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Press release

Ideal Standard to debut new collections at Clerkenwell Design Week 2023

At Clerkenwell Design Week 2023, Ideal Standard is unveiling a plethora of new design-led ranges at its London Design and Specification Centre (LDSC), including additions to the manufacturer's premium Atelier Collections.

Between 23rd and 25th May, London will welcome designers and architects from across the world for the highly regarded design event. During the week, Ideal Standard's LDSC will host a series of interactive design sessions and networking events, including a drop-in pottery workshop and an evening party to celebrate its new Gusto kitchen tap range.

Gusto marks Ideal Standard's latest expansion into the kitchen market, but it won't be the only new product on display. Continuing its partnership with design powerhouse Palomba Serafini Associati, Ideal Standard will also be showcasing its sustainable Alu+ shower offering and the new contemporary glossy grey finish for its popular i.life collection, with additional products introduced for the i.life B range.

Launching in October 2023, this year's highlight will be the minimalist Solos range, characterised by its sleek lines and defined edges. Part of the design-led Atelier Collections, the innovative and visually-striking collection features a unique combination of both basin and fitting, as well as a range of sophisticated showering solutions. These upcoming additions will provide visitors with an exclusive look at what's to come from Ideal Standard over the next 12 months.

As well as exploring the latest products, visitors will also be able to take part in a drop-in pottery workshop with London based ceramics studio, Social Pottery, and contribute to the creation of a ceramic tile display, between 2-4 pm on Wednesday 24th May. The display will enable each visitor to leave their mark at Clerkenwell via the community-driven exhibit.

What's more, attendees are invited to visit the Gusto bar – designed around Ideal Standard's new kitchen mixer tap range – for a refreshing beverage or evening cocktail. The LDSC will also host a party and live DJ on Thursday 25th May.

Yiota Toumba, Senior Designer at Ideal Standard, said: “Clerkenwell is one of the most important design events of the calendar, and we can’t wait to welcome everyone back to the showroom and explore the latest trends in the industry.

“It’s a great opportunity for us to showcase our new solutions, as well as highlight how we are integrating sustainability into products with ranges like Alu+. We’re also excited to discuss our new ESG report, as well as how sustainability is influencing the future of design.

“So, if you’re interested in seeing the latest additions to our offering, fancy a drink, or want to take part in the fantastic events we’re putting on, be sure to come down to the showroom.”

To sign up for the drop-in pottery workshop on 24th May, visit:

<https://www.idealspec.co.uk/events/clerkenwell-design-week-drop-in-pottery-workshop-47.html?eventtype=bathroom>

To register for the evening party on the 25th May, visit:

<https://www.idealspec.co.uk/events/clerkenwell-design-week-party-48.html?eventtype=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 7,500 people, operating at 8 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) and Porcher (France).

