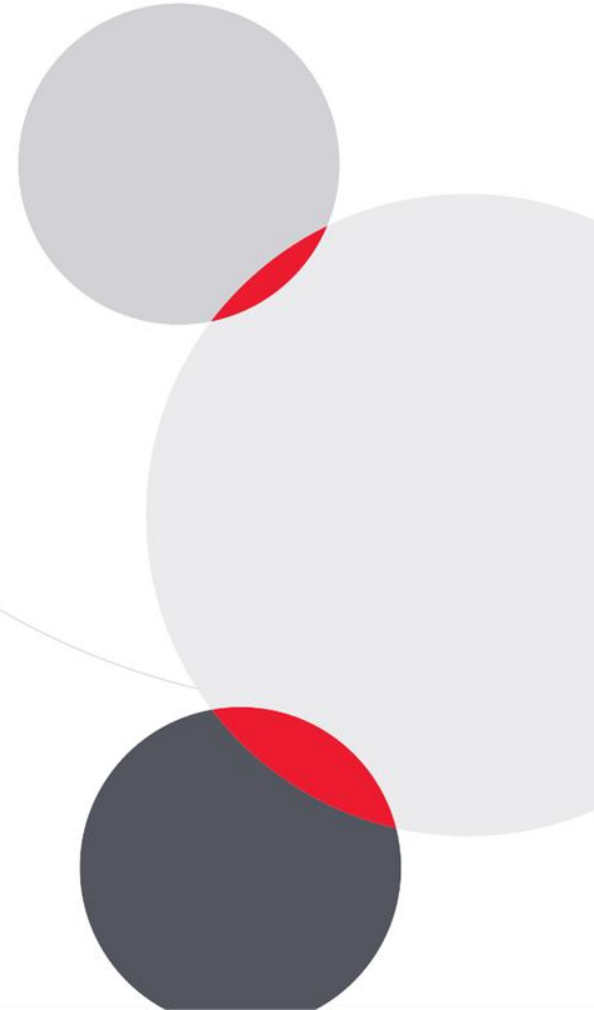




**GOLDEN SOUL
TRANQUILITY
ASDA26-21540**

American Standard



Design Concept Summary

A bathroom design concept that redefines a compact space as an inclusive place for both physical and emotional restoration. The space is divided into three main zones, each designed separately to provide equal levels of privacy. It consists of three interconnected core elements: **Golden, Soul, and Tranquility**.



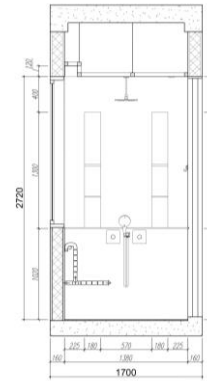
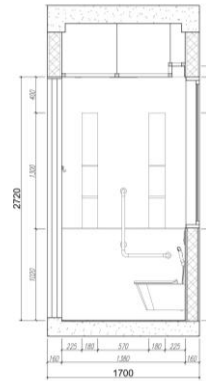
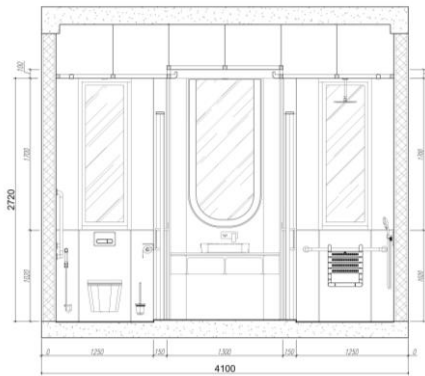
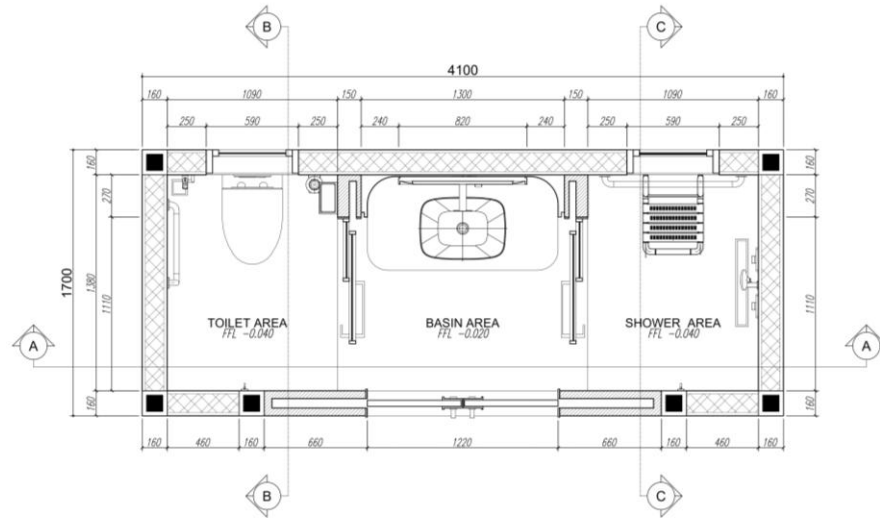
Golden forms the foundation of the design through the application of the Golden Ratio as a principle for shaping spatial proportions and hierarchy, ensuring a balance between function and human scale. From this sense of order, **Soul** emerges through a more personal and reflective spatial experience, where the bathroom is not only functional but also carries emotional value. When spatial proportions align with human experience, **Tranquility** naturally arises as a calm, controlled, and restorative atmosphere.

