

Press Release

Ideal Standard unveils the latest addition to its luxury Atelier Collections

Ideal Standard has debuted the latest addition to its premier Atelier Collections: the Solos basin-mixer.

The first item from its new Solos range, the collection will comprise further pieces including a showering solution, an innovative toilet, and matching furniture and accessories – all following with the same design philosophy.

Unveiled for the first time at Milan's prestigious Salone del Mobile, the Solos basin-mixer combines precision manufacturing, design expertise and state-of-the-art materials, for an innovative and visually stunning bathroom solution.

Fine, straight lines and extremely thin edges give the basin its distinctive weightless look, with the sophisticated fitting completing the elegant appearance of the piece. Only the graceful spout and control knob are visible, with the supporting technology hidden underneath the basin and no need for an escutcheon ring, making this a truly unique combination.

This minimalist design and precise execution are made possible thanks to advanced technology and pioneering use of materials. The basin is made from Diamatec® - a unique blend of Alumina and Chamotte that can be crafted into highly complex and challenging designs, while maintaining unprecedented strength and durability. In combination with the strong Diamatec® material, the tap hole has been drilled with such great precision, that no breakages or cracks are created for a smooth joining of tap and basin.

The graceful mixer features sequential mixer technology, allowing both accurate temperature and flow control in one simple rotation of the control knob. A second model featuring touchless technology with capacitive sensors also available for a hands-free option.

The seamless combination of basin and mixer builds on the company's new Singular™ approach, which aims to provide inspiring, holistic bathroom solutions from a complete range of product categories, which can be easily tailored to achieve custom designs and styles.

Designed by Roberto Palomba, chief design officer at Ideal Standard and co-founder of Palomba Serafini Associati, the Solos basin comes in two distinct colours, glossy black or white, and can be combined with fittings in either cylindrical or square shapes. The mixer fitting also comes in a wide range of metallic and matt finishes, including chrome, brushed gold and magnetic grey allowing the piece to suit a variety of settings.

Future additions to the Solos collection will complement the integrated basin and mixer – including a showering solution, an innovative toilet, and matching furniture and accessories – all of which follow the same design philosophy.

Speaking on the product, Roberto Palomba, chief design officer at Ideal Standard, said: "Our luxury Atelier Collections are a true marriage innovation and design, offering users quality pieces built to last and create an impression. Solos is the epitome of the collection and represents Ideal Standard's Singular™ philosophy, showcasing complete harmony between pure, minimalist design and technical excellence. The seamless integration between the elegant fitting and sophisticated, light basin is possible due to Ideal Standard's leading expertise with both, ceramics and brassware, resulting in a graceful statement piece for the bathroom."

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About Ideal Standard International

Ideal Standard International is a world leading manufacturer of high-quality residential, commercial and healthcare bathroom solutions. Headquartered in Brussels, Belgium, the privately-owned company employs over 8,000 people, operating at 9 manufacturing sites and serving over 100 countries across Europe, the Middle East and Africa. Its portfolio combines expertly crafted, design-led products with cutting-edge technology to lead the industry in aesthetics and performance. This commitment to design has always featured prominently in Ideal Standard International's DNA, and its ongoing partnership with renowned Italian design studio Palomba Serafini Associati is testament to that.

The company offers a wide range of bathroom products including ceramics, taps & fittings, bathing, and furniture and accessories, delivering a holistic range of cross-category solutions through the company's unique Singular™ proposition. Developed specifically to streamline bathroom design and simplify the selection process, the Singular process means customers only need a single supplier and one dedicated point of contact, and will still have access to unlimited inspirational bathroom solutions. Ideal Standard International brands include Ideal Standard, Armitage Shanks (UK), Porcher (France), and Vidima (Eastern Europe).

Contact

Tangerine Communications

Peter Thomas: Content Executive

Email: IdealstandardUK@tangerinecomms.com