

A MAGAZINE OF INSPIRATION FROM GUSTAVSBERG

# INSPIRED

Bathrooms / Trends / Personalities / Design / News / Water No. 1 2016

A CHANCE  
**TO WIN**  
NEW ESTETIC  
MIXERS  
FOR YOUR BATHROOM

## HOW THE WORLD BATHES

A QUICK INTRODUCTION TO BATHING  
CULTURE AROUND THE WORLD

THE WET  
ROOM  
BECAME A  
**FINE ROOM**

BATHROOM HISTORY ACCORDING  
TO A REAL ESTATE AGENT

THE CHILDREN'S  
BATHROOM

ADDING A NEW BATHROOM MADE  
EVERYDAY FAMILY LIFE EASIER

## *Emelie dreams of* **Bubble baths**

*The blogger behind '34 kvadrat' knows where to find warmth*

# BIG

## IN JAPAN

TRADITION OF ARTISTRY  
LIVES ON IN GUSTAVSBERG

THE STYLISH NEW MIXERS  
FROM THE ESTECTIC RANGE  
BEAUTIFUL  
WATER

GUSTAVSBERG /  
SMARTER BATHROOMS





# I DRAW ENERGY FROM MY BATH

Ever wondered just how you use your bathroom? In recent years, the bathroom has transformed from a room reserved for washing and hygiene to a space devoted to relaxation and quality family time. As for me, it's the place where I start my day and greet my family in the morning. It is also the place where I can have some time to myself when, after a brisk walk in the hills or a chilly round of golf, I draw myself a really hot bath and sink into it to the soothing sounds of Pink Floyd. That's where I find my energy!



PETER LARSSON

PETER IS CEO OF  
VILLEROY & BOCH GUSTAVSBERG.

Peter originally hails from Östersund in the north of Sweden. This year, he will be celebrating ten years with the company, which has taken him on a fascinating journey. To relax, he loves to listen to music – ideally in the bath.

“*As for me, it's the place where I start my day and greet my family in the morning.*”

You are currently holding the second issue of our inspirational magazine INSPIRED in your hands. It is a magazine devoted to inspiration, centred on what we love to work with: the bathroom. In this issue, we have decided to immerse ourselves in baths and different bathing cultures, because there is something titillating about the fact that the process of washing oneself is a culture carrier. Even though it has developed over the years and takes different forms in different parts of the world, it is something that we all recognise and which builds bridges across space and time. Read about Turkish hamams, Japanese springs and much more besides (see page 22).

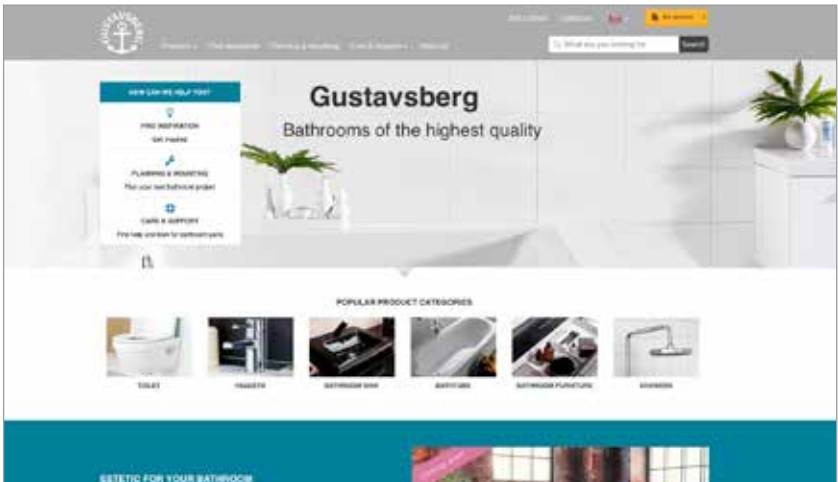
And if you – like me – are a restless soul who would rather use your own bathroom than visit a spa, then I recommend you read our feature articles on the bathtub (see pages 18 to 21). We have also met up with the social media celebrity Emelie Ekman – famous for her blog entitled 34 kvadrat (34 m<sup>2</sup>) – who is happy to share specific tips and inspiration for how to create the perfect spa atmosphere at home (see page 14).

When I recently renovated the bathroom in my home, it was in the bathtub that I laid my plans. So fill up the tub, add a dash of sweetly scented bath foam, lean back and draw inspiration from every page of this magazine.

Enjoy!

## HERE OUR NEW WEBSITE!

We have now launched our new and user-friendly website. The site has an improved navigation as well as a more modern look. The aim is to enhance visitor's experience and make it easier for visitors to find our products, retailers, bathroom inspiration etc. The new website is responsive which means it works just as nicely and smoothly whether you are using a tablet, PC or mobile. Check out our new site at [www.gustavsberg.com](http://www.gustavsberg.com)



[www.gustavsberg.com](http://www.gustavsberg.com)

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Small details made a huge difference when renovating Hotel Grand in Alingsås.

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INSPIRING US RIGHT NOW



TRADITION

OLD BECOMES NEW

The story of Birkenstock started back in 1774, when Johann Adam Birkenstock took over an old shoemaker's shop. The company has been making ergonomically correct sandals since 1960, and all of a sudden, sandals are being spotted on all the trendiest feet once more. Cool and inspiring to see a well-established brand reinventing itself and attracting new fans.



HEALTH

...AND BODY

Inspiring, neat and functional training clothes can help you give your best, thus helping to make your training sessions more motivating – and perhaps a little easier. Choose training clothes to match your mood and, in particular, the weather.

NATURE

URBAN FARMING IS A BIT HIT

Copenhagen is currently experiencing a veritable explosion of new places to eat and projects that are increasingly centred on sustainability. With its new restaurant Stedsans – a greenhouse on the roof – the former 600 m2 roof garden ØsterGro has brought citizens running to enjoy ultra-simple 'share food' prepared using fresh seasonal ingredients. René Redzepi, head chef at the famous Noma restaurant, will be following suit when he reopens his Michelin restaurant as an urban farm in Christiania in 2017.

HOME GROWN

Could there be anything better than starting the spring by pre-cultivating your own herbs and vegetables? Take good care of them and then plant them out once the warmth has returned to the soil. No doubt about it – home-grown vegetables always taste best!



HEALTH

STRENGTH FOR THE SOUL ...

Are you having trouble finding time for yourself? Swedish star Rachel Brathen – better known as Yoga Girl – has become an authentic 'yogalebrity' all over the world. Almost 2 million people follow her devotedly on Instagram, looking to draw inspiration from her wonderful pictures and healthy lifestyle on the West Indian island of Aruba. She is also a best-selling author and has been invited to give a TEDx talk. Follow her on Instagram under the name of @Yoga\_Girl and be inspired by her energy.



