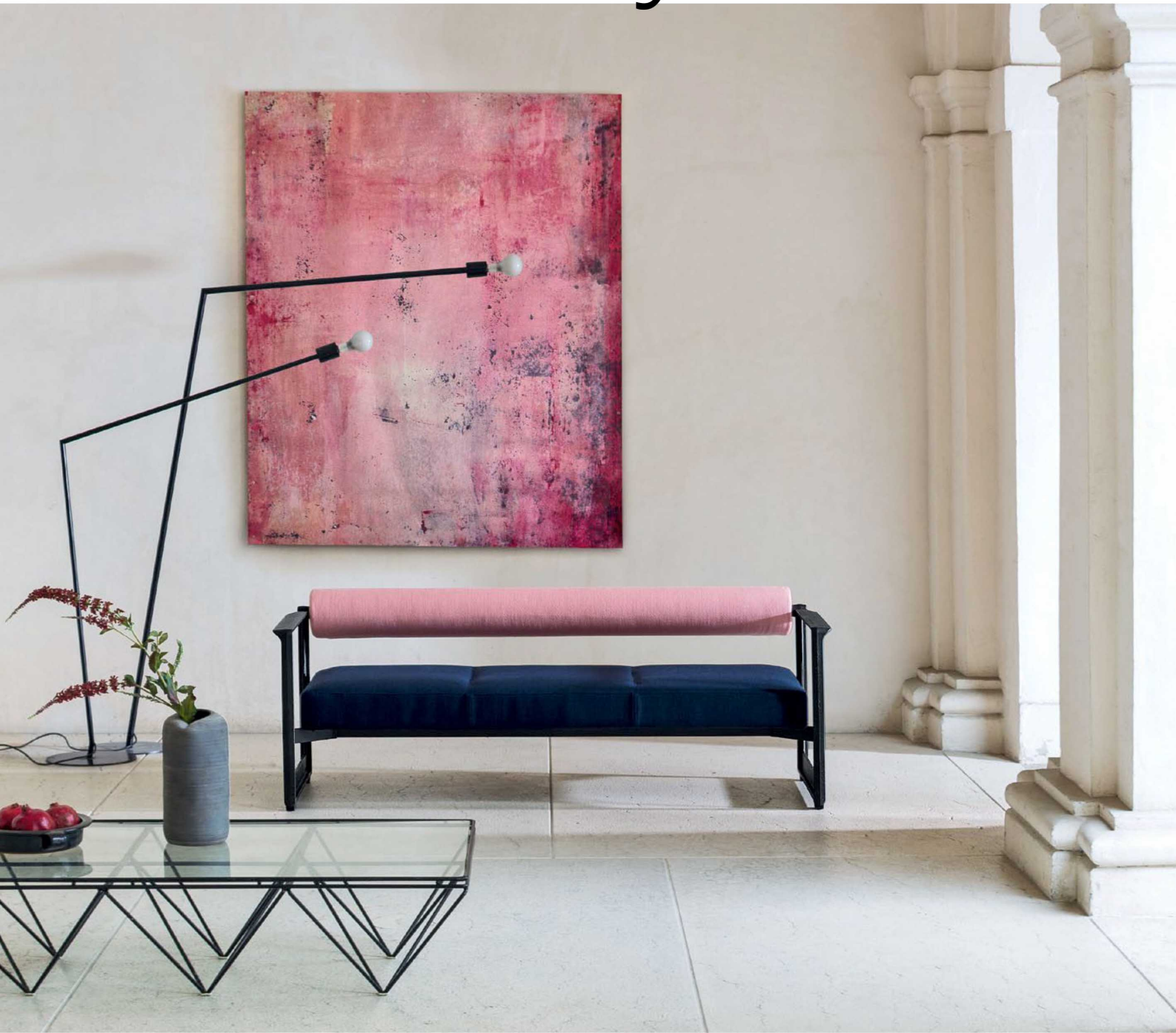


The Middle East's architecture, design, interiors + property magazine

identity[®]

ISSUE 175
YEAR SIXTEEN
APRIL 2018
A MOTIVATE PUBLICATION



From floor to ceiling: we have you stylishly covered
Nada Debs: debuting in the world's design capital
Kitchen, bath and beyond: a sneak peek at Salone
Viva Cevisama: ceramic innovations in Spain

DHS 25.00 OR 2.70 BD 2.60
SR 25.00 KD 2.10





Vanity by La Spada for Visionaire



Waterdream by Giovanna Talocci and Marco Pallocca



Kalypso by Enzo Bertì for Kreoo



Quadrat Pool Relax by Ludovica+Roberto Palomba for Zucchetti.Kos

This year, bath experts and trend forecasters at the 7th **International Bathroom Exhibition** have positioned this intimate space as the latest household zone to go digital, with a commitment to technologies that create ethical and sustainable projects.

A 20,600-square metre exhibition area will showcase the best of international manufacturing, from furniture and accessories to shower cubicles and saunas, sanitary ware and radiators, coverings, taps, bathtubs and hot tubs from 228 exhibitors.

New products will reflect the bathroom's evolution from a strictly utilitarian site to a place of well-being. Water saving, energy efficiency and the use of recyclable materials and antibacterial finishes that cut down on detergents are now possible, because the requisite technology is already in place. Sectoral manufacturers are thus looking to a better future and investing in innovation.

In addition to smart showerheads and taps, brands will show off domotics and digital devices for integrating and transforming rooms – for example, by adjusting bathroom temperature, controlling music or coloured lights, or changing the height of sanitary ware. 17-22 April [📍](#)