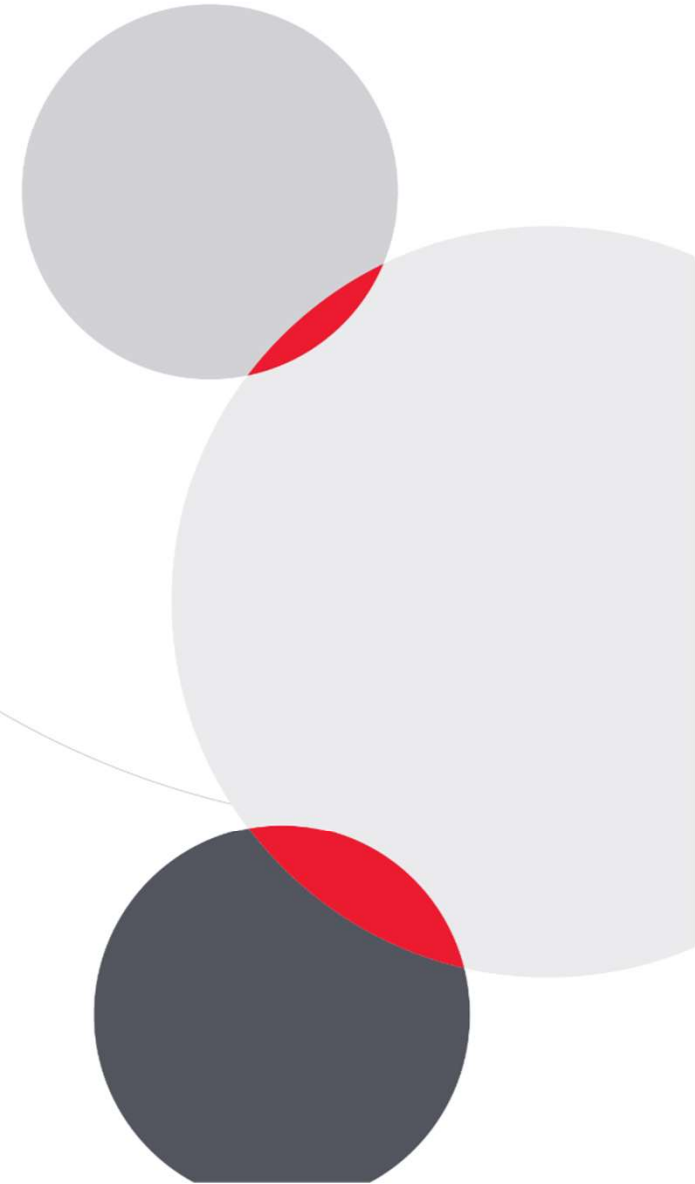




# THE SERENE OVERTURE

## ASDA26-21581

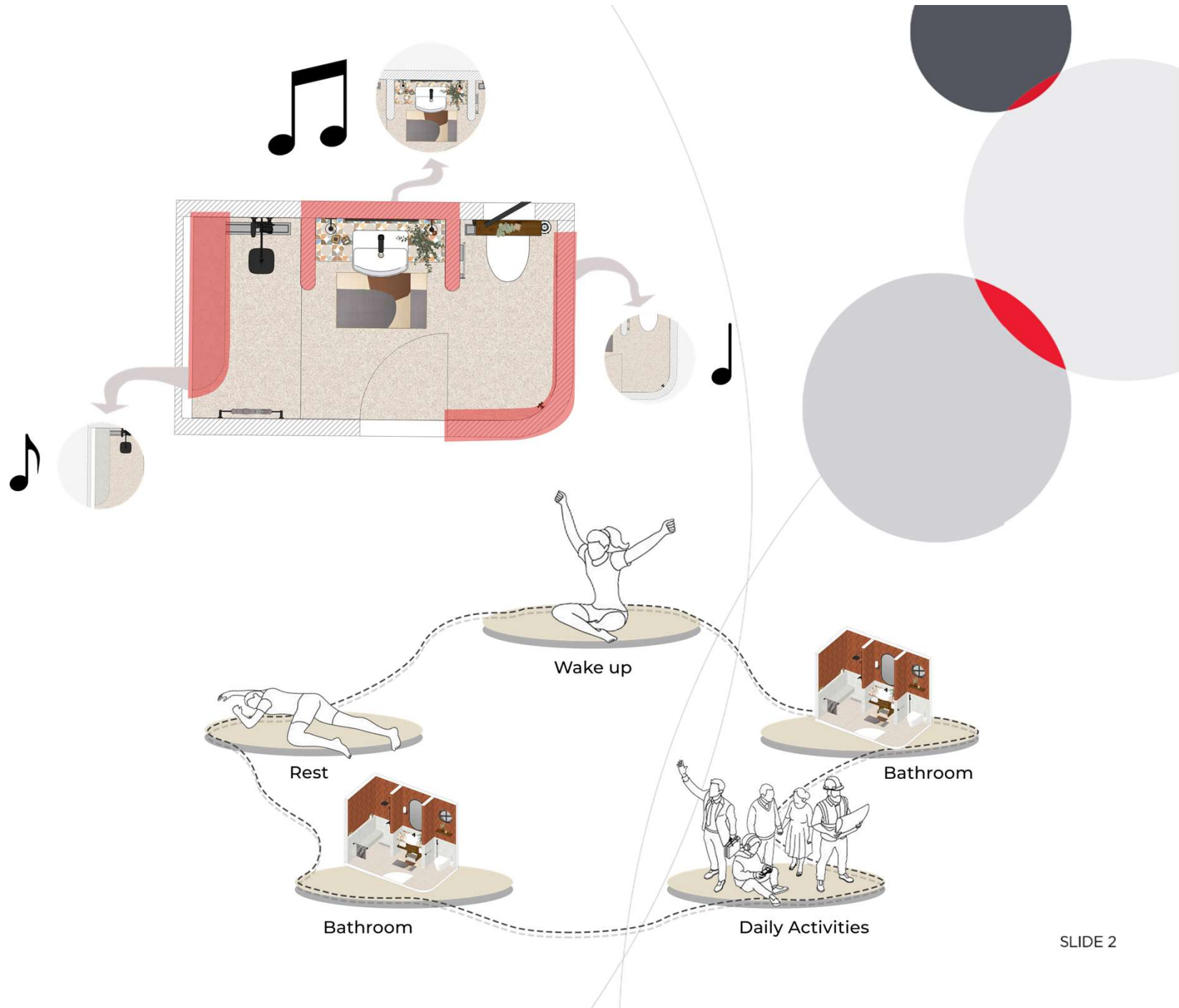
*American Standard*



# Design Concept Summary

The Serene Overture is an inclusive manifestation of serenity, designed to accommodate the needs of users across generations in complete visual harmony. Inspired by the calm and peaceful opening music of an orchestra performance, this work is interpreted as an introduction as well as a marker of the beginning and end of human activities, from waking up to returning to rest.

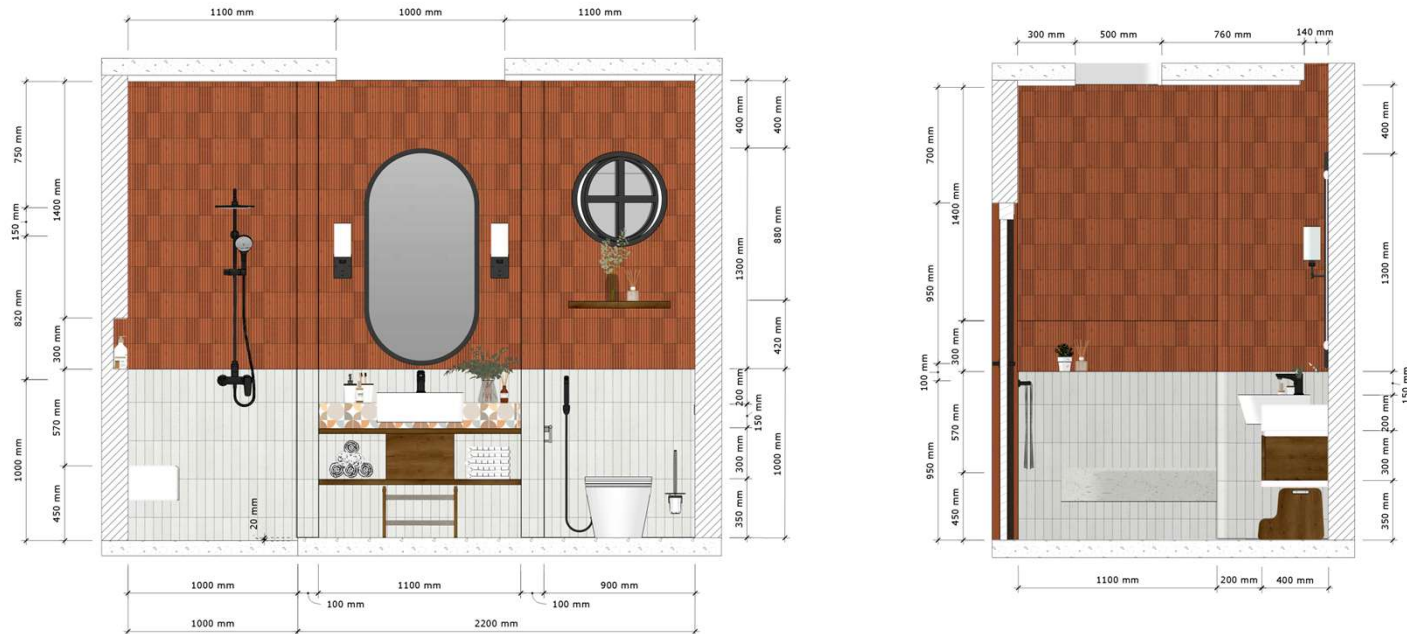
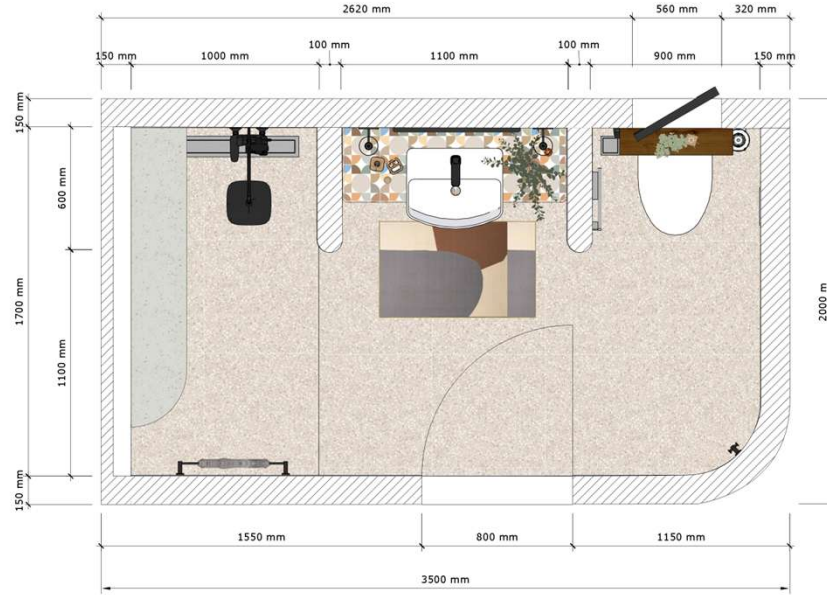
This concept is translated into the bathroom space as a calming transition space before and after the dynamics of daily life. As a shared family space, this design combines functional and emotional needs through a balance of form, comfort, and safety. The bathroom is positioned as a crucial start to the day, building physical and mental readiness and positive energy that shapes the rhythm of each family member's activities.



# Design: Floor Plan and Elevations

The bathroom design places the basin area as the center of activity in the middle of the room and parallel to the door opening to create a clear orientation that is easily accessible across generations. The door opening is designed to block the view of the toilet area for privacy, while the toilet is equipped with a window above the toilet for natural air circulation. The shower area is located on the left side of the entrance with a seating area for the convenience of the elderly, and the corners of the walls and interior elements are rounded to improve user safety.