TRENDS 2016

Stefan Nilsson is the most media-friendly trend expert in Sweden and appears regularly in newspapers and magazines, and on TV and Radio. Constantly on the move, he seeks out new behaviours and phenomena in the fields of interior furnishing, design, fashion, food, and whatever else we're dreaming of. For five years in succession, Stefan has been named the most powerful voice in Swedish Design by the magazine RUM.

THE BIG TRENDS FOR 2016 ARE:



HEDONISM

Or what is sometimes referred to as 'the porn trend'. Settings distinguished by heavy drapes, fringes, velvet and low furniture. A backlash against the 'health' trend that involved abstaining from everything – it's time to enjoy again. Self-expression. Plenty of red.

MAKERS & FIXERS

The toughest but most relevant of the five trends. An environment-focused trend. An anti-consumption trend. An anti-trend trend. A reaction against all the 'musts' and a longing to become active and do something important – and to participate in production. Commitment and involvement are the key. In this anti-trend trend, we are sure to see all kinds of 'forbidden' colour clashes such as pink with red, or yellow with brown.



MACHINE

The last spin of the industrial trend, perhaps. Grey and beige, with some dashes of warmth – metals and ochre, for example. A strong interest in doing your own thing.



SANTA FÈ

A symmetrical, geometrical trend with plenty of colour. Yellow shades and minty blue together with wood and natural-tone leather. Arts and crafts and cactus.

ASTRO

The trend of the future, and the brightest of all trends. Science fiction in white and transparent. New materials, new methods. Inspiration from spacecraft and films about life on Mars. The key designer to reference is Joris Laarman, who has come up with a new design for a chair. Herbarium. Future food, future cultivation, future technology.





# "WE NEED TO RETAIN A TRADITION OF ARTISTRY IN GUSTAVSBERG."

When the ceramist Franco Nicolosi arrived at Gustavsberg in 1962, he was met by a giant complex comprising household porcelain, sanitary porcelain, artistic porcelain, pipes and plumbing, boilers and more besides. A great deal has changed since then, but the tradition of artistry lives on.



FRANCO NICOLOSI

Franco Nicolosi came to Gustavsberg as a qualified ceramist in 1962. Objects d'art – such as Lisa Larson's famous classic piece – make huge demands on porcelain. As Franco is all too well aware.

## A PARTNERSHIP FOR THE AGES

At that time, Gustavsberg was all owned by the Cooperative Association. Franco gradually sought to specialise in the field of artistic porcelain.

On account of his dedication and his skill, he soon became assistant to one of the greats: Lisa Larson. This marked the start of a beneficial partnership that would last for decades. It outlived the Cooperative Association and the new owners – Rörstrand – and went on to lay the foundations for a separate company: Keramikverkstaden (The Ceramic Workshop) in Gustavsberg.

## THE TRADITION LIVES ON

At the harbour-based Keramikverkstaden, Franco and his 15 employees work with true artistic craftsmanship that has remained almost unchanged for 70 or 80 years.

All production is done by hand. Every item is cast with loving care, painted by hand and fired on site in one of the small ovens.

The company still purchases individual raw materials and mixes them itself according to classic recipes. This is because it takes two types of clay and five or six other components

from different countries to create a clay mix with exactly the right properties. "We never reveal our recipe to anyone," says Franco.

## MOSTLY LISA LARSON

Lisa Larson was the artistic leader from the very start, and her works still account for around 90 per cent of Keramikverkstaden's production, even though the company is now owned by Franco Nicolosi, by his daughter Johanna – who runs the studio – and by Anders Engstrand, the modeller.

"We really want this to continue in Gustavsberg. For society. For the future," says Franco.

**"We really want this to continue in Gustavsberg. For society. For the future."**

## LISA LARSON:



**Born** in 1931

**Trained** at Slöjdföreningens skola (the School of Arts and Crafts) in Gothenburg

**Employed** at Gustavsberg since 1954.

**Held her first** individual exhibition in Gothenburg in 1956.

**Has held exhibitions** in cities including Paris, Vienna, Copenhagen, New York, Amsterdam, Washington, Tokyo and Milan.

**Has works on display** in museums including Nationalmuseum in Stockholm.

**Big all over the world** and particularly in Japan, where there are several websites bearing her name. She held an exhibition in Tokyo in 2014 – and it is still touring the country. Lisa Larson still works in her own studio at her home in Nacka, Sweden.



**"It's the same arts and crafts as 70–80 years ago."**

## THE ARTIST'S STUDIO

"Good staff are the key to everything," explains Franco. "It's hard to find people who thrive on the especially artistic work imbued with craftsmanship. The profession makes huge demands on talent and consistency."



# ESTETIC MAKES WATER MORE BEAUTIFUL

## GOOD DESIGN IS SMART DESIGN

Estetic is mixer collection that is clearly born of Gustavsberg's design traditions. Pure, unbroken lines and soft contours merge with smart functions. The organic shapes and the weightless aesthetics are replicated in porcelain and mixer alike.

## MATTE WHITE, CHROMED OR BLACK?

Estetic mixers are available in three versions. The colour and design are a perfect match for the bathroom porcelain from the same range – right down to the push-down valve plug as well as the water trap in matching colours.

## SUITS ALL BATHROOMS.

The organic design idiom blends in seamlessly in most settings. A tall mixer (see facing page) suits both bathroom washbasins and kitchen sinks.

See more about Estetic and the entire collection on [www.gustavsberg.com](http://www.gustavsberg.com)



# THE OMARSSON FAMILY CREATED A SEPARATE CHILDREN'S BATHROOM

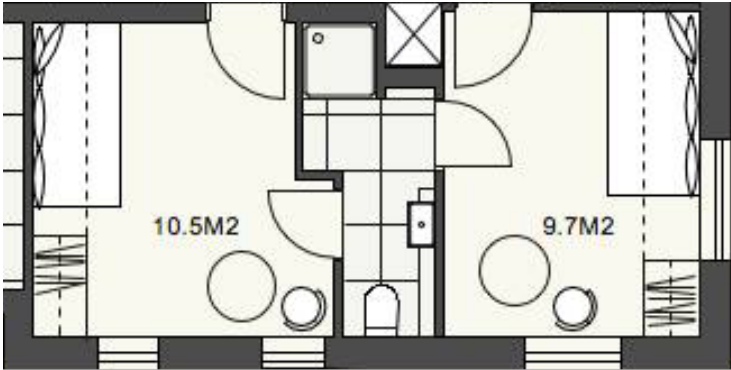


**They love their split-level house from the 1940s, but at some point in the 1980s, the previous owners decided to do away with a lot of practical space – the good-sized bathrooms, for example. The Omarsson family has now changed all that.**

“When we took over the house, there was only one bathroom with a bathtub in the entire house – along with a terrible shower in the basement,” recalls Ragnar Omarsson. So the family decided on a major renovation project that included creating two bathrooms. The result? A home with a total of three bathrooms, as well as a guest toilet. The cellar has been converted into a separate, inviting studio apartment with its own bathroom and everything. It is often pressed into service when family members from Iceland drop by for a visit.

