

# Attention To Detail

Shower design requires careful consideration of details and features that create a customized personal wellness environment.

BY ELIZABETH RICHARDS

Personal wellness is a hot topic these days, and when it comes to home design, the shower is one of the most obvious places to incorporate wellness in the home. The shower can become a relaxing, therapeutic, peaceful oasis for cleansing both body and mind.

"The shower is one of the most personal experiences of any person's day. Whether it's getting an early morning started on the right foot or winding down from a long day, the shower is more than just hygiene. It provides a brief escape from hectic schedules and the bustle and bustle of daily life," says Katty Pien, chief marketing officer at Piscataway, NJ-based LIXIL Americas, home to American Standard brands DXV and Grohe. "A customized experience in the shower is king — from pressure to pattern, everyone has their own preference."

"Finding physical and mental balance is more important than ever, especially for high-end consumers for whom privacy is the ultimate luxury. Transforming the bathroom into a personalized spa that addresses relaxation and recovery needs is a key step to achieving wellness and balance," concurs Alexander Dornbracht, v.p., marketing for Dornbracht Americas Inc., based in Duluth, GA.

Showers must be as individualized as the homeowners who use them. "Consumers are looking to create spaces that are perfectly suited to their individual style," says Suzy Street, product manager at Moen in North Olmsted, OH. She sees consumers leaning toward spa-like qualities to



Clarke Architectural brings an artistic element to the shower with its ridged solid surface shower. Undulating ripples on the back wall are complemented by flat panels on the side, ensuring easy installation of showerheads. The shower is offered in white and three shades of gray.

Circle No. 155 on Product Card



Material efficiency and minimal form characterize Blu Bathworks modular line of INOX stainless steel shower products. The INOX modern handheld shower with 60" spiral hose and built-in wall union is paired here with a coordinating pressure-balancing mixer in a modern satin finish.

Circle No. 156 on Product Card



Delta Faucet's H2OKinetic Pendant Raincan Shower Head with LED Light showcases water-powered LED accent lights in three individually adjustable pendant showerheads. Delta's H2OKinetic Technology sculpts water into a drench spray that provides the feeling of more water, notes the company.

Circle No. 157 on Product Card



The linear WallDrain from QuickDrain USA installs the drain in the wall itself. Nearly any solid surface tile can be installed in the drain's magnetic vertical cover, notes the firm. With a pre-sloped shower pan and waterproofing, the drain eliminates leaks and standing water, the company adds.

Circle No. 158 on Product Card

create a peaceful, pampering environment. "This means they're incorporating elements such as overhead rain showers, multiple fixtures and even smart home elements to customize the experience."

Customization creates the unique experience homeowners crave, and manufacturers must offer products that give designers options. Beyond personalization, top trends include the incorporation of smart technology, spacious enclosures, unique combinations in finishes and features that pay attention to water conservation. That's according to manufacturers recently surveyed by Kiduen & Bath Design News.

## PERSONAL DESIGN, CUSTOM DETAILS

In creating a personal oasis, every detail is important. For maximum comfort and usability, homeowners want beautiful elements that offer top function.

"Trends in luxury shower enclosures feature generously proportioned, architecturally inspired shower spaces with multiple showering options, including showerheads, rain domes, hand showers and body sprays," says Erin Hoover, director, design — Kallista and Lighting at Kohler Co. in Kohler, WI. "Wellness and spa-like experiences continue to be a major trend in bathroom design as consumers seek opportunities to make their bathroom a place of serenity and personal renewal."

"Modern day bathrooms are transforming into personalized day spas. New technologies make the experience more convenient and, in turn, more



Originating from Tuscany, Italy, Graff's MOD+ offers handle cover options in pure marble or 17 brass finishes that can be mixed with knurled brass bases. A clip breaching the side of each handle allows for movement of the piece and an additional opportunity for customization with 17 finish options.

Circle No. 159 on Product Card



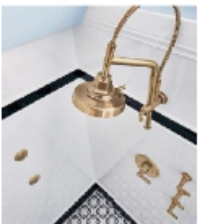
The Kallista Air-Induction Soft Modern Raindown has patented air-induction technology that infuses air into each drop of water to produce a drenching spray while maintaining a 2.5 gpm maximum flow rate. It is available in Chrome, Nickel Silver, Brushed Nickel, Gunmetal and Black Nickel finishes.