Vertically, the space has a floor-to-ceiling height of 2700 mm with an area above the ceiling for MEP maintenance, equipped with fixed glass openings in the ceiling as a source of natural lighting that helps save energy in the morning to afternoon, as well as sanitary equipment designed according to ergonomic standards for children, adults, and the elderly.

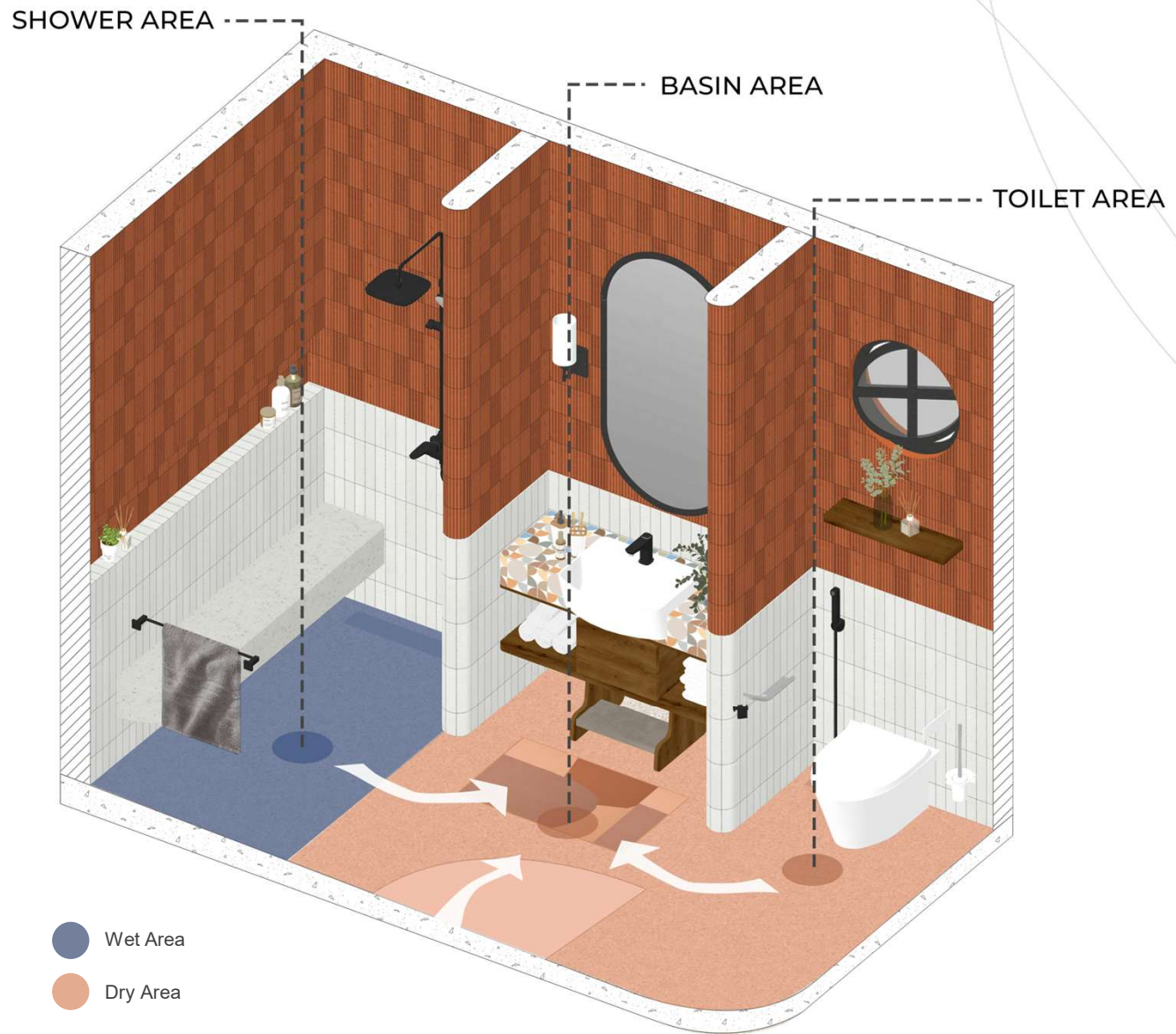


Total Bathroom Area  
in sqm (including wall  
& columns)

7sqm

# Design Visuals: Overview

The bathroom is organized through a clear separation between wet and dry areas to enhance comfort and safety. The wet area is designated for the shower zone, while the dry area accommodates the basin and toilet functions. This layout creates a smooth and intuitive circulation, allowing users to move easily between activities and reinforcing the bathroom as a calm transition space before and after daily routines.



