

CW

INDIA & GULF'S FIRST B2B INTERIORS MAGAZINE

interiors®

VOL 7 • No 9 • May 2015 • ₹100 • USD 10 • Dhs 30

INDIA



All the clocks
off the phone
and tomorrow
ours alone

The Lost Caravan
Restaurant, Bengaluru

Karim Rashid's shock proof
design for Fun Factory

Vivanta by Taj, Dwarka

Mumbai Home by
KNS Architects

Special Features
Bath and Sanitaryware
Design needs of Tier II & III Cities

Featuring 40+
products

Instant Subscription



www.CWinteriors.in

The Element basin mixer from Hindware comes with a world class ceramic cartridge, superior chrome plating and German aerator for uninterrupted flow.

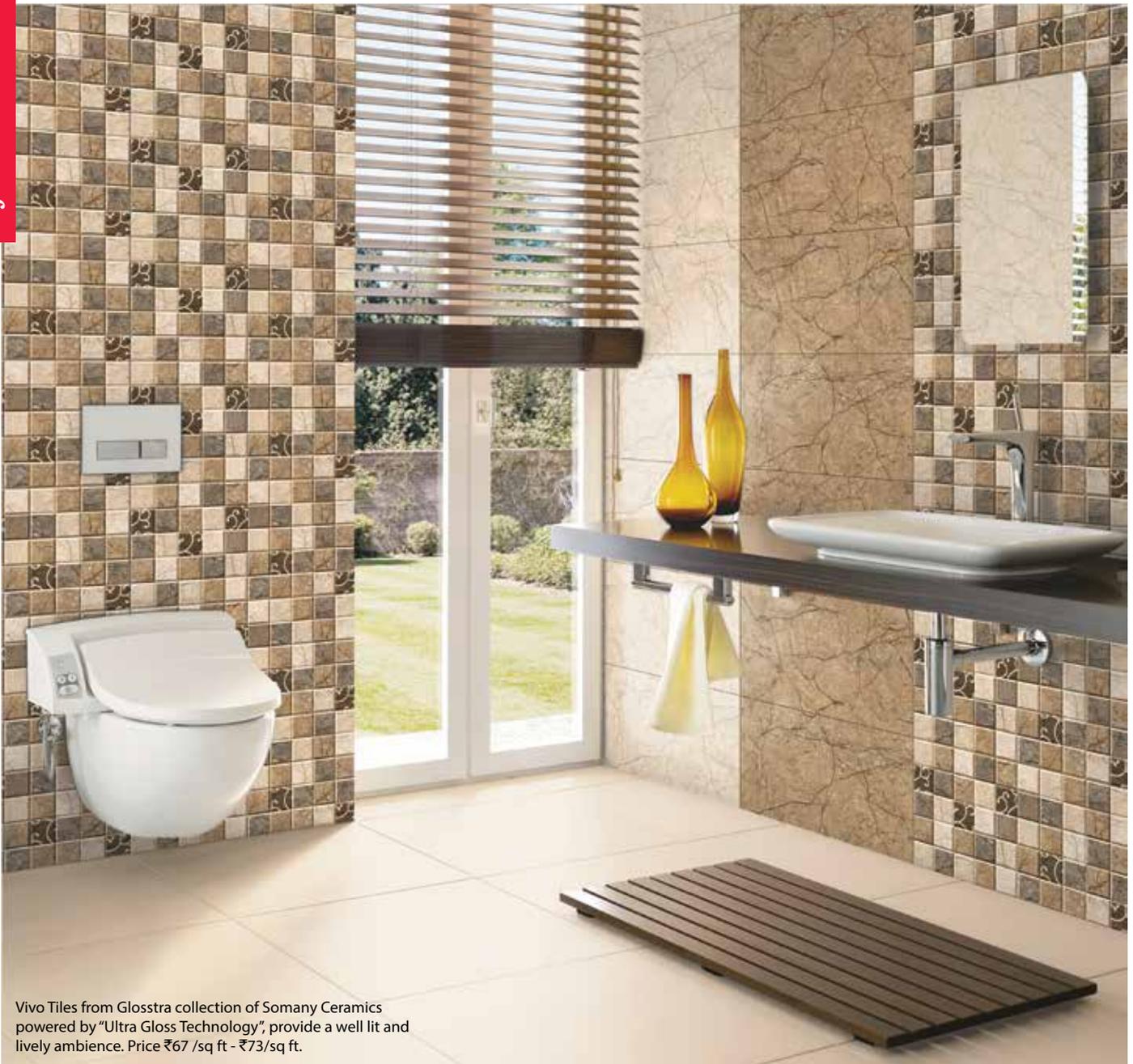


WASHROOM WAVES

L-Cube from Duravit, the new bathroom furniture designed by Christian Werner offers the user to choose the style, function, 'feel' and colour scheme as per their personal preferences.



.....
The bath and sanitaryware industry in India has come a long way from catering to a purely functional segment to now emphasising on luxury and sustainability. We deduce trends, features and more...



Vivo Tiles from Glosstra collection of Somany Ceramics powered by "Ultra Gloss Technology", provide a well lit and lively ambience. Price ₹67 /sq ft - ₹73/sq ft.

With purely functional bathrooms becoming a thing of the past, the age of luxury and high-tech washrooms is dawning. Today, it is more about convenient comforts, creating an ambience, a feel-good zone and making a personality statement. Lavish installations such as rain showers, bubble baths, whirlpools, steam baths, electric bidet, digital controls to programmed water flow, temperature and lighting as well as heated towel rails, under floor heating and waterproof speakers are fast becoming the norm.

Contemporary and customised designs with sleek and clean lines are trending. **Caroline Brahme, Designer and Project Leader, Forsa Collection, Form Us With Love (FUWL)**, Stockholm, says, "Customised bathrooms are of value for both residential and public settings. It enables you to translate the vision you have for your own space by selecting parts of a set. We invite the customer to create something personal in five easy steps. The five steps are: choose profile colour, glass shape and size, glass finish, handles, design and colour as well as shower tray."

LED bathtubs, wi-fi bathroom scales,



