

# THE FEEL-GOOD BATHROOM OF THE FUTURE

FACTBOOK OF CURRENT HOTEL BATHROOM TRENDS

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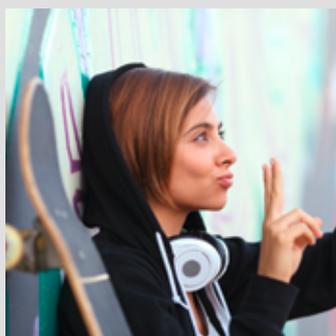
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# MEGA-TRENDS

## FOR THE HOTEL INDUSTRY

**Mega-trends** are the things shaping the modern world. Often thought of as offering a glimpse of the future, at the very least they provide us with well-founded insights into what our lifestyles may look like in years to come. Like seismographs, hotels can reflect these mega-trends, or even anticipate them. Four changes are of particular relevance for the hotel industry:



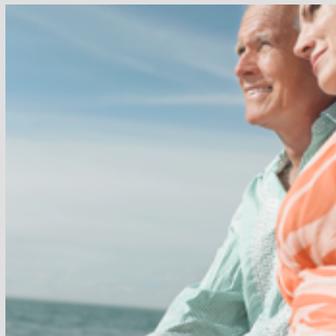
### INDIVIDUALISATION & SELFNESS

Lifestyle is king – especially one's own. Hipsters' efforts to achieve personal fulfilment are placing new demands on hotel design. Hotels should be as individual as possible, and customisation, such as through personal colours or the development of own décors, are a reflection of this trend.



### GLOBALISATION & URBANISATION

The migration of the world's people into cities is showing no signs of slowing, and according to the UN, two-thirds of the world's population will be living in cities by 2050. Soaring prices are forcing hotels to become ever more compact – something that is having a significant impact on bathroom design.



## **HEALTH & THE SILVER SOCIETY**

50 is the new 40! Demographic change is lengthening the active phase of life. This is increasing the importance of universal design. The design and utilisation of environments that can be used by everyone is also playing an ever-increasing role in hotels. Comfort has long since become a matter of course in hotel design, and extends far beyond flush-fitting showers. Inclusive concepts are the order of the day.



## **CONNECTIVITY & SMART**

Always-on: the credo of the internet community has long since become mainstream. Now it is not just access, but also digital networks, the integration of knowledge and personal interaction that are shaping this mega-trend. Hotels are reacting with smarter technology, ranging from self check-in and mobile room keys to equipping rooms and bathrooms to meet the needs of a digital society.

# PREFACE

## The “wellbeing formula”

In the age of continual digital communication, time out is a luxury commodity. People feel a growing urge to slow down their lives. This poses a challenge for hotels, which are often required to address contradictory needs for reachability and relaxation, connectivity and the wish to “disconnect”. Naturalness and authenticity are the order of the day. Architecture and design can make a decisive contribution here. ‘Wellbeing’ is a mantra in the hotel industry. So how to turn guests into genuine fans? How can a hotel become a local hotspot?

The louder and faster-paced the world outside the hotel becomes, the more reassuring the lounge atmosphere in the lobby. The privacy of the hotel room offers the next level of retreat. Bed and bathroom - two highly intimate areas for people in unfamiliar surroundings. How can the guest be made to feel at home here, be it for one night or for a longer stay? This is a question which can decide the success of a hotel. It is here, where guests literally enter into physical contact with the hotel, that they frequently come to a decision as to whether they will return for another stay. As a decisive criterion determining the guest’s approval, wellbeing thus constitutes a success factor for the hotel concept as a whole - from the lobby to the bathroom.

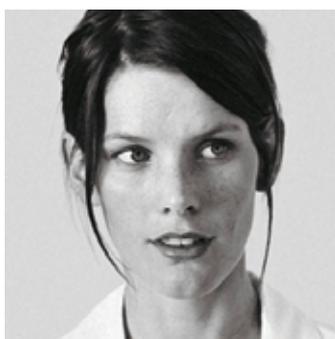


# THE EXPERTS AT A GLANCE



## **Oona Horx-Strathern**

The visionary: London-born Oona Horx-Strathern has been working as a trend researcher, consultant and author in England, Germany and Austria for a good 20 years. As a trend consultant, Oona Horx-Strathern has written and worked for international companies such as Unilever, Beiersdorf, Philip Morris and Deutsche Bank.



## **Gesa Hansen**

The colourful designer: German/Danish designer Gesa Hansen was born into a family of furniture designers and architects. After studying at the Bauhaus University of Weimar and working for Jean Nouvel, the Paris-based designer established the "The Hansen Family" label. Gesa Hansen has developed an exclusive colour concept for Villeroy & Boch.



## **Alexander Rieck**

The scientist: Alexander Rieck lives between virtual research projects and architectural reality. As part of his work at the Fraunhofer Institute for Industrial Engineering (IAO) in Stuttgart, Alexander Rieck is in charge of the "Future Hotel" joint project. In addition to his academic career, he established the LAVA architecture firm in 2007.



**Benedikt Komarek, M.A.**

The innovative pioneer: After studying in Vienna and Budapest, Benedikt Komarek joined his family's hotel business at an early age and has been continuing the family's successful hotelier traditions with forward-looking ideas since 2008. Benedikt Komarek opened the first "real Future Hotel" in the guise of the Hotel Schani in Vienna, featuring smart ideas for guests and pioneering ideas for the hotel industry.



**Matt Turner**

The gatekeeper: Matt Turner is the editor-in-chief of *Sleeper*, the leading international trend magazine for hotel design. The London media brand has launched a number of innovative industry events, including the networking conference *Sleepover* and the European Hotel Design Awards. Industry insider Matt Turner is an enthusiastic traveller and writer, and his work appears in such publications as the *Financial Times*, *The Guardian*, *The Sunday Times Travel Magazine* and *Wallpaper*.

# THE “BIG SHIFTS” AND THE HOTEL INDUSTRY

**Oona Horx-Strathern**



**How do mega-trends in our society impact on hotel architecture, design and concepts? Why will hotel developers increasingly need to position themselves as guardians of a mobile lifestyle in future? An outlook by futurologist Oona Horx-Strathern.**

What fundamental changes to our lives are afoot as the 21st century progresses? We can obtain essential answers to this question by observing and considering the mega-trends – those sustained forces of change that are propelling us into the future. Let us take a look at these driving forces of change:

**1. Ageing:** This changes the nature of our life cycles. Ageing is no longer synonymous with “growing old” in the sense of diminishing mobility and vitality. On the contrary: increasing numbers of people are taking up a host of multi-mobile activities in their sixth and seventh decades. They travel, continue their education, search for their identity, pursue their interests, taking ownership of their world in the most diverse ways.

**2. Urbanisation:** In 2050, around 75 % of the global population will be living in cities. Neo-urban life is changing tastes, needs, forms of mobility, values across the board. It is spawning new forms of design, manifested in the style of the new urban boutique and designer hotels.

**3. Connectivity:** “Always on” is the motto of the age. The internet is spreading its wings and its influence on the man/machine interface and between machines is forever growing.

**4. Individualisation:** Up to 50 % of all people in conurbations live in one-room apartments. But does this mean they lead isolated existences?

In order to understand the future, one must appreciate that trends are never linear in nature. Every mega-trend incorporates a counter-trend, a recursion. "Ageing" actually makes us younger, for example – on average, every age cohort today is healthier and more vivacious than in former times. And with regard to individualisation – alongside the wish for services at a remove from the mass market and tailored more specifically to the individual, this trend also engenders a new yearning for the communal.

