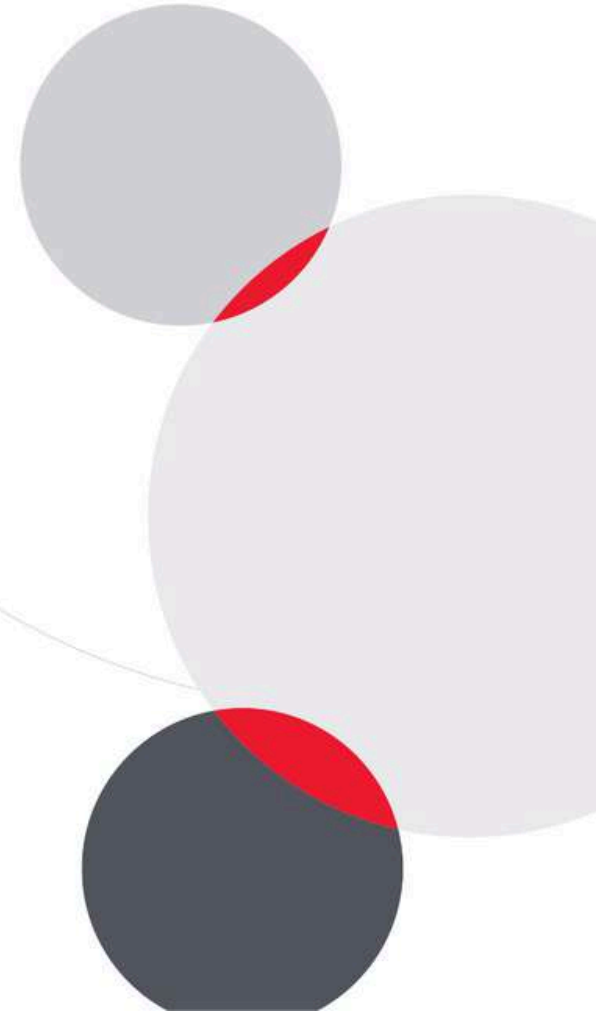


MAMA

The Return of Care
ASDA26-21347



Design Concept Summary

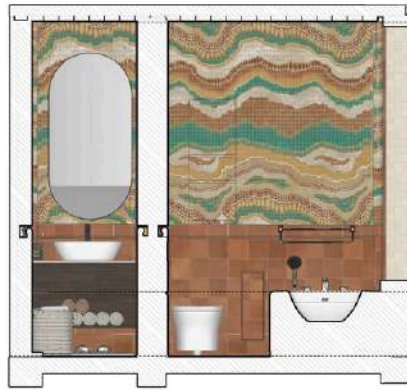
MAMA is a bathroom that captures a quiet yet profound moment when the roles between mother and child gently reverse. Inspired by childhood memories of being bathed by a mother's caring hands, the space introduces a bathing seat that allows the mother to be washed safely, comfortably, and with dignity not as a sign of dependence, but as an act of respect. The seated position slows the rhythm of bathing, transforming a daily routine into a moment of presence and care. Hidden handrails are seamlessly integrated into the walls, providing intuitive support without the clinical appearance of medical devices, symbolizing the invisible protection mothers have always given. The ceramic patterns draw inspiration from the familiar motifs of a mother's house dress, embedding warmth, domestic memory, and everyday intimacy into the bathroom. Beyond its functional role, this bathroom becomes a reflective space about time, reciprocity, and the life cycle where caring for one's mother is revealed as a mature and tender expression of love.

EXPRESSION OF DASTER IBU
“ DASTER IBU ”



Design: Floor Plan and Elevations

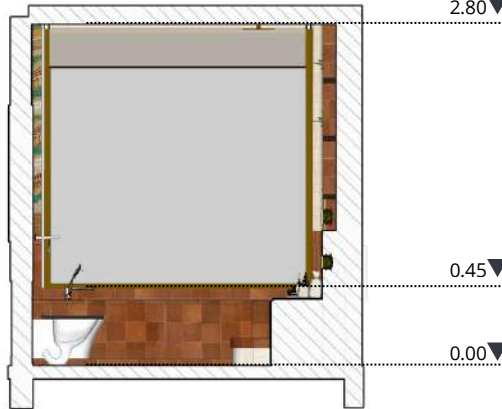
The floor plan is designed to support ease of movement for elderly users. Clear circulation, minimal obstacles, and well-considered spacing allow for safer and more comfortable daily use.



