANT TRENDS



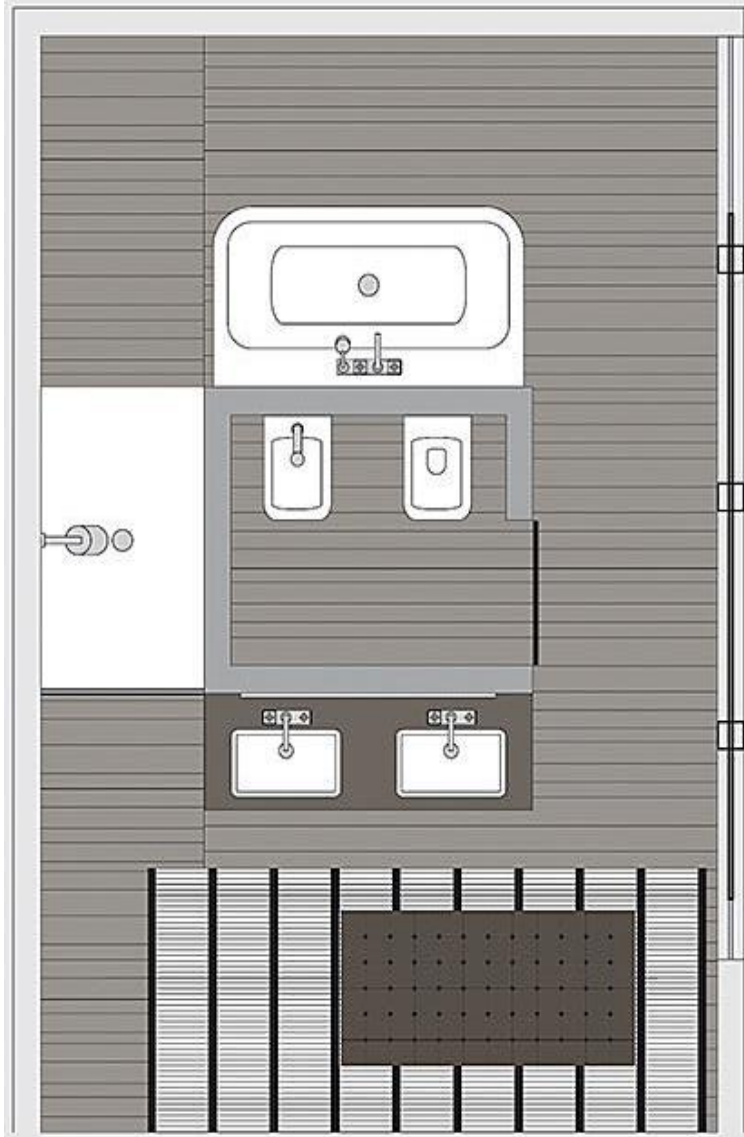
Water is the most important natural element in the bathroom and in everyday life. At the moment water used as a means for relaxation and cleaning up – well being but in the future; it will be for health care.

# Planning

KEYWORDS

ORGANIZATION; SPACE REQUIREMENTS; AVAILABLE SPACE; ATTRACTIVE ATMOSPHERE; DESIRE TO DESIGN;

EVOLVING TRENDS



Boundary vanishing between the bathroom and the bedroom it is a new trend in planning. Furthermore relationship – continuity of space and materials – in the future more same. Additionally planning it is a balancing between function and atmosphere.

# Aesthetics

KEYWORDS

SOFTER; SIMPLER; MORE MINIMAL APPROACHES; PURITY;

EVOLVING TRENDS



The aesthetics an integral part of everyday life, which became important in the bathroom design. Based on this, the bathroom design should be relaxed and full of aesthetics for all users.

# Colour

KEYWORDS

MORE COLOR-MORE ENERGY; MOOD; IMPRESSION;  
ACCENT; COLOUR TRANSFORM SPACE;

EVOLVING TRENDS



Interior design is unthinkable without colour, this is evidenced by the latest trend. Since colour evokes emotions and transforms space - to the taste of the user.



# Comfort

KEYWORDS

SAFETY; EMOTIONS; COZINESS; CONVENIENCE;

EVOLVING TRENDS



Dynamic playful decisions with simple materials are the way to a comfortable daily life. Today comfort is a water, technology, innovation, quality, light, cosy atmosphere and natural materials.