**INTERIOR DESIGN RUNS IN THE FAMILY** Ragnar is a photographer and works full-time shooting interiors; in addition, he has both interior designers and interior furnishers among his immediate relatives. And they all share the opinion that a home needs a lot of bathrooms. “It helps us keep out of each other’s way,” explains Ragnar. Multiple bathrooms helps prevent ‘the bottleneck effect’ in the home. It allows the family members to meet on their own terms rather than having to queue up for the insufficient wet room facilities.

“*Bathrooms don’t have to be so bathroomy*”



**TIPS FROM THE OMARSSON FAMILY:**

- **Don't underestimate the importance of planning.** You can be sure there will be hundreds of questions to answer and decisions to make once the building work starts.
- **Prepare a 'moodboard' that expresses your vision.** This is simple if, for example, you prepare it on the computer and have fun downloading screendumps from the internet.
- **Invest in a bit of professional help** Someone to consult about your plans. In Sweden, we have a tradition for doing a lot of the work ourselves, but you will need some external help.
- **Bathrooms don't have to be so 'bathroomy'.** There's no law against creating plenty of space in all kinds of ways – it's actually only the damp course that is 'sacred'.
- **Hang some pictures on the walls. Why not?**
- **Put money in the right things.** The prices of different tiles can vary enormously, but the difference in appearance may be minimal. However, things you can see and touch, such as pretty hooks and solid handles on cabinets and doors make a big difference.
- **Last but not least:** Work with a company recommended by someone you know. Don't put your trust in flashy internet sites – you need a personal recommendation. The best drawings and the best products won't protect you against bad craftsmen.



**THE 1940S LIVE ON**

Everything is new, functional and fresh, but the family has shown consideration for the style and overall character of the building. Elements of the stylish 1940s find expression in the choice of tiles, in Bernadotte's classic light fitting above the mirror, and even in the new bathroom porcelain from Gustavsberg.



”  
*In our family, we really do consider the bathroom to be the most important room in the house.”*



A bathroom has to last for years. Furnishings that suit young children also need to work for older children, teenagers and young adults. Carefully considered solutions and quality pay dividends.

**INVEST YOUR MONEY WISELY**

You don't have to choose the most expensive option every time. Invest money in details that stand out and make an impression: hooks and mixers, for example. For these details, it is important that the quality can be both seen and touched.



Sensor-controlled washbasin mixers help save water.



Everyone can, for example, make it down to breakfast together without stress and panic. "It's hugely important," says Ragnar. "In our family, we really do consider the bathroom to be the most important room in the house."

**THE CHILDREN'S NEW BATHROOM**

In the 'parents' bathroom', Ragnar and Ebba have retained as much as possible of the original 1940s appointment – including original porcelain from Gustavsberg. To maintain a consistent theme throughout the home, they were also keen to add a dash of the same to Viggo and Karatina's new bathroom.

They chose to remove a wardrobe to make room for a long and narrow wet room. The bathroom is positioned with one of the children's rooms on either side, creating a separate 'children's wing'.

"It's the children's bathroom and there's always a lot of dashing about in there. But I some-

times sneak in to take a quick shower," relates Ragnar. "I've always wanted one of these showers where it feels like it's raining. It's a truly wonderful shower."

**THE 1940S LIVE ON**

The aesthetics of the children's new bathroom reference the original bathroom in the home – with new porcelain from Gustavsberg. There is a sense of relationship in the expression.

"We were keen to flirt with the 1940s, the period when the house was built. It's important to show consideration for the building's soul," he says.

One example of the family's feeling for detail is Bernadotte's classic light fitting – in new production – positioned above the mirror.

**HOW DID IT TURN OUT?**

"Following the renovation, everyone can see one another, and it's easy to put the kids to bed," says Ragnar. They can keep an eye on each other in their separate areas. And if they leave the door open, they can hear the grown-ups, too.

Mixers with smart solutions are an added bonus. When children can do what they want in their own bathroom, it is important to have functions that automatically regulate the hot water temperature, and which prevent water from streaming out unnecessarily.

When they drew up the bathroom, it was difficult to imagine a room just one metre wide – but the final result actually feels quite spacious.

"A bathroom need not be overly large," explains Ragnar. He then adds with some satisfaction: "It turned out even better than I'd hoped."



**THE CHILDREN'S OWN**

The Omarsson family thinks multiple bathrooms help make everyday life and family interaction flow a little more smoothly. With the newly built bathroom, the children have their own section of the home to grow up in.



**A ROOM LIKE ANY OTHER**

A bathroom doesn't have to be so 'bathroomy'. The damp course is 'sacred', but other than that, you can furnish it and use good taste and imagination to generate a sense of well-being in the same way as in any other room in the home.



# FIND WARMTH WITH EMELIE

“Pimp the bathtub and washbasin, and bring in luxury fabrics.”

## EMELIE'S TOP 5 ON INSTAGRAM

@beckiowens  
@theinteriorartist  
@studiomcgee  
@lifestylebyl  
@sannafischernordstrom



Emelie Ekman is a trained property developer. In her free time, she provides us with inspiration via her blog and Instagram. She appears in social media under the name of '34 kvadrat' (34 m2) and is a specialist in compact living. We met Emelie for breakfast and asked her about her relationship with bathrooms.

### HOW DID YOU START BLOGGING ABOUT INTERIOR DESIGN?

I was on the point of leaving home, so I started the blog as a source of inspiration for myself. But things really took off when I launched my Instagram account.

### HOW DO YOU COME UP WITH YOUR INSPIRATION?

I mainly draw inspiration from my friends and from interior design magazines. I can't find the time to read as many blogs today, unfortunately, but you can find all the inspiration you could wish for on Instagram and Pinterest! (Read Emelie's Instagram favourites.)

### DO YOU TAKE BATHS?

Unfortunately, I don't have room for a bathtub at home. But my parents have a whirlpool tub, so I sometimes drop by ... When I do, I pour in bath foam and listen to music or a documentary – it's a great way to relax.

### IS IT POSSIBLE TO CREATE A SPA AMBIENCE WITHOUT A TUB?

Absolutely! Invest in luxury body care products and terry cloth – they're well worth the money. Light candles and take a portable loudspeaker in with you so you can listen to something relaxing. And no matter how small the bathroom is, there's always room for a plant.