Circle No. 160 on Product Card



BCI Acrylic's new Othello product line features white walls with laser-etched, three-dimensional back lines that replicate a trending yet timeless, classic look. The patented process features many popular patterns, including Sunway, Hexagon and Diamond tile designs.

Circle No. 161 on Product Card



The Invari Height Adjustable Shower Arm and Range from Brizo in Brilliance Polished Gold is a new slide bar shower arm that allows for up to 12" of adjustability. The Invari Bath Collection revives forms and influences from the Edwardian era through a contemporary, utilitarian lens, notes the firm.

Circle No. 162 on Product Card



Davon & Devon presents LOFT, a program of urban chic shower doors that work with classic and contemporary environments. The profiles in painted aluminum are available in different colors and finishes, while the glass can be transparent or satin.

Circle No. 163 on Product Card



Lenova's Thermostatic Shower Systems feature a showerhead, multiple body sprays and a hand-held sprayer, all crafted of solid brass. The thermostatic and pressure balance functions combined together into one valve control water temperature, volume and pressure.

Circle No. 164 on Product Card



Clean, modern lines and distinct edges give the new Avian Bath Collection from Danze by Gerber a contemporary yet ageless character, the company reports. The showerhead features air injection for a powerful shower at lower flow rates. The tub and shower trim kits are compatible with the Gerber Troysta valve.

Circle No. 165 on Product Card



The Belmore and Belmore G5 Frameless Hinged Shower & Tub Enclosures from Aston include enclosures that are designed to mitigate uneven walls, with in-line wall channel nesting up to 1" out-of-plumb adjustment. The Belmore G5 frameless hinged door format is available in custom-style sizes.

Circle No. 166 on Product Card

relaxing," says Pien, who sees the shower transitioning "to more of an experiential space that gives the end user a moment of Zen in their day."

Dornbracht notes, "The bathroom is a place of ritual and sanctuary. The shower design is a key component of this, creating a personal haven for the user, such as his and hers spa modules to deliver custom scenarios for muscle relief or mental relaxation."

"Details matter," adds Barbara Kratus, sales & marketing director at Amityville, NY-based Infinity Drain, who cites "niches for storage, a shelf for leg shaving, beautiful drains that are like jewelry and a bench or seat to take a moment to relax" as examples of these types of details. She adds that an attractive drain that complements the style of the bathroom is essential, noting, "I've seen too many showers that cost tens of thousands of dollars and countless hours of poring over fixture and tile selections end up with a drain cover from the wholesale counter. The details matter."

## INNOVATIVE FUNCTIONALITY

Additions that make the shower space more functional are also trending, manufacturers say, whether through technological advances or other innovations.

"In today's world, we often think technology equals innovation, but there are many forms of innovation that provide added functionality without requiring WiFi, electronics, etc.," believes Kristen Baum, senior product

manager for Brizo Kitchen & Bath Co. in Indianapolis, IN. "If push comes to shove, functionality will typically trump design in the shower space."

"Designers and homeowners are looking for more functionality and more features but with less clutter throughout the shower," adds Peggy Gallagher, senior product manager at Delta Faucet Co. in Indianapolis, IN. "Shampoo, soap and other toiletries are a necessity in a shower and storing these items must be accommodated. Combining the functionality into the design of the shower has led to a high demand for shower niches and shelves," says Jarrod Persari, product manager at Schluter in Plattsburgh, NY.

Lyle Kelly, product manager at Schluter Systems, adds that the company also sees demand for floor heating that runs from the bathroom floor into the shower.

"A trend in LED lighting has recently hit the market, providing users with a relaxing glow in their showering space," notes Bridget Hatter, product manager at Delta Faucet.

Dornbracht concurs: "Light plays an important role in shower design, whether it be ambient light or sensory light."

When it comes to controls, "Less is more," according to Dornbracht. "Concealed controls allow for cleaner design and pre-programmed scenarios simplify the shower experience. Integrated, invisible and voice controls are now possible thanks to new technology."