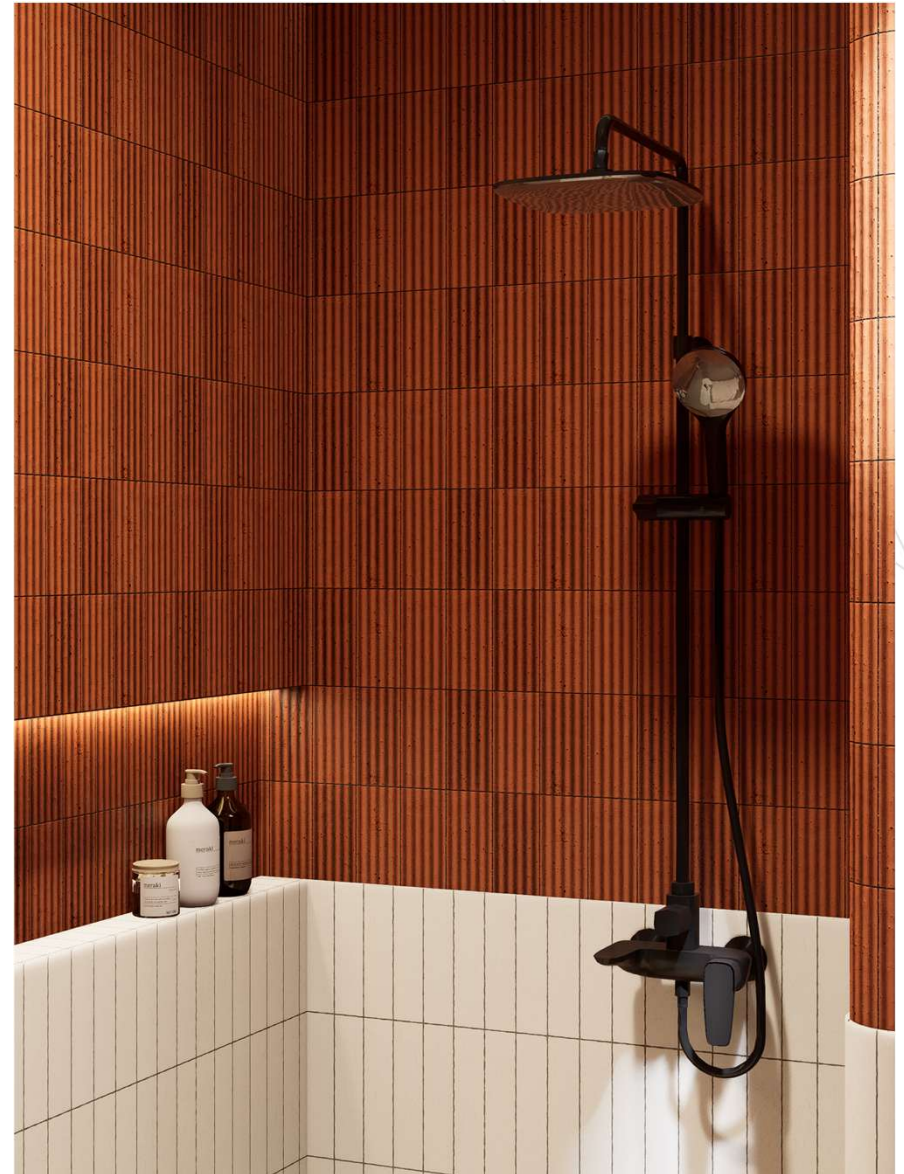
## Design Visuals: Full Bathroom

The full bathroom visual presents a calm and cohesive space where warm materials, soft lighting, and clear zoning create a serene atmosphere. The arrangement of shower, basin, and toilet areas supports intuitive movement and shared family use, while the balance of form, comfort, and safety reinforces the bathroom as a restorative space within daily routines.



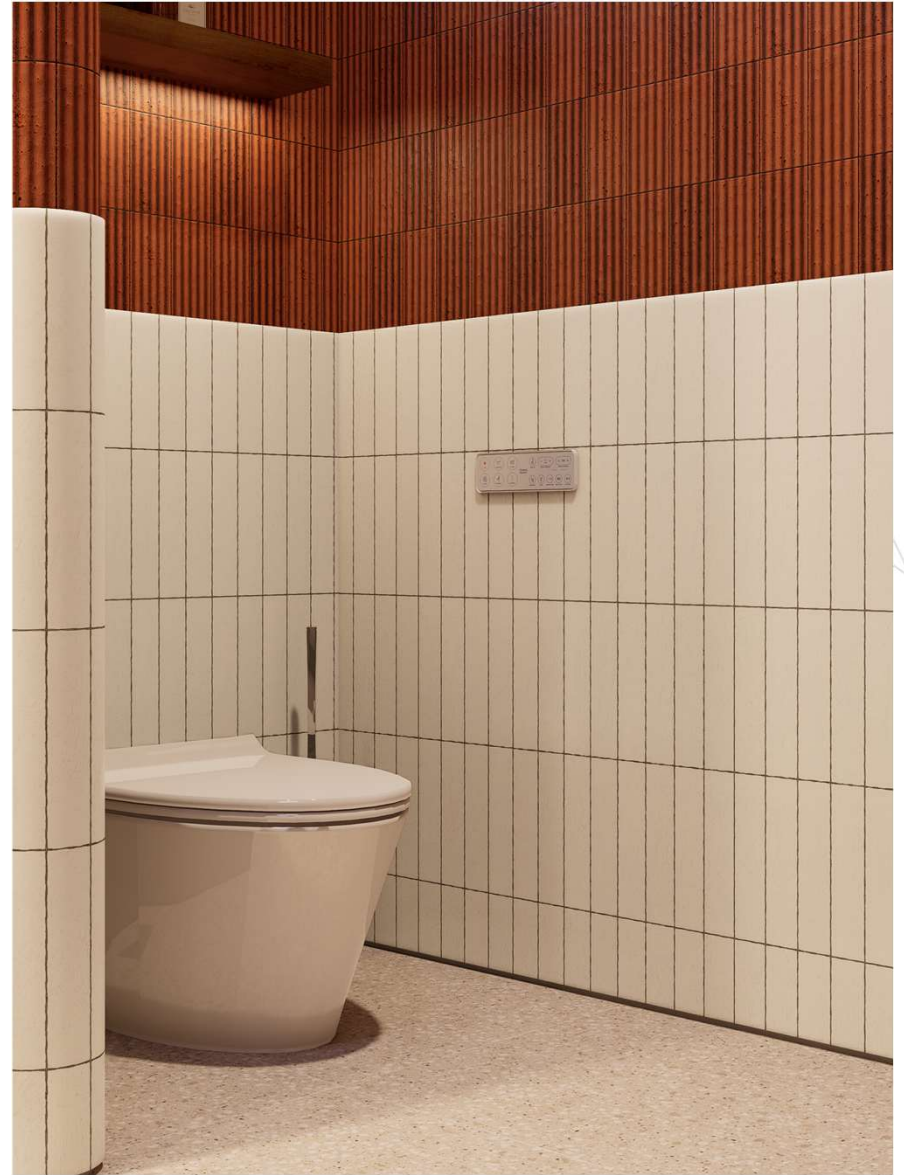
## Design Visuals: Shower Area

The shower area is designed as a dedicated wet zone that emphasizes comfort and safety. Warm-toned wall finishes and soft indirect lighting create a calming atmosphere, while the integrated shower system and built-in seating support ease of use for users of all ages. This area reinforces the bathroom's role as a relaxing and restorative space within daily routines.



