

VitroA

Bathroom is the new room

Salone del Bagno Milano 2018



Bathroom is the
new room

VitrA design diversity

Design is a discipline that incorporates many areas of **human** endeavor. Some areas are embraced out of necessity, some for luxury. Some are global, some are local, some macro, some micro. But all are part of the new challenges of global mass urbanization.

Our **vast scope** of bathroom design approach recognizes diverse cultures, rituals, customs, technologies, values, material sciences, crafts, skills, financial models, logistics and legalities.

We invest in essential creative design input for our products and systems to ensure **exceptional** results.

We believe design **diversity** is achieved when insight and creativity meet, when human and physical sciences collaborate.

VitrA performance unity

We have created a network of contracts that ensure our **'terms of excellence'** are applied without exception.

The **VitrA code** is a system of values and beliefs that ensures the performance criteria and sustainability of our production methods. These are supported by our industrial procedures and corporate resolve to protect our **blue planet**.

Bathroom is the



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Releasing the true potential of bathroom design in modern urban architecture.

We endeavor to meet the **challenges of urban living** through relentless multi-disciplinary investigations into human needs, desires and choices.

Our **multidisciplinary investigations** involve explorations with technologists, engineers of all branches, stylists, artists and researchers who answer the questions posed by the design discipline.

new room

Collections



Plural Terri Pecora

A refreshing contribution to the definition of luxury: the luxury of shared intimacy.



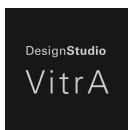
Istanbul Ross Lovegrove

An investigation into the organic essence of form, mediated by water.



Memoria elements Christophe Pillet

Emerged from the search for a new design language to explore deeper connections in bathroom rituals.