(Read Emelie's top tips for creating spa ambience in the bathroom.)

### WHAT ARE YOUR BATHROOM DREAMS?

Right now, I'm hugely into brass and marble. And there should ideally be a double sink, with a wonderful, large, illuminated mirror.

### HOW MUCH CAN YOU DARE TO 'CUT LOOSE' IN A BATHROOM?

The bathroom should draw inspiration from the other rooms in the home, as this will make it a place you enjoy spending time in. It may involve hanging up some pictures or a cut-glass chandelier, for example.

A popular trend at the moment is the drinks trolley; bring it into the bathroom and use it to store towels and perfume.

## 5 TIPS FOR SPA AMBIENCE IN THE BATHROOM

- **Focus on luxury fabrics.**  
Put a cosy rug on the floor, and match it with good quality terry cloth.
- **Bring in some greenery.**  
Green plants are a sweet detail in sterile and often austere bathrooms.
- **Pimp the bathtub and the washbasin.**  
De luxe soap in pretty packaging together with some cut flowers.
- **Decorate the walls.**  
Hanging up an attractive, interesting mirror is a simple way to add a personal touch to the room. And who said there's no room for pictures in a bathroom?
- **Create atmospheric lighting.**  
Switch off or dim the lights, and then fire up some tea lights and at least one scented candle.

## EMELIE'S TAKE ON BATHROOMS:

The bathroom should draw inspiration from the other rooms in the home, as this will make it a place you enjoy spending time in. Here's a selection of photos from Emelie's blog.



“Invest in luxury body care products and terry cloth – they're well worth the money.”





# TODAY'S LUXURY

*Today's luxury is time; it is something many of us would like more of. In fact, the most common answer to the question of what people want most in life has become: "more time". So it is important occasionally to switch off the phone, unplug the computer and devote some time to ourselves.*



## 11 benefits of massage bathtubs:

- SOFTEN AND STRETCH TIRED MUSCLES
- INCREASE THE BLOOD CIRCULATION TO THE MUSCLES
- BOOST LYMPH CIRCULATION
- HAVE A RELAXING EFFECT ON THE BODY
- ENCOURAGE DEEPER, CALMER BREATHING
- IMPROVE THE DISCHARGE OF FLUID AND RESIDUAL PRODUCTS
- HAVE A BENEFICIAL EFFECT ON ACHES FROM EXERCISE
- COUNTERACT TENSION IF AREAS OF PAIN
- COUNTERACT STRESS
- HAVE A CALMING EFFECT ON THE NERVOUS SYSTEM
- BOOST THE GENERAL WELL-BEING OF THE BODY

Having a massage tub is a dream come true for many people. It is delightful to take a bath among whirls and bubbles, and slipping into a warm massage bath has a positive effect on our bodies. The hard-working water actually has a beneficial effect.

The warmth, the stimulation of the skin and the massage from the jet streams are genuinely good for you.

And you need not worry about the environmental impact of taking a bath. A normal size bath holds around 200 litres of water. With a shower flow of 12 litres per minute, showering for 15 minutes is the

same as filling a bathtub.

Considering that most people do not take a bath as often as they shower, you can certainly treat yourself to a delightful bath occasionally. Not forgetting, of course, that it is much more relaxing and beneficial to soak in a bathtub for half an hour than to stand in the shower for 15 minutes.

### FIND THE RIGHT BATHTUB

The sheer number of different systems, technical terms and expressions can be confusing. So let us try to guide you through the 'bathtub jungle' and give you some tips about things to think about when choosing a massage bathtub.

### RIGHT DIMENSIONS:

One of the most important questions to answer is: what shape and size do you want your massage bathtub to be? Check carefully to make sure there is room for the tub in your bathroom. For example, will it actually fit through the bathroom door?

### TEST SIT:

It is important that you have the chance to try sitting in the tub before you buy it. Is it deep enough? Can you sit/lie in it comfortably, and is there enough room for your arms and legs?

### RIGHT MESSAGE:

What type of system do you want?

There's a difference between bubbles and bubbles. If you want soft, gentle relaxation, then a bottom-mounted aeration system is probably best.

If you are looking for a truly delightful massage experience, then you need to find a proper massage system where anatomically positioned and adjustable massage jets create a personal massage therapist in your bathroom. Extra back massage is an optional extra that many people appreciate.

### PEACE AND QUIET:

A long soak in a bathtub should be calming and relaxing. So check the noise level of the system – there may be big differences between the different makes.

### SIMPLE CONTROLS:

When you are lying in your bath, you should be able to relax and drift away rather than having to mess around with complicated massage controls. Choose a massage bathtub that is simple and straightforward, with few buttons.

### WATER AND HYGIENE:

How do you fill the bathtub with water? Does the water flow from a tap, or does it come through a jet nozzle or the overflow vent? And how do you empty the tub again? If water remains in the system, there is a risk of bacteria growing or unpleasant odours arising. The air system should feature an automatic blow-dry function, and the massage system should be self-draining.

### GOOD DESIGN:

A massage bathtub is an investment that should last a long time. Choose a tub with a timeless design, and invest in visual quality.

### SAFE AND SECURE:

Invest in a high-quality massage bathtub fitted with appropriate safety functions such as an anti-tip frame and reliable safety intakes.

Focus on quality – it will pay dividends in the long term.



“The right time to kick back and relax is when you don't have the time.”

SYDNEY J. HARRIS



For more information about massage bathtubs, visit [www.villeroy-boch.com](http://www.villeroy-boch.com)



Slipping into a wonderful bathtub is the perfect way to relax and unwind after a long, hectic day. No matter whether you are more interested in function or design, you are sure to find a tub that suits you perfectly. Take care when choosing the model. You and your tub will be spending a long time together, so it is important to be picky and select the tub that matches your needs exactly.

# WHAT KIND OF BATH?

## BATHTUBS WITH FULL FRONT PANEL

The most common type of bathtub. Available in sizes from the shortest sitting tub measuring just 1,050 mm, to a full-length 1,800 mm model – with a wide variety of basins. The front panel conceals the drain connection, but is simple to slide up to provide access to the area below the tub.

## BATHTUBS WITH HALF FRONT PANEL

When, for one reason or another, it is awkward to have to lift the lower section of the full front panel during cleaning – in situations where it is necessary to clean under the tub every day, for example – the perfect solution is a tub with a half-front panel, where the space below the tub is always easy to reach.

## ANTI-SLIP COATING

The bathtubs are available with anti-slip coating, where a discreet pattern of quartz sand has been burned into the enamel. The coating is positioned at the foot end to provide improved grip when you enter or exit the tub or use the shower – without disrupting the delightful bathing experience.