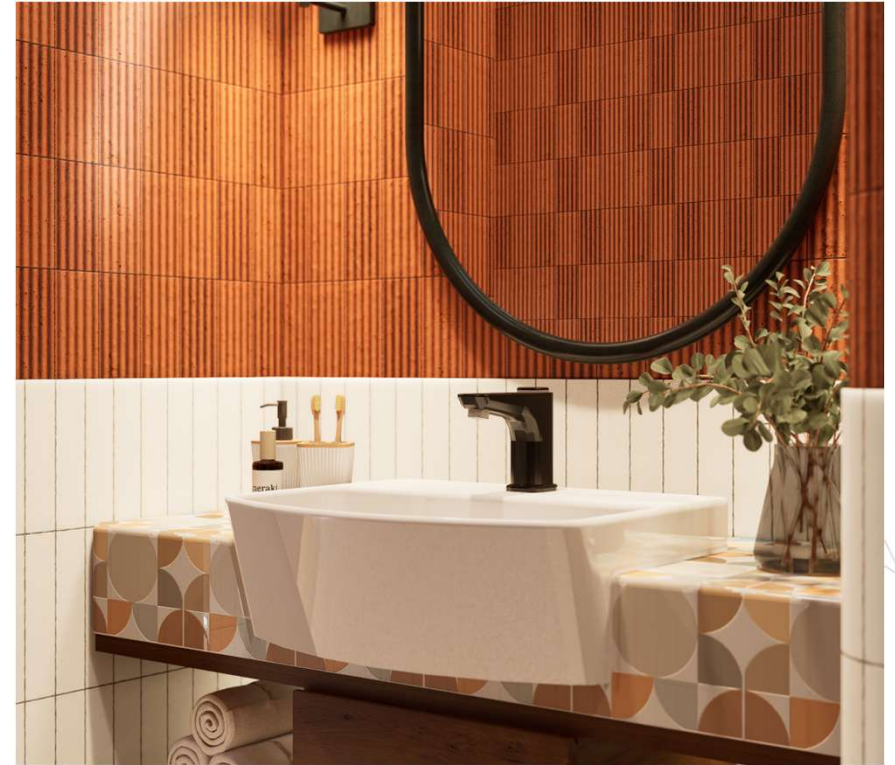
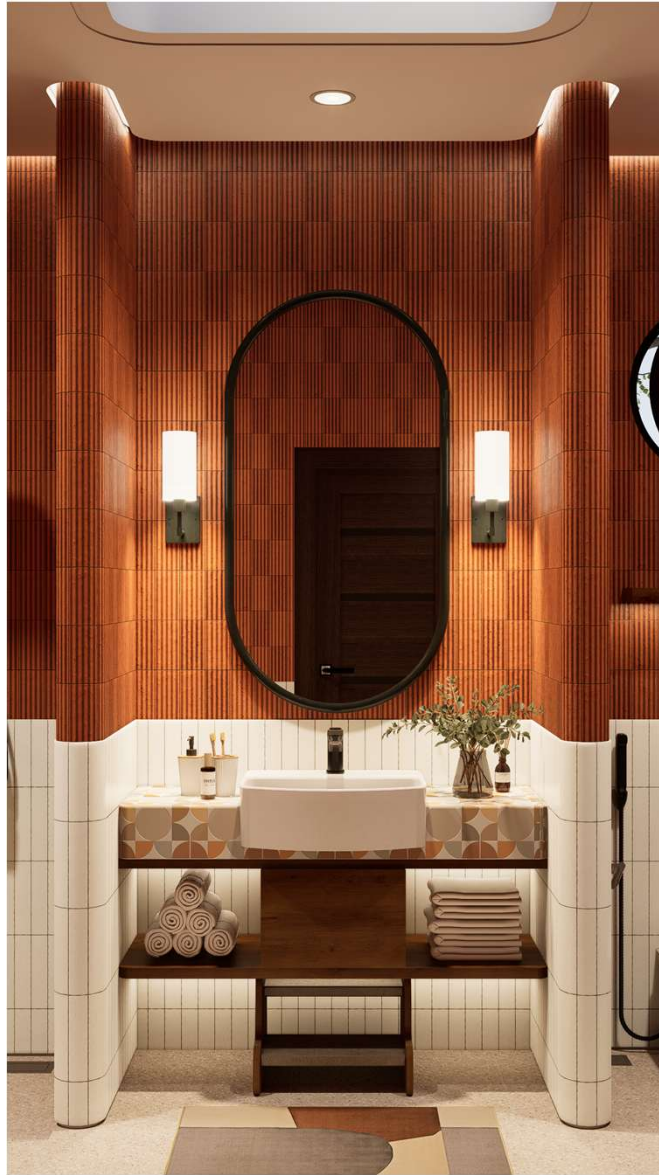
## Design Visuals: Toilet Area

The toilet area is designed as a comfortable and discreet dry zone that prioritizes hygiene, safety, and ease of use. Clear spatial definition, adequate lighting, and accessible fixtures support users across generations, while the calm material palette maintains visual harmony within the overall bathroom design.