As a result, it can be summarized that the outstanding trends are sustainability, planning, multi-functionality and “water” as a design agent used for wellbeing. However, as a concluding remark; it can be mentioned that even though this summary can be made based on the summary visual tables created under the title of a trend keyword separately one by one; these trends actually merge between themselves and are highly interrelated. And above all; what surfaces above all analysis and discussions is that “design” itself is the most significant “trend”. The table below illustrates these remarks.

Table 19: Trend keywords of the visual tables (By the Author)

DOMINATING TRENDS	EVOLVING TRENDS
<ul style="list-style-type: none"> <li>● DESIGN</li> <li>● TECHNOLOGY</li> <li>● WELLBEING</li> <li>● MULTI-FUNCTIONALITY</li> <li>● SUSTAINABILITY</li> <li>● WATER (pleasure, fun, saving)</li> </ul>	<ul style="list-style-type: none"> <li>● AESTHETICS</li> <li>● PLANNING</li> <li>● COLOR</li> <li>● COMFORT</li> <li>● (human, sense, ergonomics)</li> </ul>

So far, the analysis of the trend setting companies was done. The results were presented visually with the help of tables. The next chapter will provide a brief summary of the thesis with overall conclusions and end with some recommendations for further research.



## **Chapter 5**

### **CONCLUSION**

The problem this study addressed was related to the transformation of the concepts in relation to the design of the private domestic bathroom spaces and contemporary trends, which have not been, investigated enough. In length of time, despite many changes and inventive thoughts during the designing of the bathrooms, (where the bathroom space was necessary not only as a public but as a part of other social spaces), the private domestic bathroom interiors remained approximately the same, up until recently. In addition, many people make the design or refurbishment of their bathrooms themselves, upon the advice of others (usually not design professionals), and are usually inspired by photos and articles from websites. Thus, the present study aimed to overpass the gap on one hand between casual pictures, random design attempts and the deliberately created design reality and on the other hand between and individualistic non-systematic customer oriented research and methodological (well thought out) academic research; in order to find out the true nature of bathroom design trends and the relevant detailing in them.

The thesis started with a theoretical exploration and definition of the contemporary conceptual issues related to private domestic bathroom interiors; the historical background; general typologies related to its planning and; detailed timelines of bathroom fixtures and elements. This theoretical investigation was beneficial in the following ways described below.

- Through the conceptual framework, all the key issues and terms related to private domestic bathroom designs were summarized into a scheme, through which, the ones interested in bathroom designs (students, scholars or academicians), could easily see all of the inter-related parameters that influence bathroom interiors and their designs altogether in a single framework.
- The study of the historical context and background of bathroom interiors, gave positive results in terms of better recognizing the social, cultural and technological changes that have affected the bathrooms and hence the lives of the users.
- The typological overview, (presented through sample plans) provided useful information related to the different needs and functions related to bathroom interiors, and how these shaped the planning of these spaces.
- And the detailed timelines of bathroom fixtures and elements, showed clearly the most significant threshold in bathroom interiors, which came with the introduction of piping systems into domestic interiors. This was a technological turn, which completely changed the pace of the lives within these interiors.

All the above-mentioned theoretical groundings and evaluations have shown that trends started to appear only during the last decades and interestingly in parallel with the manifestation of design award mechanisms. In the highly competitive world of architectural practice/building industry, interior design and industrial products' design some products started to come to the forefront from all the various numerous (countless) items produced every year by different companies and took their place in

the market. After this, the companies started to compete with each other not only in terms of production but also through their investments into design research and design itself. All these, gradually turned the manufacturing companies from merely being “producers” to “trend setters”.

So, within this perspective, the research was taken a step further by looking at what a design trend is and how design trends represent themselves in real-life settings. Considering that, design awards are strong indicators of the dynamic world of design and design research, the study made use two different research methods to find out and provide an inspirational review of the trends regarding the design of private domestic bathroom interiors. Firstly, a quantitative analysis, of three most widely accepted design awards was conducted, in order to specify which companies invest most into the discovery and sharing of novelties in terms of private domestic bathroom interior products. Seven companies, which covered different geographical areas and bathroom fixtures and elements’ categories, were selected. In the text, these were referred to as the “trend setting companies”. And secondly, these companies were examined in detail through qualitative, case study research methodology.

All the discovered information, gathered from the companies both about the companies themselves, their products and marketing sensitivities, key-themes and concepts related to bathrooms (including the changing ones) were presented under tables designed by the researcher, one by one for each company. Then, the revealed results were summarized in two different layers. Firstly as information of individual trend specific results related to the selected firms and secondly as a more focused

selection of recurring trends which were also divided into two categories as ‘dominating trends’ and ‘evolving trends’.