Thermae Ovale, from Hindware's Italian collection Amore has a digital touch panel, chromo therapy light, medicated steam and much more.

hands-free faucets and customisation are making their way into India.

Wellness Wash

The change from washing to wellness is a new trend that is catching up in India, with water being used for de-stressing. Bathroom components are being evolved to meet the demands for rejuvenation and relaxation and to create a spa-like environment in ensuite bathrooms.

Elaborates **Rahul Gupta, Interior Designer and Promoter, 9th Corner Inc:** "Today, showers provide variable bathing experiences, like rain, mist, waterfall and spout fall, and come with inbuilt music systems, which can be connected through a bluetooth device. Waterfall showers, which provide a real-time waterfall bathing experience, are in demand. LED rain showers with colour changing

This swan like handmade faucet from Mestre available at Etre Luxe in gold finish and embellished with a beautiful Swarovski Crystal gives it a luxurious look.



Romance Opera from Amore, Hindware with features like back massage, chromo therapy light & water level sensor, elevates the bathing experience.

WELLNESS WASH

Sandip Somany,
Joint Managing Director, HSIL

Wellness as a concept has been there from ancient times, which is now being reinforced in many areas including washrooms. It is a sign of luxury living encompassing an individual's desire for social acceptance, exclusivity and collective welfare. Largely influenced by socio-economic factors, it has also been accelerated by globalisation and a greater health consciousness.





The Veil wall-hung from Kohler's Black Ensemble collection has a compact, elongated toilet for extra comfort while taking up the same space as a normal round bowl. The seat cover is slightly recessed behind the tip of the bowl to complement the overall design element. Price: ₹31,000.

TECHNOLOGY TAKEOVER

Salil Sadanandan,
Managing Director – Kohler Kitchen & Bath
India, Sub-Saharan and Africa



With the rising demand for convenience from customers, technology has also entered the bathroom space. From shower panels, baths to faucets and toilets, technology like Katalyst technology, touchless technology to sensors, automated flushes and UV cleaning is increasing utility and convenience.

