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Information platform for creative bathroom planning, architecture and design

Pop up my Bathroom, an initiative of the German Bathroom Sector Association (Vereinigung Deutsche Sanitärwirtschaft e.V. / VDS) and Messe Frankfurt established in conjunction with the ISH, is an experimental platform for architects, bathroom planners, interior designers and journalists. It aims to explore and illustrate what possibilities the bathroom can offer people as both an aesthetic and a functional space.

The Pop up my Bathroom team looks forward to seeing you in The Bathroom Experience at ISH 2023.

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#ISH23

Jens J. Wischmann

Inside | Outside

What exactly is it that constitutes a modern bathroom? Is it the look or the sanitary-ware, the choice of materials or, ultimately, the technology? The truth is: in future, it will be almost impossible to distinguish between the various factors. The more technical and bigger the product, the greater the role specialist trades and wholesale play in the realisation and refurbishment of bathrooms. The photos on manufacturers' websites make it look so easy to create a modern lifestyle bathroom. In reality, however, it takes immense technical effort not only to arrange the toilet, vanity, bathroom furniture, mirror cabinet, shower and bath in an attractive layout but to ensure their functionality for decades to come as well.

Today's bathrooms are meant to create a homely effect – visible pipes, connections, traps and cisterns, as well as shower trays that stand out for all the wrong reasons, disrupt this look and make cleaning more difficult. Anything that makes the bathroom different from a “normal” room should disappear behind the wall – especially when aiming for a minimalist style.

Holistic bathroom planning and intelligent technology behind the wall are therefore prerequisites for modern bathroom design, while attractive interior and product design are what drive the market. Design and installation technology are mutually dependent. This balance was Pop up my Bathroom's major theme at the ISH 2021 digital.

This trend book describes three important trends in bathroom design that will continue to be relevant in the years ahead and aims to provide added value for your work.

Enjoy the read !



Managing Director
German Bathroom Sector Association
(Vereinigung Deutsche Sanitärwirtschaft e.V.)
Bonn, August 2022



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.Green Bathroom | Trend 1

Sustainable products, new designs and new material options combine resource conservation with a sense of being close to nature.

Green Bathroom is probably the most important trend of all in terms of its significance for the sector. But the way to a sustainable bathroom isn't only paved with highly complex technical products and state-of-the-art technologies; products made of natural materials that can be used for many years to come also play a vital role. The Green Bathroom is a future concept that strives for the optimal combination of smart, water-saving and energy-saving products, eco-friendly industrial production, sustainable materials and enduring design – while simultaneously conveying a sense of being in touch with nature.

.Green Bathroom

8 facts for ecological bathroom planning



1. Storytelling: describe the “added green value”
2. Credibility: climate-neutral from A to Z
3. Dream team: hygiene and sustainability
4. Biophilic architecture and building services
5. Saving water – a common myth and the challenge of the century
6. Recycling – factor the service life of the products into the planning
7. Enduring design: timeless, attractive and yet still individual
8. Interior design: floral patterns, natural wood, but all of it water-resistant

What possibilities are there for planning a bathroom that’s genuinely “green” and sustainable? Professionals and private clients alike need to be aware that there are two levels to planning a Green Bathroom: the technical equipment on the one hand and the creative, emotional level on the other. And whereas the one level is all about integrative concepts and hard facts, the other is all about soft factors – the atmosphere and the sense of being in touch with nature that a bathroom like this can convey.

Today natural materials, enduring design and certified sustainable production credentials are virtually standard for products from Germany’s bathroom sector.

But up until now, there hasn’t been much focus on these aspects in the storytelling that goes with the planning of a bathroom. That seems to be changing: private home owners are more and more mindful of ensuring a positive environmental footprint and increasingly demanding a “green” bathroom. The Green Bathroom is a top trend and will dominate bathroom planning in the years ahead. Here are the eight most important factors of the ISH trend with practical tips for planners:

1. Storytelling: describe the “added green value”

Bathroom planners and architects should analyse the client’s needs and motives in a consultation: how far does the desire to live and build sustainably go? What story can the planner tell? Under pandemic conditions, a family of four wash their hands approx. 50 times a day – which might make a touchless mixer worthwhile, because it reduces energy and water consumption. Sometimes the planner should focus not just on technical features but on emotional aspects too: should plants be used to optimise the indoor air quality? Do the clients feel more at home with regionally made products? What reassurances can they be given in terms of sustainability?

2. Credibility: climate-neutral from A to Z

Planners can specialise in sustainability as a way of giving clients much-needed reassurance: after all, the jungle of laws, norms and certificates involved when it comes to sustainable production is almost impossible for a layperson to make sense of. On the other hand, customers soon realise when brands are merely greenwashing – i.e. only using superficial arguments to claim that they are eco-conscious. A planner who’s not just familiar with the background to the individual ecolabels but studies the criticisms of NGOs and corporate sustainability reports as well can present convincing arguments and credible recommendations in favour of certain brands. But planners also need to act sustainably themselves in order to be credible: an electric car, climate-neutral premises or planting trees to offset carbon emissions are great ways to send the right signals. Because when it comes to planning

a Green Bathroom, credibility is probably the most important quality of all for a bathroom planner.

3. Dream team: hygiene and sustainability

Rimless toilets need fewer cleaning products and produce fewer aerosols; shower toilets rely on water to clean thoroughly and therefore help save (moist) toilet paper; a touchless flush plate with a 2-volume function helps save water and cleaning products as well. And touchless taps and easy-clean surfaces aren't just good for nature, they improve hygiene too – a classic win-win situation.

4. Biophilic architecture and building services

A bathroom with a view of the garden, facing east or overlooking a private section of the outdoor space (possibly with access to the patio or garden), with access to a conservatory or positioned between the parents' and children's bedrooms: if such things are already factored in during the planning stage, the bathroom can benefit from integrative, biophilic architecture and a concept based on ecological aspects. At the same time, heat and energy requirements can be optimised by incorporating e.g. underfloor heating, green electricity from the roof, a greywater recycling system or innovative towel warmers. Modern bathrooms have at least 10 square metres of floor space and big windows. Individual solutions are called for – both for single-family houses and show bathrooms for apartment buildings. When it comes to sustainability, the bathroom is a key space.

5. Saving water – a common myth and the challenge of the century

Saving water while maintaining hygiene standards is one of the biggest challenges of all for sanitary facilities – especially in poor and dry regions of the world. In this part of the world, however, excessive water savings can actually be counterproductive in some areas: wastewater companies need a certain amount of used water to flush the sewers. Using cold and especially hot water as economically as possible is what really makes a difference. Touchless fittings can be a great help in that respect. The current generation of mixers, hand showers and rainfall showers noticeably reduces water consumption – without sacrificing convenience. Today's rimless toilets need less and less water for efficient flushing too. And showering not only uses less water than taking a bath, it saves energy as well – while an on-trend level access shower doesn't just make showering more fun, it improves the technical standard of the bathroom too.