In overall, the outstanding trends in contemporary private domestic bathroom designs can be summarized as: Sustainability, planning (in regards to different zones – such as functional and relaxation), multi-functionality and the changing role of “water” from being a tool for hygiene into a multi-faceted design agent used also for wellbeing. However, first and foremost, all the analysis and discussions indicate that “design” itself is the most important “trend”.

In brief, in the world of bathroom designs, the trends are changing (not so fast but continuously) and it is very important to know that:

- The bathroom space is no longer just a functional room for hygienic procedures;
- The difference between the living space and the bathroom is gradually erasing;
- These changes occur due to developments in technology and how designers, interior/architects, use this technology.

As a concluding remark, it can be mentioned that, all these findings are hopefully also an inspiration for design educators, graduates, design schools and, of course, for everyday users. It is mainly for them, that, now the bathroom space has become a place for relaxation, where one can have a retreat, really relax and be alone with oneself or even, conversely, surrounded by close people. That is also why the

bathroom spaces are no longer considered as hidden and visually separated areas from the living space.

It can be assumed that, in the future bathrooms spaces will definitely be (highly) digital. Because, our world society is entering the technology world of production and marketing – where the pace of change and innovation continues to accelerate every day. So, undoubtedly technology will continue transforming the way of life, work, creating, producing, designing, sustainability, economy and all these things open the door to new challenges that fit human needs while using bathrooms. Innovation holds the key to shaping the world of design around us. It is also giving the firms an opportunity to weave themselves into the new ideas or to new trends, which improve the world. It is therefore, so important for all stakeholders of the design team, design schools, and students to be aware of these trend, so as to be able to understand them, develop a critical points of view and responsibly take part in collaborative integrated design practices.

In this sense, having in mind that, there is an overwhelming amount of information pouring over the individuals, who are potentially interested in bathroom designs (in one way or the other); further research could focus on the economical and sustainability aspects of all the possible choices that are related to private domestic bathroom designs. Usually, designer products and practices taking their places on the bathroom interior scenes are very costly, and it is very difficult to orientate in deciding which choices lead to ‘good value for money’; both in the interest of the user, client and the planet.

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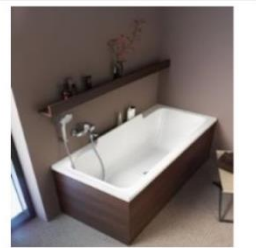







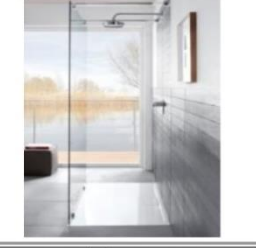











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## **APPENDIX**

Red Dot Design Award winning products and jury comments (Organized by the author)

