

**as:da**  
American Standard  
Design Award 2026

# SA·TA·RA

Standard for all, Everyday, and Everyone

ASDA26-22001

*American Standard*



# Design Concept Summary

# SA | TA | RA



## Problem

Bathroom standard is still not equally accessible to **everyone**. Although the bathroom is one of the most fundamental spaces in **everyday** life, its quality is often limited by economic factors and social class.



## Issue

The world is facing major challenges, particularly climate change and widespread pollution, which directly impact the quality of **everyday** human life. Even simple domestic activities, such as using bathrooms, significantly contribute to water consumption, energy use, and waste generation.

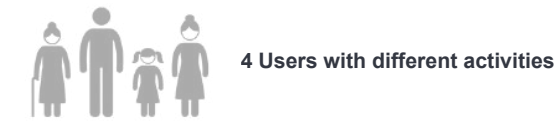
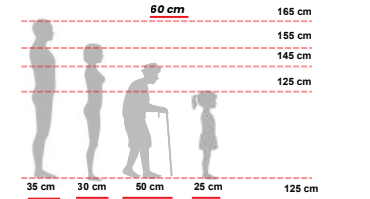
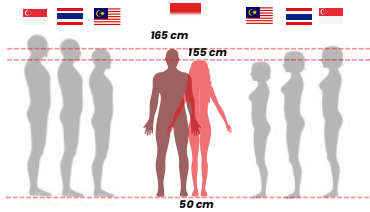


## Consideration

As the world's largest archipelagic country, Indonesia is home to diverse communities spread across thousands of islands, from Sabang to Merauke. The key consideration is how American Standard, as one of the leading bathroom product brands with the quality, can be used by **everyone** throughout Indonesia, without exception in their **everyday** daily basis.

# Design Concept Summary

## Users Analysis

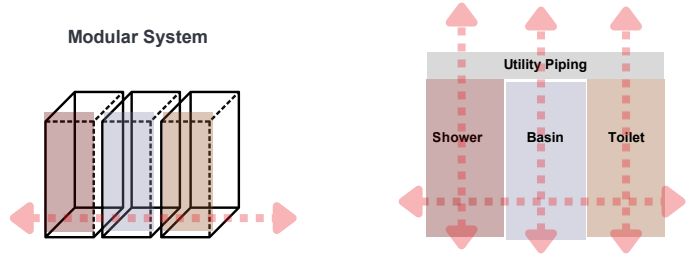


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# What If?

I tell you that all problems, Issues and considerations can be solved by **Sa-Ta-Ra Bathroom Design** :

Can be access at the same time, with different activities



Dad as the architect of the furnitures



# Design: Floor Plan and Elevations

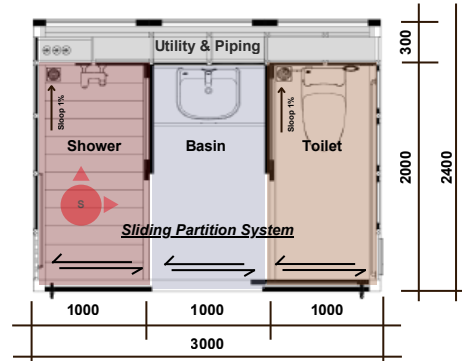
Total Bathroom Area  
in sqm (including wall  
& columns)

6,9 m2

## Section

Can be us by all users, at  
the same time

## Plan



## Elevation



Side



Front

Back



# Design Visuals: Overview

## Beyond Sustainable

Natural Ventilation

Natural Air Circulation

Natural Materials

Modular

American Standard Sanitary

This space embodies the core idea of SATARA, which one standard that adapts to everyone. By separating the shower, basin, and toilet into clearly defined yet connected zones, the bathroom allows multiple family members to use the space simultaneously, without compromising comfort or dignity.

The warm materials and sliding partitions create a calm, domestic atmosphere, while the modular layout responds to different needs across generations.



# Design Visuals: Full Bathroom

**Everyone**

**Everyday**

**Every Activities**

**At one time**

For the elderly, easy and direct access to the toilet becomes essential as bathroom frequency increases with age; for adults and children, the space supports daily routines safely and intuitively.

SATARA transforms the bathroom from a single-use room into an inclusive system—designed for everyday life, for everyone.