This is manifested in numerous cooperative ventures, from co-living through co-gardening and co-working to the sharing economy. A new, self-organised sociality is arising in which individuals enter into agreements as free agents. The emergence of portals such as Airbnb attests to people's wishes to even turn their homes into alternative "hotels" and share their own four walls with guests. In this new cooperative individual culture, health is not merely tantamount to the absence of illness in the medical sense. Health is also about experiencing vitality, balance and body sense.

Connectivity, this strong force linking everything up, also gives rise to a great counter-yearning: to be disconnected from it all: to switch off, to escape the terror of round-the-clock accessibility, the tortuous complexity of interconnected life, to rediscover the direct touch and feel of our surroundings. The underlying trend is towards "slow architecture", as part of the broader "slow movement". For hotels, this means that the simple hi-tech upgrading of rooms is likely to be counter-productive. The onus must be on a new, sophisticated approach to integrating technology into the sensuous world around us.

A look at the travel sector clearly reveals which hotel developers are actively taking the complex mega-trends on board – and who is not. It is not about surfaces or design details, it is about fundamentally intelligent concepts. A new (young) type of urban hotel is evolving all over the world in which work and life are re-combined – in refuges for the nomads of the global creative class. The new type of holistic "healthness" hotels attend not only to their guests' relaxation along old-school wellness lines, but also to spiritual issues. Hyper-urbane loft and lounge concepts stray into the territory of rural and scenic hotels, experimenting with new combinations of nature, ecology and coolness. Hotel bathrooms at the new global resorts are a far remove from the functional facilities of old, endeavouring rather to symbolise the flow of life's vital forces.

Philosopher and architecture connoisseur Alain de Botton has noted that in the mobile age "our houses and apartments must no longer necessarily safeguard our identity and status." He argues that we can equally be at home at an airport or a special type of service station. In future, hotel developers will increasingly position themselves as guardians of a mobile lifestyle. The focus is not so much on the size of a property, but on the standard of service offered. Not so much on "architecture" in the sense of bricks and mortar, but rather on the holistic experience accommodated in the building. Hotels will become clubs championing an aware lifestyle of "mindfulness".

# A MATTER OF CONTRAST

**Gesa Hansen**



**Exciting colour highlights from the lobby to the bathroom? Gesa Hansen explains in this interview why it is fine for hoteliers to be bold in their use of colour and how colours in architecture and design influence the feeling of wellbeing for individuals and society as a whole.**

**Villeroy & Boch: Ms Hansen, what is your personal favourite colour and why?**

Gesa Hansen: Oh, it's difficult to name a firm favourite. Probably green, because it reminds me of nature. But my preferences change every year. At the moment I love Yves Klein's blue, which Le Corbusier also used a lot in his architecture. This is no plain blue – its luminosity is incredible and it makes me feel as if I could immerse myself in the colour. My answer shows how colours are an expression and reflection of one's personality.

**Your example illustrates how, in architecture and design in particular, colour can be an expression of a prevailing mood throughout society. Just take the Golden Fifties ...**

That's right. The 1950s were an incredibly optimistic time. The economy was booming, and this optimism was also reflected in fashion and design. There were numerous theories about colours at this time: turquoise was considered to be a calming colour capable of bonding families, for example. Overall, colours remained very close to pastel during this time. This fitted in with the 1950s housewife, who found bliss within the four walls of her suburban home. In contrast, the 1960s brought much louder, flamboyant colours to the fore. This was a rebellion against the prissy colours of the fifties, much in the same way that the young women in mini-skirts unravelled the image of the dutiful housewife. But let's look forward. Isn't it fascinating how car makers correctly forecast the colours that will be popular in years to come when designing their model lines?



**What conclusions does that allow about our society today?**

We attach ever more importance to personality. How do we demonstrate this through colour? We are moving away from the era of grey shades and towards gentle new tones – not as garish as in the 1960s.

**So the moods of the times through which we live are always changing. What does this mean for companies such as Villeroy&Boch? How do you go about developing colours, colour patterns and collages?**

The secret or the challenge is to create contrasts. Emerging as we are from this “black/white/grey era”, it is easier to use gentle colours, which possess an almost textural quality. They are not perceived as disturbing colour content. The simplest way to use colours is to work with shades of the same colour, in order to create gentle contrasts.

Colours are never actually perceived as colour per se, however, as the body accustoms itself to the colours around it. After a while, both the child and the mother will become oblivious to the colour in an all-pink child’s room. To really bring colour to life, you have to create contrasts with different colours, in order for the colours to continue to make an impact on the beholder. A case in point is the Artis collection from Villeroy&Boch: all the colours here are inter-combinable, allowing collages to be developed on the basis of this spectrum.

**Mobility is integral to the trend towards individualisation. How can people’s wish to enjoy their favourite colour in any surroundings be accommodated in hotel design?**

Personally, I think it is much more interesting to be surprised when I’m on my travels. At home, one would never use colour with the boldness displayed in a restaurant or hotel. As we do not take up permanent residence in such places, very colourful combinations appear refreshing, rather than garish. So I wouldn’t even attempt to take up customers’ favourite colours, preferring rather to surprise them with exciting colour combinations.

# CUSTOMISABILITY IS THE SECRET

**Alexander Rieck**



**Flexibility in use, health cell, wellbeing: bathrooms of the future will need to perform ever more functions. Alexander Rieck from Fraunhofer IAO explains what these functions will be and the role for architecture and design.**

**Villeroy&Boch: Alexander, what influences will shape the bathroom in forward-looking hotel concepts?**

Alexander Rieck: I see three main factors here: Firstly, a changing generation of travellers. The future users of hotel bathrooms are baby boomers, generation X or millennials. They all live an individual lifestyle - but they also attach particular importance to health and hygiene, as well as the sustainable husbanding of resources. Secondly, the expectations of hotel guests with regard to infotainment and connectivity are rising – but accompanied by a corresponding heightening of the desire for privacy. Thirdly, new technologies are enabling smart concepts such as intelligent light environments or digital services – ideally ensuring intuitive and individual operation.

### **Are there any influences from other cultures?**

Oh yes! Increasing globalisation is also exerting a profound influence on our bathroom culture. One could almost say the bathroom is becoming “multicultural”. As part of the joint Fraunhofer project “Future Hotel” (see also Schani project report), we put forward the idea that the bathroom will become regionally authentic. What does that mean? Basically that the destination will become tangible through real and virtual design attributes of the room – e.g. information on the surrounding area, materials, typical local design features.

### **Are there any other Future Hotel hypotheses for the hotel bathroom?**

Another interesting hypothesis is that the bathroom no longer has any target groups – every individual on earth is a target person. The form of use is evolving along corresponding lines. Our habits, routines and rituals are changing.

### **Can you be more specific?**

The bathroom of the future is adaptable: it must be able to accommodate different requirements and users. Essentially, it performs three different functions: The bathroom is an atmospheric control room – its appearance, atmosphere and character alter according to the given situation and user. The bathroom is a health cell – technology, user recognition and sensor systems are employed to provide optimum support for wellbeing and health. And the bathroom is “green” – energy efficiency, recycling and the choice of materials are strictly subject to the principles of sustainability, from the planning stage right through to demolition.

### **Who do you see as the main user groups for hotel bathrooms?**

In principle everyone and at every stage of life. Each guest could be both a business nomad, luxury ascetic or affluent senior citizen: while business nomads seek fast rest and relaxation from functional, individual and smart fit-outs, luxury ascetics tend to attach importance to minimalism, uncluttered and open rooms and exclusive materials in a purist overall scenario. The wealthy 50+ group, on the other hand, books hotels primarily on account of ergonomically and comfortably appointed bathrooms with health diagnosis facilities. Offering all this under one roof will call for intelligent concepts and innovative products and solutions.