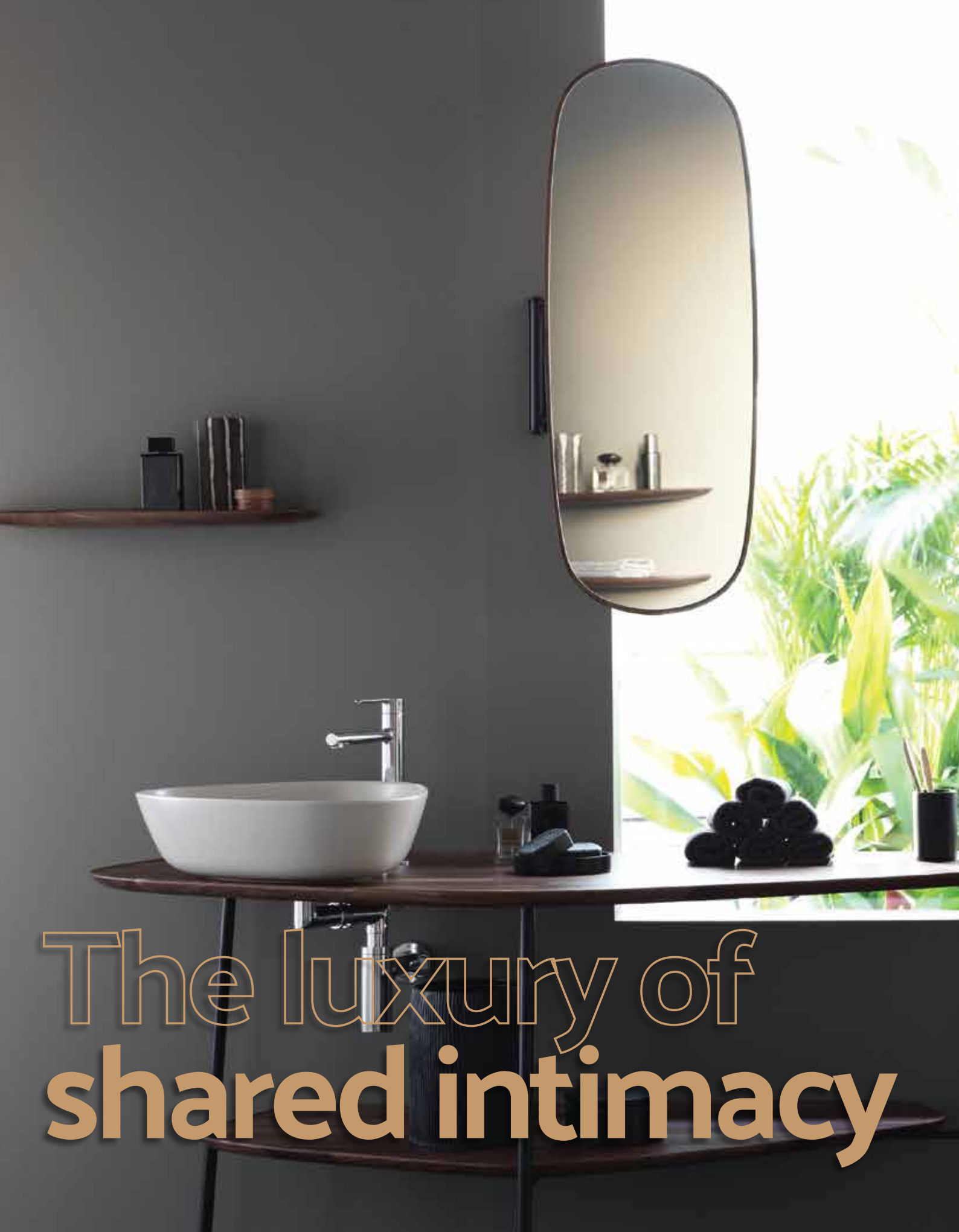
Frame Design Studio - VitrA

A new articulation of the modern bathroom that refines the performance of each function and its aesthetic expression.



Eternity Sebastian Conran

Each element of the series can stand alone as a centerpiece or interact with others to create a bathroom ensemble.



The luxury of
shared intimacy




Plural

Terri Pecora

Designed by Terri Pecora with a vintage living room feeling, PLURAL creates a place to spend time in and share with others. The feeling of lightness comes from the light airy furniture creatively embedded into the bathroom space.

PLURAL redefines the bathroom space; offering an environment for socializing. The collection changes the habits and rituals of users while creating new solutions for designed plumbing components. All interrelated items have a wide selection of size options, harmonious designs and color varieties in a sophisticated combination of massive wood and ceramics.

Its refined design language creates an atmosphere of sensual luxury with inspiration from mid-century modern design. PLURAL brings objects and people together in a domestic bathroom environment with an aesthetic mix and match of objects, finishes and colors.



Bathroom as a social hub

All the elements of PLURAL interrelate in a way that encourages mixing and grouping together in a modern and fresh bathroom concept.





Mixing colors

PLURAL introduces a subtle palette of colors and materials into the bathroom space to break away from conventional imagery.

Plural Terri Pecora

Floating elements

PLURAL washbasins float off the wall and can be positioned in unprecedented locations, even in the middle of the room.





Changing rituals

PLURAL re-defines a contemporary version of shared bathing spaces and rituals, inspiring new experiences in shared intimacy.



Plural

Terri Pecora



Fascinating furniture

PLURAL presents attractive, light looking, yet solidly strong furniture with black graphic legs, rich multi-toned wooden tops in American Walnut and a matt water-proof finish.



Sharing mirrors

The wall-hanging mirror rotates and moves in all directions and can be mounted vertically or horizontally.



Chasing innovation

Innovative plumbing solutions developed by Vitra's advanced technologies, hide the messy look of piping and let the washbasins be mounted in every part of the room.



Organic essence
of form

Istanbul

Ross Lovegrove

An investigation into the **organic essence of form**, mediated by water. It is the bathroom imagined as a confluence of natural energies expressed in primal form.

The renewed products of the Istanbul series have a sophisticated approach inspired by nature. Their outstanding combination of fluent and sculptural forms with fine lines testifies to both Vitra's mastery of production technologies and Lovegrove's unique approach to technology and materials.

The seamless fluidity of organic forms reflects the perfection of nature and creates a unique uplifting user experience in public and private bathrooms.



Istanbul

Ross Lovegrove



Creating ease & beauty

New ISTANBUL wall-hung WC and bidets have Vitra's Rim-ex technology which makes them easy to clean and easy to keep hygienic. WC seats now also offer a LED illuminated option in addition to standard versions.

