

A MAGAZINE OF INSPIRATION FROM GUSTAVSBERG

INSPIRED

Bathrooms / Trends / Personalities / Design / News / Water / Audio No. 1 2015

A CHANCE
TO WIN
A WATERPROOF
LOUDSPEAKER!

WHAT DO YOU LIKE TO LISTEN
TO IN THE BATHROOM?

MIJA BUILDS
A BATHROOM

WE GAVE TV PERSONALITY MIJA
KINNING FREE HANDS

HI-FI

IN THE BATHROOM

HI-FI SPECIALIST SHARES
HIS TOP HINTS AND TIPS

ESTETIC

THE NEW BATHROOM RANGE
FROM GUSTAVSBERG
GIVES THE PORCELAIN A VOICE

Jon makes the world

beautiful

Designer Jon Eliason give products a history

GUSTAVSBERG /
SMARTER BATHROOMS



WHAT INSPIRES YOU?

What can inspire you to renovate a bathroom? A delightful hotel room from your holiday? A newly renovated bathroom at a friend's house? Or perhaps simply an idea that you have while walking along a beach or through some woods ... For us who work at Gustavsberg, new ideas are the finest gift we can give you when you are to create a bathroom. We ourselves pick up inspiration everywhere: at the drawing table, on an island in the archipelago, at Stockholm Furniture Fair, or during a relaxing hour at home in our own bathroom ...



KATHARINA KLOTZ

KATHARINA IS MARKETING DIRECTOR FOR GUSTAVSBERG IN THE NORDIC AND BALTIC REGIONS.

Originally from Meissen in Germany, she has enjoyed living and working in Sweden since 2010. It is no secret that Katharina draws inspiration from the archipelago – which is just around the corner in Gustavsberg.

This inspiration can lead to smart solutions in the bathroom, to our commissioning interior designer Jon Eliason to develop an extraordinarily attractive bathroom range – Estetic – to your finding tips, tricks and inspiration for your bathroom on our website, or to a completely new magazine devoted to inspiration and bathrooms, fittingly entitled INSPIRED.

Our intention with this magazine is to help you plan and make good decisions when building your new bathroom. We want to keep you up-to-date with the latest trends in our branch, and to show you all the new products from Gustavsberg and some from Villeroy & Boch.

Right now, for example, we think that everyone should have a Hygienic Flush toilet at home (see our website for details). Anyone who wants to take the concept of hygiene to an even higher level should check out 'ViClean' (page 20). And everyone stands to learn a great deal from what happened when we gave interior designer Mija Kinning free hands in the bathroom (see page 16).

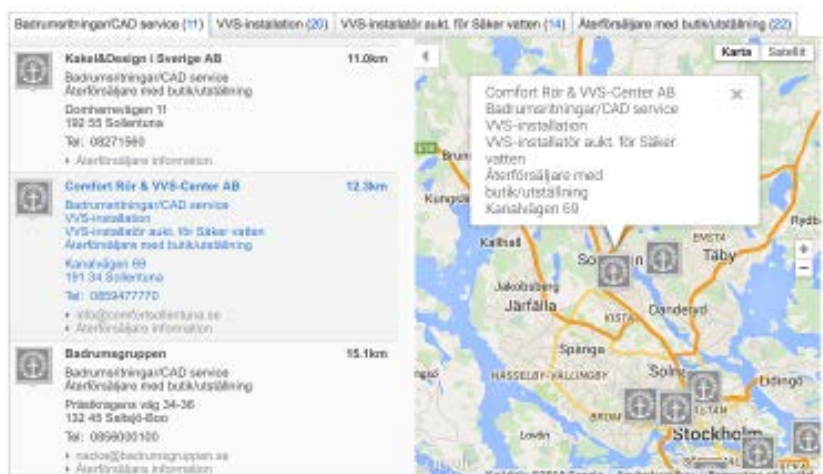
Inspiration has been a driving force behind our company for 190 years. Read about how we are now preparing to take yet another step into the future with our new plant in Gustavsberg in the Stockholm Archipelago. This new and ultra-modern facility will help make us even better at living up to your expectations as a complete bathroom supplier.

Enjoy!

“*Inspiration (from the Latin inspiro – I breathe live into/awaken), a stimulus that promotes mental activity.*”

WHERE TO BUY GUSTAVSBERG

You can find our products in most well-stocked bathroom shops, webshops, plumbing outlets and DIY stores in the Nordic countries. Visit our website at www.gustavsberg.com If you have any other questions about dealers or products, you are always welcome to email us at info@gustavsberg.com



www.gustavsberg.com

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NEW! ESTETIC TIMES TWO



AS BEAUTIFUL AS WATER

More adaptable porcelain, fewer angles and hidden fixtures. Organic shapes make it simple to furnish with Estetic.

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THE OPEN BATHROOM

Interior Designer Maja Kinning thought along feminine lines when she saw Estetic – and created a home with a New York slant.

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WHAT'S INSPIRING US RIGHT NOW

LIGHT

THE LIGHT THAT SOLVES THE CONSTANT HUNT FOR AN ELECTRICAL SOCKET.