2013		<p><b>Winner 2013</b></p> <ul style="list-style-type: none"> <li>-individual</li> <li>-deliberate restraint</li> <li>-formal simplicity</li> <li>-clarity and tranquility</li> </ul>		<p><b>Winner 2013</b></p> <ul style="list-style-type: none"> <li>-extremely sleek</li> <li>-stimulate the senses</li> <li>-transforming bathroom</li> <li>-digital</li> </ul>		<p><b>Winner 2013</b></p> <ul style="list-style-type: none"> <li>-simplicity and emotion</li> <li>-clean and flowing lines</li> <li>-rest and relaxation</li> </ul>		<p><b>Winner 2013</b></p> <ul style="list-style-type: none"> <li>-symmetrical for visual balance</li> <li>-quality and longevity</li> <li>-luxurious</li> <li>-invigorating</li> </ul>
	DuraStyle - Bathroom Series Duravit AG	F-Digital Deluxe - Shower Collection Grohe AG	F-Digital Deluxe - Shower Collection Grohe AG	Rainshower F-Series Multispray 15" - Shower Collection/Grohe AG				
		<p><b>Winner 2013</b></p> <ul style="list-style-type: none"> <li>-contrast of organic flow and geometric precision</li> <li>-combination of simplicity</li> </ul>		<p><b>Winner 2013</b></p> <ul style="list-style-type: none"> <li>-geometric shape</li> <li>-symmetrical</li> <li>-gentle shape with characteristic formal details</li> </ul>		<p><b>Winner 2013</b></p> <ul style="list-style-type: none"> <li>-organic flow and geometric precision</li> <li>-compact</li> <li>-sculptured surfaces</li> </ul>		<p><b>Winner 2013</b></p> <ul style="list-style-type: none"> <li>-compact</li> <li>-pure and timeless shape</li> <li>-comfortable and easy</li> <li>-ergonomic</li> </ul>
	Inspire Collection - Wash Basin AM.PM	Happy D.2 - Bathroom Series Duravit AG	Spirit Collection Single - Lever Bathtub Mixer AM.PM	Spirit Collection Single-Lever Mixer AM.PM				
		<p><b>Winner 2014</b></p> <ul style="list-style-type: none"> <li>-ultra-flat and rimless design</li> <li>-harmoniously</li> <li>-high-gloss surface</li> <li>-purist design</li> </ul>		<p><b>Winner 2014</b></p> <ul style="list-style-type: none"> <li>-curved surfaces</li> <li>-sensuous shape</li> <li>-water and energy saving functions</li> <li>-distinctive and ergonomic</li> </ul>		<p><b>Winner 2014</b></p> <ul style="list-style-type: none"> <li>-minimalist</li> <li>-sculpted form</li> <li>-ECO function</li> <li>-graphic icons</li> </ul>		<p><b>Winner 2014</b></p> <ul style="list-style-type: none"> <li>-purist yet elegant</li> <li>-decidedly unique appearance</li> </ul>
Architectura MetalRim - Shower Floor Collection/Villeroy & Boch AG	Bliss L Single-Lever Basin Mixer AM.PM	Grotherm 2000 - Bath Collection Grohe AG	FIND - Basin Mixer Benco Electrical Appliances Co., Ltd.					
	<p><b>Winner 2014</b></p> <ul style="list-style-type: none"> <li>-intelligent functions</li> <li>-energy-saving mode</li> <li>-seat heating</li> <li>-easy to integrate</li> </ul>		<p><b>Honourable Mention 2014</b></p> <ul style="list-style-type: none"> <li>-purist design</li> <li>-unique identity</li> <li>-elegant style</li> <li>-clear-cut lines</li> <li>-high-quality look</li> </ul>		<p><b>Best of the Best 2014</b></p> <ul style="list-style-type: none"> <li>-dominant</li> <li>-unique</li> <li>-classical and postmodern</li> <li>-luxurious work</li> </ul>		<p><b>Winner 2014</b></p> <ul style="list-style-type: none"> <li>-modern and dynamic</li> <li>-sleek design</li> <li>-elegant aesthetic</li> <li>-innovative</li> <li>-eye-catching</li> </ul>	
SensoWash I - Shower Toilet Duravit AG	Yatin Diamond - Basin Mixer Yatin Bath Corp., Jiande	Accademia Pop Limited Edition - Bathtub/Teuco Guzzini SpA	Eurodisc Cosmopolitan - Bath Collection Grohe AG					
	<p><b>Winner 2014</b></p> <ul style="list-style-type: none"> <li>-extraordinary line management</li> <li>-three-dimensional effect</li> <li>-unconventional</li> </ul>		<p><b>Winner 2014</b></p> <ul style="list-style-type: none"> <li>-easy movement</li> <li>-reduce energy</li> <li>-elegant shape</li> <li>-gentle curves</li> </ul>		<p><b>Winner 2014</b></p> <ul style="list-style-type: none"> <li>-simplicity</li> <li>-carefully thought-out detailing</li> <li>-high-quality design</li> </ul>		<p><b>Winner 2014</b></p> <ul style="list-style-type: none"> <li>-curved surfaces</li> <li>-expressive form</li> <li>-great comfort in use</li> </ul>	
Trame - Radiator Tubes Radiatori Srl	CUBIA Single-Lever Basin Mixer LIXIL Corporation	Admire - Wall-Hung WC AM.PM	Bliss L Single-Lever Bath and Shower Mixer AM.PM					





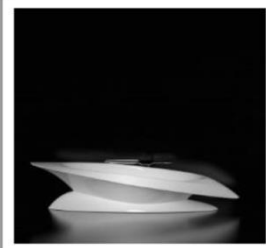











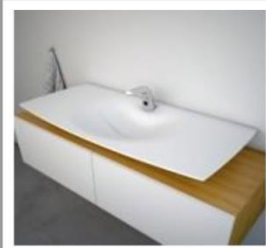





IF Design Award winning products and jury comments (Organized by the author)

