



News Release

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Ideal Standard International introduces a new CONCEPT in choice, practical solutions for everyone

Ideal Standard launches new 'infinite possibilities' range by Robin Levien

HULL, UNITED KINGDOM – A new age of 'Design Democracy' is dawning in the bathroom, with the introduction of an exciting, menu-style collection from Ideal Standard International, a leading provider of innovative, design-driven bathroom solutions.

Ideal Standard 'CONCEPT' is a collection of bathroom solutions including innovative storage and stylish accessories created by Robin Levien, Ideal Standard International's Non-Executive Design Director and award-winning Royal Designer for Industry. It comprises inter-changeable elements built around three distinctive soft-edged basin shapes - Sphere, Cube or Arc - that, when combined, offer consumers a seamless, high end look at a mid-market price tag.

Robin Levien explains; "The collection acknowledges the ideas, shapes and design more familiar at the upper end of the market, but makes them much more accessible. Ideal Standard CONCEPT offers a 'buffet' of infinitely flexible choices, but because they all feature the same gentle geometry, the result is a very desirable and timeless 'soft minimalism' that is completely holistic. It's a much more sculptural and organic version of the clean, clinical minimalism that we've seen at the high end of bathroom design, so it's very easy to live with in terms of both aesthetics and practicality. Its design whispers, not shouts."

Ideal Standard Vice President Western Europe, Roger Cooper comments; "With the launch of CONCEPT, we are delighted to be offering high-end design solutions at a more affordable price. The beauty of the CONCEPT range is its flexibility and individuality – whether you're planning a busy family space, an elegant shower room or a compact cloakroom, CONCEPT offers a complete solution and value without compromise."

It is anticipated that CONCEPT will replicate the phenomenal success of Levien's first range designed for Ideal Standard – the iconic Studio – a collection that started life with 15 pieces when it was introduced in 1986. With more than 10 million items sold and counting, it is believed to be the world's best selling bathroom range.

Collection Highlights

Sphere 45cm semi circular countertop basin

Compact, without compromising on style, this countertop basin features a hard-edged shelf built into its soft circular interior– a subtle design touch typical of the high end of the market. “This is a really pretty design, it’s so simple and pure,” explains Levien. Its dimensions mean that it can be installed alongside a toilet within a linear metre, allowing even small spaces to be transformed into a practical and stylish bathroom.

Sphere 43cm vessel basin

“This is a great example of where we have looked at something simple, tried to understand what people want and how they live their lives, and then challenged ourselves to make it better,” explains Levien. Unlike many vessel basins, this piece has been designed so the tap can be fitted on the basin, rather than behind it on the countertop. This makes cleaning much easier and results in a simpler more polished look.

Close coupled WC – with choice of arc or cube cistern

By offering a choice of square or rounded cistern, the result is a holistic, integrated look where the same geometric shape is evident in both the basin and toilet. These pieces do not feature the traditional pedestal foot – the bowl is one complete shape with a clean, neat line that sits flush to the floor. “This wrap-around design is a gentle step forward from traditional WC shapes, and echoes the movement we’re seeing at the high end of the market”.

Close coupled back-to-wall WC – with choice of arc or cube cistern

As a completely bold step in the direction of where designs are heading at the high end of the bathroom market, this product sits completely flush to the floor and wall for a very modern, crisp look. “No nooks and crannies means not only is this piece a real sculptural statement for the bathroom, it’s also very easy to keep clean”, says Levien.

Choice of baths – 170 x 70cm, 170 x 75cm, 150 x 70cm, 170 x 75cm double-ended bath, 170 x 70cm shower bath

The wide back rest area of the baths in the Ideal Standard CONCEPT range has a straighter shape than the curved interior that is common in many mid-market designs. As Robin Levien explains, it’s a feature that is not only designed to complement the ‘soft minimalist’ look and feel of the collection, it is also great to lie back on. “The problem with some curved back rests on regular size baths is that as you recline, they can feel quite restrictive and unnatural, especially if you are broad-shouldered. These baths will make your soak in the tub feel incredibly comfortable – as it should be.”

All the baths in the Ideal Standard CONCEPT range feature a new waste technology. Instead of interrupting the clean lines with an overflow in the side of the bath, it is hidden at the end of the bath below the taps. This means the baths can be installed up to 40mm lower than other standard baths, which can make a real difference to people with mobility issues, a really “inclusive” feature.

170 x 70cm water saving bath

The Ideal Standard CONCEPT water saving bath is an ingenious design with a softly sloping interior and tapered foot end that reduces the amount of water needed to enjoy a deep indulgent soak.

800mm wall mounted storage unit

Designed to accommodate most of the collection’s basins, the generous proportions of this unit mean you can install a smaller basin and accomplish a really luxurious ‘Continental dressing table’ look with plenty of surface space.

300mm basin pedestal unit, 380mm basin corner unit

The appearance of more integrated cabinetry and storage in the bathroom space has been typical of the high end sector for several years – and as a result, the Ideal Standard CONCEPT range features more than thirty individual pieces of storage to maximise the use of every inch of available space in the bathroom. This 300mm unit sits completely to the floor, making clever use of the space under the basin that is normally taken up by a traditional ceramic pedestal. It’s 380mm corner unit counterpart provides welcome storage for cloakrooms where space can be particularly tight.

Mirror with lighting (400mm, 500mm, 550mm, 600mm)

Mirror with integrated splashback (400mm, 500mm, 550mm, 600mm)

Splashback panel (300mm, 400mm, 500mm, 550mm, 600mm)

Regardless of your budget, it’s the finishing touches that give a bathroom a completely polished look and feel. Ideal Standard CONCEPT features a number of interchangeable mirror and splashback panels that combine to give a really smooth, uncluttered line that complements the geometric qualities of the ceramic ware. Introduce a touch of Hollywood-style glamour to the bathroom with an illuminated mirror – perfect for precise make-up application! Various sizes of opaque turquoise glass panels are also available, designed to be installed in the space above the basin or between pieces of furniture for a seamless look that is a sleek alternative to conventional tiling. By combining functionality and form, the integrated mirror and splashbacks are made from a single piece of glass.

For further information regarding the Ideal Standard CONCEPT collection from Ideal Standard visit www.ideal-standard.co.uk or call 01482 346461.

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About Ideal Standard International:

Ideal Standard International, headquartered in Brussels, Belgium, is a privately-owned company, operating independently in Europe, Middle East and Africa and Asia Pacific. The company also has presence in Central and South America via a joint venture called Incesa. With bathroom solutions as its core business, the company provides bathroom furnishings, fixtures and shower enclosures for residential, commercial and institutional buildings. Its products are sold under its strong international brands Ideal Standard, Jado and American Standard (Asia/Pacific and Incesa), as well as leading local brands including Incesa Standard (Incesa), Armitage Shanks (UK), Ceramica Dolomite (Italy), Porcher (France and Incesa) and Vidima (Eastern Europe). The company employs some 17,300 people and is operational in over 30 countries. Ideal Standard International is governed by a Board of Directors.