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2024

# Design Speaks - Through “Feelings”

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*American Standard*



# Design Concept Summary



In your opinion, what is 'Home'?

To me, "home" isn't just the current house I'm in, my family, or the things around me.

Home, to me, is a "feeling" – a feeling of safety, belonging, and connection.

Where I feel most peaceful, most comfortable. It carries memories, pieces of the past and present.

And so, I present a design that pays special attention to the user's perception through the timeless essence of classical elements viewed from a contemporary interior perspective. Bringing forth a new experiential space without needing to depart from the inherent familiarity.



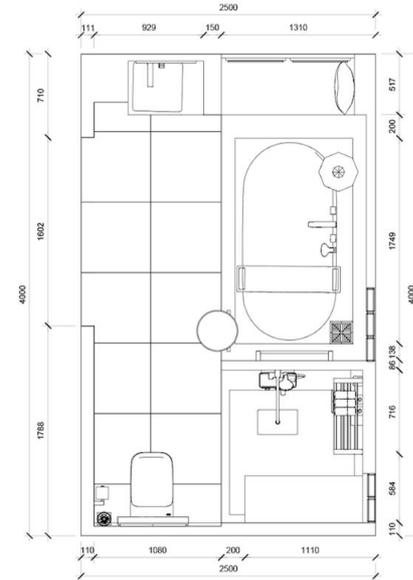
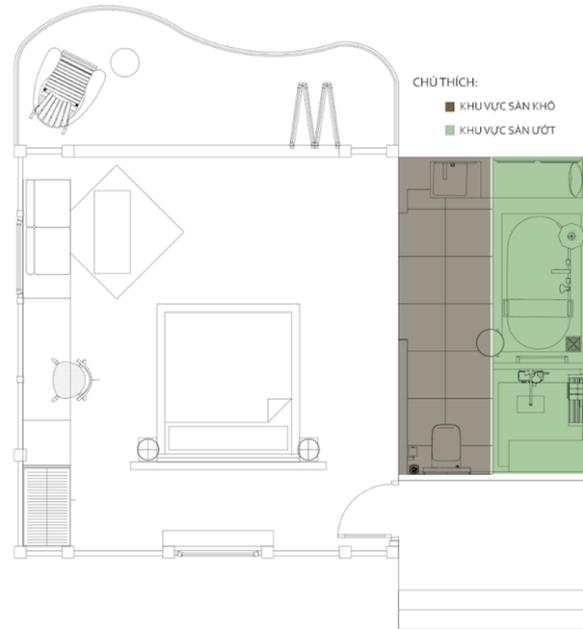
# Design: Floor Plan and Elevations

## TRANQUILITY PRESENT IN EVERY CORNER OF THE UTILIZED SPACE.

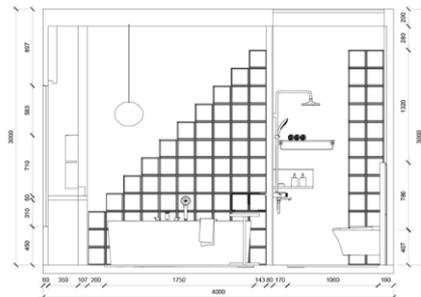
To create a space for those seeking relaxation and peace to their own homes, I propose an open, airy communal area with ample natural light.

Separating the dry and wet floor areas ensures safety while maintaining overall cohesion within the same space.

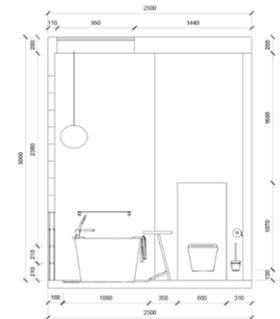
Each functional area is divided into separate zones with color accents to optimize space for specific purposes and enhance the unique experiential quality of each utilized space.