### **So customisability is the common thread?**

You could say that. You can already see how the bathroom is changing today. Familiar products such as the bath, shower, tap fittings or controls are taking on new forms. Functions and manufacturing processes are influencing design: new technologies and products are making bathrooms increasingly customisable. Take high-tech lighting, for example: LED lighting provides for an atmospheric mood, biodynamic light and anti-jetlag lighting help the guest to adapt to the unfamiliar surroundings. In future, lighting will be controlled via sensors, speech and RFID tags. Adaptive light moods and individually selectable light scenarios enhance the guest’s wellbeing (see also feature on the topic of Colour on page 12), to cite just one example of customisability.

# MAKING TECHNOLOGY FEEL GOOD

**Benedikt Komarek**



**The Schani in Vienna is a self-declared “smart” hotel. Hotel boss Benedikt Komarek on technology designed to serve and pamper the guest. And why it should ideally be invisible.**

**Villeroy & Boch: What role is technologisation playing in the hotel industry?**

Benedikt Komarek: This is an interesting question that needs to be answered from two perspectives. Beneficiaries are on the one hand the hotel and on the other the guest. The primary advantage for the hotel is that smart solutions such as self-check-in allow staff to devote more time to their guests. For the guest, innovative technologies first and foremost offer living comfort. At the Schani there are “special” rooms offering atmospheric light scenarios or shower-toilets, for example.

**How do you rate the benefits of technology?**

“... so long as it is invisible.” Take our comfort ventilation system, for example. This offers an ideal room climate and is highly sustainable into the bargain. Technology must not be allowed to dominate the guest’s experience at the hotel. Guests at the Schani can save time by checking in online, for example. Alternatively, our staff are on hand to offer the guest a choice between a classic key card or a digital code on their mobile phone.

Our experience also shows that hygiene remains a predominant issue. Ideally, a hotel should combine classic design with high-tech in the background. As illustrated by rimless WCs in the bathrooms at the Schani, for example.

**When is technology smart in your view?**

Technology becomes smart when its capabilities extend beyond merely offering us comfort. When it meets the vital need for sustainability, for example. In our special rooms, guests intuitively save water in response to the lighting discreetly changing from green to red when the water has been running for a long time, for instance. This is currently still in the test phase. But imagine the savings if we multiply such effects across all 135 of our rooms.

**How can technology best strengthen customer loyalty?**

Measures to cement customer loyalty in the urban hotel industry focus on both regular and business guests. The latter are travelling in a professional context and are in a quite different frame of mind. They do not want to spend long familiarising themselves with technical features. This means that technology should always lend itself to intuitive operation. Another key success factor for hotel concepts is the bed and bathroom, both of which are crucial to the feel-good factor.

**On the subject of bathrooms: How have you realised the feel-good factor here?**

As I said, hygiene is a must for the guest. We thus decided to design the bathrooms as very light environments. On the one hand, plenty of light shows that it is clean – and on the other, it has practical benefits when applying make-up or shaving. The bathrooms are integrated into the hotel rooms as open areas which can nevertheless be separated off from the rest of the room by a curtain. This meets many guests' wishes for spacious rooms while at the same time accommodating the need for privacy. Finally, the open room concept enables entertainment facilities to be enjoyed in the bathroom area as well. Smartphone content can be used via the TV screen, for example.

**How do you see the hotel bathroom evolving in future?**

The trend for hotel bathrooms in particular is shifting towards small wellness temples offering entertainment value. Shower-toilets are already standard in other parts of the world. The shower as a steam bath could be a forthcoming bookable bathroom comfort item for travellers. A lot will happen in the area of sustainability, too. A full-body drier could save many towels and a lot of energy in future, for example. Expectations in the area of bathroom entertainment are also rising with the advance of connectivity.

# THE NEW SERENITY

**Matt Turner**

**The appeal of the new and serenity – two contradictory aspects reconciled in a hotel concept. Matt Turner from the magazine *Sleeper* explains how these two poles can determine the success of a city hotel.**

Urbanisation and the fast pace of life are defining features of today's society. One consequence of this state of affairs is that fashion and trends are subject to ever shorter cycles. The appeal of the new and hip is a key attribute of the modern urban nomad's *raison d'être*. Individual style is forever redefining itself – and this is equally true when we are on our travels. Much like the cities, hotels are also enjoying a comeback as manifestations of lifestyle and culture. Accordingly, 'genius loci' and 'social hotspot' are two buzzwords in current hotel design trends. A hotel is to be something special, with a surprise factor for the guest. But there is more to it than that.

There is also a quite different, contradictory aspiration driving forward-looking hotel concepts: In a globally interconnected world, people spend a lot of time travelling. People who are always on the move miss home and the feeling of security it offers. Successful hotel concepts in cities around the world thus perform the feat of offering the guest a new experience and at the same time a reassuring sense of familiarity. Along with all the soft factors, what contribution can architecture and design make here? Let us consider the lobbies and rooms. As a counterpoint to the public area, it is the option of retreating into a space of their own that helps guests to feel at home. The bathroom plays a particularly crucial role here. From the personal luxury of a compact bathroom to the lavish, large-scale wellness oasis - for the sake of the guests' wellbeing, both areas must exude a sense of reassuring security.

In a nutshell, 'welcome' and 'wellness' are the decisive success factors behind viable hotel concepts. On the one hand, the hotel becomes a meeting place for the urban community boasting the hippest design credentials, while on the other it is an intuitive feel-good place for overnight stays.



# INDIVIDUALISATION & SELFNESS

Be unique!

'Uniqueness' is the buzzword for a new generation of hotels aiming to capture the hearts of hip travellers. Hotel rooms and bathrooms are to become wellness environments in which the guest can give their individuality free rein. Design variety in terms of colour and form and customisable products from Villeroy&Boch meet the target group's wellness aspirations. Collections such as Artis, Aveo New Generation, Loop&Friends, My Nature or Squaro Edge12 afford architects and planners plenty of design scope, courtesy of innovative materials such as Quarryl® or TitanCeram and room-matched colours and décors.





# ARTIS

## The Artis washbasin range champions exquisite functionality and individuality



The surface-mounted washbasins of the Artis range from Villeroy & Boch boast particularly delicate ceramics. Characterised by a fine, lightweight appearance, the washbasins are available in four shapes: round, oval, rectangular and square. Apart from their attractive look, the deep, functional basins also offer excellent comfort and convenience in use. In addition to the classic variant in white, the Artis washbasins are also available with a coloured glaze on the outer surfaces. The colour concept developed for this purpose in collaboration with German-Danish designer Gesa Hansen comprises bicolor washbasins in a total of 15 colour variants. These colour options open up design scope for unusual, individual washing areas – from the discreetly restrained to the boldly assertive.





# AVEO NEW GENERATION

**A delightful, modern design statement in the bathroom**



Aveo New Generation stands for minimalist design and sensuous modernity. The oval is a symbol of peace and relaxation and the defining form of the bathroom collection. Delicate washbasins conjure up a fresh and light feeling, while the free-standing rimless Quarryl® bath rounds off the harmonious look of a natural aesthetic and transforms every bathroom into a veritable wellness oasis. Furniture with curved fronts adds a defining finishing touch, complementing the lines of the washbasins and bath to perfection. Aveo New Generation reconciles a natural character with a modern design idiom, enabling individual bathroom design and the realisation of personal visions.