Through spatial order, attention to human experience, and a calming atmosphere, this concept presents a bathroom that is inclusive, harmonious, and meaningful as an integral part of everyday living.

Design: Floor Plan and Elevations

The bathroom layout is designed with three main zones: the toilet, basin, and shower, each separated by glass doors to provide optimal privacy, allowing every functional area to operate effectively and efficiently.

To support mobility and accessibility within a limited space, a sliding door system is applied as an efficient and safe opening solution. All spatial elements are carefully considered to create an inclusive and universal bathroom.

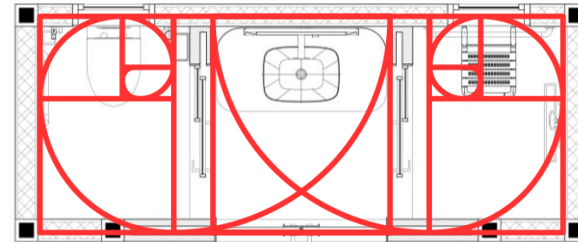
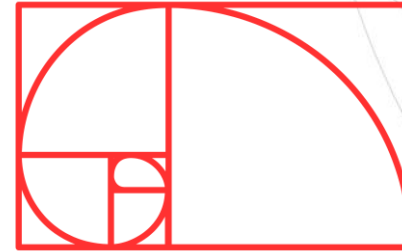
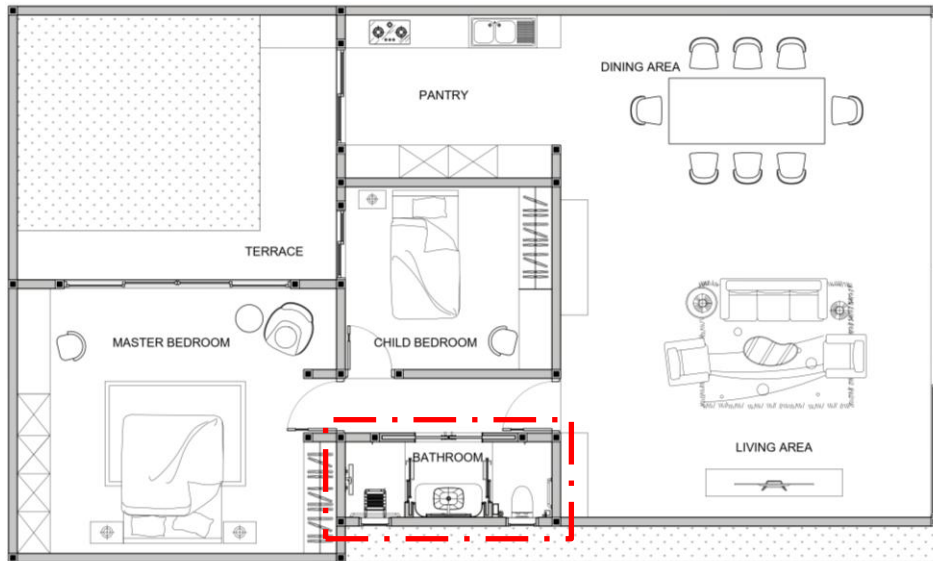


