

Inspiring Everyday Living

Call for entries



An abstract graphic on the left side of the page. It features three large overlapping circles: a dark grey circle at the top, a light grey circle in the middle, and a medium grey circle at the bottom. The intersections of these circles are highlighted in red. Thin, curved grey lines sweep across the background, intersecting the circles.

Designing the Space for Everyday Living

For 150 years, American Standard has been designing products inspired by life, transforming everyday routines into meaningful experiences. Bathrooms have come a long way from mere functional spaces to shared environments that enrich daily rituals and interactions. As we celebrate this milestone, the ASDA 2026 invites young designers to embrace this legacy by showing us how residential bathrooms of the future can address our evolving needs - a place where families bond, individuals find solace, and the most modest spaces become the backdrop for unforgettable moments.

This is your opportunity to reimagine the bathroom not just as a room, but as a meaningful extension of how we live, connect and feel. Step forward, challenge conventions, and let your design shape the next 150 years.

Scan here to learn more:



asda.americanstandard-apac.com

Asia-Pacific Judging Panel

Your work will be evaluated and recognized by the creative minds and thought leaders in this region.



Audrey Yeo

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Arch. Le Truong

President & CEO
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The Brief

ASDA is a bathroom space design competition that embraces purposeful and thoughtful design to enhance hygiene standards while providing solutions to the ever-changing needs of the

Participation Criteria:

Participants must be an Architecture or Interior Design undergraduate student in at least their second year of study¹. Students studying in Cambodia², Indonesia, Laos², Myanmar², Philippines, Thailand and Vietnam are eligible to participate.

Design challenge:

Residential Bathroom

Target users:

Families with elderly (60-70 years), parents (30-40 years) and young children (5-10 years)

What the judges will be looking for:

- The design approach should balance aesthetics, ergonomics, hygiene, safety, and convenience, while addressing the diverse needs of a multi-generational family — from young children to the elderly within the spatial constraints of a shared bathroom environment.
- The bathroom design should incorporate smart layout, multifunctional fixtures and fittings that are functional, innovative and easy to maintain.
- Selection of American Standard products and how they address the needs and considerations diverse needs of multigenerational households, prioritize hygiene, comfort, and convenience while helping households save water and energy.
- Feasibility of the design space to be implemented.

Specification:

6-7 sqm

Residential Bathroom

¹ Participants must be at least a second year student as of 14 Jan 2025

² Participants from Cambodia, Laos and Myanmar will be judged in a combined National round with only one set of National Winners from this group.

Steps for Entry Submission

Step One Register

Scan to Register



Register your account.

Upon registration, you will receive a unique Participant ID.

Step Two Download

- Design Entry Template (PPT file)
- Product List

Step Three Select

Select products for your design from the Product List and download the technical files.

Step Four Upload

- Design Entry (PDF, max size: 10MB)
- Full Bathroom Rendering (JPG, max size: 10MB)

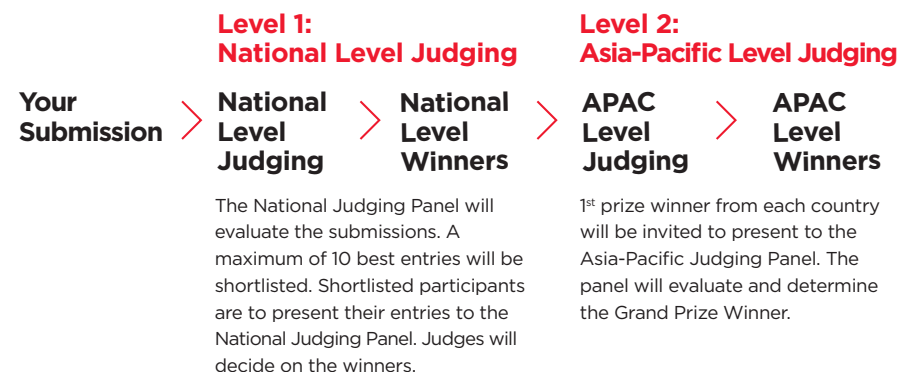
Judging Criteria

Criteria	Weightage
Purposeful Design Concept should consider the needs of both homeowners and their families, participant should showcase how the bathroom space design and the choice of American Standard product addresses these needs.	40
Inviting Style The design aesthetics should be evoke a sense of comfort and appeals to multigenerational living.	30
Originality The entry should showcase the participant's imagination while aiming for a unique solution. Participant should demonstrate the ability to look at the problems with a fresh perspective and an approach that is not influenced by what is already available.	20
Feasibility The concept should be feasible and realistic enabling implementation in the real-life scenario.	10

Note: Bonus points will be awarded for the use of recommended products (maximum of 5 points).

Judging Process

Qualified entries will be judged at 2 levels: National Level and Asia-Pacific Level. At the National Level, the judging panel will evaluate the entries received from local participants. 1st Prize Winners from each country will advance to the Regional Level competition where their entries will be evaluated by the Asia-Pacific Judging Panel to determine the Grand Prize Winner.



Awards

National Awards

1 st Prize	USD 2000
2 nd Prize	USD 1500
3 rd Prize	USD 1000

Asia-Pacific Award

Grand Prize (Regional)	USD 3000
an invitation to the Exhibit & Award Ceremony in Philippines, and a Design Masterclass led by industry experts	

- * All Participants to receive Certificates of Participation
- ** Each Winner will receive an Award plaque

Inspired by life. Designed for you since 1875.

For 150 years, you've welcomed us into your homes, where precious memories take shape, loved ones grow and life unfolds.

Your trust has inspired us to design products that enable comfort, convenience, safety and greater hygiene. Ones that enable you to create a home you'll love, every day.

As we look ahead, we can't wait to help you make every day better – together.



The terms and conditions of the American Standard Design Award are set out on www.americanstandard-apac.com/asda. Please note that in creating your log in credentials, it will be deemed that you have accepted the said terms and conditions.

American Standard

Register Now!



asda.americanstandard-apac.com

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