# LOOP & FRIENDS

**Colourful options in all shapes and sizes**



Loop&Friends sees Villeroy&Boch introducing simplicity into the bathroom. Round, square, rectangular, triangular or elliptic, a single shape or a mix of different shapes – Loop&Friends provides an ideal basis for combinations and individual variations to suit all types of bathroom design. The washbasins come not only in five forms, but also in up to four sizes, opening up plenty of scope for individual design ideas. Apart from the conventional white ceramicware, Villeroy & Boch also offers these attractive eye-catchers in striking colours which provide for added individuality in the bathroom and enable the realisation of personal design aspirations.



reddot design award  
winner 2011

# MY NATURE

## Exquisitely sweeping statements – Modern Country



Natural materials and gentle colours combined with flexibility and functionality bring a special appeal to interior design. The My Nature collection applies these attributes to open up scope for individual design. The centrepiece of the collection is the bath, which can be installed in free-standing configuration and offers plenty of design options with regard to the choice of fittings. The ceramic elements can be combined with various Villeroy&Boch furniture ranges. The choice of furniture, colours and surfaces means you can create bathrooms with quite different looks and incorporating individual styles.



# SQUARO EDGE 12

The art of clear lines



The Squaro Edge 12 bath range sees Villeroy & Boch adding six baths to its successful bath collection which make their mark with clear lines and design exuding an assured sense of style. Squaro Edge 12 offers special bathing comfort combined with superlatively pure aesthetics. The highlight of Squaro Edge 12 is the rim of just 12mm in width, which can only be produced by means of the Quaryl® material. This rim allows the bath to be fitted and tiled flush with the wall. There is boundless scope for individual solutions, with a choice of rectangular built-in baths in four sizes, a free-standing oval bath and an oval built-in bath, all with a water-saving depth of only 45 cm which makes getting into and out of the bath easier.



# SQUARO PRESTIGE

**Squaro Prestige brings exclusive luxury into the bathroom**



The award-winning bath design boasting the extremely narrow rim and the impressive merits of the innovative material Quarryl® is embodied in the luxurious Squaro Prestige baths in the form of a unique, elegant special edition for those who seek something out of the ordinary. The lavish decoration on each individual bath and the broad selection of real wood veneers make each bath a one-off item. Squaro Prestige is perfect for personal bathroom design, with the elaborate real wood veneers adding a touch of individuality to any bathroom.



# OCTAGON

## A top-class designer washbasin



Octagon stands for the height of luxury, in terms of both materials and design quality. The result is a true masterpiece of precision and craftsmanship representing everything that TitanCeram stands for: exact angles, thin wall thicknesses and precise facets in an innovative ceramic material featuring a stylish matt edelweiss look. The facets in the basin with their brilliant cut finish reminiscent of gemstones make a great impression.

Octagon is presented in consummate style on an imposing pedestal for which an exclusive selection of high-quality coverings is available to suit individual tastes.



# INFINITY SHOWER TRAYS

**Customized and luxurious**

With its new Subway Infinity and Squaro Infinity shower trays that can be cut to size, Villeroy & Boch responds to the current trend for floor-flush shower areas. Both variants allow for individual shower solutions in standard sizes as well as customised dimensions. This means that it is possible to find the precise shower solution for practically any room and installation scenario. ViPrint décors offer innovative design possibilities for the Subway Infinity shower tray range. The shower trays can be printed for-floor-flush installation that perfectly matches selected tile designs. The result: a continuous, completely level floor area.





# GLOBALISATION & URBANISATION

## This fits!

Around the world, much of life is increasingly taking place in cities. Yet in addition to being popular, urban spaces are also expensive. As a result, hotels are becoming ever more compact. For hotel bathrooms in particular, this means creating wellness design in rooms of every size. Flexible bathroom solutions are called for, ones that are suitable for various cultures. Villeroy&Boch guarantees country-specific quality standards – from compact models to commodious XL versions – for example in its Architectura, Amadea, Subway 2.0 and Venticello collections.





# ARCHITECTURA

**Professional bathroom solutions for every application**



The Architectura system concept features products and pricing that are tailored to the individual requirements of fitters, planners and architects. With its puristic and timelessly modern design, the range sets new standards in terms of hygiene, maintenance and efficiency. The product range encompasses a variety of washbasins in an array of shapes, designs and installation variants that offer solutions for even the tightest spaces. The rimless DirectFlush toilets satisfy strict hygiene requirements. Thanks to their patented ViChange cartridges, Architectura urinals are especially easy to install and maintain. The product range is complemented by the ultra-flat, rimless Architectura MetalRim shower trays, which were the recipients of the Red Dot Design Award 2014.





# AMADEA

**Designed for an elegant lifestyle**



The Amadea collection maintains a perfect balance between traditional forms and modern zeitgeist, its elegance providing an impression of timeless appeal and eternal beauty. Amadea's design idiom appeals to people whose instincts veer towards light and elegant lines. The exquisite design attests to an emotional and romantic disposition. The generous space for bathroom items meets the need for extreme functionality. With the washbasin on the free-standing pedestal, Amadea is always the classic solution for a lifestyle which favours grand elegance and timeless allure.



# HOMMAGE

In the retro style of the turn of the century



For the Hommage collection, Villeroy & Boch has drawn on the designs and materials that were popular at the turn of the century. The range was inspired by the opulent bathrooms of the world cities Berlin, London and Paris in the early 20th century. With its traditional forms, the Hommage collection is strikingly succinct, classical and stylish. The fine steps that serve as a characteristic design element help to soften the ceramics, while the warm walnut tones of the furniture lend a dash of elegance to the entire bathroom. In 2015 the range was expanded to include White Matt lacquer. Washbasin countertops made of black marble provide a special contrast to the ceramics and the new furniture front.



# MEMENTO

## Consistent straight lines



With its timeless, minimalist design, the Memento premium collection epitomises the ultimate in design expertise. Free from the superfluous, Memento introduces consistent straight lines and powerful purism into the bathroom. Memento includes various different types of washbasin: surface-mounted washbasins and a handrinse basin among others. The collection's toilet and bidet take up the characteristic straight lines of the collection. The toilet features the patented invisible SupraFix 2.0 fastening system. A furniture programme made of high-quality materials complements the collection. The range includes various washbasin vanity units with pull-out elements and drawers, matching towel holders and a variety of mirrors with lights – and much else besides.



# SUBWAY 2.0

## Successful collection with extraordinary features



In Villeroy & Boch's successful Subway 2.0 collection, oval curves and clear edges combine to create a style that is stripped down to the essentials, bringing consummate style and functionality into the bathroom. With its large and sophisticated product range, this collection offers the ideal basis for individual bathroom design at an attractive price. The collection also includes washbasins with ground underside for wall mounting, as well as SlimSeats, the new, ultra flat toilet seats. The furniture programme for Subway 2.0 has also been expanded with the addition of 16 new vanity units, creating broad scope for individual bathroom planning.



# VENTICELLO

## Combining grace with function



The Venticello bathroom collection features outstanding design: The range is notable for its thin edges and modern aesthetics. The vanity washbasins are delicate and elegant, yet uncompromising in their focus on ease of use. With its wide selection of washbasins, including two asymmetrical variants, Venticello is particularly flexible. The collection comprises three water-saving DirectFlush toilets and two bidets. The range includes vanity units in a variety of heights and with various drawers to match all the vanity washbasins and the surface-mounted washbasin. Three stand-alone side units offer additional storage space. Coloured handles set the tone. The furniture is also available in a wide range of colours, as well as optionally with glass fronts.



# INTEGRATED HYGIENE SOLUTIONS

**For the strict requirements in high-traffic areas**

With its new **AntiBac** anti-bacterial surface technology, Villeroy&Boch is now able to offer the perfect hygiene solution – especially when used in combination with the rimless **DirectFlush** toilet and easy-to-clean **CeramicPlus** surface. Villeroy&Boch offers these integrated three-way hygiene solutions that almost entirely eliminate the growth of bacteria (3 log levels / > 99.9%) especially for use in areas with high levels of bacterial contamination.