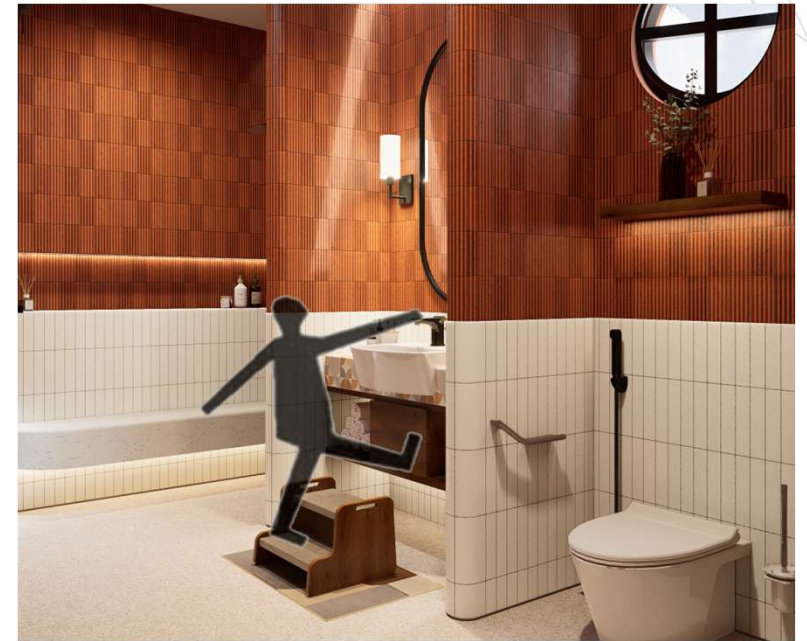
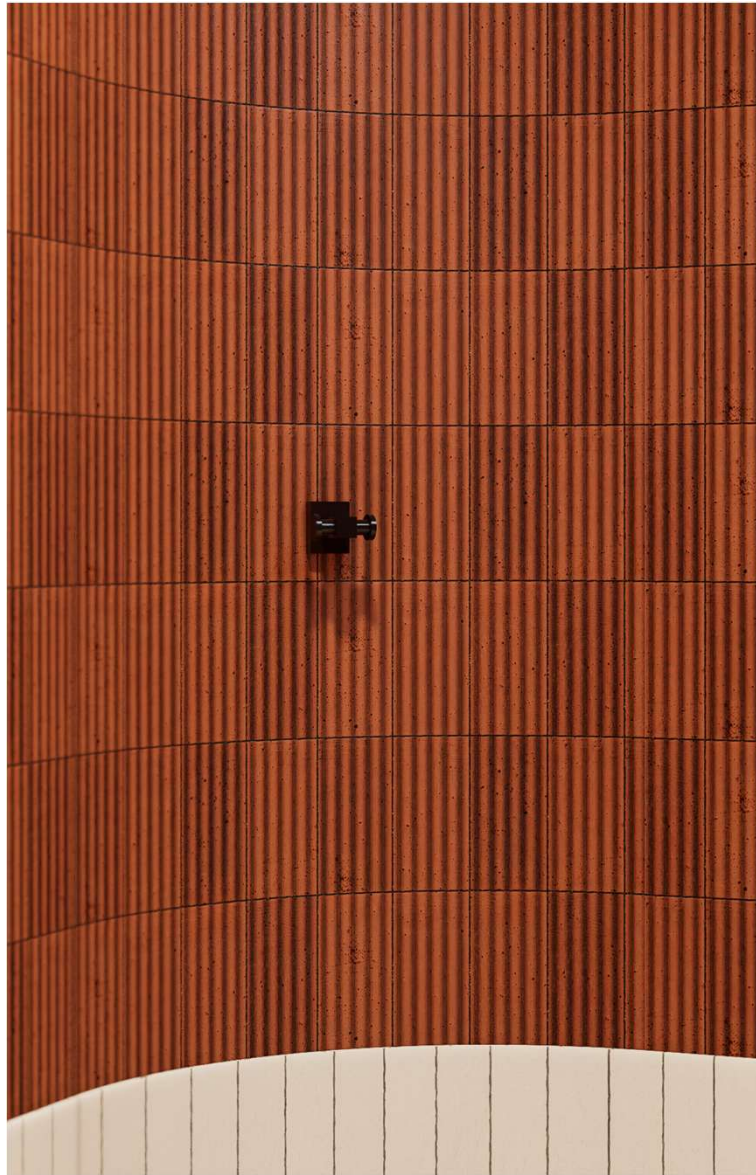
## Design Visuals: Basin Area

The basin area is designed as a central dry zone that supports daily routines with comfort and clarity. Balanced lighting, warm material tones, and ergonomic fixture placement create a calm and welcoming atmosphere, while integrated storage enhances functionality and ease of use for all family members.