The design studio Form Us With Love has come up with a simple solution to modern people's never-ending need to charge their mobile phones, tablets and laptops. The 'Plug Lamp' features a practical function in the form of an extra socket, and adds an aesthetic dimension to the 'charging ceremony'.

A brilliantly simple solution to an everyday irritation. The Plug Lamp comes across as both a self-evident and long sought-after meeting between innovation and design.

PHOTO: JONAS LINDSTRÖM



What happens when you add a backrest to Alvar Aalto's stackable stool? You get a chair named 'Artek'. This is what functional furniture design looks like.



DESIGN

BANK OF NORWAY SETS THE BAR.

Few design assignments are as prestigious as the commission to create the new face for an entire country's currency. A country's bank notes are not unlike a national flag. The graphically oriented design studio The Metric System was responsible for the artwork on the front side, while the design agency Snøhetta's reverse side turns off-shore winds into pixelated, abstract art.

Trade fairs are inspiring. They introduce you to new people, new rooms and new objects.



IMMERSE YOURSELF IN COLOUR CHARTS.

Running low on inspiration? Then try dropping in at your nearest paint store to check out the charts and brochures of NCS colours. You won't be the only one standing there gawping – and there's no way you'll leave uninspired ...



COLOUR

WHY HAVE A 'COLOUR OF THE YEAR'?

Why not? Colours are both trendy and political, and this year's colour from Pantone 2015 – Marsala – is no exception. It is dramatic, sophisticated and as classy as red wine – as well as being warm, natural and as earthy as soil.

In clothes, accessories and make-up, it signals passion – irrespective of whether it is worn by a man or a woman. Find out more at www.pantone.com

Do you have enough Marsala in your life?

**Bloggers:**

It's their job to provide inspiration. Lotta Agaton's blog put us onto these vases from the Italian design company Spotti. For additional inspiration, see lottaagaton.se

**Storage:**

Contrasts spice things up. Throw in something old even when you're thinking storage. You can find old fruit cases on the web.

**Setting the table:**

Why surround yourself with sad, anonymous items for everyday use, when there are so many inspiring options? Cup from the Danish company Ferm Living.

INSPIRED BY NATURE

It seems to have been scientifically proven: nature – in all its forms, from the tiniest seed to mighty trees and majestic coastlines – presents exactly the shapes and colours the eye prefers to take in. That is why we never tire of looking at it. And being inspired by it.



FURNISHING ARCHITECT AND DESIGNER

JON SPEAKS
THROUGH
THINGS

Jon Eliason, the designer, was actually meant to have been an actor. It was the 'family business', and he was getting ready to 'join the firm', attending a theatrical high school and taking preparatory courses. In the end, however, he found his stories in the world of things.

TEXT: JOHN HENNIUS
FOTO: PETER AHLEND AHL

● **Stig Lindberg**, 1916–1982, Swedish illustrator and designer, principally in the field of ceramics. Known, for example, for several much-loved ranges of household porcelain from Gustavsberg.

● **Jon Eliason**, 1969–, Swedish furnishing architect and designer, specialising in glass and ceramics, for example. Has appeared in a number of Swedish and Norwegian interior design programmes..

SUCCESSES IN FRENCH

Jon relates that he had always been good at drawing, which was how he came to land an internship at an advertising agency. As a result of several family holidays and language trips to France, he was also good at French. So when the French-Swedish agency he worked for decided to launch French goods in Sweden, it was only natural that he should be commissioned to travel to the Toulouse office and design the packaging.

In his luggage, he was carrying a Mac computer – one of the very earliest models. No-one in the French office had anything like it, and the young Swedish designer did a great job. But nothing lasts for ever.

At around the same time as Jon was to do his military service in Sweden, the French economy tanked. So what on earth was he to do next?

THE SIGNIFICANCE OF A BUTTER KNIFE

"A childhood memory provided me with insight." It sounds like a sentimental Hollywood tear-

jerker, but Jon tells the story with conviction.

When he was young, he had a rich relative who lived in a beautiful apartment and held lavish parties. At these get-togethers, he always found himself drawn to a little object he could sit and admire for hours: a butter knife in the shape of a fish.

Years later, he came to inherit this butter knife.

So now, when he found himself wondering about his future, a random incident brought it back into his life once more. The little knife reminded him of something he had been hiding inside himself for years: "I wanted to create beautiful things."

PERCEPTIONS OF THINGS

Jon discovered his calling was to 'imbue things with a narrative'.

He studied art history and attended Beckmans College of Design. Since switching careers, he has worked full-time with furnishing architecture and product design.

“*The shape of the porcelain is a flow – like water.*”



“*Food and mealtimes are some of my biggest sources of inspiration.*”



Vases designed by Stig Lindberg. “I think he drew inspiration from Mediterranean shapes,” says Jon.

His repeat clients include heavy-weight companies such as Ikea and Sagaform. He has also done a lot of design work involving glass and ceramics over the years. And he has helped furnish a lot of restaurants. This is no coincidence.

“Food and mealtimes are some of my biggest sources of inspiration. No matter where in the world you go, the tradition of offering guests food and drink is deeply rooted. This is how you meet and exchange narratives from your life and from your travels.”

Jon largely works for international clients today.

