

as:da

american
standard
design
award

asia
pacific
2024

Memento in Red

ASDA24-33362

American Standard

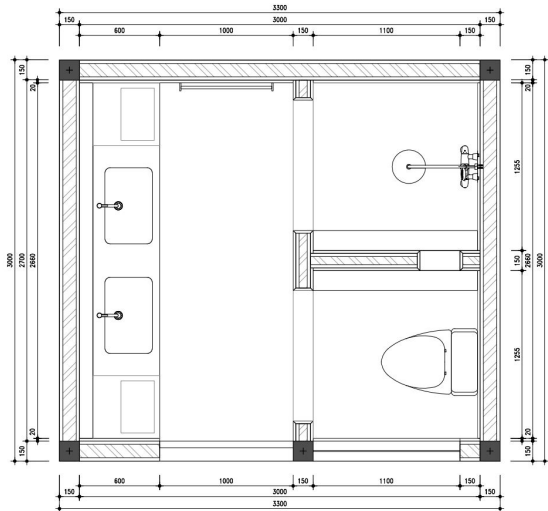


Design Concept Summary

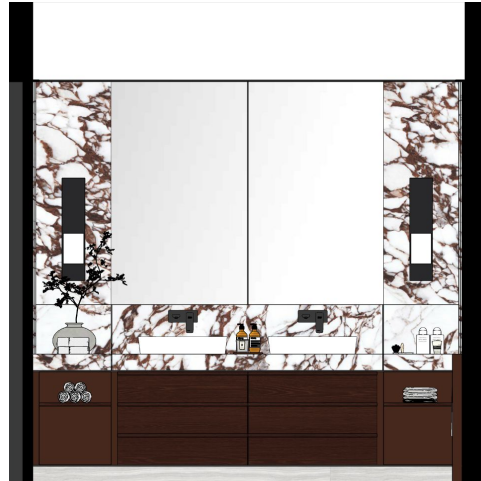
Using colours to translate various user backgrounds to reenact connections between preferences of their ideal home. Through colours the design was intended to invoke feelings of belonging and welcoming towards the user through warm colours, in this case using the accent of red. Challenging user's feelings with bright and accentuating colour, engraving an impression that last in the user memory, in hope to elevate the space and the idea of home.



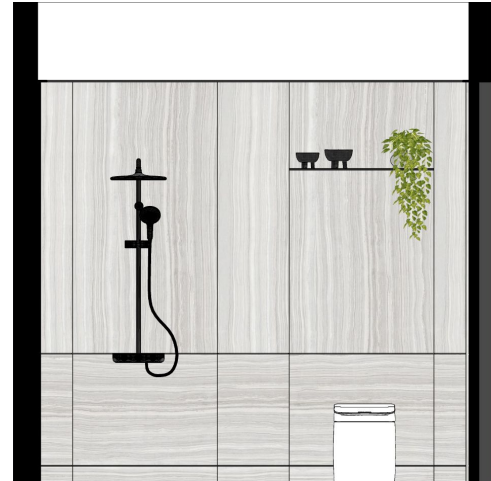
Design: Floor Plan and Elevations



DENAH



ELEVASI 1



ELEVASI 2

Design Visuals: Overview

A harmony of symmetry brought in with a composition of colour, material and textures highlighted with warm touch.



Design Visuals: Full Bathroom

Through function a composition of balance was created with a sense of proportion.



Design Visuals: Shower Area

Silver travertine as a wall finish, composed horizontally and vertically creating a subtle background, highlighting the Easyset Shower Rack



Design Visuals: Toilet Area

The same treatment applied to
the toilet area highlighting the
PLAT Smart Toilet.



Design Visuals: Basin Area

A different look of a the
symmetry within.



Design Visuals: Optional Images/ Information

Splash of colours, textures,
composed carefully into a
subtle composition.



Design Visuals: Optional Images/ Information

A sense of balanced brought by the sleek and clean design, complementing the textures and colours from the materials around it.



**Design
Visuals:**
Optional
Images/
Information

A gap creating conversations
between two spaces.



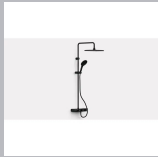




Specifications: Colors, Materials and Finishes

1. White Oak Veneer Col. Walnut
2. Callacata Viola - Honed Finished
3. White Oak Veneer Col. Wine Red
4. Silver Travertine - Honed Finished
5. Wine Red Duco Polyurethane
6. Metal Plate Col. Black



American Standard Products Specified

	Product Name	Product Image	Reason for Selection
1	Acacia SupaSleek Vessel 550mm CCASF412- 1000410F0		I settled with this basin for it's slim design, adding a statement to the vanity area
2	Acacia SLM Rough-In + Trim Push Open CN FFAS1304-101440BF0		For its multi function design i choose this faucet, creating a clean look to the wall surface. Also with it's multiswitch for hot and cold water, combining looks and function at its finest.
3	EasySET Exposed Shower Auto Temperature FFAS4955-701440BF0		The mixer in this product gives the guest various options of different water temperature based on their preferences, while conserving energy in the process. The black finish also add as an accent on the showering area.
4	PLAT 4/6L Smart Toilet (Auto Seat and Music Function)		Catering every guest needs is a hotel gesture of showing the hotel care about their guest. A smart toilet have a superior function than the average standard toilet.
5	Concept Square SingleTissueHolder w/S_MB FFAS0498- 908440BF0		This selected tissue holder have the same design language as the built-in in this hotel bathroom design.

Appendix

Design Story – *Limit to 150 words per answer.*

- What is the inspiration for your design?

Growing up with chinese family background, i developed certain familiarity of home associated with the colour red. I tried to find the build a connection between the colour red and home.

- How does the design fulfill the need of the target users?

Settling a common grounds between leisure and business traveller preferences despite their contrasting essentials.

- How does the design fulfill the design challenge?

Catering both aesthetics and function of two different ideals, essentials and expectation of a home for various users.

- How does the choice of products contribute to the purpose of the design?

American standard products perfectly catered the design needs to create a bespoke feelings for users while using the space.