6. Recycling – factor the service life of the products into the planning

Perhaps because a bathroom has an average service life of 15 to 20 years, the end of its life is rarely given consideration during the planning stage. But that's changing, because recycling is one of the main arguments in favour of sustainable planning. Using materials that are unproblematic to recycle is one of the top priorities. And the bathroom sector has good arguments in its favour, because the ceramic or steel enamel used for sanitaryware aren't just extremely durable (and might even end up doing a few years of extra service in a cow field), they're 100% recyclable as well. At

the same time, however, there will probably be more focus on the materials that remain invisible or are used behind the wall in future too. And concepts with replaceable components could also provide valuable solutions, partly because they make for greater repairability.

7. Enduring design: timeless, attractive and yet still individual

Ensuring that bathroom products are used for as long as possible is an important aspect of the Green Bathroom. Design that stands the test of time and a high level of product quality guarantee a long useful life. Ideally, the bathroom can change and adapt to users' requirements as they enter different stages of their lives. An up-to-date look and personal style preferences can be implemented by using accessories or renovating the walls and floor. Ideally, the sanitaryware provides a blank canvas or platform on which the user can stage their bathroom.

8. Interior design: floral patterns, natural wood, but all of it water-resistant

In addition to the technical level, the symbolic power of images plays an important role in the design of a Green bathroom too, because it influences how pleasant the space is to spend time in. The interior design of a Green Bathroom can be straightforward, simple and understated to emphasise its sustainability. But it can also reference natural elements to create a "green feeling": with floral patterns and wallpapers, for instance, natural materials and surfaces, lighting that adapts to the time of day or quite simply the colour green. Natural-looking premium finishes can be used to imitate nature, and the latest outdoor products look great in the bathroom too. But what

all these design elements have in common is that they're suitable for use in warm, humid conditions.



A talented and eco-conscious all-rounder – Eqjo from burgbad: The Eqjo furniture range from burgbad is like a multifunctional tool that adapts to bathrooms big and small to create the desired look – be it hip or retro, classic or modern. The collection from the sys10 Quick Ship range features vanity solutions with a storage space guarantee, basins in ceramic, mineral cast and glass, mix-and-match cabinets, functional mirror cabinets, clever shelves and innovative lighting solutions. In addition to an attractive value-for-money performance and numerous extras, retailers and end customers can now count not just on stylishness, quality and fast delivery but on eco-friendliness too. In December 2020, the series was awarded the Blue Angel, Germany's oldest ecolabel.

www.burgbad.com

A sustainable swirl – TwistFlush from Villeroy & Boch: Being conscious of how we use resources is part of a sustainable lifestyle. The TwistFlush toilet flush that Villeroy & Boch presented at the ISH digital 2021 delivers an optimal result with considerably less water. The secret: the patent-pending TwistFlush technology uses the physical force of a controlled vortex, rinsing virtually the entire inner surface of the toilet and washing any soiling away with it. The toilet uses just 4.5 litres of water for a large flush and 3 litres for a small one. Thanks to the powerful flow, a single flush is generally all that's needed. Based on average use, a family of four can save up to 19,700 litres a year (as compared to a conventional 6-litre flush).

www.villeroy-boch.com

Hygienic, convenient, sustainable – IXMO sensor fittings from Keuco: Touchless IXMO sensor fittings for the washbasin combine an array of benefits: besides providing maximum hygiene and protection, they are also a smart solution – not only convenient and easy to clean, but economical as well. That's because their precise metering saves water and therefore costs, making the sensor taps both sustainable and resource-friendly. Given this background, it's no surprise that demand for contact-free fittings is growing – not just in public and semi-public settings but in private lifestyle bathrooms as well.

www.keuco.com

.Smart Bathroom | Trend 2

Innovative technology optimises procedures and routines

Rather than showing the bathroom of a distant tomorrow, Pop up my Bathroom portrays the Smart Bathroom equipped with the technical possibilities of our time. Combining products that are already on the market can result in an exemplary Smart Bathroom: a mirror that doubles as an information centre, smart controls for water applications (shower etc.), app-controlled shower toilets, water at the push of a button, UV-based hygiene functions, an intelligent lighting control system and touchless technologies – in the Smart Bathroom, such conveniences have long been more than visions of a faraway future. Once and for all, the growth market for smart home technologies has now reached the bathroom as well.

.Smart Bathroom

8 facts about the bathroom of the future



1. The target group isn't limited to early adopters and nerds any more
2. The bathroom is going smart behind the wall too
3. Smart Bathroom: an experience for all the senses
4. Smart products in the bathroom are a hygiene booster
5. Customisation: perfecting the daily routine
6. Lighting: celebrating the changing times of day
7. Universal design: prolonging independence
8. Health tracking: making life easier for the chronically ill

What does the bathroom of the future look like? Haven't the technologies for innovative bathroom concepts already been around for years? At the very latest since LED and low voltage technology established themselves, linking the bathroom with smart features is no longer a problem. In the case of intelligent water control, water and electricity even enter into a symbiosis, and the dream of water at the push of a button has long been reality.

Nor is regulating the water temperature of shower, bath and basin fittings with spot-on precision a major challenge any more. But in contrast to the kitchen, which has been benefiting from this growth market for a long time now, the bathroom is still at the beginning of its smart evolution. The conditions are in place, and the first applications and products – from shower toilets all the way to smart bathroom mirrors – are already on the market. It's not so much a vision of the distant future as the agenda for the years ahead: the bathroom is going smart.

1. The target group isn't limited to early adopters and nerds any more

The Smart Bathroom is a topic that bathroom planners or architects can actively introduce into any planning process. The relevance of smart technology extends to all target groups and project sizes, from single-family homes all the way to apartment buildings. What are users' daily bathroom routines like, and where can smart technology provide support in day-to-day life? Which safety systems and network standards should be factored in (as a precaution)? Use-related aspects like hygiene, lighting, customisation, universal design and health should be on the checklist too. It's not about "special extras" for technology nerds any more, it's about the standard features of today and tomorrow. In the next few years, consumers will become increasingly open-minded towards the concept of smart living.

2. The bathroom is going smart behind the wall too

In future, the increasing technification and synthesis of bathroom products on both sides of the wall will mean that regular maintenance processes can be conducted digitally and remotely – a case of technology helping to optimise processes and save time. The installation of smart analysis systems behind the wall – for indicating unforeseeable pipe leaks or breaks, for instance – is just one of the safety-relevant benefits of the Smart Bathroom.

3. Smart Bathroom: an experience for all the senses

Thanks to smart technology, the bathroom can be programmed to appeal to all the senses.

An innovative lighting control system, a video wall in the shower area, a shower experience like a monsoon or a light summer rain, the sounds of nature and tempting fragrances: smart technology can create an even more intense experience in the bathroom – a video wall can conjure up a holiday feeling in a matter of seconds.

4. Smart products in the bathroom are a hygiene booster

Touchless functions raise the hygiene standard in the bathroom: toilet lids that open automatically when the user approaches or contactless taps and flush plates are already established features. And there are many products – particularly shower toilets, but also lighting systems for mirrors – that can be controlled via an app on the smartphone. It's interesting that hygiene benefits often come with ecological advantages too; a sensor-controlled fitting, for instance, saves warm water by immediately switching itself off when no longer needed. The trend: touchless technologies are increasingly being used in private bathrooms too.