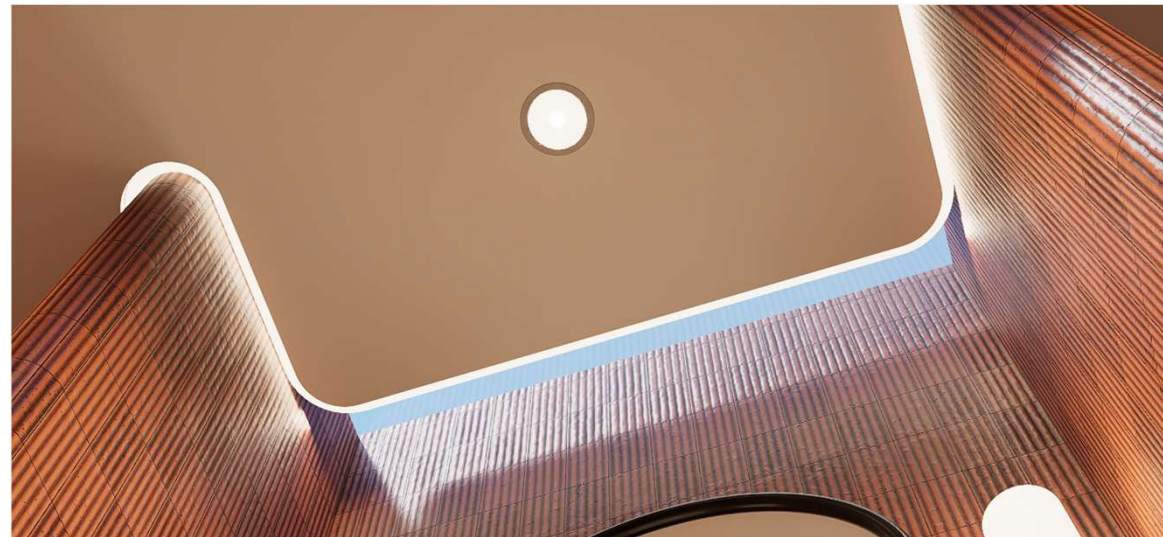
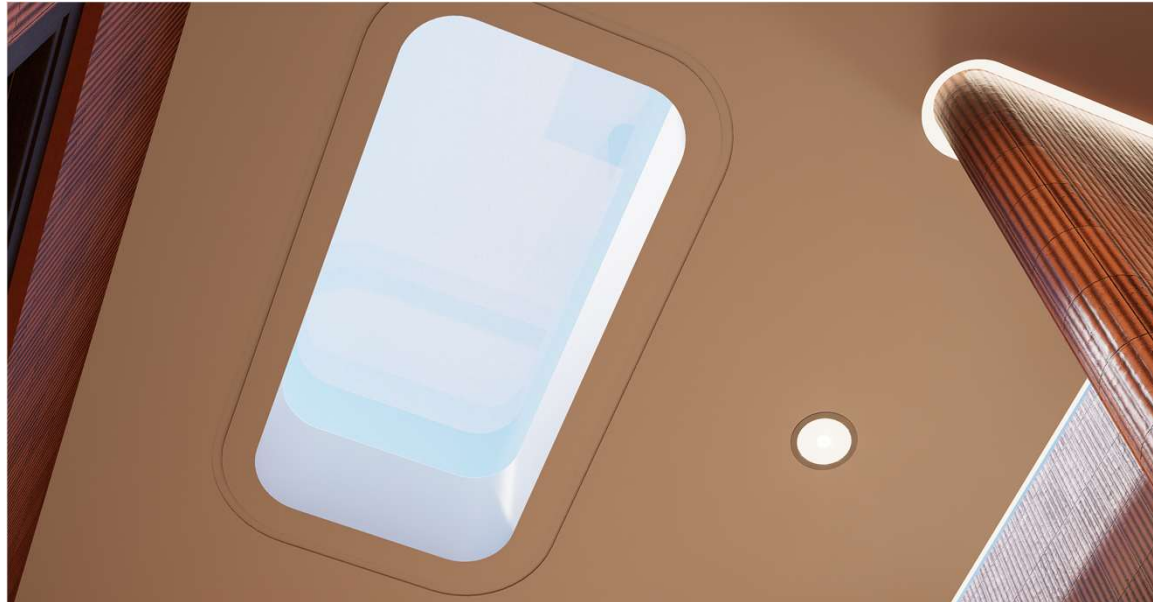
# Design Visuals: Optional Images/ Information

Minimalist textile storage featuring matte black accessories set against a curved feature wall. The placement ensures towels and robes remain dry while being easily accessible, maintaining both functionality and the aesthetic continuity of the bathroom's warm palette.

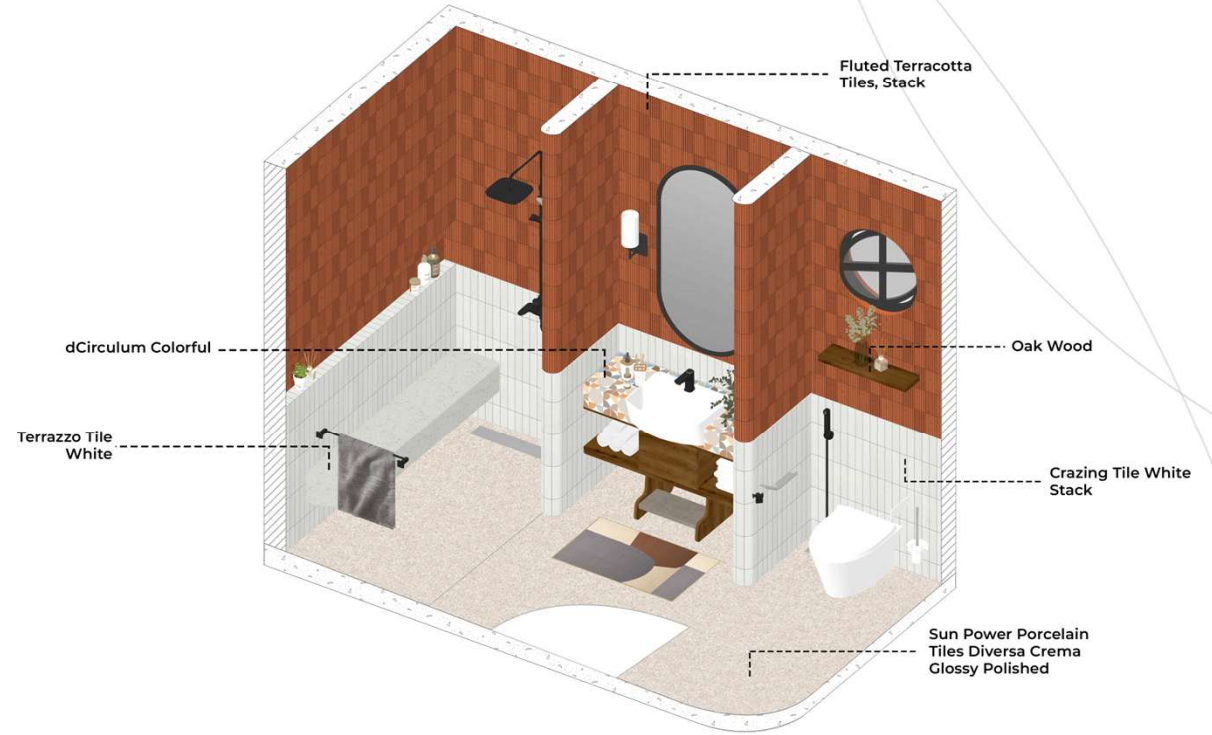
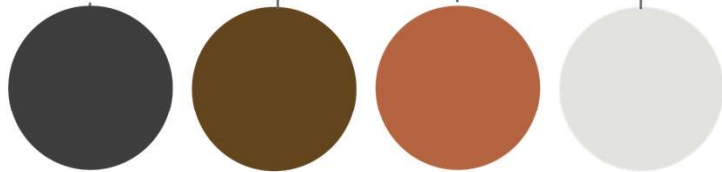


## Design Visuals: Optional Images/ Information

The use of glass at the top of the room functions as a natural lighting opening that allows sunlight to enter the bathroom optimally. This strategy helps reduce dependence on artificial lighting in the morning to afternoon, thereby contributing to energy savings. In addition, the natural lighting provided through the glass ceiling creates a brighter, warmer, and more relaxing atmosphere, while enhancing visual comfort for users without compromising privacy.