LED's fitted within the showers for chromotherapy are trending."

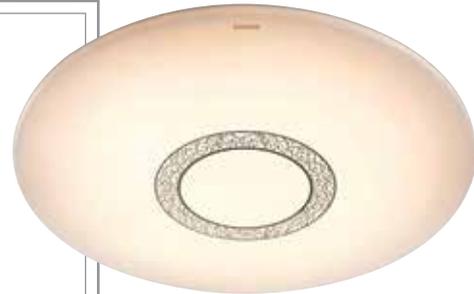
Several companies are now offering a range of products under the wellness umbrella like HSIL's Amore, Grohe F-digital Deluxe, Kohler's DTV shower and The Cape Cod bathtub by Duravit and Philippe Starck. "The Cape Cod, with its ergonomic headrest, provides a bathing experience that is serene with a feeling of lightness. Steam cabinets can now be as small as 1m x 1m, making them viable for smaller bathrooms. Always install a layered lighting system so that you can choose different levels of light depending on your mood and include an illuminated mirror over the basin to enhance the spa experience," advises **Asutosh Shah, Managing Director, Duravit India.**

However, there are cons to these trends, too. "These gadgets are for high-end homes as

LIGHTING LEADS

Sumit Joshi,
Marketing Head, Philips Lighting India

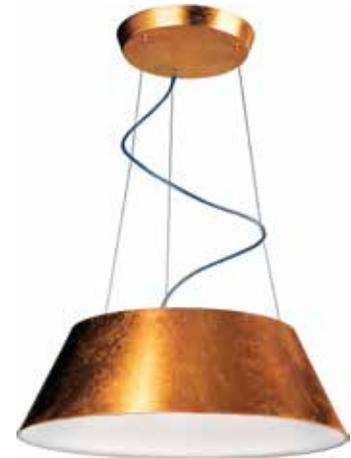
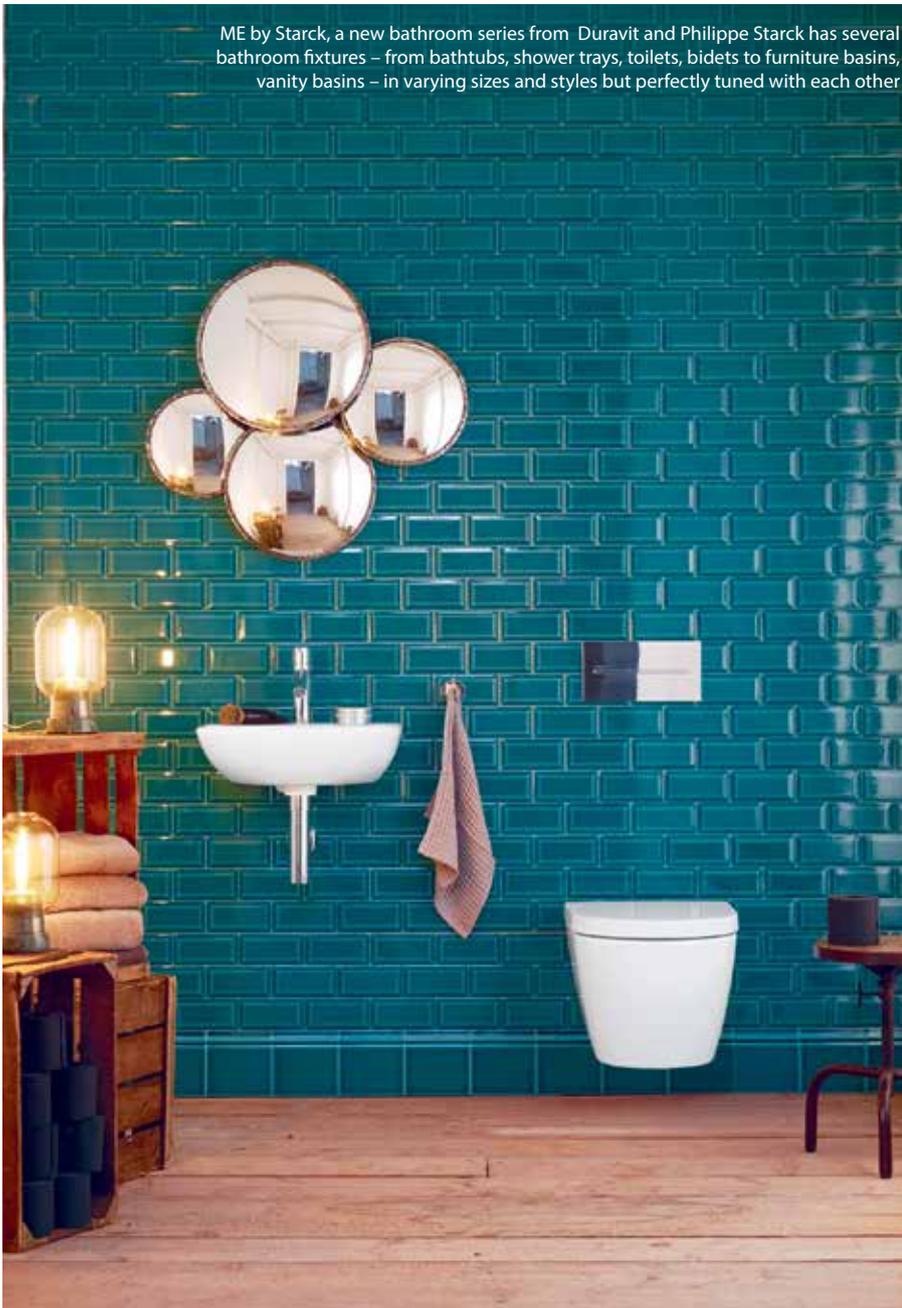
Internationally, with an increased glamorisation of washrooms, lighting has come to play an important part. In the residential sector, many are adopting mood lighting and remote-controlled LED lighting. In the hospitality sector, most hotels opt for connected lighting that can sense their patrons' moods, requiring minimal to no human intervention. In India, many are opting for fixtures that enhance their bathroom décor, mood lighting and LEDs.