5. Customisation: perfecting the daily routine

A Smart Bathroom provides support for users' daily routines. In certain areas, that's already possible today: individually adjustable programs optimise the morning shower routine for the entire family; the temperature, spray mode, duration and intensity can be set for each person and accessed at the push of a button. And as soon as the shower program starts, the window automatically switches to "milky" so that the neighbours can't see in. We can expect more applications

for customised added value in the next few years. Thanks to smart technology, the bathroom is becoming a perfectly fitting "glove" for each and every user.

6. Lighting: celebrating the changing times of day

Smart LED lighting systems make the bathroom brighter, more atmospheric and more convenient: mostly found over the mirror cabinet, they allow users to set individual lighting programs that use circadian lighting scenarios to imitate the different colours of natural light over the course of the day. As well as meeting functional requirements, lighting is therefore increasingly enhancing the quality of the time spent in the bathroom with emotional lighting scenarios as well. In addition, there are light sources with motion sensors for all sorts of different uses – even including a night light for nocturnal trips to the toilet. Lighting is bringing colour into the bathroom too: LEDs signal functions like touchless flushing or the orientation light on the shower toilet. And while laying electric cables in the bathroom used to be taboo, forward-looking planners need to factor the power supply into their concept, even if a shower toilet won't be purchased until a (much) later date.

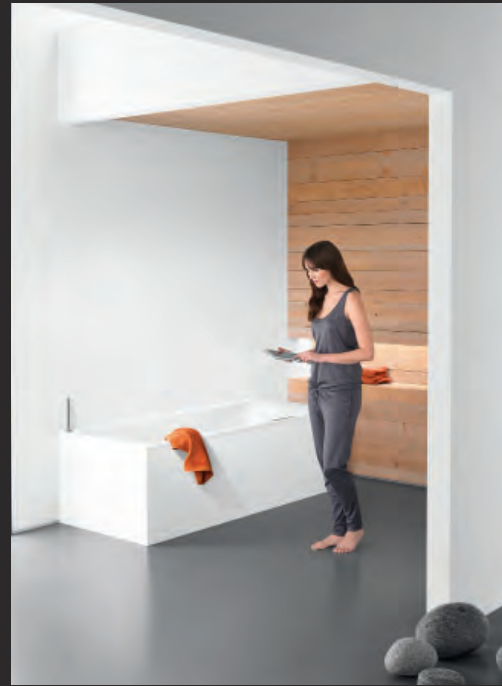
7. Universal design: prolonging independence

Smart technology in the bathroom is a key factor in ensuring its users remain independent for as long as possible. Although that primarily applies to older people, barrier-free usage is important for other target groups too, from young children all the way to people with physical limitations. The longer the bathroom can be used on a daily basis without

assistance, the longer independent living is possible. Smart technology helps to simplify functions; even today, voice control systems like Alexa can be used to control individual bathroom products such as illuminated mirror cabinets. But assistance systems like fall detectors and alarms for summoning help are a meaningful addition to the bathroom as well.

8. Health tracking: making life easier for the chronically ill

The first practicable solutions for analysing urine were presented at the ISH 2019 (Duravit). And scientists are starting to think about an online connection to the family doctor. The toilet is emerging as a key product for many of the smart applications we may see in the future. Researchers have already indicated that the presence of the Covid-19 pathogen in wastewater treatment plants could permit conclusions about the spread of the virus. The sophisticated technological features that are already the norm for shower toilets could serve as the starting point for a new generation of toilets with health-related functions.



Showering with all the senses: The Rain-Tunes digital shower system from hansgrohe combines water, light, sound, images and fragrance to reflect the user's individual mood and provide a shower experience to match. With RainTunes, users can choose from a total of seven preconfigured shower scenarios such as "Good Morning", "Relaxation" or "Vitality" via the hansgrohe home app. The scenarios were developed with the support of numerous experts, including dermatologists, sports physicians, physiotherapists and aromatherapy specialists. A tap on the app transmits the selected scenario to the shower via the wifi network. Individually positionable buttons are used to adjust spray modes, water flow and temperature, as well as to start and stop the shower experience.

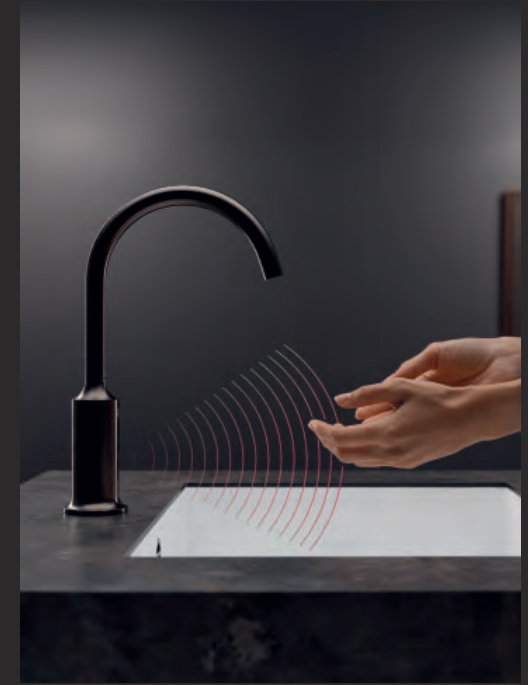
www.hansgrohe.com

Spa meets sound – Sound Wave from Kaldewei: Music, voices or gentle sounds can help the listener relax and enjoy feel-good moments. That's why Kaldewei decided to merge the world of the bathroom with the world of sound – both above and below the water. Kaldewei's acoustic innovation goes by the name of Sound Wave and turns the steel enamel bathtub into a soundbox. The bath audio system is compatible with all Kaldewei's tub models and is installed together with the bathtub. Six acoustic panels and two transducers are attached to the outside of the bath and remain invisible. Sound Wave can play any type of audio file from a Bluetooth-enabled smartphone, laptop, tablet or PC. The digital device is then used to operate the sound system.

www.kaldewei.com

Save as you wash – Balance E from Kludi: Hand hygiene and correct handwashing are fundamental to fighting the spread of contagious diseases. Electronic washbasin fittings can make an important contribution towards improved hygiene and protection from infection. The touchless fitting is equipped with an infrared proximity sensor that activates the flow of water when movement is detected within the predefined proximity range, which is set during installation (cold water in the case of the pillar tap, otherwise mixed). A double sensor ensures reliable activation and therefore helps to save water as well. Depending on the model, the electronic mixers are either powered by an integrated battery or via a mains adapter.

www.kludi.com



Intimate hygiene with water: A shower toilet is a great choice for anybody who prefers more convenience and hygiene over a conventional toilet. It combines the functions of toilet and bidet and uses body-temperature water to provide intimate hygiene at the push of a button. The prerequisite is a power supply in addition to the existing water supply. If the wiring to the toilet is laid via a (flexible) electrical conduit at the same time as the concealed cistern is installed, putting in a shower toilet is no trouble at all for a professional bathroom fitter. Suitable toilet elements are available from manufacturers like Geberit. Besides its design function, a light on the toilet also provides orientation at night – a gentler alternative to the bright main light that won't leave users feeling wide awake. Shown here: the Geberit AquaClean Mera shower toilet from Geberit.

