



efficient, automatically manages the precious natural resource of water responsibly," points out Parekh.

#### ECO-FRIENDLY AT THE CORE

From water-efficient bathroom fixtures to water-conserving dual-flush toilets, bathrooms are increasingly being designed keeping eco-friendly features in mind. Going green in the bathroom not only helps the environment, but it also helps to save money. The bath space consumes the largest amount of water in every household.

Kohler products enable exceptional performance with significant reduction in water usage. The company's range of specially designed water-saving wall-hung toilets can save users up to 83,760 litres of water per fixture per year. The range of low-flow faucets, showerheads and hand showers by Kohler deliver an impressive 30% saving in water compared to traditional products, without any compromise on the experience of showering itself. The Kohler Detent Technology (available in the Aleo, Aleo+, Kumin, etc, range of faucets) has an intermediate stop built into the faucet levers for a significant 50% saving on water consumption. The eco-friendly technology offers consumers the option to utilise the faucet in intermediate mode and full-flow modes.

GRAFF provides all its washbasin faucets with water-saving aerators. "The Solar collection aerator, for example, can reduce the water flow from 11 to 7 litres per minute, with a considerable energy and water saving," says Emanuela Tavolini, director of Sales Europe, GRAFF, adding that the company is also compliant with the LEED (Leadership in Environmental and Energy Design) green building rating system and this third-party certification program is a benchmark for



the construction of energy-saving buildings.

Jaquar, with its reputation for superlative products, has long recognised the need for responsible luxury. Its products are equipped with flow restrictors, which allow taps and showers to save up to 80% of water without compromising on the flow. Additionally, the faucets have inbuilt technology that shuts off water flow as soon as you move your hands away from them, resulting in zero wastage of water. Their air showers have a built-in air mixer that mixes air and water in a manner that makes shower drops lighter but voluminous. This revolutionary technology helps Jaquar air showers save up to 30% of water without compromising on the showering experience. "To add to this, Jaquar's eco-friendly, zero-wastage and pollution-free manufacturing plants promote a conscious and responsible usage of water," says Sandeep Shukla, head of Marketing & Communications, Jaquar Group.

Today's eco-conscious manufacturers are creating products that are high on sustainability and environment-friendly. "KEUCO's entire product line, which is the best-in-class in terms of using lead-free brass in faucets and using water-saving aerators and chrome-plating, takes very less maintenance," says Rahul Kher, founder & director, Zalur, adding that all LED light mirrors and mirror cabinets carry an energy saving rating of A++, which delivers significant saving on power consumption over the lifespan of the product. "With head showers and hand showers backed with ECOAIR, BOOSTER technology, the water consumption is far less without compromising on the water experience," he adds.

One certain way to have a sustainable, efficient bath space is to have a holistic approach to designing the bath space – so that there is clear saving per bathroom, that can be measured and quantified. "Innovation drives us at Roca Bathroom Products and with sustainable technology, we make optimum use of resources for better solutions without compromising on the design aspect," says KE Ranganathan, managing director, Roca Bathroom Products. Roca has been working on effectively conserving water usage, energy and simultaneously enriching the well-being of an individual through various products and technologies such as smart toilets, Hall flush-

2. Sternhagen's Pfaf collection derives its inspiration from geometric shapes found all throughout the natural world.

3. Sternhagen's Kristall basin is made with the company's patented Sani-Q material, made from German Quartz.

4. The Nain faucet collection by Roca, which has cylindrical and square geometric shapes, offers a seamless blend of character and sophistication.

5. Roca's Gap collection boasts varied WCs: single piece, closed coupled, wall-hung and Hi-Jet.



6. GRAFF's Harley collection was derived from the of classic motorcycles, fusing an industrial aesthetic with nostalgic details.

7. Aquesense dual function showerhead from GRAFF.

8. GRAFF's ceiling-mounted showerhead with LED.

free urinals, W+W, cold start faucets and electronic faucets. The rimless toilets and faucets with aerators, amp and flow limiters come in numerous designs, shapes and sizes to fit all kinds of bathroom spaces.