All bathtubs from Gustavsberg are made of titanium coated sheet steel to provide a strong, hygienic and thoroughly durable surface. And Glazeplus surface treatment makes the bathtub even easier to keep clean.

## BATHTUBS FOR BUILDING IN

A built-in bathtub adds a glamorous touch to the bathroom and provides extra flat surfaces as an added bonus. Always choose material approved for bathrooms, and always include an inspection hatch to provide access to the drain connection under the tub.

## BATHTUBS ON FEET

A bathtub on feet will give your bathroom an exclusive, trendy look. The bathtubs in this category are available in white or dramatic black. The feet, which are simple to replace, are available in three finishes: white, black and chrome. Choose feet to match your taste and the style of your bathroom. Standing up, you can see yet another bathtub with adjustable legs, an unpanelled frame, and in a minimalistic design.





# THINGS TO THINK ABOUT WHEN CHOOSING A BATHTUB

## SAFER BATHS

There are a few simple things you can do to make your bath safer. An anti-slip coating on the bottom of the tub: hardly visible, but helps you stand securely even with soapy feet. One or two handles fitted to the sides of the tub makes it easier and safer to step into and out of the bath



## NEATER BATHS

A glass shower wall instead of a sticky shower curtain makes bathroom life neater and less irritating.

## COLOURFUL BATHS

White is still far and away the dominant colour for our bathrooms, but other colours are gaining ground. Black is the second-most popular colour, after the white products. It may be that people tend to choose white because they are afraid they will become bored of other colours. However, if you choose colours for the small details in the bathroom that are simple to replace, you can change and reinvent the impression whenever you want. Alternatively, add colours to the walls and floor.

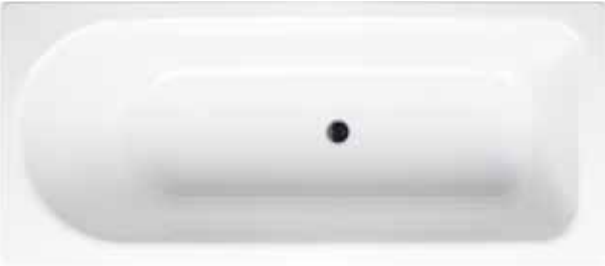


## DIFFERENT BATHS

Do you prefer to bath or shower? Or do you like both? Are you tall, short, heavyset, slim? There are all sorts of factors to consider when choosing a bathtub. Fortunately, tubs are available in a wide range of lengths and models. Perhaps a slightly shorter tub with a generous area to stand and shower in would be your favourite. Choose a tub with two head ends if you like to share a bath with someone. Here is a selection of our most popular basin models.



A. The most common style of basin by far, with a head end and a foot end where the drain is located. This basin is suitable for both baths and showers.



B. Combi-baths are perfect for people who often use their bathtubs as a shower base. These tubs feature a generous flat area at the foot end, and the drain is located in the centre of the basin. The head end is rounded and comfortable. The tub is slightly shallower than our standard tub making it easier to step into and out of it.



C. Duo-baths are for two people to bath together. It has two sloping head ends and a centred drain.



D. The sit bath is designed for people who have a really small bathroom but who cannot do without a bath.



## BETTER BATHS

There are a few simple things you can do to make bathing even better. A neck cushion to rest your head on, delightfully scented bath salts, flickering candles, fresh flowers or even a whole wall of plants ... Why not? A good book and your favourite music over the loudspeaker, and hey presto – you have created your own luxurious home spa! Or why not go for full-on luxury with an actual fireplace next to the tub?

Where you place the tub also makes a big difference. It does not always have to be shoved in a corner.



## AND THEN THERE'S THE MATTER OF CLEANING ...

Cleaning probably is not the first thing you want to think about when it comes to a bath. But having a fresh, clean bathroom is essential in generating the right sense of cleanliness and relaxation. If you choose a bathtub with Glazeplus surface treatment, you will not have to clean the tub as often – and when you do have to clean it, you will find it easy to wipe away dirt and limescale deposits.

And of course, choosing a bathtub that is quick and easy to clean will leave you more time to enjoy actually using it.

For more information and to see all our bathtubs, visit [www.gustavsberg.com](http://www.gustavsberg.com).



HAMAM, JAPANESE & FINNISH

BATHING CULTURE AROUND THE WORLD

The world has never seen anything like the bathing culture in ancient Rome. For three centuries, the Romans competed to build the most prestigious baths – with each building bigger and more magnificent than the last. In the fourth century AD, there were 11 imperial bath houses and 856 smaller establishments in the city, and the largest had room for 3,000 bathers.

The Romans could easily spend a day or more in the baths, enjoying cleansing massages and oil wraps. They ate and drank there, gossiped and bathed. And everyone bathed – from the emperor to the lowliest slave.

A fee was charged for using the baths, but the price was symbolic. For some unknown reason, women paid twice as much as men. Children and slaves could bathe free of charge.

Today, only ruins remain of the ancient Roman baths, but the tradition of communal bathing lives on in many modern-day cultures. Here are three examples.

YASURAGI – JAPANESE TRANQUILLITY

For the Japanese, bathing is just as natural as eating and sleeping. Perhaps it has something to do with the calming effect, and because the highly stressed Japanese people need to relax after a long, hectic day at work. Or because their religion highlights bathing as a way to cleanse the soul.

Whatever the reason, a Japanese bath in hot springs – onsen – takes time and involves a series of rituals that must be performed in order and at a slow pace. Few experiences can compare with the feeling of sitting submerged in a steaming hot bath, where the silence is so pal-

pable that you can hear your heart beating.

SAUNA – FINNISH HEAT

The sauna has fulfilled many functions over the years, and was often the cleanest room in the home. It has served as a laundry room and been used to store food – sauna-smoked ham is a traditional Finnish dish. Women have used the sauna as a birthing room, and it was also here that the dead were washed prior to burial. In short, the sauna is part of the Finnish soul, used in all phases of life from the beginning to the end.

It is common for Finnish people to take saunas together as families or with friends, with men and women enjoying communal saunas or 'bathing' separately. The sauna is also excellent for providing space for some 'me time' in peace and quiet.

Urho Kekkonen, long-time President of Finland, used to meet his Soviet counterparts in the sauna, and made taking a sauna a diplomatic ritual. It is easier to talk naked in the heat than

packed around a conference table wearing designer suits.