www.geberit.de

Voice-activated – smart lighting with r140 VC from burgbad: For the ISH digital 2021, the bathroom furniture specialist presented two new versions of its r140 range (mirror cabinet and mirror): r140 Light & r140 VC (voice control). The two models combine indirect ceiling light, optional washbasin lighting and glare-free LED side panels, controlled either via an intuitive sensor (r140 Light) or smart home technology (r140 VC). The evolution of the predecessor model not only makes r140 easier to use, it also means the VC version can be integrated into smart home systems (connected via Zigbee Bridge) and controlled and enhanced via a smartphone/app, voice assistants like Siri, Alexa etc. or Zigbee-compatible switches (e.g. Philips Hue).

www.burgbad.com

Grohe Plus – digital temperature display for energy and water savings: The number on the precise LED display increases, the colour changes from a cool blue to a warm dark red – the temperature display of the Plus tap from Grohe permits accurate control of the water temperature. It's possible thanks to the nudging principle, a concept from behavioural economics: the visible colour change makes users more aware of when hot water is flowing – often unnecessarily – and can therefore potentially save energy. This encourages responsible use of water and its perception as a valuable resource and helps save energy at the same time.

www.grohe.de

Hygiene concepts in private bathrooms and public sanitary facilities: Touchless taps are a good alternative for making handwashing more hygienic. Thanks to the ongoing miniaturisation of sensor technology, the design of the fittings can be adapted to the architectural setting. Dornbracht goes one step further with its Touchfree variant, which is compatible with all the manufacturer's fittings series. Because it's based on high-frequency technology, the system can detect motion even without an infrared eye. The HF sensor is positioned under the washbasin and is therefore invisible to the user. Functions like the temperature setting, shut-off time or cleaning stop are adjusted via a separate system box connected to a power supply.

www.dornbracht.de

.Living Bathroom | Trend 3

The bathroom is increasingly becoming a lifestyle space

The Living Bathroom is a response to the still-growing demand for an individual, comfortable, convenient and cosy wellness retreat in one's own four walls. The bathroom has undergone a continuous upgrade in recent years. Cosiness, zeitgeist, fashion and style are very much in demand as the cornerstones of a professionally planned bathroom, as are modern usage concepts that enhance the quality of the space and permit health-related activities. The Living Bathroom is featuring more furniture and more fabrics, is more flexible and more attractive – and there's no shortage of old bathrooms that are waiting to be kissed awake.

.Living Bathroom

8 facts for planning a cosy bathroom



1. Analysis: how “living-space-like” should it be?
2. Storage space as infrastructure: develop a strategy
3. Design-oriented bathroom products promise the biggest feel-good factor
4. The bathroom planner is becoming an interior designer
5. Colours for the Living Bathroom
6. Lighting: a balancing act between function and emotion
7. The bathroom planner as storyteller
8. Allow for updates: make space for fashionable design elements

Which factors does on-trend bathroom planning have to take into account nowadays? Or to put it a better way: what kind of bathroom do people want? A Living Bathroom! And what exactly turns a bathroom into a Living Bathroom?

The answer can be found in the various expressions used to describe the Living Bathroom because – from “private spa” and “home spa” to “cosy bathroom” and “lifestyle bathroom” – they all emphasise the comfort, convenience and relaxation provided by this highly desirable type of bathroom. The common denominator is the desire for an attractively designed space that’s a pleasure to spend time in. Accordingly, customers don’t just have high expectations of the design, they expect modern functionality as well. Special features add the finishing touches to the Living Bathroom.

1. Analysis: how “living-space-like” should it be?

In the German-speaking world, bathroom planners are often the first creative service providers consumers have ever entrusted with the professional design of a room in their home. Besides questions of design and individual preferences, planners also need to ask the bathroom’s users about their intimate habits and needs if they are to optimise daily routines and functions accordingly – by no means an easy task. The second challenge: should the design be based on the existing interior design that dominates the rest of the house, or should the new bathroom serve as a reference point, as a basis for an aesthetic update of the entire home? In the planning stage, extensive visualisations (preferably hand-drawn) can help to describe the Living Bathroom and provide a basis for decision-making.

2. Storage space as infrastructure: develop a strategy

A cosy bathroom has to look neat and tidy. The kind of cosy chaos that might convey a feel-good atmosphere elsewhere can quickly reduce a bathroom’s appeal to zero. In this case, hygiene is the prerequisite for being able to “let yourself go” without a care in the world. At the same time, no matter how high its aesthetic ambitions, a bathroom should always remain realistic: in everyday life, a family of four needs lots of towels and accessories, as well as all sorts of care products. And all of that needs a designated place. An analysis of the old bathroom brings clarity: which products are used regularly, how does the bathroom perform on a daily basis? Which towels, fascia rolls and slippers can disappear into a cabinet? And which tubes and medicines

should be out of children's reach? Is there room for a laundry hamper? Or perhaps for a spacious mirror cabinet that disappears into the recess created by the prewall elements, a smart display cabinet with lots of space for displaying decorative items, wide drawers with a functional organiser system or even an innovative compartment under the bathtub? The bathroom planner has to work with their client to come up with a custom-made storage infrastructure and provide sufficient space to implement it. That ensures the bathroom will look less cluttered, and there will be plenty of space for stylish decorative touches.

3. Design-oriented bathroom products promise the biggest feel-good factor

In Germany's bathroom sector, there are few companies that don't rely on professional support from (often prominent) designers when it comes to creating products for "in front of the wall". The decision to purchase a design-oriented product doesn't just ensure good-quality design, it's also a decision in favour of long-lasting, sustainable use. That's particularly important when it comes to bathrooms, because renovation cycles tend to be long. Bathroom furniture, fittings, bathtubs and ceramic products with a high-quality design are the starting point for meaningful bathroom planning. Making an individual selection from among the almost endless choice of bathroom products and collections is the key aspect of a bathroom planner's role as curator.

4. The bathroom planner is becoming an interior designer

Besides selecting the bathroom products and arranging them within usage zones, creating a tasteful style is probably the biggest challenge of all when it comes to planning a new bathroom: which furniture fronts, which colours are a good fit with the client and their idea of cosiness? Which snug accessories can be used to enhance the bathroom? How can more demanding requirements regarding the indoor climate be taken into account without sacrificing comfort? In order to avoid the furniture and equipment being damaged by water and constantly changing humidity levels, the bathroom planner needs to work with the indoor climate, not against it. Using materials that imitate nature can also be a useful strategy. Wood-effect tiles, innovative furniture finishes that are guaranteed to last or water-resistant photo wallpapers – when it comes to creating optical illusions in the bathroom, anything goes! Using furniture and other items intended for outdoors makes sense too: a weatherproof armchair, a moisture-resistant outdoor rug or a waterproof lamp are all excellent options for the bathroom as well. The connecting thread running through the interior design is the story it tells, the owners' tastes or the architecture.

5. Colours for the Living Bathroom

Since the ISH 2019 and the Pop up my Bathroom motto "Coloured Bathroom", colour has been a trending topic in the world of bathrooms again. Colour is an important design element for bathroom planning and a crucial tool when it comes to implementing the Living Bathroom concept. It's obvious that the kind

of all-white bathrooms that used to be the norm are definitely no longer associated with modern cosiness. Which is why, in the Pop up my Bathroom Magazine for the ISH digital 2021, colour expert Dr. Kalthegener appealed to all professional bathroom planners to take a bolder approach to colour. When it comes to interior design, it can be used to create entire worlds. Colour consulting expertise is a skill that can be learned and easily integrated into the planner's design work. As in other areas too, it's the details that make the difference: the professionalism of a colour scheme is never more obvious than in the colour gradations – which often prove more difficult than expected, even when using white.

