



News Release

Ideal Standard Space range celebrates 10 year anniversary

**First dedicated bathroom range designed specifically for small and difficult spaces
appeals to consumers for a decade**

HULL, UNITED KINGDOM – [Ideal Standard International](#), a leading provider of innovative, design-driven bathroom solutions is celebrating 10 years of its innovative Ideal Standard SPACE collection, Designed by Robin Levien, award-winning Royal Designer for Industry.

With the average UK bathroom being the size of a king size bed, space is very much at a premium in most consumers' homes. Ideal Standard SPACE, launched a decade ago was the first dedicated sanitaryware collection, designed specifically to address problems of small and difficult bathroom spaces, providing the answer to luxurious bathing within a restricted space.

Robin Levien explains "The SPACE project was triggered by the fall of the Berlin wall in 1989. At that time, the bathrooms in Eastern Germany were very small and to complicate matters further, many bathrooms housed a washing machine. The bathroom brands in Western Europe soon saw opportunities and we started to see baths with very narrow 'foot ends' and a shower enclosure fitted into the 'freed up' space area. We soon realised that the UK shared similar problems with Eastern Germany and it was time for some fresh thinking."

A team of people from production, sales, marketing, accountants, graphics designers, a plumber and an Architect were established. "In-depth research was conducted with consumers who had made recent bathroom purchasers as well as builders who could tell us about real bathrooms. "We received hundreds of drawings of consumers' bathrooms. Replicas were built of the smallest and most awkward from plywood, in a room which was quickly christened the 'Space Lab'. In the 'Space Lab' we were able to evaluate the ergonomics of our ideas in real spaces" explains Robin

Ron Levien comments “SPACE provides intelligent products, providing real solutions to real everyday problems. Innovation often comes from finding new problems to solve and making the maximum use of space in the UK bathroom is a good example of that. SPACE is the most exciting, rewarding and innovative project I have ever worked on”.

The collection uses every inch of conceivable space in the best possible way, enabling an en-suite bathroom or under-stairs cloakroom to be created when it otherwise seemed impossible. The genius of SPACE is that it sacrifices nothing in contemporary styling or comfort of use. Each item in the range addresses a specific space issue. Washbasins and WCs have been creatively designed to make use of corners and narrow spaces. Bathtubs are shorter but wider to provide an intelligent fit for the natural shape of the seated body.

The collections' unique shower bath is a P shape, providing a larger showering area as well as a comfortable bathing space. A versatile curved glass shower screen folds inwards as well as outwards, making it easier to use the bath when the shower is not in use, making children's bathtime less of a struggle and a long soak more relaxing.

The projection of the SPACE basins has been reduced without sacrificing the functionality of the products. The short –projection basin allows for a full-size wash basin to be installed in the smallest of spaces, while still leaving enough room to access all the facilities easily. The offset corner basin fits snugly in a corner leaving no awkward gap for cleaning.

The WC projections are also reduced, leaving a larger area in the middle of the room, enabling use of all the facilities with ease. The toilet seat can be angled 45 degrees left or right to accommodate awkward radiators or sloping walls or ceilings. There is a corner cistern, back-to-wall and wall hung WC option, enabling efficient utility of space.

As the demand for integrated storage solutions increased, Ideal Standard International responded by adding furniture options, along with a short-projection semi-countertop basin. Units can be adapted to suit bathrooms perfectly, offering clever features to help keep clutter to a minimum. With a unique projection of 210mm, SPACE furniture units can be fitted in almost any bathroom, solving storage problems and concealing unsightly plumbing.

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

-ends-

For further press information please contact

Jenny Williamson
Media Relations Manager
Tel: 00 44 1482 499 637
jwilliamson@idealstandard.com

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.