With this Philips Ceiling light you can adjust the light level in 25 percent increments, tune the colour temperature for the right ambience or use the night light mode. Price – ₹32,000.



ME by Starck, a new bathroom series from Duravit and Philippe Starck has several bathroom fixtures – from bathtubs, shower trays, toilets, bidets to furniture basins, vanity basins – in varying sizes and styles but perfectly tuned with each other



Philips' myLiving Suspension light in lustrous gold colour finish is treated with luxurious and high quality finishing and detailing. Price: ₹40,550- ₹54,970.

HOSPITALITY HIGHS

Bobby Mukherjee,
Principal Architect, Bobby Mukherjee & Associates

The most important international trend in the high-end hotels has been to provide large washrooms, with components like WC, bathtub, washbasin, bidet, etc, with some of them having enclosed chambers. Indian counterparts of international chains follow the design guidelines set by the parent company. Indian high-end hotels also largely follow the international trends with a little Indian touch.



TILE TAKE

Abhishek Somany,
Joint Managing Director, Somany Ceramics.

The tiles and ceramics industry has been expanding its horizons by venturing into the non-conventional areas as well as the conventional usage in bathrooms. Along with being functionally advanced with properties like skid resistance, tiles are a popular choice as embellishments, too. Tiles with metallic textures that provide an opulent look are hot in high-end washrooms. For the precise finish, digital tiles are in vogue.



Daisy Verde tiles from Glosstra collection of Somany Ceramics with floral patterns give the wall a vibrant look. Price ₹67 /sq ft - ₹73/sq ft.



Perlino Tiles from Glosstra collection of Somany Ceramics are India's glossiest tiles for walls available in fabric texture, undulated surfaces and stone finishes. Price: ₹67 /sq ft - ₹73/sq ft.

MATERIAL MAGIC

Today, the material usage in bathroom products has come a long way from the traditional porcelain. The list is exhaustive – wood, glass, granite, limestone, marble, natural stone, slate, mosaic, quartz, resin, mosaic, fiberglass, stainless steel, Corian and so on.