“THE GUY FROM THE TV”

In the middle of his career, Jon found himself on TV. In the course of a few years he worked on a string of design and make-over shows including Room Service, Från koja till slott, Välkommen hem and Hjälp vi ska flytta ihop. In all, he appeared in around 50 shows, but somewhat surprisingly, Jon does not think this was good for his brand.

“In the end, people only see ‘the guy from the TV,’” he says, and explains that this is not what is important. After all, he wants to create items with a story to tell. And this is precisely what he has done for Gustavsberg.

“It’s a privilege to work with a brand with such a long, rich heritage. The Anchor symbol is something that has stayed with me since my childhood – Gustavsberg will always be the origin of the bathroom to me.”

FROM STIG TO ESTETIC

When he was commissioned to produce a com-

pletely new bathroom range, Jon and his colleague – Jonathan Maltz – decided to go back to one of the true greats in the history of classic Swedish design: Stig Lindberg.

“I think he drew inspiration from Mediterranean shapes, which he simplified and incorporated into a Swedish design idiom. His ceramics sometimes call to mind the works of Picasso, a kind of restrained expressionism.”

In the spirit of Stig Lindberg, Jon toned down the sharp angles and made his shapes easy on the eye – simultaneously eliminating unnecessary surfaces that simply gather dust. The work was detailed down to millimetre level. Jon and his colleagues have made the products lighter – both on the eye and in practice.

“Weight is also a function. It is also design.”

WATER AND MATHEMATICS

In addition to studying Stig Lindberg, Jon closely observed the motion of water. He and his colleagues studied the mathematics of the field in depth, with the ambition of capturing the natural flow of the water in the shape of the porcelain itself.

This is how Jon describes the washbasin:

“It’s the mathematics of a gentle wave, in fact. The shape of the porcelain is a flow – like water.”

The organic shapes of the bathroom porcelain leads the water where it needs to go. The same design is repeated in both washbasin and toilet in a manner he terms ‘a brother/sister relationship’.

Beauty, water in motion and a brother/sister relationship. That is what Jon is looking to relate with Estetic.

JON IS INSPIRED BY:

- People and changes in their behaviour.
- Mother Nature’s mathematics and solutions, ‘the attitude of nature’.
- Reading the contemporary age, identifying new needs and suggesting solutions.



Jon is inspired by mealtimes. His favourite food is delicious small dishes – such as tapas and mezze – where everyone can take what they want.



Jon’s first sketches for his work with Estetic.

Pax Calima

The world's first app-controlled bathroom fan

Pax Calima, the multifunctional fan that is simple to programme for different operating settings. An app allows you to decide whether to have it controlled by moisture, light or presence, or to use it as a heat circulator.

For details, see pax.se



PAX[®]



ESTETIC LETS THE PORCELAIN SPEAK FOR ITSELF

WHEN JON ELIASON CREATED ESTETIC, THE NEW BATHROOM RANGE FROM GUSTAVSBERG, HE DREW INSPIRATION FROM THE MATHEMATICS AND MOTION OF WATER.

Every curve and every angle exudes lightness. Porcelain is a natural and 'living' material that is ideally suited to organic-shaping.

**THE RANGE IS AVAILABLE
IN WHITE, MATT WHITE AND
BLACK PORCELAIN.**

Wall- and floor mounted versions of the toilet are available, both featuring the revolutionary Hygienic Flush flushing technology (see page 36).



**THE ROUNDED EDGE OF THE WASHBASIN ADJOINING
THE WALL CAPTURES DROPS OF WATER AND LEADS
THEM TO RUN OFF NATURALLY.**

The Estetic washbasin is supplied in two sizes. The shape of the washbasin itself optimises hygiene and simplifies cleaning. The organic shapes of Estetic sit snugly against the wall. Fixtures and fittings have been removed from sight – but behind the beautiful porcelain, all the measurements are standard.



**Estetic will be in the stores
as from September.**



**ESTETIC MAKES IT SIMPLE TO
DESIGN A BEAUTIFUL, FUNCTIONAL
AND HYGIENIC BATHROOM.**

The organic design saves space, but still provides a generous impression with spacious flat surfaces. Soft lines and concealed fixtures make it easy to clean and to keep hygienically pristine.



**Estetic will be in the stores
as from September.**



**BLACK PORCELAIN FOR
A DRAMATIC EFFECT.**
And a black mixer
completes the look.



**Estetic will be in the stores
as from September.**

MIJA

BUILDS A BATHROOM

We know her as the project manager and interior designer from TV shows such as Bygglov and Room Service, as well as from her own internet show Det knackar. She is a qualified tailor and has worked as a set designer, but it is as an extraordinarily creative and stylish TV personality that she has become a household name.

We commissioned Mija Kinning to create a bathroom, taking the Estetic range from Gustavsberg as her starting point. We then dropped by and asked a few questions:



HOW DID YOU HAPPEN TO BECOME A 'BOUNDLESS DESIGNER' ON TV?

"I think it has to do with the 'anything goes' mentality I grew up with. This may have been what laid the foundations. Challenges are some of the best things in the world: the tougher, the better."

IS THERE SOMETHING SPECIAL ABOUT CREATING BATHROOMS?

