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SereniScape Retreat: Your Personal Urban Oasis

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American Standard

Design Concept Summary

The design concept for the bathroom design is an urban oasis where the city's heartbeat meets nature's tranquility, a "Breath of Fresh Air" amid the urban hustle. It embodies the vision of crafting a sanctuary, offering an escape from the bustling city. Rooted in the desire to counter the city's congestion, the design transforms the bathroom into a haven where guests can rejuvenate and reconnect with nature. This oasis serves as a revitalizing retreat and resonates with the essence of home.

The design channels a feeling of familiarity and personalization, creating a comforting space beyond a mere functional necessity. Through a harmonious blend of natural elements and thoughtful design, our bathroom becomes a haven where guests can unwind, reconnect with themselves, and experience the dual warmth of a homey atmosphere and the refreshing touch of a tranquil oasis.



Design: Floor Plan and Elevations

The bathroom is measured at 4.00 meters by 2.00 meters, with the walls being 150mm, and the total size is 4.30 meters by 2.30 meters, with a total area of 9.89 square meters.



Section A



Section B



Section C



Section C'



Section D



Floor Plan

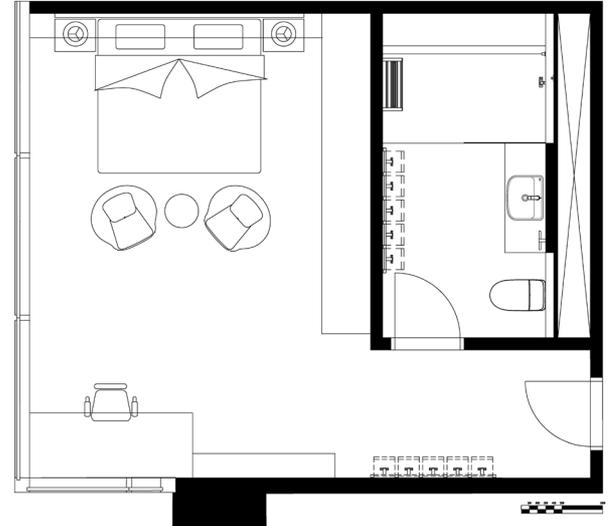
Design Visuals: Overview

The color palette mixes earthy tones and greens, bringing the outdoors inside and creating a soothing and invigorating space.

Each piece is carefully designed to cater to the guests' diverse needs, whether you're a business traveler seeking a quiet workspace, a family needing ample storage, or a couple looking for a cozy retreat.

As you glance out the window, you take in the panoramic views of the bustling city below – a juxtaposition that highlights the harmonious balance between the urban energy and the serenity within the room. The thoughtful design ensures you'll find a space that caters to your every need, whether you're here for business or leisure.

The bathroom is located at the side as you enter the room. Placing the bathroom in this location optimizes space, allowing for a more expansive and unobstructed panoramic view from the comfort of your bed.



Design Visuals: Full Bathroom

As you step through the doorway, the bathroom reveals itself as a luxurious sanctuary that seamlessly blends the comfort of home with the sophistication of a luxury hotel.

In this well-appointed space, the familiar becomes extraordinary, and the ordinary becomes a source of delight.

The strategic positioning of each element in the bathroom not only enhances functionality but also contributes to the overall aesthetic.

Every fixture is part of a carefully choreographed dance, inviting you to revel in the seamless blend of home-like familiarity and the refined elegance of our hotel brand.

Welcome to a bathroom that feels like home but is designed to exceed your expectations, a testament to the harmonious blend of personal comfort and sophisticated luxury that defines the hotel's commitment to your stay.



Design Visuals: Shower Area

As you enter the shower, your eyes are drawn to the center, where a niche offers a stylish focal point, a practical storage for toiletries and a discreet housing for the Acacia Evolution In-Wall Mixer Bath & Shower that serves control of your whole shower area, including the various showers and water temperature. This ensures that your shower experience is not just relaxing but ready to deliver a customized bathing experience.

The rain shower is positioned overhead, and the hand-held Rain Click shower is placed in an adjustable rail, elevating or lowering to your desired height, bringing an element of personalization to your shower ritual.

A shower seat is placed along the side of the shower, providing a practical solution for moments when you want to linger, savoring the tranquil ambiance.



Design Visuals: Toilet Area

The focal point of this space is the Aero-lite wall-hung toilet, a contemporary design choice that not only adds an elegant touch but also contributes to a sense of spaciousness. Its' remote control is mounted on the wall, offering you control over the bidet functionalities. Your comfort is at your fingertips, with customizable settings to enhance your personal hygiene experience.

