

VitrA

Press release
May 2024

VitrA presents 'Re-Ceramic' installation in collaboration with Tom Dixon at Clerkenwell Design Week 2024



Above: 'Re-Ceramic' at INTERNI CROSS VISION, Milan, April 2024. Photographer: Saverino Lombardi Vallauri

[VitrA London](#) is set to highlight its pioneering new recycled ceramic washbasin in an installation titled '**Re-Ceramic**' featuring pieces from the **Liquid** collection by designer **Tom Dixon**, during this year's **Clerkenwell Design Week** (21 – 23 May 2024).

The brand's showroom, in the heart of Clerkenwell on Turnmill Street, will undergo a major refit for the festival, presenting the stylish new **M-Line** range as well as the recycled washbasin collection, an updated working tap display and new tile collections.

Following a warm reception at INTERNI CROSS VISION at this year's Milan Design Week, a new version of 'Re-Ceramic', designed especially for the London showroom, explores the theme of waste reuse and recycling. Through the transformative process of ceramics manufacturing, the installation articulates a narrative that bridges the gap between the raw, non-uniform essence of

VitrA

recycled materials and their metamorphosis into functional and aesthetic products. Tom Dixon elaborates, “This installation is a narrative journey through the recycling process. Utilising the casting technique, we immerse the viewer in the transformative journey of ceramics from ‘primordial mud’ to durable, functional art.”

A centrepiece of ‘Re-Ceramic’ is the representation of an innovative ceramic process that almost entirely utilises recycled ceramic waste, illustrated with pieces from the Liquid collection by Tom Dixon. This represents a significant leap in sustainable design, featuring the world’s first washbasin crafted from nearly 100% recycled materials. This approach not only showcases VitrA’s commitment to environmental stewardship but also sets a new standard for the industry.

**The entire basin is produced from nearly 100% recycled waste materials that are generated and disposed of during the ceramic sanitaryware manufacturing process.*



Above: VitrA London showroom in Clerkenwell (Photo: Ruth Ward)

Please see the following highlights and visit <https://london.vitra.co.uk/events> for essential pre-booking and to view the full programme.

Wednesday 22 May (10.00-15.00) - Virtual Worlds

VitrA will be hosting virtual reality sessions in which visitors can explore a fully immersive virtual bathroom space in 4D using virtual reality headsets ([pre-register here](#))

VitrA

Thursday 23 May (17.30-20.30) – Celebrating Clerkenwell

VitrA is hosting an evening of drinks, nibbles and conversations for architects, designers and specifiers to round off the 13th edition of the festival. Strictly A&D and press only ([RSVP here](#))

For VitrA's full product portfolio, visit vitra.co.uk.

VitrA London, Turnmill Building, 64 Turnmill Street, London EC1M 5RR

Open daily from 09.00-17.00 during Clerkenwell Design Week, 21 - 23 May 2024

[Register](#) for FREE festival passes.

-ENDS-

Press contact:

For further information about VitrA, please contact Saga Sjöberg and Gabi Martorana at Caro Communications: E: vitra@carocommunications.com | T: +44 (0) 20 7713 9388

About VitrA

VitrA is part of the Eczacıbaşı Group, one of Turkey's most prominent industrial groups. Founded in 1958, VitrA is a leading bathroom manufacturer, which in recent years has expanded into international markets with over 70 per cent of VitrA's total output now being sold outside of Turkey. From 13 production facilities in Turkey, Germany, France. VitrA produces a full range of bathroom products including over 5.6 million pieces of sanitaryware a year along with complementary bathroom furniture, brassware and accessories ranges, which are distributed to over 75 countries on five continents. VitrA UK, based in Oxfordshire, has been supplying the UK bathroom market for over 30 years and is an active member of the Bathroom Manufacturers Association (BMA) and the British Institute of Kitchen, Bedroom & Bathroom Installation (BiKBBI). In Spring 2021, VitrA opened a flagship showroom in Clerkenwell, London – a creative hub for architects, designers and thinkers with dedicated areas for product specification, events and workshops.

vitra.co.uk | [@VitrABathrooms](https://www.instagram.com/VitrABathrooms)