"Yes. They make high demands on the interior designer, because there are safety rules, construction standards and other regulations you have to fulfil. When I do TV shows, we rarely have the opportunity to work on the bathroom because it takes so much time. That is precisely what makes this assignment so exciting. The bathroom porcelain had to be Estetic, but otherwise I had free hands. I could let my imagination take flight ..."



WHAT WERE YOUR FIRST THOUGHTS WHEN YOU SAW ESTETIC?

"I love the soft, sensual shape. My feminine side really kicks in when I see it. And the smooth, soft shapes make it simple to keep clean. Dust, terry and fluff – if you have a laundry room – all accumulate on surfaces in the bathroom. All of a sudden, it's not as inviting."

WHY DID YOU CHOOSE MATT WHITE PORCELAIN?

"I think it allows the shapes to find their full expression. The jewellery in the bathroom – that's how I view bathroom furniture."



GUIDE US THROUGH YOUR THOUGHT PROCESS.

"I tried to build up an image of the people who were to live here. There's a bit of 'New York style' about this rough, industrial room with its big doors and windows. A corner! I thought. I wanted to make it mine. I thought: a young woman living on her own – no limits. I wanted to create a kind of hotel-like feeling while maintaining the 'rough edges' of the room. And I wanted to encourage people to think differently. Which is why I placed the bathroom in the bedroom."

A BATHROOM IN THE BEDROOM?

"I can't see any problem with that."

“
*My feminine
side really
kicks in when
I see Estetic.*”



MIJA'S TAKE ON BATHROOMS:

Create an environment and make your mark in the bathroom as well. Bring in some slightly different furniture: An antique mirror, an interesting lamp, an extraordinary cabinet, a sweet chair, neat shelves, plants, art!

Make active choices. Dare to make your mark on the wall coverings, too. Don't just choose the first white tiles you find.





MIJA IS INSPIRED BY:

Pretty much everything. From a tiny detail in a window niche to the most advanced architecture in an inaccessible place. People with a wild imagination and a great story to tell. Allow yourself to be inspired by Mija on [instagram.com/mijakinning](https://www.instagram.com/mijakinning)



VILLEROY & BOCH IN HOTELS

BERLIN

25HOURS HOTEL, BERLIN

Since 2013, there has been a 25hours hotel in the Bikini Haus complex on the Kurfürstendamm, between Berlin Zoo and the Memorial Church. The playfully designed rooms are divided into two categories: Urban, with hip, big city ambience and views out over the urban environment of Berlin; and Jungle, with colours and materials inspired by nature, and views out over the monkey and elephant enclosures.

Villeroy & Boch – Gustavsberg’s principal owners – was commissioned to furnish the hotel bathrooms. The company decided to go with the O.novo range, which is a perfect match for the dual design universe of Bikini Haus.



BERLIN

BIKINI MALL, BERLIN

Shopping is a pleasure – and a visit to the toilet should be, too. Since the renovation project in 2014, the Bikini Mall has taken up a large part of the Bikini Haus complex next to Berlin Zoo (see above).

The public toilets are a part of the holistic design concept. Run under the auspices of 2theloo, they are fitted with sanitary porcelain from Villeroy & Boch with the very apt name: My Nature.



VICLEAN

VICLEAN, A GLOBAL INNOVATION

ViClean from Villeroy & Boch may well end up changing toilet culture for ever. It has recently arrived on the market and consists of a cross between a toilet and a bidet. And it is packed with technological finesses: the seat is heated and features directed water jets and water pressure. The water temperature can also be adjusted to suit the user. Intimate hygiene and intimate luxury in perfect harmony!

For details of Villeroy & Boch products, see www.villeroy-boch.com

TAIPEI**HOTEL MANDARIN ORIENTAL, TAIPEI**

The island nation of Taiwan is one of the most densely populated regions in the world. Visitors who need to escape the frantic pace of the thriving business district in Taipei, the nation's capital, will find peace, quiet and luxury in the impressive spa department of Hotel Mandarin Oriental – which covers an impressive 3,500 m² in total.

Villeroy & Boch supplied the sanitary porcelain to this magnificent facility: Omnia Architectura with its beautiful, minimalist design.



THE HELLMAN FAMILY FROM LIDINGÖ

THE WHOLE FAMILY'S NEW MEETING ROOM

“The children are aged 2, 5 and 9. They enjoy bathing together so we built a large double shower, where they often end up together. Perhaps we should have built a triple shower instead ...”

A PLACE TO BE TOGETHER

The Hellman Family from Lidingö, Stockholm sees the bathroom as a room where they can get together and spend time with one another – just like in the kitchen. So when they renovated their bathroom, they decided to move a wall to make the room several square metres larger. They also put in a window for a lighter, brighter environment.

“It was a great success,” says David Hellman, father of three and – now – bathroom builder. The house has another bathroom on the upper storey, but it is barely used today.

“*Some things you mustn't save on.*”

A ROOM AMONG OTHERS

Not having tiles on the wall is a conscious choice, with a view to making the room feel more like the other 'meeting places' in the house. And finding the right colour was a real challenge. To start with, the new room came across as big and cold, but the ambience improved greatly when the shower walls and furniture were installed.

“Painting the walls is a big job, too,” says David. “It's almost bigger than tiling them.”

The walls take several days to dry, and this holds up work on the other things that have to be done in the new bathroom.