Above the Concept Pillow Button, a niche provides ample storage space for toiletries or personal items, maintaining a clutter-free environment. This thoughtfully designed storage solution adds both functionality and visual appeal to the toilet area, making the most of every inch of space.



Design Visuals: Basin Area

A generously sized mirror takes center stage, stretching across the wall to accommodate everyone in the family. This expansive reflective surface enhances the sense of space and ensures that every angle is covered – whether for grooming, makeup application, or helping the little ones with their morning routine.

Beside the mirror are two sconces casting a warm and natural light that mimics the gentle glow of daylight. The lighting is functional for vanity and contributes to a serene and welcoming atmosphere. The thoughtful placement ensures an evenly lit reflection, eliminating shadows and making the vanity/sink area an inviting space for self-care rituals.

At the center, the Loven Countertop Basin takes its place with the Loven Basin Fixture with a Pop-up Drain –surrounded by ample counter space, two drawers are also placed below the basin, offering additional storage for toiletries, towels, or other essentials.



Design Visuals: Optional Images/ Information

What truly sets this bathroom apart is the custom-made shelving unit that is a testament to personalized luxury. This versatile storage solution, unique to the hotel brand, adapts to the needs of every guest.

The shelving unit is designed to be modular, offering an interactive and adaptable element to the bathroom. A series of shelves can be effortlessly brought up or dropped down, providing versatility and personalization.

This dynamic design allows you to tailor the shelving to suit your routine, whether you're getting ready for a business meeting, a family outing, or a leisurely evening.

This shelving unit is not just a piece of furniture; it's an interactive design element that encourages guests to make the space their own. It embodies the spirit of personalization, injecting a sense of home into the hotel experience, allowing you to create a bathroom space that feels curated just for you.



Design Visuals: Optional Images/ Information

As you approach the bathroom, the bottom of the vanity cabinet comes to life with the gentle glow of motion-activated lights. These lights, strategically placed to flood the floor with illumination, serve as a subtle guide. The soft, warm light provides practical visibility and a sense of comfort, making your entrance into the bathroom an inviting experience.



Specifications: Colors, Materials and Finishes

The warm tones dominate the bathroom, instilling a sense of coziness and tranquility. Earthy hues such as soft beiges, gentle browns, and muted greens define the color scheme, creating a serene backdrop that envelops the entire space.

Stone-like porcelain slabs serve as focal features on the walls, adding a touch of natural elegance. For the remaining walls, rectified porcelain tiles carry the warm color palette throughout the bathroom, providing a sleek and cohesive look.

Anti-slip tiles are placed on the bathroom floor, ensuring safety without compromising on aesthetics. These tiles, designed for durability and functionality, contribute to the warm ambiance while offering a secure footing for your daily rituals.

All the fixtures showcase a chrome finish, providing a timeless and classic aesthetic for the selected elements. Moreover, this allows you the flexibility to incorporate diverse fixtures from an extensive range of collections.



Specifications: Colors, Materials and Finishes

Marine plywood is used for the cabinetry and the custom-made shelving unit. This choice combines strength and aesthetic appeal, adding a touch of natural wood texture to the warm color scheme. The marine plywood ensures durability and resistance to moisture, making it an ideal choice for bathroom cabinetry.

The vanity cabinet features an engineered quartz countertop, offering a durable, heat-resistant surface. The engineered quartz enhances the bathroom's aesthetic with its seamless and sophisticated appearance and ensures practicality for daily use.

Warm lighting fixtures strategically placed throughout the bathroom further enhance the comforting atmosphere. These lights accentuate the natural hues of the materials and contribute to a soothing ambiance.



American Standard Products Specified

	Product Name	Product Image	Reason for Selection
1	Aero-Lite Wall-Hung Shower Toilet		The Aero-lite wall-hung toilet not only adds a sleek touch to the bathroom design but also introduces a practical element by elevating the fixture from the floor, simplifying the cleaning process. With its versatile features, guests can customize its use according to their preferences, and the integrated night light ensures a safe guide during nighttime visits, preventing accidents.
2	Loven Countertop Basin		The Loven Collection seamlessly captures the comforting essence of home, combining a sense of familiarity with the luxurious aesthetic fit for a high-end hotel experience. The sleek curves of the Loven Countertop Basin enhance its elegant appearance, skillfully integrated into the countertop for a seamless and comfortable user experience.
3	Loven Basin Mixer with Pop-up Drain		The Loven Basin Mixer boasts a sophisticated simplicity with clear and intuitive aesthetics. Its lever-type faucet design not only enhances its straightforward appearance but also ensures ease of use, catering to individuals of all ages, including those from older generations.
4	Acacia Evolution In-Wall Mixer Bath & Shower		The Acacia Evolution In-Wall Mixer Bath & Shower serves as the central control hub for the entire shower area, seamlessly managing both the rain shower and hand-held shower functions. With precise temperature adjustment capabilities, guests can tailor their shower experience to their exact preferences. The elegant curved design of the mixer not only ensures ergonomic usability but also contributes to a cohesive aesthetic throughout the entire bathroom, effortlessly integrating with various collections used.
5	Acacia Evolution 250mm Round Air-in Showerhead		The Acacia Evolution Rain Showerhead elevates your shower experience, imparting a sense of relaxation. Its flow and gentle cascade turns your shower into a tranquil escape.