# Specifications: Colors, Materials and Finishes



Specifications:  
Colors,  
Materials and  
Finishes



# American Standard Products Specified

	Product Name	Product Image	Reason for Selection
1	e-lite Shower Toilet 4.8 L		Selected to support the comfort and hygiene of users across generations through hygienic and easy-to-use shower toilet technology. The 4.8 L flush system also reflects water efficiency and a sustainable design approach, in line with the concept of tranquility and awareness in daily activities.
2	DuoSTiX Hygiene Spray_Matt Black		Hygiene spray provides flexibility of use and improves personal hygiene standards. The matte black finish gives a modern and calm impression, while reinforcing visual unity with other sanitary elements in the room.
3	Loven Semi-counter Basin W510		The semi-counter basin was chosen to create a balance between clean aesthetics and ease of access. Its simple and proportional shape supports ease of use for all ages, while keeping the room looking light and tidy.
4	EasyFLO Basin Mono (Matt Black)/gold		Single-control mono faucets are easy to use and enhance safety, especially for children and the elderly. The matte black finish with gold accents adds an elegant yet warm touch, reinforcing the character of the space as a soothing transitional area.
5	EasySET Exposed Auto Temperature Shower_Matt Black		Showers with automatic temperature control are selected to enhance user comfort and safety by maintaining a stable water temperature. The exposed system facilitates maintenance, while the matte black color gives a bold yet calm impression to the overall design.
6	Acacia Evolution Toilet Brush		A minimalist toilet brush was chosen to remain functional without disrupting the visual appeal of the space. Its sleek and clean shape supports the concept of order and cleanliness as part of the tranquility of the bathroom.
7	Concept Square Towel Rack_Polished Hard Graphite		The towel rack with its simple geometric shape reinforces a neat and organized impression. The polished hard graphite finish provides a subtle modern accent, maintaining visual harmony while enhancing storage functionality.
8	Concept Square Robe Hook_Polished Cool Sunrise		The robe hook is chosen to support the comfort of daily activities with easy access to towels or clothes. The polished cool sunrise finish provides a subtle warm accent, complementing the visual rhythm of the space without detracting from its calm atmosphere.

# Appendix

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

- What is the inspiration for your design?

*This design was inspired by an overture as the opening of a musical performance, which was then interpreted as a calm beginning that welcomes all ages. This inspiration stems from the interpretation of the bathroom as a space that marks the beginning and end of all user activities in their daily lives. Just as an overture sets the mood before the main music begins, the bathroom is designed as a calming transitional space that prepares users both physically and mentally. The curved shapes in the design are adapted from musical notation that has a soft and smooth character, translated into spatial elements to create a flowing visual flow. Through this approach, the design presents a balance between tranquility, aesthetics, and inclusivity for all generations.*

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

*This bathroom design prioritizes the principle of cross-generational inclusivity, taking into account the needs of children, adults, and the elderly. One of the main concerns in the design is safety, especially for children and the elderly who are vulnerable to collisions due to sharp corners. Therefore, this bathroom design uses shapes with minimal sharp corners to create a safer and more comfortable space. In the basin area, a step ladder is provided to help children reach the sink independently. Meanwhile, the shower area is equipped with a seat to support the comfort of elderly users. In the toilet area, American Standard products with an automatic flush system are used to facilitate elderly users with limited reach, while also increasing comfort and independence in use.*

- How does the design fulfill the design challenge?

*Design addresses the design challenges by integrating five key points, namely everyday living, comfort and calm vibes, new concept, realistic implementation, and multigeneration. The space design is tailored to the needs of users across generations, with circulation that is friendly and easy to use in everyday activities. The selection of concepts and design elements is done realistically so that they can be applied functionally. The use of a warm and soft color palette creates a homie, comfortable, and calming atmosphere, in line with the design concept as the starting point for all daily activities. By presenting a calm atmosphere from the start of the day, this design supports the physical and emotional comfort of users, while creating a balance between function, aesthetics, and tranquility of space.*

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

*This bathroom design is divided into three main areas, namely the basin area, toilet area, and shower area, with products selected to support functionality, aesthetics, and cross-generational needs. In the basin area, a classic-style basin design is used that is visually flexible, combined with modern faucets to create a balance between timeless aesthetics and current functional needs. In the toilet area, a toilet with an automatic flush and cleaning system is used, which makes it easier for elderly users with limited reach, while also increasing comfort, independence, and hygiene. A hygienic spray is placed in this area due to its flexible and effective use in maintaining the cleanliness of the area around the toilet. Meanwhile, in the shower area, the use of a flexible-reach shower set supports showering while sitting, thereby increasing comfort and safety for users of all ages.*



- **Before you submit, let's check that everything's in place**

*A friendly reminder to check that your entry follows the required template and is complete!*

- Please make sure the Participant ID is clearly indicated on Slide 1 – remember, only one participant per entry (no group work) and one submission per login account.
- Ensure your entry is an original design created by you.
- The size of the bathroom in your design should fall within the allowable range (6-7sqm).
- Please confirm that you are not a relative of any LIXIL employees or closely related persons of LIXIL employees or judges.
- Ensure that you reside within the participating countries and are attending studies full-time at a university or educational institution in the specified countries.  
*Participating countries include: ANZ (Australia and New Zealand), Indochina (Cambodia, Laos, and Myanmar), Indonesia, Philippines, Thailand, and Vietnam.*
- Lastly, only American Standard products should be used in your renderings.