“Apart from a few new materials, several existing materials are also being used now in new applications. I have used materials like gold plated tiles, hand-cut tiles, glass, mirrors, acrylic, railway sleeper wood and Corian innovatively in my projects with amazing impact.” reveal **Bhavya and Neilesh Kenkare, Partners, Archaid.**

Some companies have also developed their own materials through research like Duravit’s DuraCeram and DuraSolid A and Q. **Ashutosh Shah, MD, Duravit India** says, “The washbasins of our new series Cape Cod by Philippe Starck are produced from DuraCeram, which has made it possible to create countertop basins with a rim thickness of only five millimetres that are easy to maintain, robust and impact-resistant. DuraSolid A and Q offer an alternative to tried-and-tested acrylic.”

Acrysil Limited, which offers washroom products under the brand name Sternhagen has introduced their patented premium Quartz material SaniQ. “Quartz is the second hardest material after diamond but this premium and high-value material is used rarely to make sanitary products.” reveals **Chirag Parekh, Chairman & Managing Director, Acrysil Limited.** “SaniQ washbasins have a unique silk matte finish, which makes it perfect for hassle-free upkeep. Perfect for the whole family due to the anti-bacterial properties of the surface, the natural density and hardness of quartz makes the SaniQ Basins highly durable and resistant to any stains, chips and dents.”



A basin mixer from Mestre available at Etre Luxe has a beautiful smooth chrome finish and is embellished with black Swarovski crystals.



Revealing an arresting relief, this Sternhagen Dune sink from Acrysil captures a cross section of earth shaped by the forces of water and wind.



Simple and pure, the Seerose sink by Sternhagen reflects the cup of the open lily, while its cool, smooth Sani-Q surface feels like a petal freshly plucked from a Tahitian pool.

PAMPERING PLUS

Chirag Parekh,
Chairman & Managing Director,
Acrysil Limited

There is a global shift in what people expect from their living spaces, including washrooms in order to relax and rejuvenate from an increasingly hectic lifestyle. The movement is towards sensory experiences and harmonic design concepts, which create a visual tranquillity. The bathroom is already transforming from a purely functional area in to a self-pampering zone almost like a private spa or a personal wellness space.





Grohe's F-digital Deluxe shower provides a home spa experience with coloured light for chromo therapy, pleasant steam for cleansing and your favourite music – all at the same time. Price: ₹6.14 Lakh.

INDIA INTERNATIONAL

Renu Misra,
Managing Director – Grohe India

There is a palpable synchrony in the preferences of Indian consumers and their global counterparts in the luxury washroom segment. Most of the trends in India are inspired by international standards of luxury. Touch-less controls, digital, intuitive operations, water-saving technology are some of the areas witnessing immense traction. These are dominant trends in the market today as they are being viewed as an investment towards one's personal well-being.



they are expensive and require elaborate water filtration/softening systems. They also consume large quantity of water and hence are not eco-friendly,” opines **Bobby Mukherjee, Principal Architect, Bobby Mukherjee & Associates.**

Going Green

Sustainability in luxury bathrooms internationally means water and energy conservation and ecological manufacturing, using state-of-the-art technology. New trends in bathroom plumbing fixtures allow shower water and hand-washing water to be sent directly to the toilet. Many companies are now moving towards sustainable solutions.

“Duravit focuses on an overall intelligent use of resources. Our development team makes use of simulation software to optimise flushing technology, for instance the Duravit Rimless technology and the ME urinal. The Rimless technology delivers optimum flushing results with small water volumes of

only 4.5-litres. The open design of the flushing rim ensures a dynamic and powerful flow of water that rinses the entire inner surface of the urinal, while allowing for a fast and hygienic cleaning of the ceramics.” states Shah.

Lighting leads

The current trend is toward sunnier washrooms with more artificial lighting,



Washbasin mixer, Eurodisc Joystick from Grohe offers smooth and long-lasting fingertip control, while its sculptured lines reflect dynamism. Price ₹35,000 onwards.