American Standard Products Specified

	Product Name	Product Image	Reason for Selection
6	Ceiling Shower Arm		The Ceiling Shower Arm guarantees the optimal placement of the rain shower, ensuring it is perfectly centered in the shower area for an indulgent shower experience.
7	Wall Outlet - Round		The Wall Outlet - Round serves as the outlet for the hand-held shower, maintaining consistency with the sleek design language observed in the Acacia Evolution Shower Mixer.
8	Moonshadow 400 Shower Kit		The Moonshadow Shower Kit enhances the usability of the hand-held shower, providing effortless adjustments, allowing guests to personalize their shower settings with ease.
9	Concept Pillow Flush Plate		The Concept Pillow Flush Plate is the finishing touch that brings a seamless and sleek appearance to the toilet area. It mirrors the soft curves in the Aero-Lite Toilet and the Loven Collection, creating a cohesive and harmonious aesthetic.
10, 11, 12	Acacia Evolution Towel Ring, Shelf & Bar		The Acacia Evolution Towel Ring, Shelf & Bar provides additional storage for hanging towels and also contributes to the sleek and modern ambiance of the bathroom design. Its contemporary design, characterized by graceful curves, complements the aesthetic of the Loven fixtures.
13	Acacia Evolution Robe Hook		The Acacia Evolution Robe Hook complements the appearance of the custom shelving unit while being in sync with the other storage items (towel ring, shelf, and bar). Enhancing the functionality and style of the storage solutions in the space.

Appendix

Design Story – Limit to 150 words per answer.

- What is the inspiration for your design?

The inspiration stems from the prevailing trend in contemporary hotels situated in urban areas, where the potential for relaxation inside your own hotel room is often overlooked. Many designs have become mundane, lacking innovation and excitement. The conventional has become the norm, resulting in spaces that lack the vibrancy and personality you seek during a stay. This fueled me with the desire to break away from the mundane, injecting fresh life into the hotel bathroom experience. The design concept seeks to defy the ordinary, infusing each space with a sense of relaxation and distinct personality, turning each hotel into a unique haven that surpasses the monotonous urban landscape.

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

The bathroom layout is intentionally straightforward, placing all fixtures along one wall. This not only simplifies plumbing for the hotel but also ensures a precise and user-friendly experience for guests. The design prioritizes ease of navigation by eliminating unnecessary complexities and unnecessary pathways. Despite its efficiency, the layout doesn't compromise on comfort. It resonates with familiarity, offering guests an environment that feels like home while seamlessly delivering a top-tier hotel experience

- How does the design fulfill the design challenge?

The design challenge, "Home away from Home," sparked the idea of transforming a hotel bathroom into a personalized haven, even for brief stays. This led to the conception of customizable furnishings akin to arranging one's home bathroom. Introducing custom shelving brings a touch of personalization, allowing guests to adapt the space to their individual needs. This adds a unique personality to the bathroom and addresses the challenge of catering to diverse guest preferences without imposing difficulty on hotel owners. It's an innovative approach that bridges the gap between the transient nature of hotel stays and the desire for a space that feels uniquely one's own, fostering a sense of comfort and familiarity in every visit.

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

The selection of products is a thoughtful effort to cultivate a homey ambiance in the bathroom. The gentle curves impart a soft and comforting aesthetic, enhancing the overall warmth. At the same time, the sleek lines maintain a crisp and clean feel synonymous with top-tier hotel quality. The Loven Collection encapsulates this fusion, effortlessly blending the comforting essence of home with a luxurious aesthetic tailored for a high-end hotel experience. Additionally, the Aero-lite Wall-Hung Toilet introduces an element of personalization, catering to the unique needs of each user, and ensuring a personalized and exceptional toilet experience. This intentional combination of design elements seeks to create a space that not only exudes luxury but also resonates with the welcoming familiarity of home in a hotel bathroom.