HINT: DON'T SAVE ON THE MOST IMPORTANT ELEMENTS

David relates that the project turned out to be more expensive than they had thought. The family had planned carefully, but expanding the surface in particular cost more time and money than they had estimated.

“But there are some things you mustn't save on. It won't be much cheaper in the long run if you scrimp and save. My advice is to splash out on things you like and think are important. In my case, it was a beautiful floor.”

HINT: MAKE SURE TO ADD A PERSONAL TOUCH

“You don't have to change everything to make it personal,” David explains. A few pots between the bathroom furniture, different materials, colours and lighting – just to prevent everything from becoming too uniform and unimaginative. “One example is this old ceiling light, which we think turned out really well.”

LITTLE CHECKLIST

There is a lot to think about before renovating a bathroom. This list is based on Gustavsberg's specialist knowledge as well as experience contributed by users including the Hellman Family from Lidingö.

● Think carefully about your family's needs

A large bathroom can be divided into areas for three functions: toilet visits, shower and bath, and hands, teeth and face. And do you need to make space for the washing machine and tumble dryer? Draw and plan.

● Bring in professionals – at an early stage

Involving a professional architect boosts your chances of finding the best solutions at the drawing-board stage.

● Go for quality

Quality pays dividends in the long term. Energy- and water-saving technology is kind on the environment – and on your wallet. And ugly solutions are hard on the eye.

● Take the long-term view

Needs often change as the years pass. Small children grow up, and grown-ups become elderly. Is functional adaptation required?

● Don't hide the lights

Poor lighting makes a bathroom dull. A good rule of thumb is to have at least one light for 'general lighting' and one directed light for 'face work'. Make sure to include reflecting mirrors in your calculations.

● Good ventilation

Air in motion – ideally combined with under-floor heating – helps the bathroom to dry and reduces the risk of moisture damage. Remember, it should feel fresh and life-affirming to be there.

● Seek out quality-assured craftsmen

Request offers from more than one company. Make sure to draw up a written agreement – and try to steer the fitter towards a fixed price project, with penalty clauses for delays.



Once the porcelain, bathroom furniture and lighting are in place, the small, personal details make all the difference.



The luxurious, double showers have become a meeting point. Hygiene, play and togetherness in one single space.



The family chose an Artic washbasin, wall-mounted toilet and furniture. Thermostatic mixer and ceiling shower from the Gustavsberg G2 range. David is particularly pleased with the pure shapes and excellent lighting of the bathroom cabinet. Two washbasins simplify the logistics.



A wall-mounted toilet facilitates cleaning. A seat with Soft Close functionality is a good solution for keen little hands you want to keep safe from harm.

THE OLD HIGH COURT HAS BEEN GIVEN NEW LIFE

She trained as a production manager but switched track and became a stylist – and then ended up in the conference sector. Today, Maria Strinnhed is deciding where to place the cabinet in Malmö’s supreme court.



MARIA STRINNHED

Maria Strinnhed moved from Stockholm to Malmö to bring the High Court project to life. She has a background as a production manager and stylist, but gradually found her way into the conference industry, when she was involved in converting the office hotel 7A on Strandvägen into a little conference empire.

“*It’s magnificent. It’s power architecture. You were meant to feel tiny when you stepped into the courtroom.*”

MARIA’S HINTS:

Do the basics properly! Connecting a brand new toilet to a 50-year-old drain pipe is not a durable solution – and it’s a mistake you only make once.

K-LABELLED (PROTECTED AREA) AND HISTORICALLY LISTED

It all started one day when she came home from her job at Strandvägen 7A in Stockholm, where she had been involved in building up a little conference empire. She was unusually tired and grumpy; quite simply, it was time to come up with something of her own instead.

Malmö was said to be a city where things were happening, and after a quick search, Maria and her husband Micke found the building that had previously housed the Old High Court in Malmö. It turned out to be both K-labelled and Historically Listed (Byggnadsminnesmärkt) – but she had a plan.

MEETINGS THEN, MEETINGS NOW

The building is unique in Malmö. It was designed by Ivar Callmänder, the architect who was also responsible for the South King’s Tower on Kungsgatan in Stockholm. Constructed in 1917, the Old High Court building is considered to be his most influential work.

“The building’s designed for meetings, dammit!” says Maria excitedly. Her aim is to make the High Court building the finest conference and event facility – not just in Malmö, but in the whole of Sweden.

THE HUMAN FACTOR

The building is beautiful down to the smallest

detail, but it was also designed to radiate power and superiority.

Maria and her staff work consciously with fabrics, fresh flowers and candles to create an accommodating atmosphere. Everyone who steps inside receives a warm reception, and the doors are left open to inquisitive gazes. Inside, you can glimpse wonderful sofas and other furnishings that seem to call out to you to relax. It works.

IMPORTANT ROOM

The toilets are not an afterthought. Generous toilets are important for the logistics and general well-being in a place like this, as Maria is well aware. At the request of Maria and Micke, the property owners have had additional toilets built.

Own-design mirrors add a personal, considered impression. Here, too, guests are met by fresh flowers, candles and luxurious terrycloth towels.

WHY GUSTAVSBERG?