6. Lighting: a balancing act between function and emotion

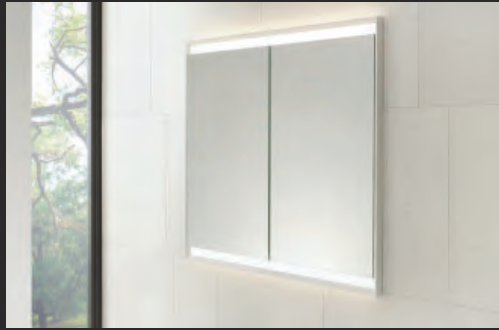
A bathroom has to perform various functions over the course of the day, which is why the lighting plays a particularly important role. It provides support for meeting the various requirements a bathroom has to satisfy. During the planning phase, different sources of light should be considered, and the interaction between natural and artificial light needs to be factored in as well. Ideally, colour and material samples should be checked out on site at different times of day. At the same time, the cosiness of a Living Bathroom benefits most from emotional, atmospheric lighting. Staging architectural elements with indirect light can also produce an extremely cosy effect, and playing with different colour temperatures and lighting scenarios has a major impact when it comes to creating a space that's a pleasure to spend time in.

7. The bathroom planner as storyteller

A great many aspects and design elements need to be taken into account in order to come up with a consistent and harmonious plan for a Living Bathroom. Defining a suitable idea or story is extremely helpful for ensuring a holistic design approach and makes many creative decisions easier. With a consistent story, the planner takes the future users on a journey, in the course of which the overall context serves as the basis for much of the decision-making. Whether the customers opt for a sustainable bathroom or an on-trend industrial look, an upbeat family bathroom or a design with masculine appeal, the story should always reflect the needs and preferences of the users. The choice of colours and materials, furnishings and lighting only needs to be factored into the story in the second step of the planning process.

8. Allow for updates: make space for fashionable design elements

Sadly, even for Living Bathroom fans, alterations to water-carrying bathroom products and permanently installed furniture or tubs are difficult to implement. As a result, it's often the decorative elements that have to satisfy the desire for an on-trend update. And by the way: accessorising is very in again right now. So it's a great help if there are plenty of surfaces for displaying such items. A lifestyle update can totally change the look of the bathroom. A new coat of paint, a new rug, pictures on the walls or a new set of towels are just a few of the options for giving the design of a Living Bathroom a makeover from time to time.



Fully integrated – ONE from Geberit: The Geberit ONE bathroom concept redefines the areas in front of and behind the wall as a single unit. The fully integrated solutions for the washbasin area, shower area and toilet cleverly combine various elements to create convincing results on both sides of the wall. Because bathrooms don't just consist of visible zones like the washbasin area, shower or toilet – the concealed elements play an equally important role. Geberit ONE takes full advantage of the benefits of prewall installation and is based on the Geberit Duofix and GIS installation systems. The bathroom concept puts anything that isn't absolutely necessary in front of the wall out of sight, behind the wall. Unattractive traps, mountings and fixings are hidden away from view.

www.geberit.com

Less is more – the Max real wood collection from burgbad: The clear design of the Max real wood collection from burgbad plays with basic geometric forms and underscores the combination of modernity, tradition and craftsmanship. The simple design, natural materials, tradition-conscious design and sustainable collection architecture add up to a thoroughly cosy ambience. The distinguishing features of the collection are the frame-and-panel construction, the in-frame fronts with their slender profiles and the Viennese cane that can be integrated with the doors and fronts available for the vanity cabinet, wall-mounted cabinet, dresser and storage bench.

www.burgbad.com

AXOR One by Barber Osgerby – the essence of simplicity: British designers Edward Barber and Jay Osgerby reinterpreted a familiar archetype – for greater clarity, enhanced functions and improved control. The mixer uses the advanced Select technology to define a new mode of interaction: the all-in-one controller is pushed down to turn the water on or off and turned clockwise to increase the temperature. It's simple, intuitive and extremely precise – the same innovative design thinking that characterises the entire collection. Available in chrome, matt black and other exclusive AXOR FinishPlus options, AXOR ONE brings timeless design and exclusive elegance to any bathroom.

www.axor-design.com



BetteAir – from shower surface to shower tile: BetteAir from bathroom element specialist Bette is a shower tile made of glazed titanium steel. According to the manufacturer, the tile can be integrated into the floor so perfectly that it virtually becomes one with it. Just like a conventional tile, the shower tile can simply be glued straight onto the screed. It was these characteristics – simple installation and integration with the bathroom floor – that prompted Bette to describe the product as a shower tile. The developers have succeeded in reducing the rim height of the robust titanium steel product to just 10 millimetres – about the same thickness as a large-format tile. The pointed corners with a radius of just 8 millimetres also fit in perfectly with the tile grid.

Range extension – iCon from Geberit: Geberit has extended its iCon bathroom range and presented new washbasins, toilets, furniture and finishes at the ISH digital 2021. The complete bathroom range aims to offer a selection of mid-price furniture and ceramics for small and large bathrooms. In its current update of the furniture concept, the manufacturer focused particularly on the modular architecture of the bathroom series and ensuring flexibility when it comes to selecting products. The new fastening techniques for the toilets are intended to simplify their installation for fitters, while the flush guide ensures hygienic and efficient cleaning.

Cyo from Dornbracht – flamboyant contours, sculptural form: The design concept behind the Cyo fittings series from Westphalian manufacturer Dornbracht focuses on the C-shaped spout. Inspired by a 1969 design from the company's archive, Dornbracht is aiming to trace an arc from the brand's origins into the future – with a design language that seems both familiar and forward-looking. It owes its flamboyant contours and sculptural form to the striking basic shape of a circle, which defines the spout and handles and thus characterises the design right down to the water jet, which follows the shape of the spout. The design concept features numerous unusual details, such as bi-structural finishes that combine glossy and matt surfaces.

A homage to mindfulness and traditional craftsmanship – Zencha from Duravit: Inspired by traditional Japanese rituals and craftsmanship, the Zencha bathroom collection Sebastian Herkner has designed for Duravit combines unusual above-counter basins with minimalistic furniture. The most striking feature of the basins and bathtub is the rounded shape that transitions into a graceful, outward-curving edge. The straight lines of the furniture contrast with the organic design of the sanitaryware and complete the collection's subtle material and colour concept. The outstanding design feature is the elegant frame: with a thickness of just 6 millimetres, it creates a uniform shadow gap that gives the furniture a graceful, lightweight look.

www.bette.de

www.geberit.com

www.dornbracht.com

www.duravit.com

Trend showcase

The exhibition that didn't have any visitors...