Integrating elements

ISTANBUL washbasin with extended vanity space is seamlessly integrated with metal frame and furniture.



Istanbul

Ross Lovegrove





Chasing innovation

ISTANBUL urinals are designed with easy to clean rimless technology, electronic flush and concealed installation. The compact form and unique design of the new generation urinal adds pure stylishness to the collection.



Istanbul

Ross Lovegrove



Purifying body & soul

ISTANBUL six-way showerhead has a natural water flow through six pebble-like showerheads, creating a natural and purifying shower experience for body and soul.



Discovering black

Black is elegant, refined and prestigious ...

The exclusive black monoblock washbasins, WC's and urinals of ISTANBUL collection create eye-catching public bathroom designs.



Mixing water

ISTANBUL collection faucets are inspired by the beauty of nature and perfection of pebbles. State-of-the-art ISTANBUL faucets with compatible bathroom accessories are designed for the ultimate user experience. They not only mix water but also links people and nature.



Spontaneous
use of space



Memoria elements

Christophe Pillet

Emerged from the search for a new design language to explore deeper connections in bathroom rituals. The result is a more coherent interaction of functions and more **spontaneous use of space.**

Elegant pieces maintaining the modern and aesthetic design line of Vitra's bathroom furniture further enrich the world of series that raise special sensations. Featuring units such as side tables with storage functions and mirror cabinets with lighting, Memoria Elements opens the door to brand new and impressive combinations with excellent harmony. The series defines the bathroom as a new room and creates flexible bathroom scenarios for modern lifestyles.

Memoria elements Christophe Pillet



Combining functions

New multi-function designs in MEMORIA ELEMENTS save space and create new user experiences. Even the bench is not just furniture but a storage unit as well.

Saving space

MEMORIA ELEMENTS swivel cabinet offers 360-degree freedom of use, with integrated mirror, bar for hanging clothes, drawer in the middle and extra open and closed storage areas.



Memoria

Christophe Pillet





Chasing innovation

The seamless technical solutions of MEMORIA ELEMENTS shower column, makes the shower area an integrated lean and aesthetic part of the bathroom space.





Well-crafted and refined details

Frame

Design Studio - VitrA

A new articulation of the modern bathroom that **refines the performance of each function and its aesthetic expression**. The results are an enrichment of the expressive potential of the bathroom to be a personalized and deeply satisfying space.

Authentic and modern design and functionality join in a collection. Frame's black, white-oak and beige color options match its ceramic sanitary ware collection and modern design language of thin edges and sleek lines, enabling users to express their style in the bathroom area as well.





Illuminating ambiance

The ambiance LED lighting option of FRAME furniture creates a warm and appealing bathroom atmosphere. Ambiance LED lighting on the mirror is controlled with hand gestures.



Eye-catching details

FRAME's washbasin cabinet has a lacquered carcass and thermoform front with wooden pattern, which creates a living room atmosphere in the bathroom.



Enduring colors

FRAME bathroom furniture has stain, dust and scratch resistant "soft-touch" technology. Offering black, white-oak and taupe color options addressing any taste, FRAME creates an unconventional bathroom atmosphere.



Delicate elegance
luxury

Eternity

Sebastian Conran

Each element of the series can stand alone as a centerpiece or interact with others to **create a bathroom ensemble**. Soloists in their own spotlights, or a theatre group delivering a grand performance.

The elegant lines, fine details and beauty of these accessories by Sebastian Conran set this series apart, as does its wide product range. Delicate and minimalist details create a luxurious atmosphere and innovative style that is suitable for residences as well as public buildings and luxury hotels.

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Eternity

Sebastian Conran



Blending materials

ETERNITY presents new creative ways of blending materials such as wood, metal and engineered polyresin.



Changing needs

ETERNITY offers smart and elegant design suitable for every bathroom varying from elegant homes to luxury buildings and hotels.



Mixing colors

The innovative use of colors and materials makes ETERNITY unique in bathroom space design with wide opportunities to create different combinations.

VitrA