2011		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-self-standing</li> <li>-uniquely soft touch and hygiene advantage</li> <li>-dimensional stability</li> <li>-round edge shaped line</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-clear design</li> <li>-round showerhead</li> <li>-ergonomic, comfortable grip</li> <li>-intuitive and easy operation</li> <li>-voluminous rain</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-combines bathing and showering in a single</li> <li>-generous seating area</li> <li>-great freedom of movement</li> <li>-combination of soft forms</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-free-standing</li> <li>-high-quality mineral material</li> <li>-stone-like look and feel</li> <li>-straight lines</li> <li>-chalice shape</li> </ul>				
SWL-0027 / Wash basin Saturn bath Co	Hansgrohe Raindance Select / Hand shower Hansgrohe	Stairway / Shower and bath tub repaBAD GmbH	Unique / Bath tub repaBAD GmbH	2011		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-soft bath tub</li> <li>-remarkable thermo keeping ability</li> <li>-luxury tub design</li> <li>-cushioning according to the body structure</li> <li>-warm and cozy</li> <li>-comfortable</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-independency in style</li> <li>-soft and sweeping flow of water</li> <li>-fluent transitions</li> <li>-no hard corners and edges</li> <li>-convinces with sensuality</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-organic-shaped</li> <li>-nostalgic look</li> <li>-attached to the wall</li> <li>-high splash back</li> <li>-basin extends fluidly</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-calling attention to digitalization and individualization</li> <li>-various colors and designs</li> <li>-tool for creativity</li> <li>-combined in different ways</li> </ul>
Calla BATH TUB / Bath tub Lotte Engineering & Construction	215 1000 / Single lever basin mixer Steinberg GmbH	Blend / Wash hand basin NotOnlyWhite B. V	CUBE&DOT COLLECTION / Ceramic wall tile Kaleseramik	2012		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-electronic mixer adds freshness</li> <li>-Elegant, sensual shapes</li> <li>-white lacquered, slender body</li> </ul>		<p><b>IF GOLD</b></p> <ul style="list-style-type: none"> <li>-elegant, sensual shapes</li> <li>-ergonomic pin handle</li> <li>-white lacquer and shiny chrome</li> <li>-softly rounded edges</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-tapered mixer body</li> <li>-precise edges and soft curves</li> <li>-subtle luxury</li> <li>-comfort and convenience</li> <li>-practically eliminating bumps</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-self-confident</li> <li>-pleasantly minimalistic design</li> <li>-ergonomically-rounded</li> <li>-flexible</li> </ul>
PuraVida / Electronic basin mixer Hansgrohe	PuraVida 225 / Basin mixer, wall-mounted Hansgrohe	Metris / Basin mixer Hansgrohe	Focus 240 / Basin mixer Hansgrohe	2012		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-cylindrical handles</li> <li>-low outlet represents an elegant solution</li> <li>-esthetic</li> <li>-functional</li> </ul>		<p><b>IF GOLD</b></p> <ul style="list-style-type: none"> <li>-Soft rounding meets flat</li> <li>-gleaming surfaces</li> <li>-wonderfully shaped and very inviting</li> <li>electronic faucet proved convincing</li> <li>-EcoSmart technology</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-invigorating sensation of bathing</li> <li>-elegant and slender</li> <li>-cascading waterfall</li> <li>-represents an enjoyment of water</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-infinite imagination of life</li> <li>-stylish handles</li> <li>-simple design</li> <li>-comprehensive functions</li> </ul>
Axor Bouroullec / Basin mixer Hansgrohe	Focus / Electronic basin mixer Hansgrohe	Raindance Rainfall 180 AIR / Overhead shower /Hansgrohe	Nature / Bath and shower mixers Shengtai Brassware	2012		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-bath with a comfort zone</li> <li>-generously proportioned storage shelf</li> <li>-precise and clear form</li> <li>-elegant and</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-vibrant energy of new life</li> <li>-harmony with the water</li> <li>-water winds comfortably</li> <li>-ergonomic design</li> <li>-beautiful form</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-modular washplace furniture</li> <li>-functional units</li> <li>-free-standing or wall-bound modules</li> <li>-color shading of the furniture surfaces</li> </ul>		<p><b>IF</b></p> <ul style="list-style-type: none"> <li>-water is a necessity of life</li> <li>-unique replaceable covers</li> <li>-simplify repair</li> <li>-environmentally friendly</li> </ul>
ASYMMETRIC DUO / Bath tub Kaldewei	Branch / Basin mixer for wash bowls ZEVA Corp.	be yourself. / Washplace Alape GmbH	Chapter / Deck-mounted faucets Shengtai Brassware Co., Ltd.									