**Total Bathroom Area
in sqm (including wall
& columns)**

6.97 sqm

Design Visuals: Overview

The bathroom is designed for a family residence that emphasizes the warmth of everyday togetherness. The overall layout is composed with clear, connected, and efficient spatial organization. The bathroom zone is placed compactly along one side of the space as a private area, with close access to both the bedroom and living area, allowing convenient use by all occupants. Proportional spatial arrangement creates a smooth and natural transition within daily activities.



The spatial implementation applies the Golden Ratio as a proportional framework that governs spatial division, the placement of key elements, and the overall visual flow. These proportions establish a clear hierarchy of zones and balance between areas, allowing each element to exist in a measured and complementary relationship.

Design Visuals: Full Bathroom

Designed with a balanced and calming spatial composition, the combination of materials is arranged harmoniously to create warmth, visual stability, and a sense of comfort. Curved elements and soft forms are used as the primary design language, generating a gentle visual flow that provides emotional calm for the user. The presence of natural light entering through vertical openings enhances the sense of spaciousness while creating a space that feels alive and breathable. The overall atmosphere naturally evokes tranquility, experienced not only physically but also emotionally.



Design Visuals: Shower Area

The shower area is designed as a comfortable and inclusive wet zone, with a well-organized layout that ensures all elements are easily accessible. Beige travertine finishes on the walls combined with terrazzo flooring and neutral tones create a warm and natural atmosphere. The area is equipped with a head shower, hand shower, integrated water controls, and a wall niche for storing bath amenities, keeping the space neat and functional. A balanced proportion between circulation space and sanitary elements enhances user comfort, while the presence of a shower chair allows safe use by users of different ages. Natural light enters through vertical openings, creating a bright, warm, and well-ventilated environment that enhances a more relaxed and soothing shower experience.



Design Visuals: Toilet Area

The toilet area is designed in harmony with the shower area, sharing a similar atmosphere while offering a distinct experience of its own. The main element, a wall-hung toilet, is selected to facilitate easy floor cleaning and maintain a light and clean spatial appearance. The area is also equipped with ergonomically positioned grab bars to support accessibility and user safety, particularly for elderly users.



Design Visuals: Basin Area

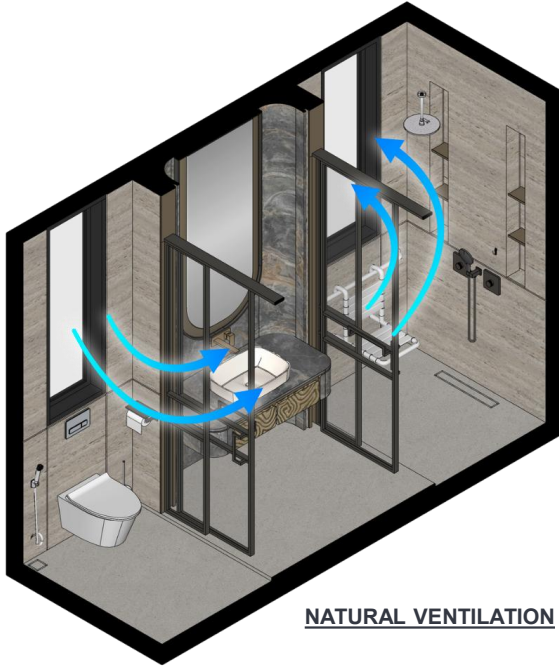
Positioned between the shower and toilet areas, the basin area functions as a visual anchor and a transitional zone that connects the two private spaces with a more dynamic character. It is defined by a precisely curved wall finished in dark grey sintered stone, paired with a curved mirror that softens the spatial expression and creates a gentle reflective quality.