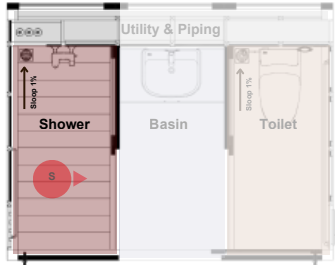


# Design Visuals: Shower Area

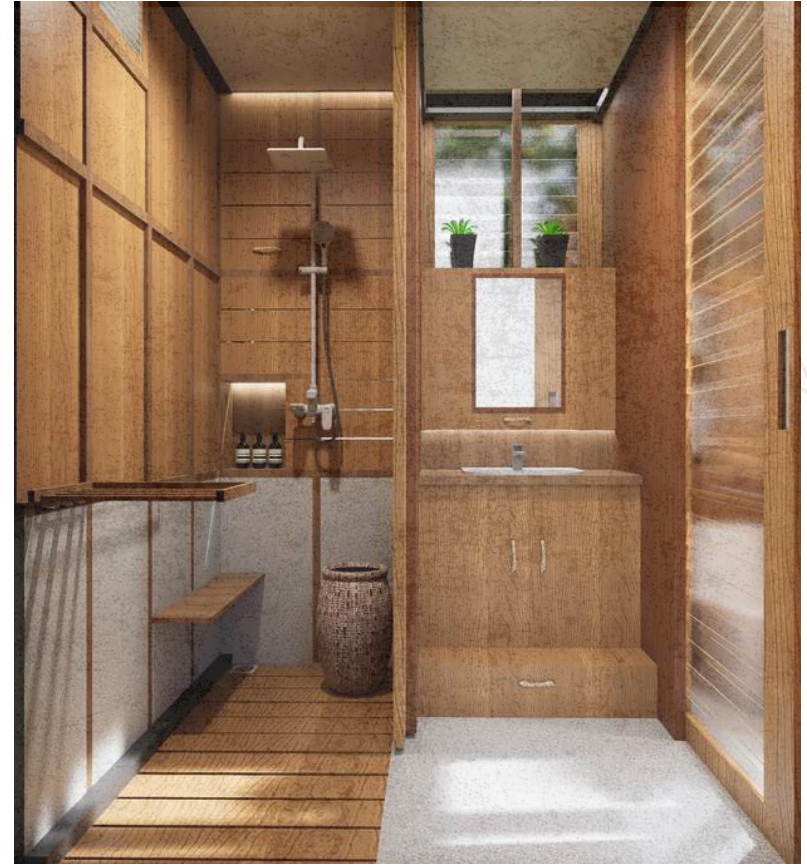
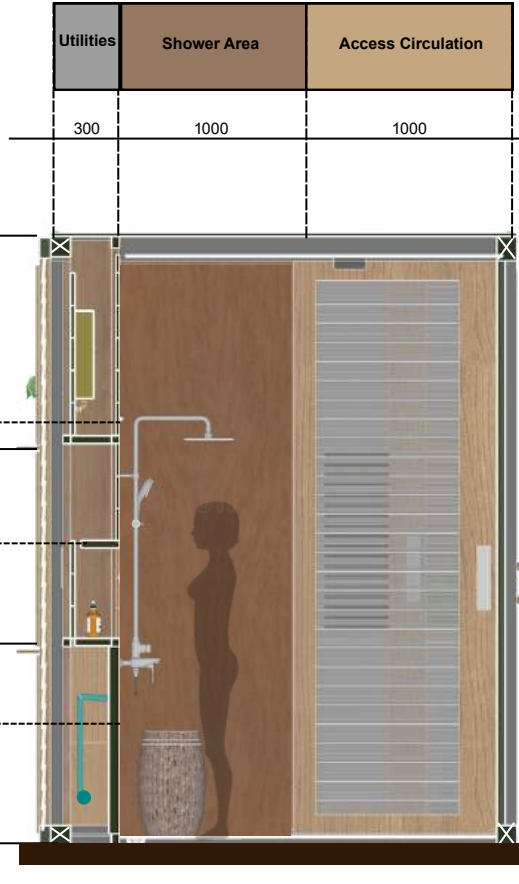
The shower area is designed as a calm, enclosed retreat, where warm wooden surfaces, filtered natural light, and tactile materials create a sense of privacy and comfort. Its generous yet efficient proportions allow safe and relaxed movement, accommodating users of different ages and abilities. Integrated seating and clearly defined zones support everyday rituals, transforming a functional space into a mindful, inclusive experience.