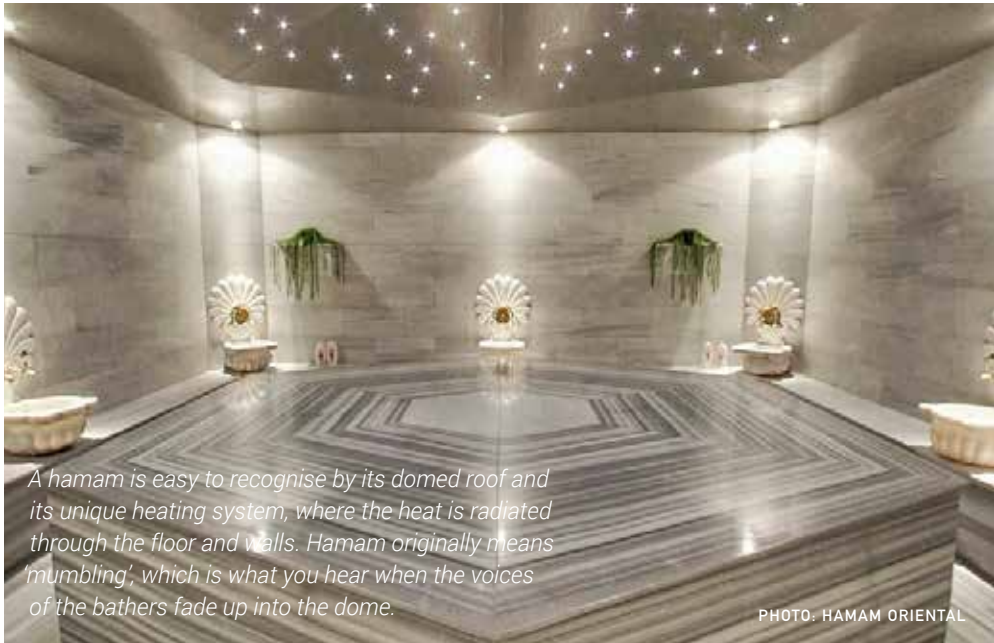
HAMAM – A HINT OF THE ORIENT

A hamam is easy to recognise by its domed roof and its unique heating system, where the heat is radiated through the floor and walls. Hamam originally means 'mumbling', which is what you hear when the voices of the bathers fade up into the dome. In the middle of the room stands the 'navel stone' – a large marble slab where bathers can lie down and have their bodies scrubbed and soaped in by a bath massage attendant (tellak).

There are no pools, as it is considered unclean to immerse oneself in still water. Instead, the water flows freely over the marble troughs and the steam is generated naturally when it meets the hot stone floor.

In the hamam, bathers wrap a special towel (pestemal) around themselves to conceal their bodies – no-one ever walks around naked. During the Ottoman age, the hamam played a key role in everyday life, especially for women, whose freedom of movement in society was otherwise strictly limited. If a man forbade his wife to visit a hamam, this was sufficient grounds for her to divorce him.

The hamam was also a place for ritual cleansing, so hamams were often to be found close to a mosque. However, a hamam is first and foremost a place to interact with other people. This is clear in the name, if nowhere else ...



A hamam is easy to recognise by its domed roof and its unique heating system, where the heat is radiated through the floor and walls. Hamam originally means 'mumbling', which is what you hear when the voices of the bathers fade up into the dome.

PHOTO: HAMAM ORIENTAL

”What is worse than Nero? What is better than his thermae?”

MARTIAL, FIRST CENTURY  
\* ROMAN BATHS

Many people prefer a wood-fired sauna. It generates a wonderful sauna climate, and the scent and sounds of the burning wood bring a sense of calm and well-being.



In the middle of the room stands the 'navel stone' – a large marble slab where bathers can lie down and have their bodies scrubbed and soaped in by a bath massage attendant (tellak).

7 Tips for a better sauna

- 1 Drink plenty of water to prepare your body for the sweating to come.
- 2 Always shower before entering.
- 3 Keep your head cool by wetting your hair – or wearing a wet sauna cap.
- 4 Raise the temperature gradually as the sauna progresses.
- 5 Leave the sauna to cool down with a dip in the sea or a cold shower.
- 6 When you feel cool, it is time to go back into the sauna.
- 7 A final scouring will leave you feeling cleaner than ever. Enjoy the feeling.



PHOTO: SAFARTICA



PHOTO: YASURAGI

What sort of nature experience would you like for your Japanese bath? Depending on the season, you can admire the spring greenery and birdsong, warm autumn tones, or the peaceful sight of a winter landscape.



# FIRST HOTEL GRAND | ALINGSÅS

**Steeped in tradition, First Hotel Grand in Alingsås was built in 1911 and has been in the possession of the Harman/Persson family since 1992. We met up with Anna Hartman, hotel owner and CEO, for a chat about the most recent renovation of the hotel – with the emphasis on the bathrooms, of course.**



## ANNA HARTMAN

Anna Hartman is CEO and one of three siblings employed in the hotel's business. During the renovation, Anna's vision was to adapt the turn-of-the-century building to modern needs, and to make sure that the facilities exceeded the guests' expectations – every time.

### WHERE ANNA FINDS HER INSPIRATION

- Travel
- Playing golf, yoga, exercising
- Attempting to look outside the hotel industry to find inspiration and new ideas to try; you need new perspectives.
- 'Me time' in peace and quiet – that's where inspiration turns into actual ideas.

*Anna's overarching vision is to cultivate the origins of the hotel; to select classic warm colours, delightful fabrics and authentic materials that stand the test of time.*

### DESIGN VERSUS FUNCTION

Maintaining neat, and consistent design in all the hotel rooms is, of course, important to us, but we have decided that functionality must always take precedence over design. Everything in all our rooms must be able to withstand a great deal of use, and we must be able to clean and polish it daily. So from our perspective, good design has more to do with top quality and peerless functionality.

When the creative work on the interior design picks up pace, it is essential to maintain focus on the wishes and needs of the hotel guests. It is easy to lose sight of small yet important functions in the joy, eagerness and desire to create rooms that promote well-being. One example is the luggage bench in hotel rooms, which many interior furnishing specialists consider superfluous. Anna's gut feeling has always been the opposite, so the bench stays as an appreciated and useful component of the room.

The really small details are important, too. For example, the bottle opener in the bathroom may not rate highly on the design scale, but that makes it all the more necessary. Just why it is placed in the bathroom is a mystery; the fact is that this is where it is to be found in most hotels.

### THE CONSISTENT THEME

The guiding concept that permeates all areas of the business at First Hotel Grand in Alingsås is

precisely 'Grand Hotel'.

By this, Anne means a modern Grand Hotel that feels inclusive, warm and welcoming, rather than an old-fashioned and exclusive hotel reserved for the privileged few. "Our motto is that 'we have rooms for everyone, from budget travellers to brides and grooms'. We want everyone to feel welcome."