The main element, a signature vessel with a refined form, is placed on the countertop and complemented by a wall-mounted faucet, enhancing the sense of sophistication within the area. Below, oak wood drawers carved with flowing organic patterns add textural depth and visual dynamism.

Enclosed by sliding doors made of rippled glass, the basin area maintains privacy between zones without disrupting visual connection or natural light flow, achieving a balance between functionality and aesthetics. Overall, this area acts as an elegant contrast that subtly neutralizes and enriches the overall spatial palette.



Design
Visuals:
Optional
Images/
Information



NATURAL VENTILATION

Natural air circulation is designed using the principle of cross ventilation through the placement of windows on opposing sides of the space, allowing fresh air to enter from one side and exit through the other. This configuration creates efficient airflow movement naturally, reducing reliance on mechanical systems.



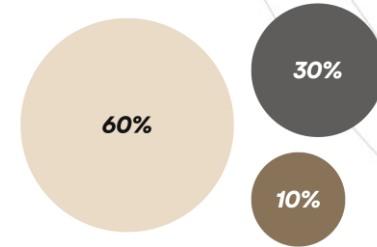
MECHANICAL VENTILATION

Mechanical air circulation is designed using a Troxbox ducted air-conditioning system seamlessly integrated into the ceiling structure, ensuring even air distribution across all bathroom zones without disrupting the spatial aesthetics. This solution maintains thermal comfort and air quality while preserving a clean and minimalist appearance.

Design Visuals: Optional Images/ Information



Link to the animation video : <https://its.id/m/ASDA26-21540>



The color composition is designed based on the 60–30–10 color rule, aligned with the principles of the **Golden Ratio** to create a balanced and calming visual harmony. Neutral beige dominates **60%** of the palette as the primary background, representing warmth, stability, and spatial comfort. This is followed by dark grey at **30%** as the secondary color on the basin wall, adding depth and elegant contrast without disrupting tranquility. The remaining **10%** is expressed through oak wood tones and warm metallic accents, providing visual accent and enriching the overall spatial character.

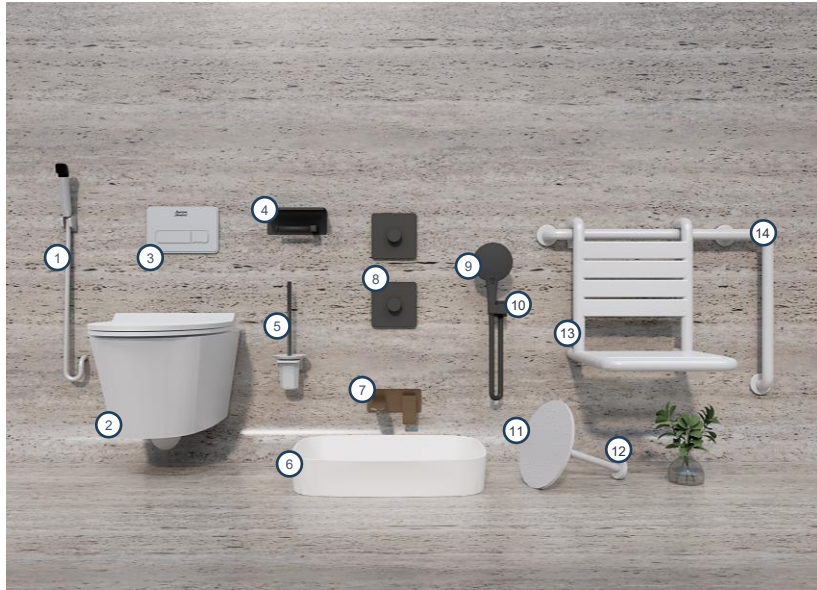
Specifications: Colors, Materials and Finishes





1. Water Ripple Glass
2. Terrazzo Light Grey Matte
3. Beige Travertine
4. Bronze Sheet Metal
5. Plane Mirror
6. Dark Grey Sintered Stone
7. Oak Wood Carving - Paint Finish
8. Black Anodized Aluminum



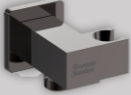




The use of materials in this design is composed holistically to create a warm, calm, and elegant atmosphere through a combination of natural and modern materials. Each surface engages in dialogue with one another, forming subtle sensory layers and creating a cohesive and meaningful material harmony.