30 cm of the utilities area allows **natural lighting** appears as the **hidden light**

## Keyplan :

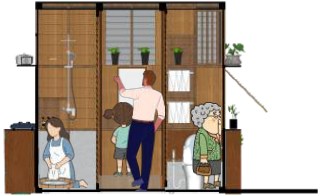


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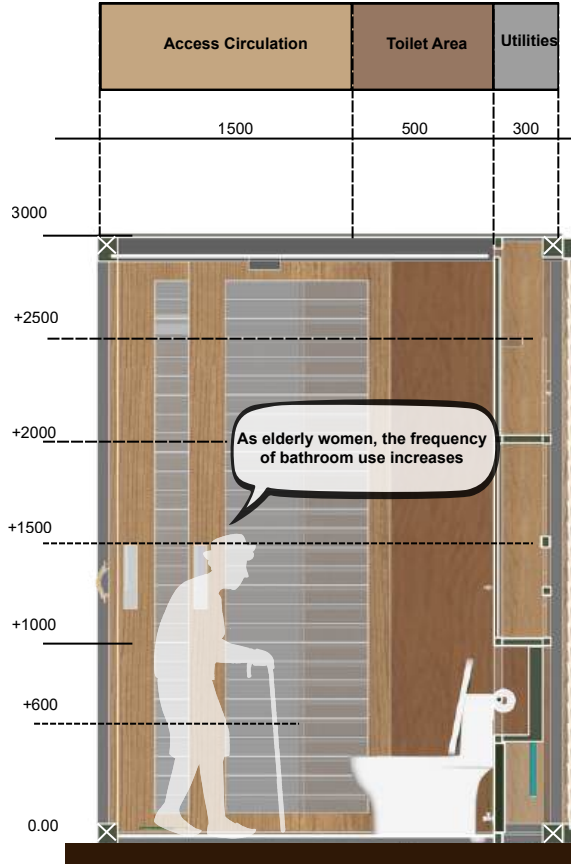
# Design Visuals: Toilet Area

As people age, especially elderly women, the frequency of bathroom use increases, making easy and safe access to the toilet increasingly important.



Bathroom can be used by everyone, everyday, at the same time

## Keyplan :

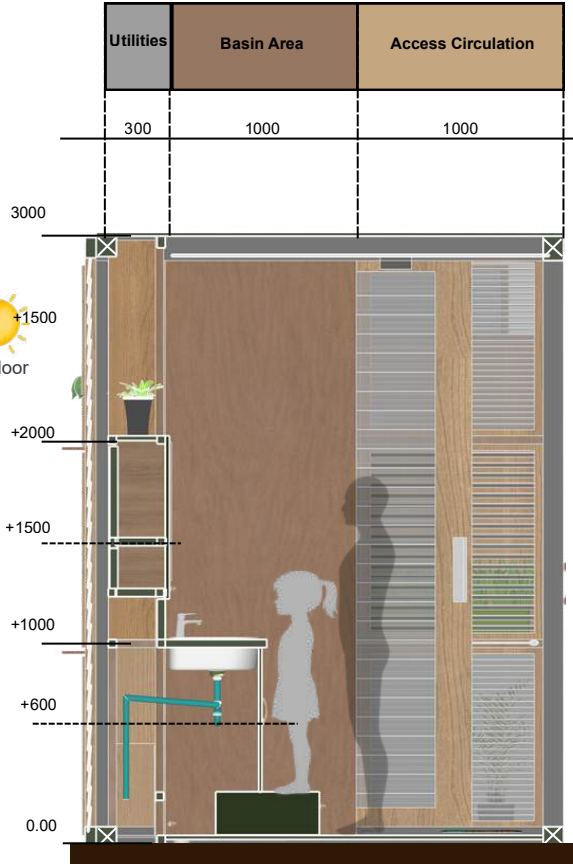
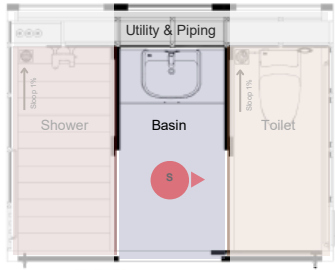


# Design Visuals: Basin Area

The basin area is designed as a shared yet personalized interface within the SATARA system. While the washing function remains collective, storage is individualized each family member is given their own cabinet rack, ensuring hygiene, clarity, and dignity in daily routines. Hidden cabinetry behind the mirror keeps the space visually calm and uncluttered, while modular dimensions based on human anthropometry allow both children and adults to use the basin comfortably.

This approach transforms the basin from a single-user fixture into an inclusive, orderly, and adaptable everyday space—one standard that serves everyone.