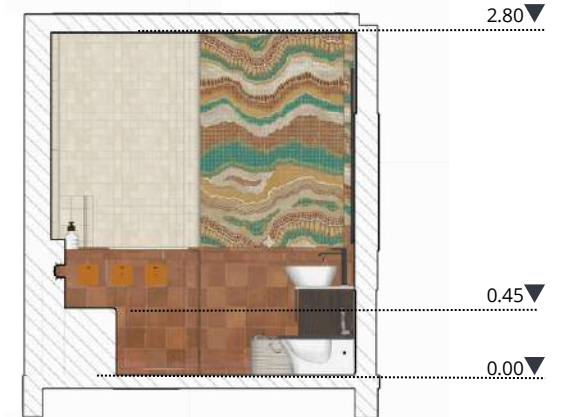
Section A



Section B



Section C



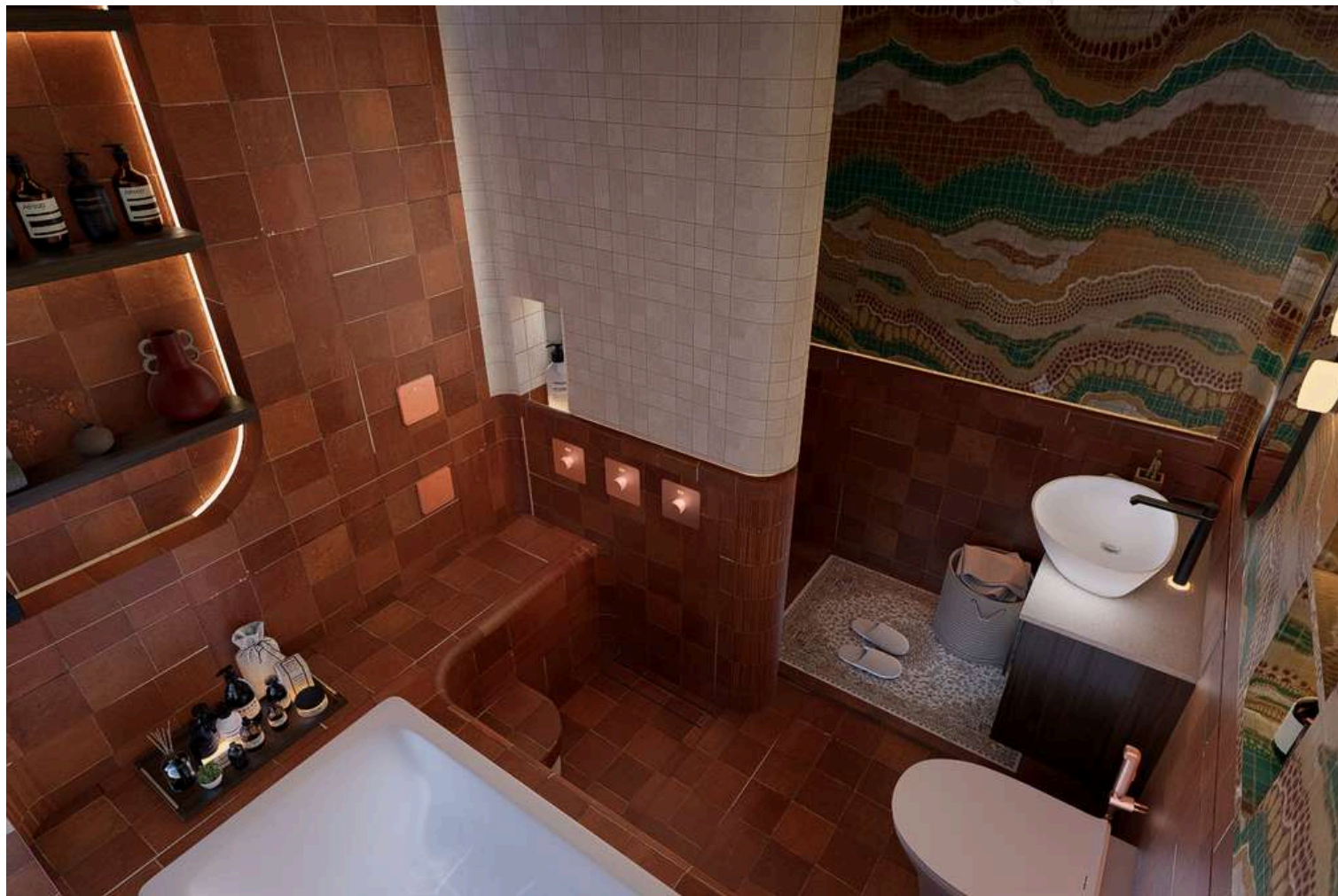
Section D

Total Bathroom Area
in sqm (including wall
& columns)

Enter here

Design Visuals: Overview

The bathroom area is dominated by brick and ceramic materials, creating a strong yet warm character. The exposed brick brings an honest, earthy texture, while ceramic surfaces ensure durability, hygiene, and ease of maintenance. Together, these materials balance rawness and practicality, reinforcing a bathroom atmosphere that feels grounded, resilient, and timeless.