American Standard Products Specified



	Product Name	Product Image	Reason for Selection
1	DuoSTiX™ Hygiene Spray		Enhances personal hygiene standards through precise and hygienic spray control.
2	Signature Wall-Hung Toilet		The wall-hung system creates a lighter visual impression, simplifies floor cleaning, and enhances the sense of spatial openness.
3	Concept Oblong Flush Plate		A sleek and ergonomic design that integrates seamlessly with the wall, maintaining a clean and refined appearance.
4	Concept Square Single Tissue Holder		A modern and solid square design that also allows placement of small accessories on top.
5	Acacia Evolution Toilet Brush		Facilitates toilet cleaning while maintaining a harmonious visual relationship with the toilet design.
6	Signature Vessel		Contemporary design with soft and elegant form, serving as both a visual focal point and a functional element in the basin area.
7	Acacia E In-Wall Vessel Mixer		In-wall system creates a clean and organized appearance, while advanced features support water efficiency and long-term durability.

	Product Name	Product Image	Reason for Selection
8	EasySET for Head Shower and Hand Shower		Intuitive water control system with a simple design that optimizes convenience at the push of a button..
9	RainClick 130 Round 3F Hand Shower		Multi-spray feature provides adaptable shower experiences to suit different user needs with comfortable water flow.
10	Square Wall Outlet With Holder (G12")		Integrated wall outlet maintains installation neatness, ensuring ergonomic and easy access to the hand shower.
11	Acacia Evolution 250mm Round Air-in Showerhead		Smooth circular form with large diameter and air-in technology delivers evenly distributed water flow.
12	Top Installation Shower Arm		Ceiling-mounted installation maximizes movement space and improves ease of access.
13	Shower Nylon chair		Provides support for elderly users and users with special needs, reinforcing inclusive and universal design principles.
14	L Nylon grab bar (Right)		Offers accessibility support with durable materials and a minimalist design that blends seamlessly into the space.

Appendix

Design Story – Limit to 150 words per answer.

- What is the inspiration for your design?

One thing I firmly believe is that a bathroom does not only cleanse the body, but also the mind and soul. In the context of a family residence, this space becomes part of the small daily rituals that shape the quality of everyday life. From this belief, the concept emerges, where spatial limitations are addressed while maintaining a balance between aesthetics and function, combined with a warm and calming atmosphere that touches the user's soul during the act of cleansing.

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

As a residential bathroom, this design is conceived to be inclusive and intuitive, allowing every family member to use the space with a sense of safety and comfort. The design emphasizes emotional comfort and universal accessibility, where each area becomes part of a calm daily ritual. A balance between warm, nature-inspired elements and advanced mechanical systems is applied to optimize both efficiency and spatial performance. Every aspect is carefully considered to shape simple yet meaningful moments in everyday life.

- How does the design fulfill the design challenge?

The main design challenge lies in the limited space that must accommodate complete functions without feeling narrow. This is addressed through efficient circulation planning and spatial composition based on the principles of the Golden Ratio. Each area is arranged to remain interconnected and capable of optimally serving the needs of the family, while maintaining a calm and harmonious atmosphere. A warm spatial ambiance also becomes a key solution in shaping both aesthetic quality and emotional comfort within a compact space.

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

The products used are not merely functional elements, but an integral part of the spatial experience. Consistent product design supports visual harmony, while their quality ensures comfort and meets daily needs through comprehensive features. Advantages such as water efficiency, antibacterial properties, environmental friendliness, and strong durability support the concept of "Inspiring Everyday Living," providing solutions that not only fulfill the needs of today's family but also sustain quality of life, hygiene, and long-term sustainability for the future.



Let your ideas transform
everyday routines into
meaningful experiences!

American Standard