As far as possible, Maria works with authentic Swedish products, local production and classic, old materials to draw out the atmosphere that permeates the walls of the historical building. She relates that she and her husband agreed on four guiding concepts when they took on the High Court project: Classical. Historical. Modern. Exclusive.

“Gustavsberg fits the bill perfectly,” she says.





MARIA'S HINTS:
 Floor drains!
 For wet rooms in a large facility such as the High Court, they are quite simply crucial. Maintenance becomes so much simpler when you can simply rinse away dust and dirt. Sensor-controlled mixers make it easier to keep things clean and to save water.



IVAR CALLMANDER, THE ARCHITECT, WAS INSPIRED BY SWEDEN'S PERIOD AS A GREAT POWER
 This explains the rigid, heavyweight construction art that distinguishes the Old High Court. The perfect symmetry and the magnificent doors clearly express this. The building covers a total area of 3,500 m².

For additional pictures from the High Court see www.highcourt.se

WHICH TOILET ARE YOU?

All toilets from Gustavsberg are made of tightly vitrified sanitary porcelain, the most hygienic and durable material for bathroom porcelain. CeramicPlus surface treatment makes the porcelain even easier to keep clean.

ARE YOU TALL?

An elevated model is ideal for people who are tall, or who otherwise find it difficult to sit on a standard height toilet. Soft Close ensures the seats closes softly and silently.

HIGH OR LOW FLUSH BUTTON

The elevated, ergonomic flush button is simple to use, even for people with severely reduced muscular strength. It has been approved as 'Easy to use' by the Swedish Rheumatism Association. A low version of the button is also available.



CLEANER AND AIRIER

A wall-mounted toilet makes the bathroom easier to clean and give it a more spacious appearance. Quick Release allows you to remove the seat easily, making both toilet and seat easier to clean.

A BIT LAZY?

The revolutionary Hygienic Flush technology with the open flush rim eliminates all dirt traps and makes it child's play to keep the toilet clean.

EXTRA LARGE FOOT

The perfect solution for everyone looking to conceal the marks left by a previous toilet. Gluing the foot to the floor eliminates the risk of puncturing the damp course or under-floor heating pipes.

ONE TRAP FOR ALL

With a P-trap – also known as the 'universal model' – the drain can be connected to the floor or to the wall, to the right or to the left.



There are toilets designed especially for children, for tall, short and plus size people, and for people with physical disabilities. There are also toilets for corners and small spaces. To see all our toilet models, visit www.gustavsberg.com.

CHOOSING YOUR MIXER

COLORIC – WASHBASIN MIXER

One hundred percent recyclable. Choose between the colours Sinful Black, Passionate Red and Rough Aluminium to add a personal touch to your bathroom.



**BEST
IN TEST!**



COLORIC – KITCHEN MIXER

Stylish, smart and a safe choice for both people and the environment. Thanks to the exclusive materials, the sensation of the surfaces and the different colours, you can create a truly personal kitchen.



NORDIC³ – KITCHEN MIXER

A mixer that suits all kitchens with its pure, classic Scandinavian design. Adjustable comfort flow and a high spout that allows plenty of room for tall pots and pans.



NAUTIC – THERMOSTATIC MIXER WITH BATHTUB SPOUT

Fitted with automatic scald protection and temperature block and flow minimizer, which help you to use just enough water at just the right temperature. A turnable bathtub spout improves safety for children playing in the tub, and the spout does not take up any space when bathing.



LOGIC – WASHBASIN MIXER

The first mixer in the world with a lever that allows you to express your state of mind. Choose between four mood colours. Energy class A – the best rating!

NORDIC³ – WASHBASIN MIXER

Timeless Scandinavian design by Jon Eliason. With the smart comfort flow that you can adapt and adjust to suit your needs.

With Swedish-made mixers from Gustavsberg, you need have no doubts about choice of materials or quality, because the components are made of food-approved materials. Not all countries consider tap water to be a 'food'. Worth remembering when choosing a mixer. Especially for your kitchen.

NAUTIC – KITCHEN MIXER

Our most energy-intelligent kitchen mixer, energy class B. The Nautic range contains a full range of mixers to suit all needs.

**BEST
IN TEST!**

NORDIC³ – THERMOSTATIC MIXER

Can be supplemented with a bathtub spout. All thermostatic mixers from Gustavsberg feature a safe-touch function that leads the hot water behind the cold water to minimise the risk of burns.

For more information and to see all our mixers, visit www.gustavsberg.com

THINGS TO THINK ABOUT WHEN CONSIDERING HI-FI IN YOUR BATHROOM

Erik Söderman is project manager at Solutions Hi-Fi Club, where his work involves installing audio and video systems in Swedish homes – increasingly often in bathrooms. We asked him about the best way to ensure optimal audio experiences in wet rooms.

THINK ABOUT: THE RIGHT ELEMENT

The element is the sensitive 'membrane' inside the loudspeaker, which vibrates to generate the actual sound. The quality of the element has a huge influence on the audio quality, but unfortunately, many of the best materials are the ones that are most vulnerable to moisture.

So choose the right material: polypropylene (plastic) and fibreglass mesh produce good audio and function perfectly in bathrooms. The latter is best in good ceiling-mounted loudspeakers.