#### **Combined effect of AntiBac, DirectFlush and CeramicPlus in application test**

In simulation tests carried out by the IZORE “Centre for Infectious Diseases” Frisia, NL, AntiBac in combination with a DirectFlush toilet and the dirt-repellent CeramicPlus finish showed a reduction in bacteria of > 99.9% – in just 2 hours!



**DirectFlush**  
The generation of rimless toilets

+

**AntiBac**  
The antibacterial glaze

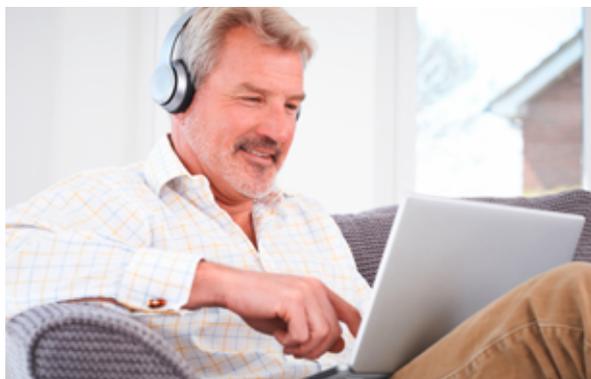
+

**CeramicPlus**  
The dirt-repellent surface finish

# HEALTH AND THE 50+ GROUP

## Think universal!

Demographic developments are increasing the importance of universal design. The design of environments that can be used by everyone is also playing an ever-increasing role in hotels. Unlimited travel enjoyment in all stages in life is promised by collections such as ViClean and O.novo Vita, as well as by flush-fitting shower trays from Villeroy&Boch. Thanks to their special materials and adaptable forms, these products are not only particularly hygienic, but also safe and comfortable to use. And last but not least: they allow architects to design bathrooms that meet the highest aesthetic standards – and offer guests the ultimate in wellness.





# VICLEAN

## Redefining bathroom culture

The new shower-toilets from Villeroy&Boch offer impressive hygiene, comfort, sustainability and aesthetics. With ViClean, European consumers now have an opportunity to experience the advantages of gentle and personalised intimate care at the touch of a button. In collaboration with leading experts and renowned designers, Villeroy&Boch has succeeded in intelligently combining functionality and aesthetics. ViClean-U+ and ViClean-L have already received multiple awards for their outstanding performance in terms of quality, design, ease of operation and functionality.





# TAILOR-MADE SHOWERS

**High-quality shower trays for all design tastes**

A large selection of high-quality shower trays from Villeroy & Boch opens up broad scope for individual design solutions in shower areas. Shower trays are available in a choice of acrylic, Quarryl® or ceramics. The Squaro Infinity shower trays come in almost 50 different sizes. Additional dimensions can optionally be cut to size with millimetre precision. There are also Subway Infinity shower trays in 26 sizes. The flush outlet in the shower tray serves as a hallmark of the range and provides for a sleek design. ViPrint, the innovative, digital printing technology for ceramic shower trays from Villeroy & Boch, enables décors from selected floor tiles to be applied to the Subway Infinity shower trays. This technology allows the stylish use of shower trays and tiles in an identical look, for individual and elegant bathroom design.



**Slip-resistant coating**



# O.NOVO VITA

**Design knows no barriers**



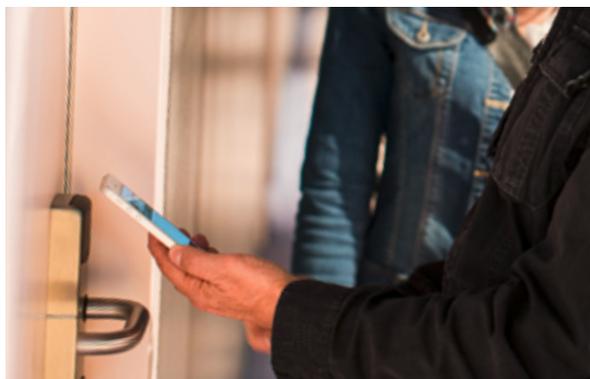
The O.novo Vita collection from Villeroy & Boch offers an impressive combination of comfort and design, and it also complies with market requirements and standards (DIN 18040) for accessible building. The elements are integrated into the overall design so discreetly that they are often overlooked, or only become apparent at second glance. In addition to ceramic shower trays, the range also includes special products for accessible planning. For example, these include the wheelchair-compatible O.novo Vita washbasin that allows users to pull themselves closer and provides stable support. The range of Vita toilets includes such items as floor-standing toilets that are easier to use, and whose raised sitting position increases comfort.



# CONNECTIVITY & SMART

## Always on!

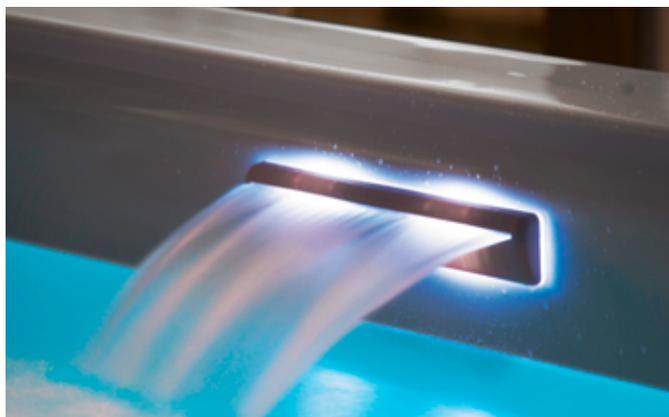
Digital communication means high-tech connectivity accompanies us on our travels. This is changing hotel concepts and designs. Smart solutions accompany guests from mobile check-in facilities to the option of enjoying their own music in the hotel bathroom. Integrated technology, enabling room facilities to be operated by smartphone, for example, provide for a particularly comfortable and convenient stay. With Villeroy&Boch the hotel bathroom becomes an innovative oasis of wellbeing with products such as Whirlpools 2.0, ViSound and ProDetect 2.





# OUTDOOR WHIRLPOOL

Villeroy&Boch offers a wealth of high-quality hot tubs that can be configured to suit personal preferences. All the hot tubs are equipped with the patented JetPak™ II technology – the backrests are fitted with massage jets and can be flexibly selected and combined. Depending on individual preferences, there is a choice of Design, Comfort and Premium Line, and X-Series, the entry-level wellness choice. Hot tubs consist of a durable, robust, fully enclosed and wood-free EnduraFrame™ support structure with full-foam insulation and an insulating cover. This is particularly energy efficient, resulting in electricity and heating costs that are surprisingly low.





# WHIRLPOOL 2.0

**Pure sensual pleasure and relaxation**

With AirPool, HydroPool and CombiPool, Villeroy&Boch offers the right whirlpool system for all whirlpool and wellness requirements. All of the systems are available in the Entry and Comfort versions, whereby the Comfort versions feature the especially quiet Whisper system. CombiPool is also available in two exclusive versions for the most demanding requirements: CombiPool Invisible featuring invisible jets for design individualists and CombiPool Active for a comprehensive and intense massage effect as if by hand. All whirlpool systems can be installed in various acrylic and Quarry® baths from the Villeroy & Boch collections.



# VISOUND

## Bathing enjoyment with music

The innovative ViSound sound system provides the best sound experience when bathing. It comprises four powerful vibration transducers that use the bath as a soundbox, regardless of whether it is empty or full. It also features a receiver that is able to stream multimedia files from Bluetooth-compatible devices, such as smartphones, computers and tablets. The result is an exceptional sound experience that you can not only hear, but also gently sense in the water. ViSound can be used in all Quaryl® and acrylic baths from Villeroy & Boch. It is concealed on the body of the bath, whereby the splashproof connection box – which also functions perfectly in wet rooms – has a fixed connection to the mains power supply.