#### MASTERING MASTER BATHROOMS

Today, consumers are increasingly focusing on bathrooms as a wellness space. Amongst other international trends, multi-spa bathtubs, electronic faucets and smart toilets are among the first ones to be adopted in India. Roca's Ranganathan advises,

"While designing or remodelling the master bathroom, one should keep certain tips in mind. First, the layout plays a vital role in designing a master bathroom. The master bath itself has undergone some changes in recent years. Giant tubs, once hugely popular, have fallen out of favour. Instead, people are choosing custom-showers – including overhead showerheads, wall-mounted showerheads, hand-held showerheads, shower tiles, rain bars, body sprays and steam showers.

"Then comes personalisation, as this is a key factor for individuals and they are looking for that unique style that accentuates their personality...and the same goes for their bathroom spaces. Statement mirrors, vanity lights, candles, decorative planters, furniture, etc, provide that unique personalised touch that resonate with luxury and opulence. Even art has found its way into the bathroom."

Another trend shaping the modern master bathrooms is the use of universal design. It accommodates people of all ages and abilities, includes wider doorways, showers with no raised lip around the bottom, larger shower doors and more room around fixtures. Colours are becoming an integral part of bathrooms spaces with designer tiles, coloured sanitary





ware, showers and faucets. Bold accent walls and flooring are a popular choice for contemporary bathrooms, transforming the look and feel of the space.

Moving forward, shapes would try to break boundaries in the bathroom segment with new compact and defined shapes of bathroom-ware making a foray into the market. Modern

shapes with distinctive characters are top of the list where master bathrooms are concerned. "People are now focusing on a lot of designs and options to have a complete bath suite experience," says Sternhagen's Parekh, adding that today bathing goes beyond cleansing the body and extends to relaxing the spirit, rejuvenating from an increasingly hectic lifestyle to emerge feeling refreshed.

Master bathrooms of today have amenities that rival spas and hotels, with 'emotional' showers that change colours and aromas, copper tubs, and his-and-her water closets. "The bathroom is becoming the most renovated room within the house. Customers have a very clear idea of what they would like their bathroom to look like: minimal, contemporary but comfortable, traditional looking, timeless with a modern twist," says Tavolini, adding that every design inspiration needs to be satisfied - from the small detail to the large scale project - which is why GRAFF offers furniture, faucets and matching bathtubs and washbasins for all tastes and needs: from futuristic, cutting-edge designs to modern and timeless looking collections.

"From complex shower systems that re-create a 'spa-like'

## NEW ON THE BLOCK: WASHROOM TECHNOLOGY

**Hafele: Aquasys Light Mirror:** The versatile mirror comes fully assembled and unites the functions of make-up lighting, room lighting, mood lighting, demister and sound system in an elegant design. The front light, in natural and warm white, equipped with a memory function, offers excellent colour trueness which is perfect for make-up light. All functions are controlled via touch keys that are integrated into the mirror.

**Kohler: Veil:** With its flowing and immaculately balanced curves, the Veil one-piece toilet with integrated cleansing functionality epitomises minimalist and ergonomic design. Its sculpted core provides a suite of precision features finely tuned to offer optimum hygiene and ultimate individual comfort - from personal cleansing to an LED nightlight to hands-free opening and closing. All of the features are easy to control on a touchscreen LCD remote control.

**Numi:** The Numi toilet combines unmatched design and technology to offer the finest in personal comfort and cleansing. Kohler's most advanced toilet offers personalised settings that allow fine-tuning of every option to exact preferences, from ambient coloured lighting and wireless Bluetooth music sync capability, to the heated seat and foot warmer. Other upgrades include power-save mode for energy efficiency, emergency flush for power outages and an intuitive touchscreen remote.

**Verdera:** The Verdera lighted wall mirrors deliver optimally bright, even and shadow-less bathroom lighting that is exceptionally close to natural light. Pivoting side panels let you direct light exactly where you need it. The 80 colour rendering index lets you see yourself in the truest light for make-up application, grooming and skin care. The Verdera is compatible with wall-mount LED dimmers, which allows one to control lighting from multiple locations in the room.

**Sternhagen:** Shower suites: The showers with four award-winning suites have been inspired by elements of nature, re-invented through technology and engineering - the urbane Pent Suite, the arrestingly textured Düne Suite, the Kristall Suite that replicates the uniqueness of nature, and the Seerose Suite that embodies the softness and elegance of flower petals.

**GRAFF: Vintage Collection:** With a strong reference to the

past, Vintage is a collection with a very distinctive design and significant dimensions. Available in 14 different finishes, and with a full range of deck-mounted, floor-mounted and ceiling-mounted elements, the series can be personalised with both the round and the lever handles.