Design Visuals: Full Bathroom

The abstract patterns are intended to spark inspiration and imagination, allowing each user to interpret the space in their own way. Rather than being decorative alone, the abstraction invites reflection and emotional connection, turning everyday routines into moments of creativity and calm. Through these forms, the bathroom becomes not just a functional space, but a source of quiet inspiration.



Design Visuals: Shower Area



The shower area is designed with a built-in seating bench to support elderly users during bathing. This seating allows them to shower safely and comfortably without the need to stand for long periods, reducing the risk of slipping or fatigue. By integrating the seat seamlessly into the design, the shower becomes a more inclusive, calm, and supportive space for all generations.

Design Visuals: Toilet Area

Despite its compact size, the toilet area is equipped with multiple integrated handholds to ensure ease of movement and safety. These thoughtfully placed supports allow users—especially the elderly—to sit, stand, and move comfortably within the limited space. The design prioritizes dignity and independence, proving that a small area can still provide generous support through careful, human-centered detailing.



Design Visuals: Basin Area

The basin area features a mosaic tile backdrop inspired by my mother's daster patterns—familiar, rhythmic, and deeply personal. The flowing motifs and layered colors reinterpret the softness and warmth of everyday domestic fabrics into a durable surface. This backdrop transforms a simple washing ritual into an emotional experience, celebrating memory, care, and the quiet presence of a mother within the bathroom space.



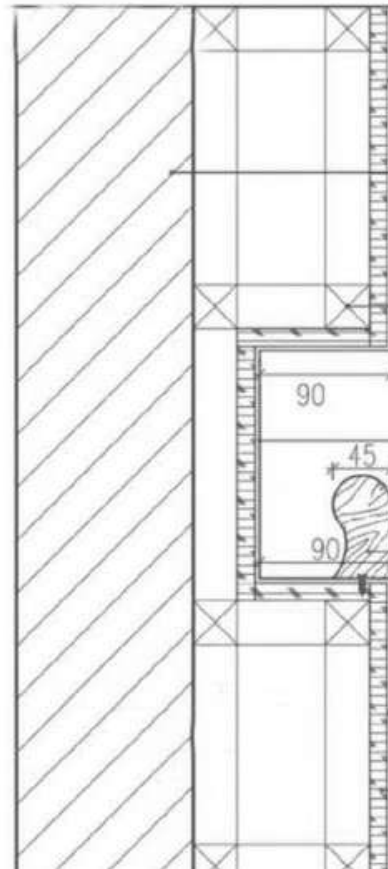
Design Visuals: Optional Images/ Information

inspired by my mother, who has always been a quiet yet constant source of inspiration—especially in the most everyday space: the bathroom. She taught me that the toilet is not merely a functional room, but a place of care, routine, and small moments of reflection. Through her habits—keeping the space calm, safe, and thoughtful—I learned that true comfort comes from attention to details and empathy for others. This concept translates those values into a bathroom that feels protective, warm, and human, where design supports daily life with the same care a mother naturally gives.



Design Visuals: Optional Images/ Information






The hidden handrail is subtly integrated into the wall design, functioning as a continuous support without appearing institutional. Designed to assist elderly users, it provides stability and confidence during movement, especially when standing, sitting, or transitioning within the bathroom. By blending seamlessly with the material and geometry of the space, the handrail supports safety and independence while preserving a calm, residential aesthetic rather than a medical one.



Specifications: Colors, Materials and Finishes

materials that emphasize a warm, earthy, and honest character. Terracotta tiles are applied on the floor and parts of the walls, bringing natural tones that feel grounded and timeless. A layered wavy mosaic accent, combining soil, sand, and muted green colors, adds depth and a tactile quality, creating a space that feels alive rather than sterile. Small neutral-toned tiles are used as a subtle counterbalance, reinforcing functionality while supporting a design that intentionally moves away from the conventional idea of a perfectly clean bathroom.