... but everybody saw all the same. Because the ISH digital 2021 couldn't be held as an in-person event, would-be attendees were invited to pay an online visit to the real exhibition instead. The overarching motto of the latest Pop up my Bathroom showcase was Inside | Outside. Holistic bathroom planning calls for interaction between the sanitaryware on both sides of the wall. And the technology in the wall is making quantum leaps right now – as visualised by the Pop up my Bathroom trend showcase.

The GIS system (Geberit) provides the basic structure of the booths. Normally used as a system for bathroom renovations, in this case the product was "repurposed" as an exhibition system. In some cases the walls were closed using cement boards, made transparent with a see-through fabric or simply left completely open. Suitable elements from various manufacturers/exhibitors were then planned into this open booth structure in keeping with the defined trends.



The new product launches and three trends were linked with images, videos and text to create a trend showcase rich in visual content and information. It was an integral part of the digital trade fair and can still be viewed on the Pop up my Bathroom website.

The Pop up my Bathroom trend showcase Inside | Outside premiered at the ISH digital 2021 and can be viewed here in the form of a 360-degree exhibition:



Inside | Outside



Inside | Outside

The interdependency between sanitaryware and installation systems

With the Inside | Outside motto, the Pop up my Bathroom initiators are drawing attention to the increasing influence of the innovative technology “behind the wall” in their portrayal of the trends.

If market researchers are to be believed, the property market is facing a long wave of refurbishments over the next few years. In Germany, renewing the bathroom tops the list of planned renovations. The results of a survey conducted on behalf of the German Bathroom Sector Association (VDS) suggest that renewing the bathroom tops the list of planned refurbishments in Germany. According to the findings, 16.7 million Germans are planning to invest in their bathrooms in the near future, and 6.2 million are even planning a complete overhaul. Given this background, the sector's leading international trade fair, the ISH 2023 in Frankfurt, takes on special significance. Product concepts

Unique insights into the architectural construction of a modern bathroom: Holistic bathroom planning is becoming more and more important for all market participants in the bathroom sector. Whereas the bathroom “in front of the wall” is becoming increasingly cosy and gradually evolving into a lifestyle space, increasingly complex technology is required “behind the wall” in order to install the bathroom products.





In new builds, it's possible to satisfy the growing demand for bathroom concepts that convey a cosy, natural atmosphere and can be linked with smart luxury and sustainable construction. Now is the time for progressive solutions from architects and bathroom planners! Under the motto Inside | Outside, Pop up my Bathroom – the information platform for creative bathroom planning, architecture and design – is raising awareness of the necessary symbiosis between lifestyle-oriented bathroom products in front of the wall and innovative installation systems behind it.

that are specifically intended for refurbishment and modernisation projects could help the sector take full advantage of the dynamism to be found in this market and make more efficient use of it, even when staffing levels are low.

Demand for modernisation and refurbishment in private households, educational facilities and the hospitality sector

There was growing general interest in public bathrooms even before the corona epidemic. Whereas products like touchless taps and disinfectant dispensers enable restaurateurs, cultural institutions and stadium operators to impress patrons with convincing hygiene concepts in their sanitary facilities, the toilets in schools, preschools and educational facilities are often far from ideal. Besides the pent-up demand for refurbishment in Germany's private bathrooms, the semi-public and public sector is also of considerable importance for the refurbishment market. The hospitality sector is increasingly investing in themed dining, high-end equipment for sanitary facilities and hotel bathrooms. The hotel industry has long since realised the added value that an upscale bathroom delivers for the guest. Design concepts for hotel rooms are being transferred to private bathrooms too and are serving as models for this sector. Products that deliver greater comfort and convenience, such as shower toilets or level-access shower trays, are influencing consumers' wishlists and increasingly making their way into private bathrooms.

"With our Inside | Outside motto, we wanted to draw attention to the heroes of professional bathroom planning: the invisible products and technologies behind the wall that make holistic bathroom design possible in the first place and are making installation increasingly simple for the tradespeople involved. A modern bathroom

is the sum of the innovative products in front of the wall and the intelligent systems and technology behind the wall," says Jens J. Wischmann, managing director of the German Bathroom Sector Association (Vereinigung Deutsche Sanitärwirtschaft e.V. / VDS).

The symbiosis of "in front of and behind the wall": installation systems for private bathroom refurbishment

The more technical and bigger the product, the greater the role specialist trades and wholesale play in the bathroom refurbishment. The various installation systems available from the bathroom industry aim to make refurbishment as simple as possible. Several manufacturers offer prewall installations that make new water-carrying products considerably easier to fit, including elements for wall-mounted toilets and shower toilets with optional odour extraction. In addition, prewall elements are also available for wall-mounted mixers and showers with a wall drain. There are also elements for washbasins, urinals and bidets, and the industry even offers mounting plates for grab rails and supports for (re-)designing an accessible bathroom.

The interdependency between sanitary-ware and installation systems

At the ISH digital 2021, Pop up my Bathroom demonstrated the complexity of a construction project intended to create a lifestyle bathroom – a project that will only result in a harmonious whole when the various trades involved work hand in hand.

Interior Design

10 interior design trends for the bathroom



(Photo: Dornbracht)

1. Showering in colour – with tinted shower enclosures
2. Bicolour in the bathroom: echoes of the car industry
3. Black in the bathroom: urban, vibrant and great for creating contrasts
4. Real wood in the bathroom: nature arrives in the private spa
5. More (than) green: sustainable design elements
6. Smooth surfaces for the wall: marble, wallpaper or stucco
7. Enhancing the interior design: changing styles for a professional update
8. Outdoor products for the bathroom: the trick for creating a cosier feel
9. The ultimate highlight for the lifestyle bathroom: shower toilets provide a new standard of hygiene
10. Creative finale: architectonic details influence a bathroom's interior design

What are bathroom planners and architects focusing on in their designs for modern bathrooms? Which colours, materials, surfaces and wall coverings are on trend in today's lifestyle bathroom? Which bathroom products have the potential to become bestsellers, and which interior trends are influencing bathroom design?

Sustainability isn't just impacting all areas of business, it's affecting the design of our homes as well – especially in the bathroom, where technology, ergonomic fixtures and furnishings and energy-consuming equipment come together. In terms of the materials, many bathroom products – like the ceramic sanitaryware, for instance – are sustainable “by nature”, so to speak. But it takes more than selecting products with the appropriate technical features and materials to make sustainability tangible and convey a good feeling: the targeted use of design elements that communicate a sense of being in touch with nature is key to ensuring the bathroom doesn't just last a long time but continues to please its owners for a long time as well.

The bathroom sector has discovered colour in a big way recently. With its “Coloured Bathroom” motto for the ISH 2019, Pop up my Bathroom promoted the trend towards more colour in what has traditionally been a white space, and in the meantime colour has come to be regarded as one of the most important design disciplines of all for bathroom planners. Smooth, homogeneous finishes on the walls have a very different impact as compared to the classic tiled look – a tool that's being used very deliberately in modern bathroom design. As for the materials, the trend is towards naturalness. Wood is extremely popular throughout the interior design sector – not

just for living areas but for bathrooms too. Furniture or consoles in real wood convey a sense of cosiness and bring a little bit of nature into the bathroom – and despite the extreme temperature and humidity levels, this approach works surprisingly well. What's more, it appears that anything that's good for the garden and can withstand the wind and weather can also be used in the bathroom: today's outdoor products exhibit such a high standard of design quality that they're an ideal choice for bathroom interiors too.