**Harley Collection:** Created by GRAFF's G+ Design Studio, the concept for the Harley contemporary collection was derived from the styling of classic motorcycles, fusing an industrial aesthetic with nostalgic details of the all-American icons. The faucet's noteworthy handle, recalling a car steering wheel, offers a unique eclecticism and adaptability to contemporary and technical environments.

**Jaquar: Whirlpools:** The Jacquar whirlpools bring wellness into one's home with great style and panache. Their jets project water in a flowing, circular motion, offering a wide array of health benefits, including relaxation, improved blood circulation and sore muscle and joint relief. Be it hot or cold-water massages, long relaxing soaks or even chromo therapy, the Jacquar whirlpool gives it all.

**Gemini Spa:** The compact luxury spa comprises stainless steel jets, water features and a smart lighting package. It uses a 2-speed pump and Gecko control system. The spa consists of target jets, giving a precise massage that stimulates specific muscles. Featuring a fibreglass base, the Gemini spa has an underwater LED light feature along with backlit drink holders and chromo cascade grab bar.

**Jaquar Steam Cabin:** For those seeking wellness within the comfort of their own homes, a Jacquar Steam Cabin offers a wonderful way to enjoy the benefits of humidifying water vapour from a high-quality steam generator.

**KEUCO:** The latest offerings in Edition 400, Plan 5, IXMO are an organic design language which delivers a unique sensory experience in the bathroom. Lumos is redefining the way one experiences light on the face of the washbasin area. With KEUCO further offering finishes like bronze, champagne nickel, black chrome - both polished and brushed - across fittings and accessories, the options are limitless to create a highly individualised bath space. KEUCO's rimless WCs with bidet option are gaining traction with high-end consumers looking at high levels of hygiene and cleanliness around their WC experience.

9. Kohler's colourful Moroccan basins. The basin top draws inspiration from mosaics found in a quaint Moroccan courtyard, while the intricate and abstract floral pattern that embellishes the basin bowl was inspired by artwork found in mosques.



10. The holistic architectural approach of KEUCO's bathroom series X-LINE is recognisable in every detail. The bathroom furniture, vanities and light mirror are unobtrusive and straight lined.

11. An outstanding and recognisable faucet model, Jaquar's Artizo Tailwater looks like an abstract image of a bird sitting at the edge of a pool.

12. KEUCO's Edition Lignatur emphasises the coloured sheen and individual traces found in the wood.

environment to full lines of washbasins, bathtubs and accessories, we are able to offer everything that is necessary to renovate, decorate or plan a bathroom from the very beginning," says Tavolini.

Jaquar Group's Shukla highlights the indulgent aspect of a modern bathroom. "With bathrooms becoming extensions of people's living spaces, shower enclosures, whirlpools and premium interiors are now garnering greater acceptance," he says, adding that consumers are going beyond spas and gyms to indulge and rejuvenate, and are turning their bathrooms into experiential wellness zones.

The concept of luxury, too, has shifted towards creating wholesome experiences for oneself, spending time preciously, making life easier and enhancing the quality of everyday life. Master bathrooms define and demonstrate how much the user and the interior designer are serious about the details of the space and on the quality of the entire project.

"Today, the bathroom says more about an individual's views on design and his/her approach to planning than any other room in the house," says Kher. Within the bathroom, details are not just details, they make the bath space and they make the products. "We at Zalur invest a lot of time in under-

standing the psychographics of the user, his/her aspirations and motivations – so that we can design and curate the space accordingly. One needs to have a narrative, a story within the master bath space," reveals Kher.

When it comes to designing the master bathroom, Kher outlines three key specifics to consider. Firstly, designing the space keeping an individual's entire psychographics in mind; and also designing so that a bathroom can last for 10-15 years. Secondly, defining experience or sensory goals per zone of the master bathroom, by breaking it into a washbasin zone, a shower/bathtub zone and a WC zone, so that one can really craft an experience per zone. Thirdly, taking into account aspects such as functionality, design, ergonomics, furniture/storage, light, beauty/personal grooming, safety, care, comfort, accessories, water experience, and warmth for cold areas (like towel warmers and seating with shower area).

Once one has considered all these aspects of design, one can start visualising the kind of experience the space should deliver, with water experience being as per the user's choice, be it the faucet or shower experience; and a light experience which is not just functional but conceptual... creating a feel that is highly personalised and focused on well-being. ■