# PRODETECT 2

## Urinal flush control with extensive additional functions

ProDetect 2 urinal flush control offers new features in combination with advanced technology and functionality, they are practical to use and highly effective. ProDetect 2 is equipped with an integrated overflow prevention and offers even better flushing performance. Thanks to the plug-and-play function, ProDetect 2 is ready to use immediately. All of the settings can be changed, and the diagnostics and statistics checked, not only manually, but also via an optional Bluetooth interface using an app. As a result, there is no need to dismantle the urinal for maintenance. Thanks to the ProDetect 2 modular system, the components can be combined as desired for either mains or battery operation, as well as for the optional Bluetooth facility, specifically for each installation. A diagnostic feature guarantees reliable operation and provides user statistics.



# EASYACCESS

**Easy to access and easy to clean**

The push & pull washbasin siphon EasyAccess is equipped with a trap and a receptacle. As a result, any jewellery, contact lenses or other small items that are accidentally dropped in the bowl and rinsed down the drain are no longer lost, but instead end up in the integrated receptacle. This receptacle can be accessed from above and quickly removed, without any need to remove the pipe as is the case with conventional siphons – a practical advantage, especially for washbasins that are equipped with a trap cover or vanity unit. Furthermore, EasyAccess makes it particularly easy to clean the outlet.



# THE SMART HOTEL

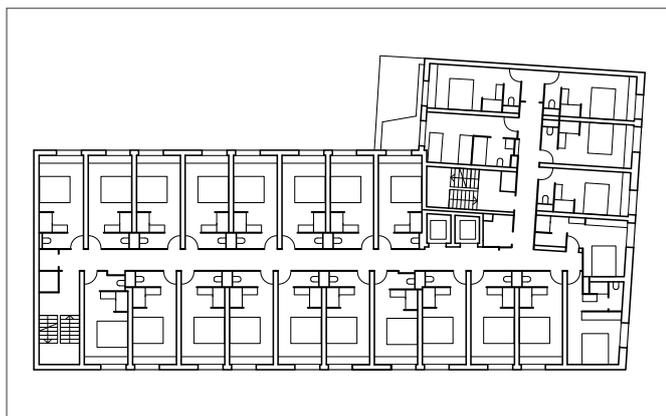
**Self check-in, individual room selection, co-working spaces: the Hotel Schani in Vienna sets new standards for the hotel industry. Modern, yet respectful of tradition: that is the motto of the first real “Future Hotel” to be built as part of the eponymous joint project with the Fraunhofer Institute for Industrial Engineering (IAO).**

A smart hotel for modern travellers from around the globe – that is how the Hotel Schani at Vienna’s main railway station describes itself. And that is exactly what guests in this 135-room hotel get. The designer budget hotel not only allows guests to book their favourite room, but also to take care of check-in using their mobile phones. In fact, their smartphones can also be used as room keys.

Opened in April 2015 in collaboration with the Fraunhofer Institute for Industrial Engineering (IAO) and hotel architect Gabriel Kacerovsky from Archisphere Vienna, the owner-operated hotel’s technological innovations and pioneering ideas hold endless surprises for its guests. Most recently, the hotel became the first in the German-speaking region to allow its guests to pay with Bitcoins at the hotel bar and shop.

The hotel interior skilfully combines modern style with Viennese tradition. A multi-purpose lobby offers guests the opportunity to read the newspaper while sitting at marble tables by the window, or to chat with other guests in the ‘green oasis’ provided by Schani Garden. The ambience of a Viennese coffee house has been reinterpreted to create a co-working space in which hotel guests are able to network with business people anywhere in the world. Hotel Schani continues this interplay of the traditional and the modern in its architecture. The front façade bears an interpretation in metal of the Viennese mesh that was developed by Michael Thonet in the middle of the 19th century for his bentwood chairs.

The interior design thrives on architectural contrasts, creating space for new perspectives: industrial floors and shelves made from multiplex board lend an industrial character to the lobby, while retro-style cement tiles adorn the walls and ‘float’ above the Bar d’Engel. This blend of styles is continued in the hotel rooms with pine luggage stands and ceilings rendered in facing concrete, but the effect is lightened here with cosy seating and cushions. Many of the improvements in the rooms are found in the details and are not always evident at first glance, such as the fact that there are sufficient electrical sockets by the bed and couch, as well as shelf areas near the door. Additional practical details include a towel holder on the shower door that offers a place to dry a towel while ensuring that it is easily accessible, as well as rimless DirectFlush toilets from Villeroy & Boch’s Architectura collection whose innovative water flow allows for the same high flushing performance without splashing – even without a rim. In other words, lots of little details that are often overlooked by guests, or that only become apparent at second glance, but which make a hotel stay much more pleasant. Simply smart.



From: DETAIL inside 01/16. P. 31

<b>Project name:</b>	Hotel Schani <a href="http://www.hotelschani.com">www.hotelschani.com</a>
<b>Location:</b>	Vienna, Austria
<b>Completion:</b>	2015
<b>Project owner:</b>	H5 GmbH & Co. KG
<b>Operator:</b>	Hotel Schani GmbH
<b>Managing shareholder:</b>	Benedikt Komarek, hotelier archisphere
<b>Architects:</b>	Gabriel Kacerovsky ZT-GmbH <a href="http://www.archisphere.at">www.archisphere.at</a>
<b>Villeroy &amp; Boch products:</b>	Architectura toilet



# FROM AN INDUSTRIAL CRANE TO A DELUXE DESIGNER HOTEL

**Higher, more extraordinary, Faralda: Anyone looking for something extraordinary cannot go wrong with the Faralda NDSM Crane Hotel in Amsterdam. Even when it comes to wellness: adventure lovers will be able to relax in a hot tub at the dizzying height of 35 to 45 metres.**

Guests in the "hotel crane" that is home to the Faralda NDSM Crane Hotel in Amsterdam are able to enjoy an incomparable view of Amsterdam. The listed crane is located in a former shipyard in the north part of Amsterdam. It was innovatively restored on the basis of an idea by the owner and project designer Edwin Kornmann Rudi in co-operation with IAA Architecten in Amsterdam and the engineers from VDNDP bouwingenieurs, and houses three luxury suites.

The conversion of this listed crane posed a technical and conceptual challenge. The conversion work lasted two and a half years, and during this time the 50-metre high industrial crane was fully dismantled so that each individual piece could be restored and rebuilt on location in accordance with the structure's new purpose as a designer hotel. With a clear view of its origins: all of the new elements supplementing the original structure have been rendered as striking red steel sculptures whose design is reminiscent of the characteristics of nautical structures such as drilling platforms or ships, featuring elements like visibly welded steel plates and portholes. All of the structural components are visible, and they have been worked in a simple, raw manner. An external lift on the crane shaft links the levels to one other.

Interior designers from Studio Heem in Haarlem created three luxury suites inside the crane shaft, each of which features its own interpretation of contemporary design. To this end, the old driver's cabin was split into two levels, making it possible to create a two-storey unit with separate living room and bathroom on the lower level and a sleeping area on the upper level. Two identical containers were added, one above and one below, and a suite was set up inside each. Thanks to their position approx. 35 to 45 metres above ground, these suites offer an impressive view.