The new-found enthusiasm for accessorising

Something else that's on bathroom planners' checklist right now is a new-found enthusiasm for accessorising, which is why many of them are adding stylish finishing touches before handing the new bathroom over to their clients. However, it's far more important to give the users themselves plenty of options for adding decorative extras – and changing them whenever they feel like it. This can be based on a colour mood that's in keeping with the occupants' colour type, for instance, and provides starting points for different kinds of accentuation – such as seasonal decorations, smooth walls that can be repainted instead of tiles, or splashes of colour that can be echoed in various textiles. The subtle use of new decorative items can suffice to give the bathroom a sustainable makeover or freshen it up with fashionable lifestyle elements. Sometimes, the bathroom furniture itself doubles as a stage for showing off decorations – thanks to display cabinet insets, open shelves and compartments, or shelving elements and consoles that can be positioned as required. The prerequisite is the deliberate integration of suitable surfaces, and in the bathroom that's only feasible if they're not cluttered up with everyday items.

In other words: if accessories are to work their magic, storage space is a must. Empty surfaces are an invitation to change the decorative details, and innovative storage space keeps everything looking neat and tidy. Using products that create clean lines and a spacious feel in front of the bathroom wall often means installing innovative technology behind it. Installation systems not only make the fitter's life easier, they form part of the design as well: bathroom products are mostly well-integrated design elements that dovetail with the room's architecture.

Shower trays are becoming increasingly flat and taking the shape of tiles, walk-in shower enclosures are transparent and coloured, flush plates are as integrative as door handles, and shower toilets are rapidly becoming the new lifestyle highlight in the bathrooms of northern Europe.

The 10 following interior design trends are intended as inspiration for modern bathroom design:

01 | Showering in colour – with tinted shower enclosures

Big walk-in showers combined with level access shower trays are popular in all age groups – partly also because they give the room a more open, spacious look and feel. But the transparent expanses of glass can also be used as a design canvas that stands apart from the walls. In addition to frosted or sandblasted glass (which is also available with patterns), coloured glass in an on-trend shade is another attractive design option. The coloured glass fuses with the space, creating totally different effects depending on the lighting situation and colour temperature. This play with light and transparent glass

is a dominant design element and needs to be carefully coordinated with the intended colour scheme. Coloured glass enclosures are available from various manufacturers, including Kermi or Duscholux.

02 | Bicolour in the bathroom: echoes of the car industry

Freestanding baths are an on-trend eye-catcher in professional bathroom design right now. As a rule, bathtubs come in one single colour – and are available in many different shades. They provide an effective way to turn a bathroom into a lifestyle space. But the bicolour design principle has made its way into the bathroom before too: in the 1980s, especially in France, colour gradients were popular for ceramic products and bathtubs made of synthetic materials. Colour trends are the most obvious proof that trends come in waves – and it's the same with the bicolour trend, which is currently back in fashion. But not, however, with a soft gradient like in the 1980s; this time round, two colours are juxtaposed to create a colour-blocked look – as modelled by the current VW camper van, for instance. In the bathroom, this trend is showing up in freestanding baths from Kaldewei that enable customers to choose the inside of the tub and its outer panelling in two different colours. The trend can easily be translated into other bathroom products too, because nowadays many of them (like furniture, for example) can be configured individually.



Big walk-in showers combined with level access shower trays are popular in all age groups – partly also because they give the room a more open, spacious look and feel. Coloured glass enclosures are available from various manufacturers, including Duscholux. (Photo: Duscholux)



Bicolour is trending in interior design: In the bathroom, for instance, the trend is showing up in products like freestanding baths from Kaldewei that enable customers to choose the inside of the tub and its outer panelling in two different colours. (Photo left: Kaldewei)

The accessorising trend in interior design is here to stay: Colour blocking, a mix of materials and top-quality accessories enhance the design quality of bathroom planning. (Photo right: Villeroy & Boch)



It's about luxury and convenience, not looks: The shower toilet has become the No. 1 lifestyle product for the bathroom (Photo: Geberit)

03 | Black in the bathroom: urban, vibrant and great for creating contrasts

Who would have thought that black would prove such a popular colour (or finish) for the bathroom and be used in such a lasting way. Black finishes for fittings add a very special, loft-like touch to the interior design, but don't only look good in an urban setting. For the courageous, a piece of furniture with an upmarket matt black finish can be used to make a bold statement, and playing with dark shades is a great way to show other colours off in all their glory and create striking contrasts. Last but not least, accent lighting also has special role to play when deep black or dark grey elements are selected for the design. Meanwhile black – once such an elitist trend – is reaching the mainstream and will definitely be very much present in the coming years thanks to the innovative finishes now available for fittings and accessories.

04 | Real wood in the bathroom: nature arrives in the private spa

Sustainability is a megatrend right now, and the visualisation of nature-oriented design ideas will shape the face of bathroom planning over the next 10 years. Wood makes the design authentic. Bathroom furniture manufacturers like burgbad or Keuco (in collaboration with Team 7) have developed collections that make real wood a viable option for the bathroom too – and bring a little piece of nature with them.

05 | More (than) green: sustainable design elements

Sustainability isn't just influencing the choice of materials and technical equipment, it's im-

pacting the interior design of the bathroom as well. In principle, many bathroom products – like ceramic sanitaryware or water and energy-saving fittings – already come with a built-in sustainability factor. But it takes more than selecting sustainable and top-quality products to make the concept tangible and give the user a good feeling; it calls for the targeted use of design elements that communicate a sense of being in touch with nature as well. While it's crucial for the design to be sustainable in the sense that it's top quality and made to last, the atmosphere also plays a key role at emotional level. The colour green, for instance, is a particularly good choice for visualising sustainability. Natural hues create a perfect backdrop for a "green" interior design, even if it doesn't include any green at all. Plants that thrive in bathroom conditions and floral motifs for accessories and/or wall coverings are a quick and effective way to conjure up a green oasis, for instance. The use of natural materials like eco-friendly plaster, natural stone or wood also play a supporting role in sustainable bathroom design.

06 | Smooth surfaces for the wall: marble, wallpaper or stucco

Uninterrupted, homogenous surfaces for the walls and floor are extremely popular in the mid-price and high-end segments right now. The options for the wall range all the way from premium wallpapers to expanses of marble cladding. A stucco wall, especially above the washbasin, is often bathroom planners' first choice nowadays – but only if they don't have to worry too much about the budget: depending on the number of layers applied and the finish, stucco can be a not inconsiderable cost factor, especially when opulent colour effects are involved. Tiles are often extra large, look like natural stone

and are laid as close together as possible – although, conversely, some planners are also using small tiles to create a metro-style look. Concrete effects continue to be a popular design option too. The smooth, hardwearing surfaces dispense with the familiar patchwork look and enhance the bathroom with a cosy, upmarket feel.