THINK ABOUT: THE CEILING

"Walls are 'sacred' in bathrooms, which means they're difficult to work with," Erik explains. He is referring to the damp course, which cannot be put in any old how. "When planning your installation, make sure to work with a skilled and experienced damp course provider."

Erik recommends that you position the sound system in the ceiling, given that both water droplets and moisture move downwards. Make sure to seal the installation tightly to avoid the risk of damp traps. Special equipment is available for precisely this issue.

THINK ABOUT: CORRECT PLACEMENT

In bathrooms, people typically want what Erik terms 'general sound'. Make sure to maintain a uniform distance between the loudspeakers to cover the entire area where you want the audio experience. In a large bathroom, it is best to think in terms of zones. Where in the room do you want the best sound?

THINK ABOUT: SOFT MATERIALS

The hard surfaces in a typical bathroom are not the best solution for good audio. You can improve the acoustic environment with a bathroom mat, hand towels and other soft materials on the walls and shelves. Ideally, include some plants and a seating area if you have enough space. You can also compensate by turning up the bass a little, and by mounting large – 8-inch, for example – loudspeakers in the ceiling.

THINK ABOUT: EXTRA WALL OUTLETS

Active loudspeakers facilitate audio installa-

tions throughout the home, but they require their own power supply and amplifiers. For reasons of safety, however, there are seldom multiple electrical sockets in bathrooms. Bear this in mind when planning where to place your loudspeakers. Work with a qualified builder/electrician to come up with viable solutions.

THINK FIRST

Planning and installing an audio system in the bathroom – or in any other room in the home – will be a lot easier if you do it before the room is finished. The result will be neater, better and cheaper.



ERIK

"The bathroom is the place where you get ready for parties, etc. You want to be able to listen to great music while you get ready – and when you simply want to lie back in the bathtub and relax."

”*“Walls are ‘sacred’ in bathrooms, which means they’re difficult to work with.”*

ERIK'S CHOICE



"B&W CCM362 – economical 6-inch ceiling-mounted loudspeaker for background music. The membrane is made of moisture-resistant synthetic material, which makes it suitable for use in bathrooms."

SOUND IN THE MIRROR



A few years ago, Villeroy & Boch launched the 'More to see + Sound' concept, involving a bathroom mirror featuring six built-in loudspeakers. The music is transferred and controlled wirelessly, providing an excellent audio experience'.

THE BLUETOOTH LOUDSPEAKER YOU CAN TAKE INTO THE SHOWER

A CHANCE TO **WIN!**



SNAP YOUR FAVOURITE TUNES

What do you like to listen to in the shower? Pavarotti, bagpipe music or seagulls and lapping waves? Tell us in pictures to take part in a competition for a wireless, waterproof loudspeaker from Gustavsberg:

1. Start by setting up an Instagram account (download the app from Google Play or the App Store).
2. Snap a creative photo of your favourite sounds or music.
3. Publish your photo no later than 30 June 2015, with the hashtag #gustavsbergrelax

Thirty lucky winners will each win a waterproof Bluetooth loudspeaker to take with them into the shower. For complete competition terms and conditions, see gustavsberg.com

LIVING SHOWROOM – STOCKHOLM

They saying goes that when you are travelling, the best way to choose a restaurant is to check out the toilets. We think this is a good rule of thumb. In Stockholm, it soon becomes clear that some of the very best places to eat have one thing in common: they all choose Gustavsberg.

MOSEBACKE/ SÖDRA TEATERN

Steeped in tradition, this magnificent building is possibly Sweden's foremost international venue for music, theatre and debates. Visitors here find culture, artistry and meetings of every imaginable kind. And in the toilets, they find reliable, hard-working sanitary porcelain from Gustavsberg.



OAXEN

The kitchen is staffed by some of the finest chefs in Sweden – which explains why Oaxen is currently the proud holder of two Michelin stars. When the restaurant moved from the Archipelago to the heart of Stockholm, the owners chose an industrial setting close to the water. And for the toilets, they chose Gustavsberg.



FOTOGRAFISKA

When work was started on renovating the old brick building on Stadsgårdshamnen, no-one guessed that the site would soon become one of the most popular 'watering holes' in Stockholm. The museum serves up photographs, meals and drinks of the highest calibre. And the toilets are signed 'Gustavsberg'.

For details of other places that have chosen Gustavsberg, see www.gustavsberg.com



CLEAN WATER, TOILETS AND HYGIENE FOR ALL!

Access to clean water and toilets can change conditions for entire communities – particularly for women. So says Cecilia Chatterjee Martinsen, Secretary General of WaterAid Sweden.

With simple solutions, women in remote areas no longer have to walk miles to collect water, or worry that their children will die of diarrhoea like so many others. They no longer have to spend time caring for sick relatives, and can help with work in the fields, manufacture and sales – thus helping them achieve equality in the community.

ACCESSIBILITY MEANS EQUALITY

In the worst cases, it can be a matter of life and death for women to head out into the dark to relieve themselves. The WaterAid programme consists of simple solutions to such problems – solutions built and maintained by local workers.

Schools, workplaces and public environments, too, become more accessible and equal for all when functional, hygienic toilets are built.