A'Design Award winning products and jury comments (Organized by the author)

2013	 <p><b>Golden A' Design Award Winner 2013</b> -nominative lines -functional solutions -impressive quality -double washbasin perception -structural and fluently form</p>	 <p><b>Silver A' Design Award Winner 2013</b> -different sizes and decorations -symbolizing the game -extremely simple and linear -fit for every setting</p>	 <p><b>Silver A' Design Award Winner 2013</b> -beautiful and comfortable -peculiar location -optical illusion -invisible drain hole</p>	 <p><b>Silver A' Design Award Winner 2013</b> -two units -suitable for disabled people -freedom</p>
	Serel Wave Washbasin / Matel Hammadde San. ve Tic A.S Serel Sanitary Factory	Bucket 40 Lay-on wash basin Scarabeo Ceramiche S.r.l.	Angle Washbasin ARCHITIME design group	Albatros Washbasin / BIEN YAPI ÜRÜNLERİ SANAYİ TURİZM Ve TİCARET A.Ş
2013	 <p><b>Silver A' Design Award Winner 2013</b> -harmonious balance -softness and tension -pure lines and expressive ability -soft elegant shapes</p>	 <p><b>Silver A' Design Award Winner 2013</b> -clear and crystalline forms -cylindrical and symmetrical shapes -smooth cylindrical and quite minimalist form</p>	 <p><b>Silver A' Design Award Winner 2013</b> -detail and relation between surface and touch -manually shape -comfort of use -warm sensation</p>	 <p><b>Silver A' Design Award Winner 2013</b> -sensor technology-purpose and function -ergonomic design -maximum comfort and durability -elegantly modern design</p>
	Callas Bath tub Advancedesign	Smooth Faucet Basin Mixer Ctesi - Barros & Moreira, S.A.	Mia Washbasin Marmite SA	miscia LIGHT Sensor Faucet miscia GmbH
2013	 <p><b>Silver A' Design Award Winner 2013</b> innovative materials -several functions -aesthetically simple and functional. -ease of use and recyclability</p>	 <p><b>Silver A' Design Award Winner 2013</b> -waterfall design -create a relaxing feeling</p>	 <p><b>Silver A' Design Award Winner 2013</b> -geometric rigor -softness and thickness -slim edges and slim design -durable to fire</p>	 <p><b>Silver A' Design Award Winner 2013</b> -soft transitions -simple and minimal breezes -cleanliness and innocence -purity -easy dismountable</p>
	KALLISTO Shower head Sanicro	Rain Soft Shower Aq Qala Binalar	Spirit Bathroom Furniture Set Kaleseramik	SEREL Purity Wall hung WC Pan / Matel Hammadde San. ve Serel Sanitary Factory
2013	 <p><b>Silver A' Design Award Winner 2013</b> -returning to the nature -soft,smooth forms -modulation choices -flexibility</p>	 <p><b>Bronze A' Design Award Winner 2013</b> -modern plunger, -functionality -sense of space -small and unobtrusive to the space</p>	 <p><b>Bronze A' Design Award Winner 2013</b> -healthy and convenient -blood circulation and massage -smart bidet,</p>	 <p><b>Bronze A' Design Award Winner 2013</b> -snake form -spiraled around of water pool -pedal can control of water</p>
	Sott'Aqua Marino Bathroom Furniture Isvea	Leloo Plunger/Brush/Magazine Rack Micklish	The Free Executive Bidet Planning Kong's	Spiral Washbasin Aq Qala Binalar
2013	 <p><b>Bronze A' Design Award Winner 2013</b> -unique bowl form -flow perception and aesthetics -nano technologic -invisible water hole -asy clean</p>	 <p><b>Bronze A' Design Award Winner 2013</b> -solid form and functional usage -characteristic dominance -functionality-purification</p>	 <p><b>Bronze A' Design Award Winner 2013</b> -light and contemporary approach -timeless design -functional storage -anti bacterial acrylic material</p>	 <p><b>Bronze A' Design Award Winner 2013</b> -environmentally friendly -hygenic -innovative -easy to clean</p>
	SEREL Purity Washbasin Serel Sanitary Factory	4Life Double washbasin Matel Hammadde San. ve Tic A.S	Pearl Bathroom Furniture Set Kaleseramik Çanakkale Kalebodur Seramik	Bplus Wall-hung WC Isvea