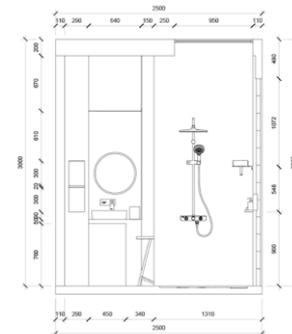
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SECTION A



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# Design Visuals: Overview

With the current development of domestic and international tourism, and against the context of global uncertainties, many travelers are seeking positive, safe travel experiences and opportunities to enjoy serene spaces

Therefore, I present this bathroom design plan tailored to the needs of the popular Bungalow resort concept, a common choice for travelers seeking comfort and escape from the hustle and bustle of the city.



# Design Visuals: Full Bathroom



## PEACEFULNESS IN FEELINGS

The sensory design method focuses on stimulating and interacting with human senses, such as sight, hearing, touch, taste, and smell. The goal of this approach is to create unique and comfortable design experiences for users through sensory perception and interactive experiences.



**Sight:** Utilize color, shape, and structure to create attractiveness and interest in the space. Apply the principle of contrast to create focal points that draw attention.



**Touch:** Pay attention to the sensation of touch and the comfort that American Standard products bring when used in design.



**Smell:** Use scent to stimulate the senses, evoke emotions, and create memories within the space.



**Hearing:** Integrate sounds from nature and soft music into the space to create a soothing auditory environment.

## Design Visuals: Shower Area

Focus on creating an open bathroom space to reduce discomfort and congestion in each area.

Allow ample natural light while maintaining necessary privacy for users.

The addition of a seating bench can serve as a seating area for elderly users during bathing or as a spot for relaxation, experiencing comfort, and rejuvenation under the EasySet Exposed - 3Way temperature-sensitive showerhead.

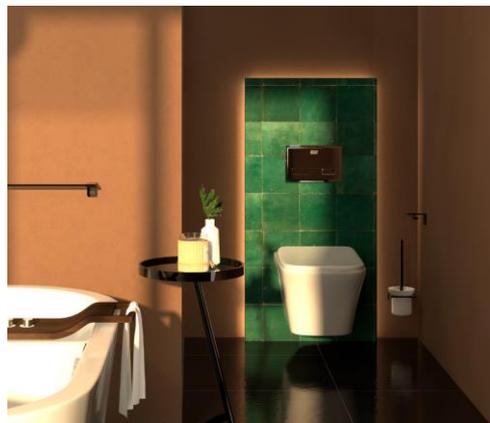


## Design Visuals: Toilet Area



Creating a strong impression with intricately carved details depicting endurance over time, the KASTELLO toilet is used as a prime example of the fusion between classical beauty and contemporary design in the space.

Based on meticulous designs and balanced heights, users perceive the highest level of convenience and peace of mind, catering to users of all ages and needs.



## Design Visuals: Basin Area



Focusing on meticulous care for every detail, the use of sinks with slim-edge designs is the perfect combination of refinement and practicality, providing users with the most comfortable experience.

The comfortable space between the faucet and the handle makes it easy for users to use.

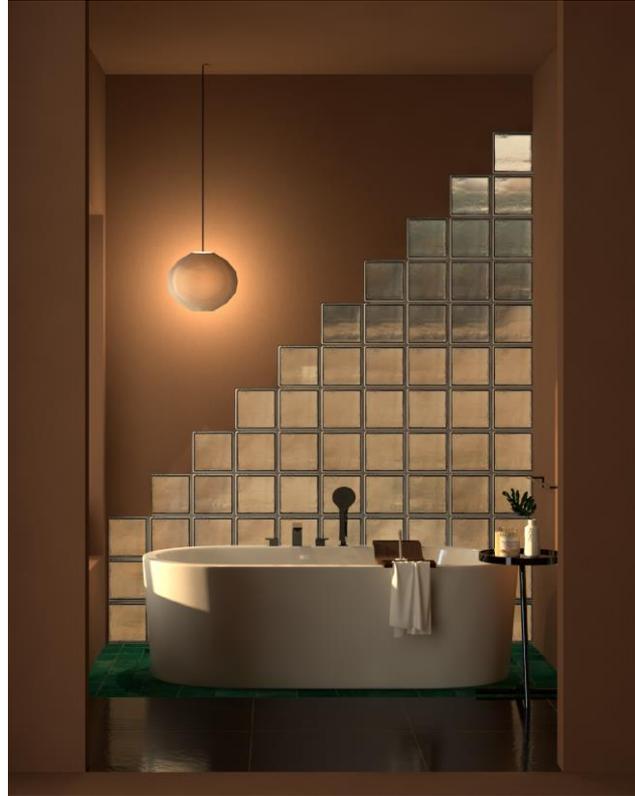
# Design Visuals: Optional Images/ Information