WASHROOMS WORLDVIEW

World trends as expressed by designers and industry professionals:

SWEDEN

Today washroom in Sweden is a place where you hang around if you have the space and the means for it. Then it becomes a room you furnish just as any other room creating a personal environment. The bathroom should not only be sterile and minimal, but also warm and cosy, bringing in nature with plants and natural materials like wood and stone.

– *Caroline Brahme Designer and Project Leader for Forsa Collection, Form US With Love, Stockholm*

GERMANY

Timeless memorable design that combines quality with comfort and makes an individual statement is this year's key trend in Germany.

– *Asutosh Shah, Managing Director Duravit India*

USA

We are witnessing design trends around fluidic contemporary, geometrics and natural aesthetics and innovative, technology-driven functionality. The natural, organic trend continues to gain favour, which is about integrating softer hues into space with earth tones such as soft grey, sky and sand.

– *Ravi Nindwani, Managing Director, Delta Faucet Company India*



Wash basin and toilet from ME by Starck collection of Duravit and Philippe Starck perfectly aligned in design.

Spoon XL collection from Agape available at Etre Luxe with minimal design and made of white Cristalplant biobased adapts easily to the widest variety of settings.



WASHROOM WONDERS

ARMADA FROM HINDWARE

Armada, a rectangular sleek wall mounted water closet, is a star rated product that reduces water consumption. Available in starwhite and pastel, it is priced at ₹23,610 and ₹27,960 respectively. Hindware is the only brand today to offer a whole basket of 3 and 2 star rated, UPC – 1 and WEP -1 certified water closets. The rating system for water closets is based on the volume of water used for each effective flush.



SOLNA FROM DELTA FAUCET

Solna is a clever twist to the classic pull-down design wherein it can direct water exactly where you need it and the spray wand can easily be docked and undocked for maximum function and efficiency. Priced around ₹50,000, the Solna faucet would be available in India from July 2015.



LAPIAZ BATHTUB FROM MAISON VALENTINA

This unique bathtub was inspired by the karst formations produced by surface dissolution of limestone or dolomite rocks, known as Lapiaz in French. The polished brass details and mirrored sides give this tub an antique yet comfy and warm beautiful look. It is priced at \$52,146.

MOXIE FROM KOHLER

Moxie, a shower-head that rains music, with the proximity of the Bluetooth enabled wireless speaker, is for those who love to hear music while bathing. It has a self-cleaning silicone spray face, 60 angled nozzles to provide full coverage spray, removable speaker body with magnet attachment and a lithium rechargeable battery with seven hours of playtime. It is price at ₹9,995.



STRATHAGEN KRISTAL BASIN FROM ACRYSL

Kristal Basin is a molecular masterpiece. The surface of the basin glitters with reflected light, but underneath it is an ice cool casing. Inspired by nature and created by Emami Design, Berlin, this is made from SaniQ, a patented high-tech Quartz for sanitaryware developed by Acrysil. The material is harder and more heat resistant than traditional ceramic materials and is resistant against scratches, chips and stains. This innovative design won the IF Design Award 2015 and a Honorable Mention from the Red Dot Award.



NEWTON BATHTUB FROM MAISON VALENTINA

Defying laws of physics, this bathtub, made of black lacquer brass spheres with high gloss varnish finishing and some gold plated spheres on the base, distinguishes itself from all the other designs by its futuristic forms. It is priced at \$52,758.

Lapiaz and Newton bathtubs designed by Joaquim Sousa, come from Maison Valentina, Portugal, which create a range of bathroom fixtures and accessories with unique and bold design, all handcrafted and inspired by nature and mid-century designs.

METAMORFOSI FROM OLYMPIA CERAMICA

Metamorfosi, from Olympia Ceramica, Italy is a new range of counter top, which takes its name from the transformation of basins from circular to rectangular shapes. Available in different sizes and bright colours, they guarantee a cutting-edge stylish efficiency to all bathroom spaces. Metamorfosi is available in India at Etre Luxe.