## Wellness at a lofty height

The hotel's particular appeal lies in the clever staging of the contrasts between luxury and functionality in this industrial monument, opposites that are given particular emphasis by the casual elegance of the designer

bathrooms equipped with Villeroy & Boch products from the Loop & Friends and Aveo collections. Eye-catchers include the La Belle bath and the Squaro Edge 12 free-standing bath with panel in Graphite Noir. A wellness highlight is the SportX-Line outdoor hot tub from Villeroy & Boch, which offers incomparable bathing pleasure with a wonderful view at a height of approx. 50 metres. It is the culmination of the transformation of the crane into a deluxe five-star designer hotel.

<b>Project name:</b>	Faralda NDSM Crane Hotel, Amsterdam <a href="http://www.faralda.com">www.faralda.com</a>
<b>Location:</b>	Netherlands, Amsterdam
<b>Completion:</b>	2013
<b>Project owner/Idea/Project development/Design:</b>	Edwin Kornmann Rudi
<b>General contractors:</b>	Talsma Scheepsbouw <a href="http://www.scheepswerftalsma.nl">www.scheepswerftalsma.nl</a>
<b>Architects:</b>	IAA Architecten, Enschede/NL <a href="http://www.iaa-architecten.nl">www.iaa-architecten.nl</a>
<b>Construction engineers:</b>	VDNDP bouwingenieurs bv <a href="http://www.vdndp.nl">www.vdndp.nl</a>
<b>Salvage work:</b>	Koninklijke Saan B.V. <a href="http://www.saan.nl">www.saan.nl</a>
<b>Planners:</b>	SID studio, <a href="http://www.sidstudio.nl">www.sidstudio.nl</a> SDC Verifier, <a href="http://www.sdcverifier.com">www.sdcverifier.com</a> Constructiebureau Tentij, <a href="http://www.tentij.nl">www.tentij.nl</a> Cargotec, <a href="http://www.cargotec.com">www.cargotec.com</a> Gerd Jacobs
<b>Villeroy &amp; Boch products:</b>	Loop & Friends various sanitary ware products, Aveo New Generation various sanitary ware products, La Belle bath, Squaro Edge12 bath, SportX-Line hot tub





# SUPERLATIVE DESIGN

**Hip, loud, modern and high quality: the W Beijing Chang'an Hotel in Beijing offers everything trend-loving guests could want. The designer hotel by the international architects RTKL has been coupled with an original and striking interior from AB Concept from Hong Kong to produce a dynamic overall concept that combines design, art and music. Even the "smallest rooms" offer a burst of colour.**

W Hotels will set the hearts of hip travellers racing. Establishments from the Starwood chain offer impressive design, futuristic architecture and a stylish combination of art and lifestyle, comfort and luxury, and the five-star W Beijing Chang'an Hotel is no exception: with its colourful media façade that can be used to display an enormous "W", the hotel is a real eye-catcher even from a distance.

Being hip means being at the heart of the action, so naturally the hotel is located in the city centre, close to world-famous sights like the Forbidden Palace and Tiananmen Square. Traditional and modern, luxury and simplicity, locals and tourists, modern culture and ancient rituals: the surrounding area is characterised by a very urban mix of glazed skyscrapers and historic attractions, business and trade organisations and traditional markets, vibrant city life and peaceful temples.

These tensions and contrasts seem to enrich one another, creating the area's unique appeal. This is also reflected in the architecture and design of the W Beijing Chang'an hotel complex. Whereas the architecture is comprised of a relatively simple primary structure, its strikingly illuminated façade and integration into the landscape offer a touch of excitement. Located right at the heart of this crowded city, the hotel's entrance and access zone is an open atrium located one floor down that serves as a protected open area and garden. Striking three-dimensional glass façades are combined with wooden terraces and mosaic surfaces, silver and gold room installations, artistic brick façades and plants that create particular highlights. Naturally the entire effect has been heightened by an outstanding lighting concept.

## **Exquisite down to the finest sanitary details**

The interior is also in keeping with this philosophy of variety and opulence. The entire hotel is remarkable for its spectacular installations, lively colours and unusual materials. Guests are also able to experience superlative design in public areas such as the lobby, restaurant, fitness and wellness zones and the panoramic lounge on the top floor – as well as in 349 exclusive rooms. While their design may be slightly more discreet, they are no less avant-garde. Thanks to the fully glazed façade and floor-to-ceiling windows, all of the rooms offer spectacular views of the city. In addition to high quality materials, every room boasts smart home features and automatic technical controls, as well as a luxurious marble bathroom.

There is no question about it – W Beijing Chang'an offers luxury in its purest form, so it should be no surprise that even more utilitarian spheres like the public toilet areas feature unexpected design highlights and high-quality products. These rooms have been fitted with extensive marble surfaces, some in colour. Additional mirrors have been combined with reflective surfaces and clever illumination to create a refined setting into which modern sanitary ceramics from Villeroy & Boch's Architectura, Subway and Loop&Friends collections have been integrated. It is a selection whose every detail makes it clear that the W Beijing Chang'an Hotel is just like its clientele: young, colourful, loud and modern, and at home with technology and media. It is simply a bit different to other hotels. It is, quite simply, superlative.



<b>Project name:</b>	W Beijing Chang'an
<b>Location:</b>	Beijing, China
<b>Completion:</b>	2014
<b>Project owner:</b>	COFCO Land Holdings Limited, renamed: Joy City Property Limited <a href="http://www.en.joy-cityproperty.com">www.en.joy-cityproperty.com</a>
<b>Architects:</b>	RTKL Architectural Design Consulting, Beijing, <a href="http://www.rtkl.com">www.rtkl.com</a>
<b>Interior designers:</b>	AB CONCEPT, Hong Kong <a href="http://www.abconcept.net">www.abconcept.net</a>
<b>Villeroy &amp; Boch's construction project:</b>	Design of public toilet areas
<b>Villeroy &amp; Boch products:</b>	Architectura toilets, washbasins and accessories, Subway urinal, Loop & Friends washbasins



# THE CHARM OF A BYGONE ERA

**The newly refurbished Prestige Hotel Budapest successfully combines stylistic elements from the era of the Austro-Hungarian monarchy with contemporary design. The historic building exudes charming retro flair, rekindling the glamour of a glorious past in the context of modern-day Budapest – including in its bathrooms.**

Distinctively charming: the Prestige Hotel Budapest is situated in the heart of the city on the Danube, in District V – the Belváros-Lipótváros Inner City district. Located on the Pest side of the Danube, this vibrant area still has an air of culture and bohème, harking back to the glory days of Budapest's grand bourgeoisie in the late 19th and early 20th century. A look around reveals vintage style united with classical elegance that has been tailored to the requirements of modern life. And the neoclassicist Prestige Hotel Budapest building with a listed façade from 1860 that has undergone numerous changes throughout its eventful history. Although originally conceived as a residential building by the famous Hungarian architect József Hild, the edifice on Vigyázó Ferenc Street has been modified several times and was last used as an office building, before hotelier Mazen Al Ramahi initiated the most recent comprehensive refurbishment and conversion into a prestigious 4-star hotel.

Following work in the early 2000s in which the historic building was given a new reinforced concrete structure and the inner courtyard areas were redesigned, a project was launched in 2014 to convert the structure into a hotel using designs by architects Péter Hegedűs and Ágnes Bolyó. The goal was to refurbish everything that was historically valuable and worth preserving, while upgrading the building functionally and bringing it up to modern standards in terms of design and energy efficiency. The interiors were created by the interior designers Virág Vörös, Csilla Sáfrány and Tünde Bagyinszkiné Kiss.

The result is a splendidly refurbished city hotel with 85 comfortable rooms in four different categories, Michelin-star restaurant, relaxation and fitness area, salon and prestigious conference suite in historic décor. The structural highlight, however, is an atrium lobby spanning the full height of the six-storey building, from which guests are able to access all of the rooms via galleries overlooking the atrium, evoking the charm of the building's original residential use.