07 | Enhancing the interior design: changing styles for a professional update

The accessorising trend in interior design is here to stay. It's up to the individual to decide whether or not the new enthusiasm for seasonal decorations makes its way into the bathroom, but professional bathroom planners are giving their clients as many options as possible for enhancing the interior design with decorative elements. The principles are simple: it's vital to provide as much storage space as possible so that everyday items can be hidden out of sight. Uncluttered surfaces create a sense of calm and steer the focus towards a few carefully chosen but eye-catching decorative items. The guiding principle: "Less is very definitely more". Changing these accessories can totally change the appearance of the bathroom. A new colour for the towels and mats paired with matching accessories is a quick and easy way to turn the "blue lagoon" into a "green forest". Neutral basic colours for the tiles, walls and floors, like the on-trend grey and greige shades, provide an ideal platform for adding attractive accents via the styling.

08 | Outdoor products for the bathroom: the trick for creating a cosier feel

The outdoor sector is booming: patios and gardens are turning into second living rooms, and water-resistant products have long since

left their discount image behind them. On the contrary: prestigious brands are offering premium outdoor products with outstanding design qualities. Bathroom planners can choose from a treasure trove of new product categories: waterproof rugs, textiles and upholstery, chairs and side tables, lamps, wooden elements and a vast assortment of accessories. The new generation of outdoor furniture is bringing an even cosier feel to the bathroom.

09 | The ultimate highlight for the lifestyle bathroom: shower toilets provide a new standard of hygiene

It's about luxury and convenience, not looks: the shower toilet has become the No. 1 lifestyle product for the bathroom and a growing clientele is driving demand for this hygiene-boosting product category. In addition to providing water-based intimate hygiene, contemporary smart toilets can be operated via remote control, a wall panel or even a smartphone and be equipped with optional extras like a heated seat, an air dryer, a welcome light function, a lid that opens and closes automatically, different programs for individual users and disinfecting functions. And whereas most of the bathroom's technical features tend to disappear behind the wall, the shower toilet remains very much visible and communicates a tangible added value on a daily basis. In cases where the bathroom design is based on a storyline, the shower toilet is undoubtedly the grand finale.

10 | Creative finale: architectonic details influence a bathroom's interior design

Eye-catching taps and fittings are to bathroom planners what door handles are to architects: although barely identifiable to the

clients during the planning stage (because the line on the drawing doesn't really tell them much), they are of key importance to a bathroom's interior design. In addition to fittings and accessories, there are other bathroom products that require careful consideration too because they impact the look and feel of the space despite their small size – things like the strip drain in the level access shower, for instance, the hinges on the shower enclosure or the toilet flush plate. It's no coincidence that these style-defining products – like the Velvet flush plate by Konstantin Grcic for Tece, for instance – are often the work of famous designers. After all, they're a sure way to express the consistent quality of the bathroom's professional interior design.

Looking for more information and trends? Click on the link below for selected in-depth articles.

www.pop-up-my-bathroom.com

Outlook

The **bathroom** is playing an increasingly significant role within the hierarchy of rooms in the home. The **quality of the time** people spend in the bathroom will continue to increase.

The **architecture** can encourage the bathroom's evolution into a lifestyle space.

13 to 17 March 2023 in Frankfurt

Welcome to the ISH 2023 | The Bathroom Experience

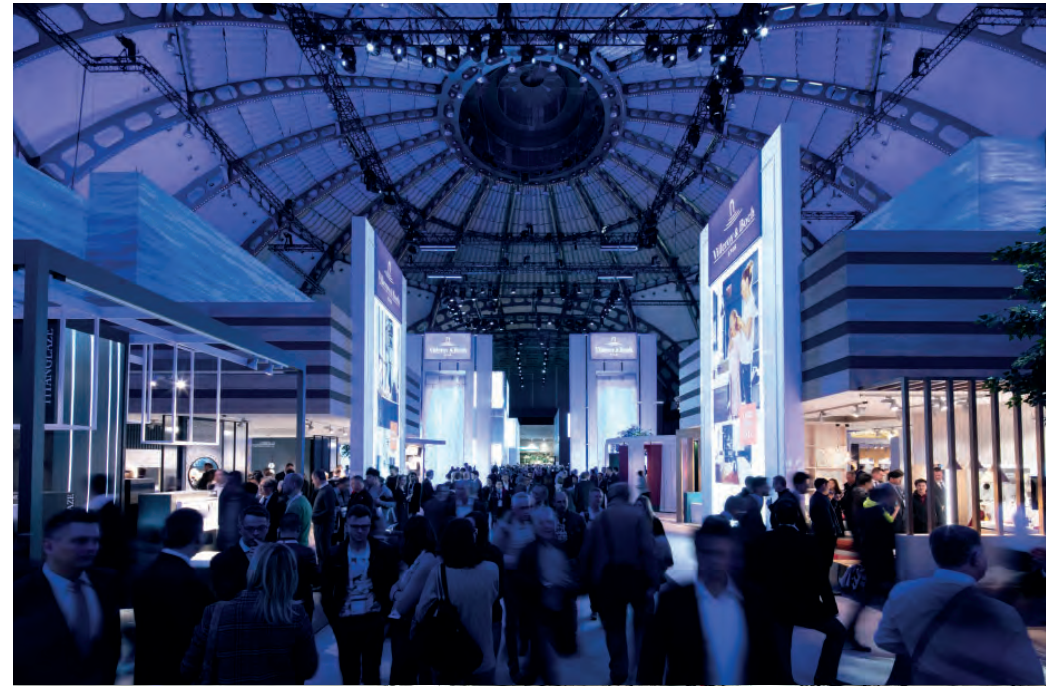
As a modern world-leading fair, the ISH 2023 is a driving force for the development of innovations in the bathroom.

Due to the great diversity of the industrial sectors and trades that it covers, the world-leading ISH trade fair cannot restrict itself to a single theme such as sustainability. However, the very breadth of its scope represents a great opportunity to formulate common interests and pursue goals where these areas intersect. To this end, the trade show provides direction, incorporates trends and encourages discourse on certain themes.

The ISH is one of the very few fairs where the different worlds of technology, the trades, wholesale, design, interior design and architecture meet on an equal footing and confront the growing challenges of technological and social change together. Never have these challenges and the risk of working at cross purposes been as great as in the last two years. That is why the sector urgently needs the international forum provided by the ISH in order to synchronise again through face-to-face contact and find joint solution strategies – all the more so because the German landscape of brand-name companies who are represented in The Bathroom Experience occupies a leading position within the global industry.

Be part of the community and help us shape the future of bathroom planning.

ISH



All photos: Constantin Meyer; German Bathroom Sector Association (Vereinigung Deutsche Sanitärwirtschaft e.V. / VDS)



Architecture of the bathroom – inspiring concepts for contemporary bathroom culture(s):
As a modern world-leading fair, the ISH has long been far more than “just” an international showcase; it is a driving force for the development of innovations. A forum that proposes structures and directions on the basis of which the sector can exchange views on the challenges it faces, discuss solutions and develop narratives that are taken up by companies, creatives and consumers all over the world.



Brand worlds – the fan deck for individual project developments: The ISH provides the sector with an international forum for positioning itself on current socially relevant developments.



Innovations – advanced product solutions for the challenges of today's bathroom design: The next ISH will take place in Frankfurt am Main from 13 to 17 March 2023. Further information about the world-leading trade fair for HVAC and water is available from the ISH / Messe Frankfurt website.

ish.messefrankfurt.com/frankfurt/en

#ISH23



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