### WHAT'S MOST FUN ABOUT BEING A HOTEL OWNER?

Anna has no hesitation: "Meeting and interacting with people is the most rewarding thing of all. The hotel industry is growing rapidly, with the numerous changes and the enormous – yet manageable – challenges this entails. It obliges you to want to develop, and I genuinely do. It is hugely rewarding to work in an environment where you have the chance to meet so many positive people. I think that all our staff have chosen this profession because they enjoy interacting with the guests."

Another aspect is the opportunity to participate in a broader context in society, to contribute to making the city a more lively place for both tourists and permanent residents."

### IMPORTANT ROOM

"Even though renovating hotel rooms is a messy affair, the upside is that guests really appreciate the finished result – and we really enjoy 'making



things nice," says Anna. "As proof of just how important the bathroom is to the hotel experience as a whole, we have seen our ratings rise on websites such as TripAdvisor since we completed the renovation."

"The biggest difference with the bathroom renovation is the switch from cramped, hard-to-clean shower cabins to fresh, new, easy-to-clean shower walls and generous ceiling-mounted showers."

### WHY GUSTAVSBERG?

"We placed high emphasis on the fact that Gustavsberg can supply a complete range, and a good combination of products that suit our different types of hotel room. Gustavsberg's close



*All hotel rooms have different styles, and we have chosen the products that best match the respective rooms. The products come both from the standard Gustavsberg range and from the more exclusive Villeroy & Boch collection.*



*The majority of the hotel guests – particularly the business travellers – prefer to have a shower than a bath. Private holidaymakers, on the other hand, have more time so they enjoy having the option to take a bath. So for our upscale rooms, we decided to install both a shower and a bathtub wherever there was sufficient space.*





# FROM WET ROOM TO FINE ROOM IN 10 YEARS

**Christoffer Robsahm is a registered real estate agent working for Erik Olssons estate agency in Stockholm, and he has more than ten years of experience in selling both detached houses and cooperative flats.**

**We asked him about the importance of the bathroom to the overall impression of the home.**

”*The more expensive the home, the cheaper it is – as a percentage – to remodel a bathroom.*”



## EAGERNESS FOR INTERIOR DESIGN

Christoffer explains that when he began his career, most people chose standard solutions for their bathrooms.

This is no longer the case. Particularly in detached homes – where people tend to stay living longer and have more space to work with than in flats – spa-like solutions have become increasingly common.

## FROM WHITE TO COSY

Bathroom style has transformed from 'clean and white' to more expressive and snug. Towels, rugs and soaps are used to add dashes of colour. And it is not unusual for people to decorate wet rooms with candlesticks, plants and furnishings. Atmospheric lighting is a major plus as well.

The bathroom has become an important space where people enjoy spending time. It's no longer reserved exclusively for getting ready for work in the morning and for bed in the evening.

## FROM WET ROOM TO FINE ROOM

The word 'functionality' has almost become obsolete in this context. Today, it is all about design and furnishing; about creating an impression and showcasing your personality. A lot of people choose to renovate their bathrooms even though they may still have years of service left in them.

Christoffer is convinced that the bathroom has taken on greater and greater importance in the home in step with more and more people finding everyday life a source of stress. It is in the bathroom that we have time to ourselves.

## CHRISTOFFER ROBSAHM

*The bathroom has become a snug little space where people enjoy spending time. It's no longer reserved exclusively for getting ready for work in the morning and for bed in the evening. In addition to design, good taste and tasteful decoration, the modern bathroom should ideally express personality.*

## CHEAPER TO BUILD EXPENSIVE BATHROOMS

The Swedish household tax deduction (ROT-avdrag) for maintenance, repair and renovation has had an effect. But in Christoffer's opinion, the development in house prices themselves – especially in the big towns and cities in Sweden – has played a key role as well.

When prices rise so quickly, they generate a kind of reverse economics: the more you pay for a home, the less it costs – as a percentage – to remodel the bathroom.

## TOTAL RENOVATION

### ● About the importance of the bathroom:

The standard of the bathroom is one of several factors that affect the price of your home. However, property evaluation is a subjective art and, as Christoffer explains, you need to take a more general approach and ask yourself 'what is the overall impression of this place'?

### ● About getting ready to sell:

- If your home is in generally good condition, the bathroom needs to match the standard. In this case, it can pay dividends to renovate for the sake of the overall impression.
- If the whole building needs renovating, the condition of the bathroom is not as important – the buyer is already prepared to start work on upgrading everything.
- It is still a better bet to choose an absolutely neutral floor, tiles and bathroom furniture. You can always add the snug, personal touches later.

### ● About the little things that make a difference:

You don't always have to change everything to improve the overall impression. There are small changes you can make to the bathroom that have a huge effect:

- Replace the washbasin and/or a vanity unit and/or a toilet seat.
- Replace any cabinet that has seen better days.
- Replace a tired, old bathtub with neat, new shower walls.





# A GIGANTIC EXHIBITION FOR ALL

Almedal is an area with strong industrial roots just south of central Gothenburg, close to both the Swedish Exhibition & Conference Centre and Gothenburg's event strip. This is where you will find one of Villeroy & Boch Gustavsberg's sales offices with a bathroom exhibition. And Kjell.



”*Planning is the key. Think carefully about what you and your family need, and about the functions you want.*”



## 3 QUICK QUESTIONS TO KJELL

- **SHOWER OR BATHTUB?**  
– Both; but if there isn't room, then a combi-tub\*) with a shower wall.
- **WALL- OR FLOOR-MOUNTED TOILET?**  
– Wall-mounted to make cleaning easier.
- **SENSOR-CONTROLLED OR CONVENTIONAL MIXER?**  
– Conventional mixer; I prefer the design.

**W**e met Kjell Martinsson, Regional Manager for Villeroy & Boch Gustavsberg, Region West in Sweden, and asked him a couple of questions.

### CAN EVERYONE VISIT THE EXHIBITION?

The exhibition is primarily intended for our corporate customers, i.e. fitters, bathroom shops, architects and resellers. They, in turn, can bring their own customers with them to look at our exhibition together. Our resellers are listed on our website.

Private citizens are naturally welcome to visit us as well. It's simply a matter of ringing up and booking a time to pick up inspiration along with useful tips and advice about bathroom construction or renovation projects.

Unfortunately, however, we cannot receive customers without a specific booking.

### HOW BIG IS THE RANGE?

Our range of bathroom products is immense.

We work with two brands: Gustavsberg's eco-smart and inspiring range and Villeroy & Boch's exclusive bathroom products.

Both brands are on display in Gothenburg. The exhibition presents only a small 'taster' of our complete range, and the products on display have been carefully selected to suit the Scandinavian market and to accommodate the different target groups.