## Keyplan :



Cabinet behind the mirror

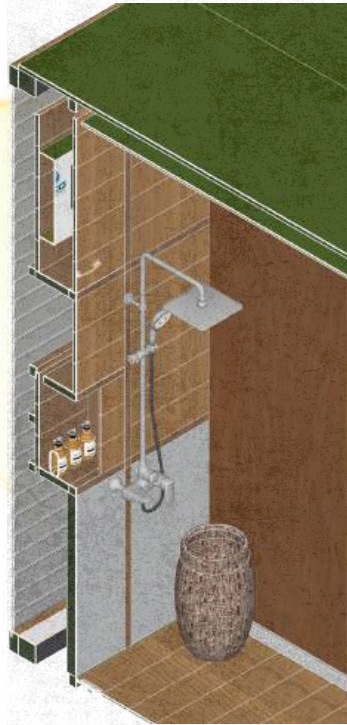
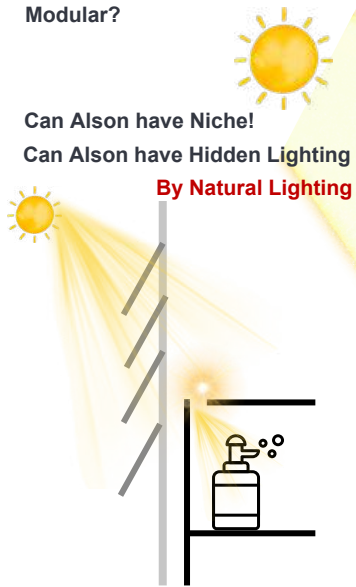


Every Users have their own cabinet rack



# Design Visuals: Optional Images/ Information

Natural Lighting As the hidden lighting



Natural air & lighting eliminating odors, and ensuring long-term comfort.



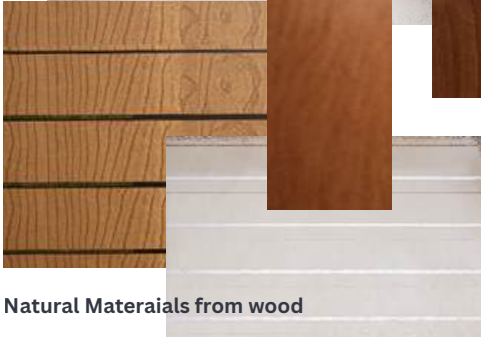
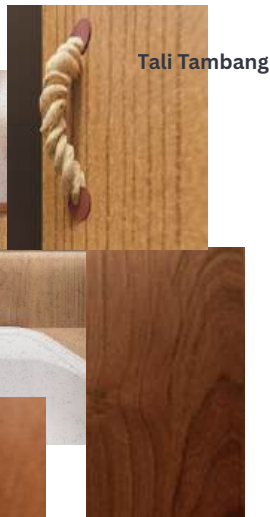
Design  
Visuals:  
Optional  
Images/  
Information



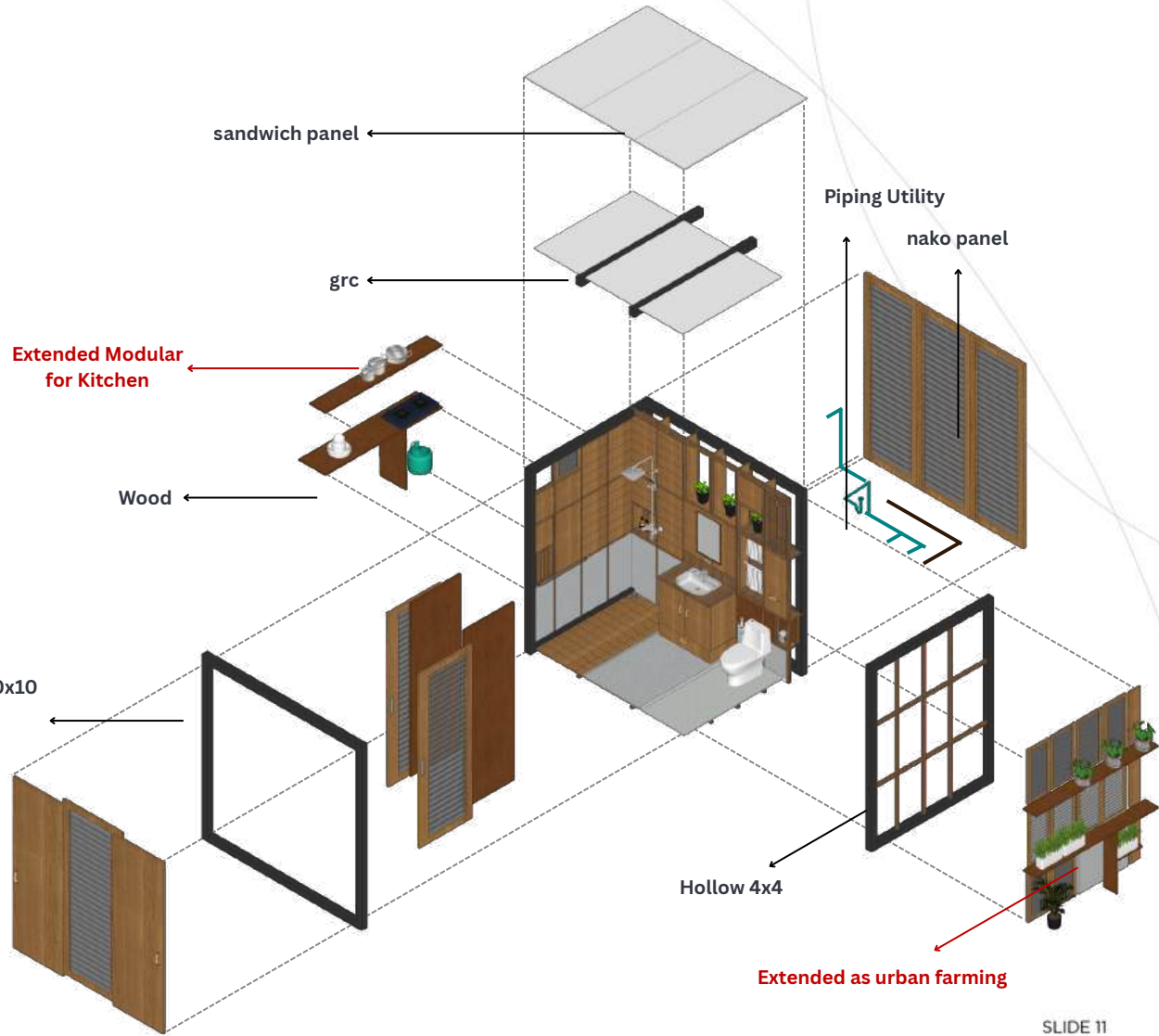
When touched by natural light, the wooden surfaces reveal subtle textures and tones that enhance comfort and familiarity. Combined with durable, moisture-resistant finishes, these materials are designed for everyday use—aging gracefully over time while maintaining hygiene, safety, and ease of maintenance.