Beige Italian marble with abundant use of mirror and glass including the ceiling in a geometrical pattern lends this washroom designed by Archaid a classy and spacious look.

such as recessed lighting in the ceilings, indirect lighting that bounces off the walls, mirror lighting, shower lighting, remote controlled dimmers and coloured lighting. An expansive range of aesthetically designed lighting fixtures are available to meet these requirements, with LEDs being the favourites.

“False ceilings are the rage in the contemporary bathrooms,” avers **Sumit Joshi, Marketing Head, Philips Lighting**. “Apart from the light sources being safe and suitable

DESIGN DIMENSIONS

Bhavya and Neilesh Kenkare, Partners, Archaid

Awareness among well-travelled users and their openness to new ideas, availability of new technologies, new materials and usage of old materials in new forms have all provided immense opportunity for designers to be innovative and do something out-of-the-box in bathroom designing. Open bathroom concept, false ceilings and LEDs are trending.



A spa like ambience has been created in this washroom by Archaid with varied combination of materials like gold plated wall tiles, railway sleeper wood for the roof, mirrors and with rustic well polished surfaces and blue colour glass to give the aqua feel.



CONTACT

- HSIL Limited , Gurgaon,
Tel: 0124-4779 200
E-mail: marketing@hindware.in
Webiste: www.hindwarehomes.com
- Form Us With Love Stockholm
info@formuswithlove.se
- Maison Valentina, Porto, Portugal
Tel:+351 222 015 850
E-mail: info@maisonvalentina.net
Website: www.maisonvalentina.net
- Duravit India Private Limited
Ahmedabad
Tel: +91 79 6611 2300
E-mail: info@in.duravit.com
- Delta Faucet Company India,
Gurgaon. Tel: 024-406 6109
E-mail: india@deltafaucet.com
- Kohler India Corporation
Private Limited Gurgaon
Tel: +91 124 4319601
E-mail: infoindia@kohler.com
- Philips India Gurgaon, Haryana
Tel: 0124-460 6000
Website: www.lighting.philips.co.in
- Bobby Mukherjee & Associates
Mumbai. Tel: 022-26105674
E-mail: mail@bobbymukherjee.com
- Acrysil Limited, Mumbai
Tel: +91 88799 75861
E-mail: info@sternhagen.com
Website: www.sternhagen.com
- 9th Corner Inc. New
Tel: +91 9810582834
E-mail: Rahul.ninthcorner@gmail.com
Website: www.ninthcorner.com
- Somany Ceramics Limited Noida
Tel: 0120-4627900
E-mail: marketing@somanyceramics.com
Website: www.somanyceramics.com
- Grohe India Pvt. Ltd Gurgaon
Tel: +91 124 493 3000
Website: www.grohe.co.in
- Archaid, Mumbai
Tel: +91 9833105246
E-mail: bhavyakankare@yahoo.in

EVO-N a mirror from Agape available at Etre Luxe is treated with "metal coating" that makes the surface reflecting and translucent. Switched on, the illumination integrated in the frame becomes visible and diffuses its rays of light in the room, and when switched off the mirror keeps a perfect reflecting surface.

for humid environments, a high-end bathroom needs an integrated solution. Connected LED lighting is the perfect solution that integrates smart controls, networks, devices and adapts to suit the requirements." Philips offers several intelligent lighting solutions like the Philips DynaLite Controls and Philips ColorKinetics and soon-to-be launched RazorLED – the slimmest LED downlighters.

Cross-generation concept

The cross-generation bathrooms, focusing on bathrooms that are user-friendly for all – from children, adults, senior citizens to the physically challenged – is yet to have any visible impact, though it is gaining momentum internationally.

"The concept behind the cross-generation bathroom is based on the desire to make life in the bathroom easier and more convenient for all age groups, with tailor-made products to suit their special needs in terms of function and ergonomics," explains Ravi Nindwani, Managing Director, Delta Faucet Company India Pvt. Ltd. Delta has a range of products in this segment like Temp2O shower for temperature and the Touch2O.xt technology one-touch faucet operation.

From being a highly functional bathing area to a spa-like retreat, bathrooms are gearing up to offer the users a wellness experience.

TEXT: Janaki Krishnamoorthi