Transforming the bathroom into a relaxation haven refreshes the soul and soothes the body. Under the gentle glow of the lights, this space becomes a private oasis where you can immerse yourself in peace and comfort.

The bathtub sits at the center, inviting with its warm water and pleasant aroma. Candles and natural skincare products lie nearby, creating a harmonious blend of color and nature.

A soft pillow on the floor is the ideal spot to sit and unwind after each bath.

Soft music emanates from the integrated Bluetooth speaker, creating a serene atmosphere and enhancing relaxation. Along with the scent of soothing essential oils wafting through the air, the bathroom becomes the perfect destination for stress relief and energy rejuvenation.



# Specifications: Colors, Materials and Finishes

## MATERIALS



The wall paint combined with light and luxurious tiles. Glass mosaic tiles are used to imply space expansion and welcome incoming light, creating a dynamic, delicate, and warm lighting effect.

This combination not only creates a modern bathroom but also provides a sense of comfort and relaxation. You can enjoy this space as a unique aesthetic experience while also enjoying the convenience of a contemporary bathroom.

## COLORS



The use of brown and green hues in the space creates a harmonious blend of earthiness and nature – between classic and contemporary, providing a warm, familiar, and sustainable feel.

# American Standard Products Specified



WP-F411\_Countertop  
Basin  
Acacia SupaSleek



WF-1300MB\_Bathtub Faucet 04 Holes  
Hot & Cold  
Acacia Evolution



WF-4956MB\_Thermostatic Sensor  
Shower Set  
EasySet Exposed - 3Way



WF-0286\_Cleaning  
Tools  
Heritage



WP-  
2131\_Kastello  
Wall Toilet Set



WF-1304MB\_Wall-Mounted Basin Faucet  
Hot & Cold  
Acacia Evolution



BTAS6704\_Freestanding  
Bathtub  
Acacia



WF-1387MB\_Toilet Paper  
Holder  
Acacia Evolution



WF-  
1393MB\_Towel Bar  
Acacia Evolution

# Appendix

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

- What is the inspiration for your design?

*The bathroom design speaks - through feelings - as a space crafted for you, those seeking familiarity and warmth when away from home. Everything is meticulously tailored to your senses, akin to the love each family member shares under one roof. Here, you fully perceive the familiar emotions through your own senses.*

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

*Travelers often seek a comfortable place to stay, allowing them to rest after a tiring day of sightseeing or business travelers looking for a home-like environment to alleviate stress and fatigue from work. Couples often look for a comfortable and romantic space to enjoy their time together, or individuals seeking peace and refuge from noisy and busy environments, longing to relax amidst green spaces.*

- How does the design fulfill the design challenge?

*Taking this year's theme "Home Away From Home" as my guiding light, I bring forth a bathroom design concept that focuses intensely on the "sensory experience" of the user. By creating a bathroom space that evokes comfort and familiarity, guests can enjoy an experience akin to being in their own homes while staying at the hotel.*

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

*The selected products are chosen based on criteria that not only provide a sense of comfort and safety for users but also seamlessly integrate modern interior elements into the classical space – contributing significantly to delicately touching the users' perceptions.*

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