



# Pop up my Bathroom Atelier (Stand: 3.1 D67)

## Overview Programme

### ISH 2023 | Hotspot Water

# #ISH23

#### Monday, 13 March 2023

11:00 - 11:30  
The 10 most important trends in the bathroom  
Frank A. Reinhardt (VDS, ISH)

11:45 - 12:15  
Trend Talk: Cosiness in the bathroom with Sebastian Herkner and Christian Werner  
Host: Frank A. Reinhardt (VDS, ISH)

12:30 - 12:50  
CEO Talk with Cyril Stutz from Geberit Cooperation with SHK-TV  
Host: Nikolaus Klein

13:00 - 13:30  
ISH Talk: The trends in The Bathroom Experience with Gesa Hansen, Florian Kallus and Sebastian Schneider (kaschkasch)  
Host: Frank A. Reinhardt (VDS, ISH)

13:45 - 14:30  
Trend Talk: Sustainable Bathroom with Dr. Susanne Steinhauer (burgbad), Steffen Erath (hansgrohe) and Andreas Braun (ZVSHK)  
Host: Jens J. Wischmann (VDS)

15:00 - 15:20  
CEO Talk with Georg Lörz from Villeroy & Boch Cooperation with SHK-TV  
Host: Inga Wegemann

15:30 - 16:00  
Award ceremony DesignPlus ISH 2023  
Hosts: Iris Jeglitza-Moshage (Messe Frankfurt) and Lutz Dietzold (Rat für Formgebung)

16:15 - 17:00  
Industry Talk: Women in the trades with Sandra Hunke (Das Baumädchen), Lena Hinz (MH Michael Hinz GmbH) and Sandra Hettinger (Villeroy & Boch)  
Host: Jens J. Wischmann (VDS)

#### Tuesday, 14 March 2023

10:00 - 10:30  
The 10 most important trends in the bathroom  
Frank A. Reinhardt (VDS, ISH)

10:45 - 11:15  
The latest colour trends in the bathroom  
Dr. Hildegard KaltheGener (Farbstudio Dr. K.)

11:30 - 11:50  
CEO Talk with Hans Jürgen Kalmbach from hansgrohe Cooperation with SHK-TV  
Host: Nikolaus Klein

12:00 - 12:30  
Bathroom design in different cultures  
Erdem Akan (VitrA Bad)

12:45 - 13:30  
Trend Talk: Colours in the bathroom with Eva Marguerre & Marcel Besau, Dr. Hildegard KaltheGener (Farbstudio Dr. K.), Saskia von Schroeter (wohnidee)  
Host: Frank A. Reinhardt (VDS, ISH)

13:45 - 15:30  
Speed Briefing: 10 exhibitors from The Bathroom Experience present their ISH highlights:  
i.a. with Bette, burgbad, Dallmer, Kermi, Kludi, TECE, TOTO, Villeroy & Boch  
Host: Lars Mörs (FAR.consulting)

15:45 - 16:05  
CEO Talk with Stephan Tahy from Duravit Cooperation with SHK-TV  
Host: Nikolaus Klein

16:15 - 17:00  
Trend Talk: Wellbeing Bathroom with Arndt Papenfuß (Kludi), Ute Wanschura (BV Schwimmbad & Wellness) and Wolfgang John (Port 1)  
Host: Jens J. Wischmann

#### Wednesday, 15 March 2023

10:00 - 10:30  
The 10 most important trends in the bathroom  
Frank A. Reinhardt (VDS, ISH)

10:45 - 11:15  
The bathroom showroom as a success factor for the trades and dealers  
Christian Wadsack (ho.w Innenarchitektur)

11:30 - 11:50  
CEO Talk with Stefan Sallandt from burgbad Cooperation with SHK-TV  
Host: Nikolaus Klein

12:00 - 12:30  
Industry Talk: Sustainable architecture and what it means for the bathroom with Susanne Petry (Pier F) and Leona Vervoort (Duravit)

