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Press release

Ideal Standard to debut 'the sweet life' at Clerkenwell Design Week 2024

At Clerkenwell Design Week 2024, Ideal Standard is unveiling its new La Dolce Vita® range, the latest addition to its design-led Atelier Collection at the London Design and Specification Centre.

Between 21st - 23rd May, Clerkenwell will welcome designers and architects from across the world for the highly regarded event offering a chance to come together and share in creative thought and development.

During the week, Ideal Standard's showroom will be open and offering a variety of networking opportunities - including serving fresh gelato on Wednesday afternoon for all to enjoy, and then ice-cold Aperol Spritz on offer in the early evening to truly bring a taste of the Italian 'sweet life' to Clerkenwell.

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La Dolce Vita®

The star of the show, Ideal Standard's La Dolce Vita®, is a new collection featuring solutions for the entire bathroom - from vanities and vessels to bathtubs and mixer taps. La Dolce Vita's beauty is carefully balanced between geometric shapes and forms inspired by the natural environment – perfectly encapsulating the Italian philosophy of 'the sweet life'.

The tapered shape and curved edges of the ceramic vanities and WCs in the La Dolce Vita elegantly set them apart from the crowd, while the deep, flower-shaped vessel basins are striking in both square and round variations. The accompanying vanities are available in six different sizes, including standout asymmetrical models that offer a practical storage surface too. As a statement piece, the new freestanding bathtub commands the space in any bathroom, but still echoes the understated elegance of a relaxed Italian lifestyle.

Finesse

Launching alongside La Dolce Vita®, Ideal Standard's Finesse furniture series perfectly complements the range but is also compatible with many other collections, offering endless possibilities to homeowners and designers alike. Finesse features a modern design with subtle, recessed handles and a choice of four matt colours and two wood finishes, with one, two or four-drawer options, open shelving, and a variety of depths to fit different room sizes and ceramic collections. Sustainability was a crucial consideration during development too, which is why the entire range is crafted from chain of custody-certified wood, sourced from sustainably-managed forests.

What's more, both new collections are compatible with Ideal Standard's wider range of Atelier Collections, as well as the company's wider product portfolio, thanks to the Singular™ philosophy - meaning designers and customers can indulge in whatever suits their vision, without feeling boxed in.

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La Dolce Vita® and Finesse mark Ideal Standard's latest additions to its Atelier Collections, but it won't be the only product on display. Continuing its partnership with design powerhouse Palomba Serafini Associati (PS+A), Ideal Standard will also be showcasing its sustainable Alu+ shower offering and the new Solos showering collection.

Yiota Toumba, Senior Designer at Ideal Standard, said: "Clerkenwell is one of the most significant design occasions of the year, and it gives us a chance to interact with the wider community in and around the district. We're thrilled to be welcoming everyone back to the showroom for 2024 and showing off our latest ranges.

"It's a great opportunity for us to answer some of the biggest questions, highlight our striking new La Dolce Vita collection, and showcase how we are integrating sustainability into products with ranges like Alu+."

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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 company employs over 7,000 people, operating at 8 manufacturing sites and serving over

100 countries across Europe, the Middle East and Africa. Its portfolio combines expertly crafted products with cutting-edge technology to lead the industry in design 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). Ideal Standard International is part of Villeroy & Boch AG since 29 February 2024.

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