	Product Name	Product Image	Reason for Selection
1	Acacia E Deck mounted B&S Faucet_Polished Warm Sunset		The color palette is inspired by sunset tones , creating a warm and comforting atmosphere. These hues enhance visual comfort, reduce harsh contrasts, and make the space feel more welcoming—especially for elderly users. The sunset colors harmonize with the brick and ceramic materials, resulting in a balanced and emotionally soothing bathroom environment.
2	Acacia E SH SL vessel mixer_Matt Blac		These design choices create a calm and soothing impression . The warm tones, natural materials, and gentle patterns work together to reduce visual stress and promote a sense of relaxation, allowing the bathroom to feel peaceful, balanced, and emotionally comforting.
3	ody Showers with conceal body(G1/2")_Polished Warm Sunse		The color palette is inspired by sunset tones , creating a warm and comforting atmosphere. These hues enhance visual comfort, reduce harsh contrasts, and make the space feel more welcoming—especially for elderly users. The sunset colors harmonize with the brick and ceramic materials, resulting in a balanced and emotionally soothing bathroom environment.
4	Studio S OP 4.8L PowerFlo Tankles		The curved forms and flowing patterns evoke the sensation of rain , creating a soft and continuous visual movement. This impression enhances the feeling of calmness, as if being surrounded by falling rain, turning the bathroom into a tranquil and reflective space rather than a purely functional one.
5	EasySet Headshower_Polished Warm Sunse		The color palette is inspired by sunset tones, creating a warm and comforting atmosphere. These hues enhance visual comfort,

Appendix

Design Story – Limit to 150 words per answer.

- What is the inspiration for your design?

The inspiration for this design comes from a quiet reversal of roles between mother and child. It originates from a shared memory many people carry, being bathed by a mother during childhood, and the later moment in life when the child begins to care for the mother in return. This emotional transition becomes the core narrative of the bathroom. The design translates this idea into spatial elements that support care with dignity: a bathing seat that allows the mother to be assisted safely and comfortably, hidden handrails that provide support without appearing clinical, and ceramic patterns inspired by the familiar motifs of a mother's house dress. These everyday domestic references transform the bathroom from a purely functional space into an intimate environment filled with memory and warmth. Rather than emphasizing aging or dependency, the design is inspired by reciprocity, tenderness, and the continuity of care across generations.

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

The design responds to the physical, emotional, and psychological needs of aging mothers and their adult children who now take on a caregiving role. Functionally, it prioritizes safety and comfort through ergonomic bathing elements, discreet support features, and slip-resistant surfaces that allow assisted bathing without creating a clinical atmosphere. Emotionally, the space is designed to preserve dignity, avoiding visual cues that suggest dependency or illness. By integrating familiar domestic elements, such as ceramic patterns inspired by clothing and household memories, the bathroom becomes a comforting, intimate space rather than a medical one. This helps reduce feelings of vulnerability for the mother and emotional strain for the caregiver. The design also supports independence wherever possible, allowing the mother to participate actively in daily routines while receiving subtle assistance. Overall, the design balances care, safety, and emotional warmth, ensuring the users feel respected, secure, and emotionally connected within the space.

- How does the design fulfill the design challenge?

The design addresses the challenge of creating an assisted-care bathroom that is both highly functional and emotionally sensitive. Rather than treating aging as a problem to be solved, the design reframes care as a continuation of love and reciprocity between generations. It successfully merges accessibility requirements, such as safe bathing support, ease of movement, and assisted use, with a warm, domestic aesthetic that avoids the stigma of institutional design. By hiding assistive features within familiar forms and materials, the space maintains a sense of normalcy and personal identity. The design challenge of balancing safety and dignity is resolved through subtle integration, ensuring that support elements do not dominate the visual experience. Additionally, the narrative-driven approach transforms the bathroom into a meaningful environment that reflects shared memories and emotional bonds. In doing so, the design goes beyond problem-solving and becomes a storytelling space that humanizes the caregiving experience.

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

The selected products play a crucial role in reinforcing both the functional and emotional intent of the design. Each product is chosen not only for its performance and safety but also for its ability to blend seamlessly into a domestic setting. Bathing fixtures are designed with ergonomic proportions and integrated support, ensuring comfort and stability without drawing attention to their assistive function. Materials such as ceramic, soft matte finishes, and warm textures evoke familiarity and memory, supporting the emotional narrative of care and tenderness. The use of concealed handrails and thoughtfully designed seating allows assistance to be provided discreetly, preserving the user's dignity. Product forms are gentle and non-institutional, reinforcing the idea that this space is a home, not a healthcare facility. Together, these product choices support a design that enables safe caregiving while maintaining intimacy, warmth, and respect for the user's life experience.



Let your ideas transform
everyday routines into
meaningful experiences!

American Standard