12:45 - 13:15  
Industry Talk: Creating a bathroom showroom with emotional appeal with Christian Wadsack (ho.w Innenarchitektur), Christian Zinser (TCZ) and Philipp Beck (atelier 522)  
Host: Jens J. Wischmann (VDS)

13:45 - 14:15  
Emotional lighting design in the bathroom  
Thorsten Moortz (Handwerk.live)

14:30 - 14:50  
CEO Talk with Reiner Habermann from Kermi Cooperation with SHK-TV  
Host: Inga Wegemann

15:00 - 15:30  
Age-appropriate, barrier-free, care-friendly: three models for bathroom remodelling  
Daniela Heinemann (Aktion Barrierefreies Bad)

15:45 - 16:30  
Trend Talk: Emotional Bathroom with Thorsten Moortz (Handwerk.live), Torsten Müller (TM Designbad) and Dirk Engelhardt (Geberit)  
Host: Jens J. Wischmann

#### Thursday, 16 March 2023

10:00 - 10:30  
The 10 most important trends in the bathroom  
Frank A. Reinhardt (VDS, ISH)

10:45 - 11:15  
Hygienically safe drinking water I: Materials in contact with drinking water  
Volker Meyer (EDW)

11:30 - 11:50  
CEO Talk with Antonio Linares from Laufen Cooperation with SHK-TV  
Host: Inga Wegemann

12:00 - 12:30  
Industry Talk: The function of hotel bathrooms in hospitality design with Stefan Hoske (Axor Design) and Corinna Kretschmar-Joehnk (JOI-Design)  
Host: Frank A. Reinhardt (VDS, ISH)

12:45 - 13:15  
Startup@ISH Pitches Cooperation with VdZ  
Host: Kerstin Stratmann

13:30 - 13:50  
CEO Talk with Thilo C. Pahl from Bette Cooperation with SHK-TV  
Host: Nikolaus Klein

14:00 - 14:45  
Industry Talk: How can we get youngsters interested in the trades?  
Birgit Jünger (ZVSHK) and Jörg Wermes (SHK-Innung Köln)  
Host: Denis Jäger (SBZ)

15:00 - 15:30  
Hygienically safe drinking water II: „Fit for Drinking Water“  
Lars Neveling (figawa)

15:45 - 16:30  
Trend Talk: Tiny Bathrooms with Sven Rensinghoff (Bette), Andrea Wirges-Klein (wirges-klein architekten) and Frank A. Reinhardt (FAR.consulting)  
Host: Jens J. Wischmann

#### Friday, 17 March 2023

10:00 - 10:30  
The 10 most important trends in the bathroom  
Frank A. Reinhardt (VDS, ISH)

10:45 - 11:15  
From 8 to eighty: Planning and building barrier-free bathrooms  
Martin Schäpermeier (Kaldewei)

11:30 - 12:00  
Rainwater harvesting  
Carsten Stremmel (Wilo)

12:15 - 13:00  
Industry Talk: Barrier-free accessibility in the bathroom with Martin Schäpermeier (Kaldewei), Markus Heberle (LongLeif GaPa) and Tanja Buß (Verlagsgesellschaft Rudolf Müller)  
Host: Daniela Heinemann (Aktion Barrierefreies Bad)

13:15 - 13:45  
Emotional bathroom design: An aesthetic oasis for the soul  
Torsten Müller (TM Designbad)

14:00 - 14:45  
Industry Talk: The future of the bathroom: The trades, dealers and Industry 4.0 with Achim Laubenthal (DG Haustechnik), Jörg Pütz (Marketing to grow) and Andreas Müller (ZVSHK)  
Host: Jens J. Wischmann

15:00 - 15:15  
ISH-Talk: with Stefan Seitz (Messe Frankfurt) and Jens J. Wischmann (VDS)  
Conclusion and Outlook, Welcome ISH 2025

[www.pop-up-my-bathroom.com](http://www.pop-up-my-bathroom.com)

Current status: 2 March 2023, subject to modifications, FAR.consulting

# VDS

Vereinigung Deutsche Sanitärwirtschaft e.V.