SIMPLE SOLUTIONS ARE BEST

Cecilia makes the point that a little more than a century ago, cholera was a common cause of death in Swedish cities. At that time, it was Sweden that needed to take steps to improve public health. "Gustavsberg played a key role back then," she adds.

Villeroy & Boch Gustavsberg AB is proud to support and work with WaterAid in its efforts to promote the rights of all people to clean water, toilets and information about hygiene.



Cecilia Chatterjee-Martinsen, Secretary General and Chief Executive of WaterAid Sweden.

FOR A SUSTAINABLE FUTURE VISION BECOMES REALITY IN GUSTAVSBERG

Gustavsberg has been producing porcelain in Gustavsberg since 1825. The first factory made household porcelain and decorative items, and it was at that early stage that the anchor symbol was introduced as a guarantee of the high quality of the goods. Today, Gustavsberg is one of the leading bathroom brands in Sweden.



“We have remained true to our original values while simultaneously embracing new technology and a modern design idiom.”



NEATER, SMARTER, MORE ECONOMICAL

One of the keys to our success is that we have remained true to our original values while simultaneously embracing new technology and a modern design idiom. For example, Gustavsberg has introduced economy-flush toilets, mixers that save both water and energy, and dirt-repellent surface treatments. Some of the leading designers in Sweden have worked in our factory, because what use are smart solutions unless they are packaged in units attractive enough to grace your home?

We are environmentally certified. We take responsibility for the full life cycle of the products – from product development and manufacture at the factory, to logistics and the finished bathroom. Simply by installing our products you can save energy, water and money.

AN ULTRA-MODERN PLANT

It is 190 years since Gustavsberg made its first porcelain item in the old factory by the harbour. We are now continuing on our journey, striding briskly and with determination towards an exciting future distinguished by major changes.

We are remaining in Gustavsberg, but moving the majority of our operations 2 km to the west, where we have an ultra-modern plant fitted with everything we need to take a giant stride into the future.

We will maintain a presence in the heart of the harbour area in Gustavsberg, however. The Tornhuset building houses our offices, where we will be focusing on communication, product development, sales, administration and training for our customers in the Nordic and Baltic regions.

WORLD-CLASS MIXERS

Last, but not least, since 1924 in Vårgårda – 400 km from here – lies home of our factory for the manufacture of mixers and installation products.

Many Gustavsberg mixers are energy labelled with energy class A – the highest rating. This means choosing these mixers is a smart move that is sure to reduce your water and energy consumption.

*“We want our users
to be a part of the
climate-smart solution
– not the problem.”*

Did you know, for example, that a household of four people can save up to SEK 2,000 a year simply by replacing its mixers? Or that our mixers are world-famous? We export to a variety of countries including Australia, where water is often in short supply and our world-leading technology helps reduce water consumption.

SUSTAINABILITY EVERY STEP OF THE WAY

Sooner or later, when you have been around as long as we have, everything changes: processes, manufacturing, technology and staff. But we remain unwaveringly committed to our values: Sustainability, Scandinavian Design and Function.

These are the concepts that guide us in our everyday work. As we see it, innovation means developing products in a sustainable manner, and making sure they genuinely contribute to solving problems. And that they do so for a very long time.

Products from Gustavsberg are to be sustainable from every perspective. For example, when we discontinue specific models, we aim to ensure that spare parts for them remain available for at least ten more years.

We even work to make our design aesthetically sustainable. We love the following quote from Sven Lundh, the famous designer: “It must withstand the wear and tear of the eye.”

WE ARE TO BE THE SOLUTION

The environmental aspect is one of several reasons why we have chosen to move our business to a modern, fully updated facility. We want to help all users to live a climate-smart life and to be a part of the solution, not the problem. We can only continue to do so if we have the opportunity to work efficiently and with access to the latest technology in the fields of production, distribution and installation:

Energy-labelled mixers that save both energy and water, packaging material that is simple to recycle (and less of it!), continuous group work centred on benefits for the environment and society, our partnership with Water-Aid, and so on.

We live up to stated ethical regulations and regularly take supplementary training courses to ensure we remain a company known for its good values.

A COMPLETE SUPPLIER

This is our idea: we want you to be able to buy a complete bathroom from Gustavsberg. We want to deliver a complete package containing only products of the very highest quality and design – products that fit together neatly and are simple to install. All the associated service and support is also considered a part of the complete package.

Through our move to our new, ultra-modern facility, we have taken a great stride towards making our vision come true.

NEW! HYGIENIC FLUSH MAKES CLEANING CHILD'S PLAY.

FOR MORE
INFORMATION ABOUT
HYGIENIC FLUSH, SEE
[WWW.GUSTAVSBERG.COM
/HYGIENICFLUSH](http://WWW.GUSTAVSBERG.COM/HYGIENICFLUSH)



HYGIENIC FLUSH,
WITH OPEN FLUSH RIM



TOILET WITH
CONVENTIONAL FLUSH RIM

A smart toilet should be hygienically pristine and easy to clean. We are now introducing a revolution in WC development in the form of our Nautic WC with innovative Hygienic Flush technology that provides optimal hygiene with every flush. An open flush rim eliminates all potential dirt traps, and smart flushing efficiently rinses the bowl – all the way up to the slim, easy-to-clean, hygiene profile. Hygienic Flush is also available as a floor-mounted model.