One of my personal favourites is the range from the Subway 2.0 collection, which is produced by Villeroy & Boch. It has all the practi-

cal features including good storage, and a design comprising both rounded and rectangular shapes. In short, it's a range that really does have something for everyone.

### WHAT YOU NEED TO THINK ABOUT WHEN PLANNING TO BUILD A NEW BATHROOM – OR RENOVATE AN EXISTING ONE.

Planning is the key. Think carefully about what you and your family need, and about the functions you want. Bathroom furniture, toilets, showers and washbasins are available in a host of models, sizes and colours, so plan carefully and gather inspiration to make a start on your dream bathroom. Take a look at our list of hints before getting going, and think long and hard before doing anything. Remember, your bathroom needs to last a long time ...

- 1** Divide your bathroom into three functions: One for toilet visits, one for full-body care (i.e. baths and showers), and one for grooming – hands, teeth and face.
- 2** Large families may need a separate toilet. Is there some unutilised space in your home that would be suitable for a separate WC?
- 3** Do you want to fit a bath, a shower – or both – in your bathroom? The younger family members will probably monopolise the shower ... So is there space to separate it off? Base your ideas on the actual size of your bathroom and ask yourself: Where can I change nappies? Where can I put hygiene products, towels and so on? Do I need to make space for the washing machine and tumble dryer?
- 5** Remember the lights! Weak light – or excessively bright light – will make the bathroom environment dull and sad. A good rule of thumb is to have at least one light for 'general lighting' and one directed light for 'face work'. Include mirrors in your considerations; they reflect light and increase the sense of space in the room.
- 6** Do you want a floor- or wall-mounted toilet? You can almost always install a wall-mounted toilet, even if you have previously had a floor-mounted model.
- 7** Ventilation is important. Good ventilation – ideally combined with under-floor heating – helps the bathroom to dry quickly and reduces the risk of moisture damage.
- 8** The preparatory work beneath the floor and behind the walls – i.e. the work involving the pipes – is crucial in preventing moisture damage. We strongly recommend that you engage professionals for this work.
- 9** Light colours make the bathroom seem bigger. They also make dust, soap marks and water splashes less obvious.



# HOW TO PREVENT WATER DAMAGE

A senior liability underwriter at the Länsförsäkringsgar insurance company, Peter Bratt is an expert in damage. He works with insurance and damage issues in the context of buildings and professional liability for clients who inspect, sell, draw, plan and build houses.



## 5 TIPS FROM PETER ABOUT PREVENTING WATER DAMAGE

- 1 Install a water leak detector that regularly checks your tap water system, including all connected equipment, and which shuts off the water whenever it detects a leak.
- 2 If you do not have a water leak detector, always shut off the main stopcock if the house will be empty for more than a day. It is a good idea to ask a friend or neighbour to check your home occasionally when you're away.
- 3 Remember always to use and install tested and type-approved products, and to employ authorised plumbers.
- 4 One simple way to prevent water damage in the kitchen is to buy a water alarm. Install the alarm sensors under the worktop, dishwasher and fridge/freezer. It functions just like a fire alarm and is triggered by leaks.
- 5 Make sure that your dishwasher, refrigerator and freezer are installed on a moisture-proof surface,

**Every year, around 60,000 homes in Sweden suffer water damage. The most common causes are leaks from hot or cold water pipes. Water damage can be very costly and disruptive for the people affected. It causes severe damage to the building and often results in the growth of mould, which can cause allergies and asthma.**

There are now more incidents of water damage in kitchens than in wet rooms.

One reason for this is that more kitchen equipment is now connected to a water supply: refrigerators and freezers with built-in ice makers and carbonated water systems, for example. Another reason is that wooden floors are increasingly common.

We met Peter Bratt, a damage expert at the Länsförsäkringsgar insurance company:

### HOW TO PREVENT WATER DAMAGE

I recommend installing a water leak detector system that can identify leaks at an early stage. They trigger an alarm and shut off the water supply if they sense any form of leak – if the toilet is running, for example, or if a concealed joint springs a leak.

### NOT JUST OLD PIPES

Most water damage is caused by old, worn

pipes. Although leaks often stem from concealed pipes, that have been dripping slowly for a long period, they may even come from new installations. That is why it is just as relevant to install a water leak detector in a new house as in an old one.

### REQUIREMENT FOR WATER LEAK DETECTOR

Water leak detector function in roughly the same way as earth fault breakers do in electrical systems.

The next stage of development towards safer homes is to require the installation of water leak detector in new builds and renovations.

The initiative would not only help individual homeowners to sleep better at night, but it would also reduce environmental impact by cutting the number of incidents of damage and improving the indoor climate in many homes.

“*The water leak detector is to tap water what an earth fault breaker is to an electrical system*”

# THE HOMEOWNER'S LIST OF NIGHTMARES

According to a survey recently commissioned by Villeroy & Boch Gustavsberg, one in three Swedes has experienced water damage in his or her home, and a third of these incidents of water damage have been classed 'comprehensive'. In addition, a survey conducted by the Swedish Homeowners Association reveals that water damage is what concerns property owners most with regard to their homes.

- |                           |       |
|---------------------------|-------|
| 1. WATER DAMAGE AND LEAKS | (46%) |
| 2. HOUSE BURNING DOWN     | (40%) |
| 3. BURGLARY               | (38%) |
| 4. MOULD AND DRY ROT      | (28%) |
| 5. MORE EXPENSIVE ENERGY  | (24%) |



## A CHANCE *to* WIN!

THE NEW ESTETIC BATHROOM FAUCETS FROM GUSTAVSBERG: ENHANCE YOUR INTERIOR BATHROOM DECOR WITH A SMALL EFFORT.



Let us know why you should win these two beautiful faucets from our new Estetic bathroom collection. Write a brief motivational paragraph to take part in the contest. The prize includes, in total, two faucets from Estetic. The prize includes one bathroom sink faucet (matte white) and one shower faucet (matte white).

Five lucky winners will each win the two faucets from Gustavsberg which suit any bathroom design. With a small effort you can update your bathroom style in no time. For contest terms and conditions, see [gustavsberg.com](http://gustavsberg.com) (choose your language)





DESIGN JON ELIASON

# ESTETIC

EXCEPTIONAL DESIGN IS SMART DESIGN

The new Estetic range from Gustavsberg makes it simple to furnish attractive, hygienic and functional bathrooms. The organic design opens up generous flat surfaces, even though the actual dimensions are modest. Soft lines and concealed fixtures simplify cleaning and promote hygiene. Estetic bathroom porcelain is available in white, matt white and black. For details, see [gustavsberg.com](http://gustavsberg.com)



GUSTAVSBERG /  
SMARTER BATHROOMS

