

# DAMN<sup>o</sup>

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# 68

Special  
Water

JORIS LAARMAN  
JUNYA ISHIGAMI  
DAN GRAHAM  
RIKKERT PAUW  
JULIAN SCHNABEL  
MASS DESIGN GROUP  
RACHEL WHITEREAD  
BJÖRN STEINAR BLUMENSTEIN  
NINA YASHAR  
LUFTWERK  
RAUMLABOR  
LUCILE VIAUD

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ON CONTEMPORARY CULTURE



# NEW CLASSIC 4

An antidote to clinical contemporary minimalism, this new classic approach allows the bathroom to flow continuously into other interior spaces. Designs appear inspired by traditional shapes, recalling the past with sheer round lines. It is a winning combination of contemporary taste and timeless flare.

## MARC VIARDOT Laufen CEO

Laufen has just premiered a collection based on a new way to interpret a classic style. Speaking to the company's CEO, we asked Marc Viardot about the decision to commission Dutch designer Marcel Wanders for the project. 'Flair, design, and creativity for Laufen had to come with no compromise. If we entered this new segment, we wanted to be ready with the best possible collaboration. We believe in innovation, and experimentation in the bathroom world for us is essential. With the designer Marcel Wanders we wanted to obtain a versatile, detailed project in a classic style, in which bohemian tastes jibe perfectly with a cosmopolitan and metropolitan attitude. Marcel is able to embody an eclectic contemporary style... This project has also been made possible thanks to the newly patented SaphirKeramik material, which allows for the thin and slender profiles of the pieces.' The designer and Laufen's first collaboration was in the bathroom concepts for the bespoke interior design of the Hotel Mondrian in Doha, Qatar.

laufen.ch  
marcelwanders.com



Photo: Françoise Helard



## 1/2. STUDIO LOHO

Newcomer Studio LoHo is from Belgium and presented its innovative clay baths during last month's Milan Design week at Palazzo Litta. 'Why should bathing be boring?' ask the designers Jo Hoeven & Karel Loontjens, in an attempt to creatively reinvent bathing as the ultimate relaxation. 'Bathing is the ultimate relaxation. Yet while there's a wide range of different sofas and loungers to luxuriously recline and relax in, when it comes to baths the choice is much more limited.' Studio LoHo's clay baths express the wish to change that. Clay offers more freedom in the choice of colour. And with its many benefits, it is an innovative material for the bathroom. The clays baths are installed at Kind of OJ, an art & design gallery-showroom-lab run by Hoeven in the Belgian city of Bruges.

[kindofoj.com](http://kindofoj.com)  
[studioloho.com](http://studioloho.com)



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## 3/4. EVER LIFE DESIGN

Ever Life Design presented two new products at the Salone del Bagno that are designed for bathroom but are equally at home in a range of different contexts and spaces, from private residences to contract sectors like hospitality. Both Roll, a versatile waterproof seat designed by Diego Cisi, and the multifunctional accessories of the wall-mounted Ring collection designed by Monica Graffeo, can be easily inserted into a total living space. The approach of the brand, as well of the designers, is to create furniture and accessories suitable for all targets and with an emphasis on multifunctional versatility. The results convey a light and carefree design, without losing the features of strength and safety that are associated with the company.

[everlifedesign.it](http://everlifedesign.it)



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## 5/6. KREOO

As a tribute to the centuries-old Italian marble craft tradition, two new free-standing washbasins have been designed by Enzo Berti for Kreoo. As Scarlet (5) and Amber (6) illustrate, the project was inspired by the soft, clean curves of wine glasses. Thanks to the great expertise of the brand in marble manufacturing, the washbasins have a strong visual impact, yet an elegant and classic allure. Functional sculptures; Scarlet has a wider and rounded mouthpiece, evoking the majesty and solidity of a red wine glass like the Burgundy. Amber shows a more elongated form, reminiscent of the elegant shape and enchanting amber colour of a white wine and glass. Both designs feature a conical base, with light variation. Sculpted from solid marble, these washbasins are created by the union of two separate pieces, to accommodate both efficient manufacturing and ensure technical stability.

[kreoo.com](http://kreoo.com)