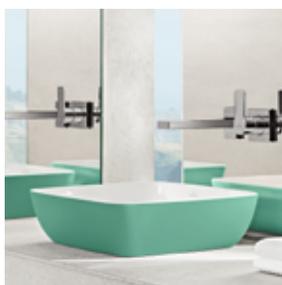
The overall effect of this discreet and homogeneous vintage style is to transport the hotel's guests back to the heyday of the Austro-Hungarian monarchy – while maintaining all modern-day comforts. Stunning crystal chandeliers combine with mirror-polished stone-and-bronze mosaic flooring, while opulent designer furniture in sumptuous velvet creates highlights without appearing overly ostentatious. Pastels and gold lead the colour scheme, complemented by hand-painted silk wallpaper from England and opulent fabrics. The charm of a bygone era pervades the entire hotel, including its bathrooms, where purist sanitary ceramics from Villeroy & Boch's Architectura collection support the successful blend of modernity, elegance, carefully chosen materials and ornamentation. Splendour and minimalism, bohemian past and comfortable future – the Prestige Hotel Budapest unites these contrasts in blissful harmony.



<b>Project name:</b>	Prestige Hotel Budapest <a href="http://www.prestigehotelbudapest.com">www.prestigehotelbudapest.com</a>
<b>Location:</b>	Budapest, Hungary
<b>Location:</b>	2015
<b>Project owner:</b>	Mazen Al Ramahi, hotelier
<b>Architects:</b>	Originally built c. 1860: József Hild Conversion 2014: Péter Hegedűs, Ágnes Bolyó
<b>Interior designers:</b>	Virág Vörös, Csilla Sáfrány, Tünde Bagyinszkiné Kiss
<b>Construction project:</b>	Conversion of a Classicist office building into a four-star hotel with 85 rooms, bathroom furnishings
<b>Villeroy &amp; Boch products:</b>	Architectura washbasins and toilets, Omnia Vita washbasins and accessible toilets

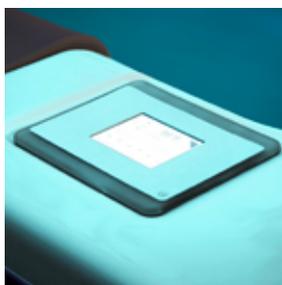


# OUR CORE COMPETENCIES



## Shaping trends

Taking ceramics to the next level – Villeroy & Boch's mission is clear: to continually re-invent bathroom hygiene to satisfy the requirements of society and design. It is the philosophy that has made it possible to create innovative products made from TitanCeram, ceramics, Quarry® and acrylic with extraordinary functionality and aesthetics.



## Smart thinking

Mobile applications, building control systems: almost every day, we experience smart technology that we no longer want to do without. Not even in the bathroom. With innovative products such as shower-toilets and digital bathroom applications, Villeroy & Boch is showing the way towards the future.



## Optimising resources

The end result is the product. A spirit of innovation and manufacturing expertise are how we get there. Thanks to our highly-efficient development and planning processes and innovative production methods that are always state-of-the-art, attributes like low-maintenance and easy to clean are simply business as usual at Villeroy & Boch.



## Perfecting design

A beautiful tradition: Villeroy & Boch develops high-quality ceramic products whose innovative materials allow them to be integrated both in the planning of compact bathrooms and in designs for exclusive wellness oases. As a result, planners enjoy the greatest possible freedom in their designs.



#### **Acting responsibly**

Water-saving technologies protect the environment and cut costs. This is particularly true for hotels. The name Villeroy & Boch has long been synonymous with the careful use of our resources. Solutions such as AquaReduct and GreenGain are but two examples of sustainability in action.



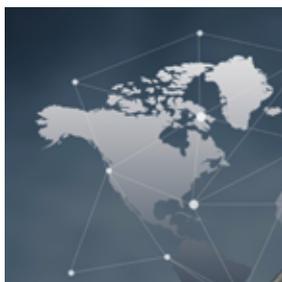
#### **Advancing craftsmanship**

Bringing the fascination of ceramics to life for more than 267 years: Villeroy & Boch has been reinterpreting this natural product again and again with its devotion to craftsmanship and attention to detail. State-of-the-art manufacturing techniques are utilised to continue refining this material to create high-quality sanitary products.



#### **Satisfying user needs**

Bathroom design that can be utilised by everyone: whether it be floor-flush installation, outstanding freedom of movement or reliably clean surfaces – Villeroy & Boch believes in the principles of universal design, and offers the right concept, both functionally and aesthetically, for every phase of life.



#### **Acting globally**

A global byword for quality in commercial projects: Villeroy & Boch's products and services satisfy international standards and the usage habits of all manner of cultures. In our flushing laboratory, for example, we carry on testing until every country-specific standard has been satisfied.

# PLANNING SUPPORT

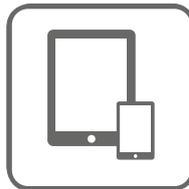
## Tools & Services

### Planning aids for your work



#### Downloads

Looking for technical information and/or drawings relating to bathroom products and solutions for polished planning? Use our downloadable info packages - clearly categorised according to collections and product types.



#### Mobile advice

Need information on-site? No problem! Our mobile portal offers you access via smartphone or tablet to all planning content - any time, any place, clearly structured and readily comprehensible.



#### Hotline

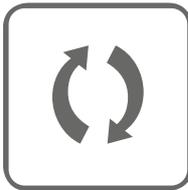
Looking for competent and efficient support? Our experienced team of experts is at your service to provide support and information on all aspects of our products, solutions and for planning and installation purposes.

### Reference projects

Want to see our products and solutions for hotel bathrooms in the context of a successfully implemented application? We have prepared project reports with example installations for you in six categories: Hotel & Catering, Residential, Office & Commercial, Sports & Culture, Health & Healthcare and Public Buildings & Education.

[pro.villeroy-boch.com/projects](http://pro.villeroy-boch.com/projects)

### Services for polished planning



#### **Customisation**

Planning the finer details: The project owner may wish to have the hotel's branding incorporated into the ceramic glaze, or the design may call for a special décor, for example. We relish special challenges and the opportunity to evolve customised solutions together with you.



#### **Availability guarantee**

A reliable basis for planning is vital for architects and project owners alike. To ensure the future viability of our bathroom solutions, we guarantee ten years' availability for core products and commercial ranges.



#### **Complaints online**

Complaints call for swift, straightforward help. Our portal ensures that your message goes straight to the competent expert at our company and that your complaint will be dealt with swiftly and to your satisfaction.

# PROJECTS

## The complete concept

Villeroy&Boch works with architects, planners and interior designers during and after the project – from the first draft to the final version. The modular PROJECTS system from Villeroy&Boch offers collections and products for individual project requirements with clear price and thematic area segmentation.

### The system offers:

- Diverse products for all project requirements
- Wide range of services
- Modern tools for efficient project design
- Newly defined standards for quality, design and innovation
- Rapid and simple orientation through different price and project segments

### PRICE SEGMENTS:



#### Premium & Luxury

Collections for the most discerning requirements



#### Design & Lifestyle

Diverse design options for every project



#### System & Function

The modular concept for different projects



#### Entry-level & broad of product range

The attractive entry-level price segment for every project requirement

**PROJECT SEGMENTS:**



**Hotel & Restaurant**



**Housing**



**Office & Commercial**



**Sport & Culture**



**Health & Healthcare**



**Public & Education**

FIND OUT MORE AT:  
[PRO.VILLEROY-BOCH.COM/PROJECTS](http://PRO.VILLEROY-BOCH.COM/PROJECTS)