# Specifications: Colors, Materials and Finishes



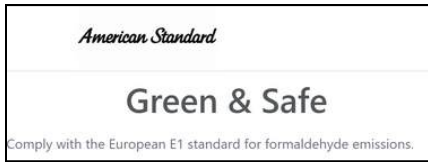
Natural Materials from wood



# American Standard Products Specified






## Why American Standard?

All products are designed for long-term durability, minimizing the need for repairs and maintenance in the future



**Good-quality bathrooms are a right for everyone, without exception.**



	Product Name	Product Image	Reason for Selection
1	Loven basin mono without Pop-up Drain		Its simple, durable design minimizes components, making it easy to maintain and suitable for everyday use by all users.
2	EasySET Exposed Shower Auto Temperature Mixer with Integrated Rainshower Kit (3-Way)		The exposed and temperature-controlled system ensures safety, adaptability, and easy installation without costly structural changes.
3	Cygnetsquare Hygiene Rimless Close Coupled Back To Wall BackInlet Toilet Suite		The rimless and compact design improves hygiene, reduces water use, and provides a clean, accessible toilet solution for all households.
4	Loven Countertop Basin W550		Its compact and flexible form allows installation at various heights, adapting to different users and life stages within a modular system.
5	Concept Square Towel Shelf Brushed Hard Graphite		The multifunctional and modular shelf that can be placed by product in the future enhances daily usability while optimizing space and accessibility for everyone.

# Appendix

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

- What is the inspiration for your design?

*Observing current conditions, even in Jakarta, the capital city where I study, not everyone has access to a decent bathroom. Despite the high intensity of daily activities and the number of users, proper bathroom facilities remain limited, even though they are essential to everyday life. Coming from a smaller city, Jambi in Sumatra, I have also witnessed how access to quality sanitary products is constrained by economic limitations. Many households spend most of their resources merely on constructing a bathroom space, leaving little capacity to invest in proper sanitation systems. This raises a fundamental question, can people across Indonesia access a good-quality bathroom every day? This issue becomes more critical when combined with today's alarming environmental conditions, where frequent flooding caused by human activities accelerates climate change and highlights the urgent need for more sustainable domestic solutions.*

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



*The three main areas—toilet, shower, and basin—are arranged as separate zones, each enclosed by its own partition and accessed through individual sliding doors. This configuration allows the spaces to be used simultaneously, supporting the rhythms of daily life within a single household. Designed as a modular system, each area is carefully proportioned based on human anthropometry and the specific activities of different family members, ensuring comfort, accessibility, and adaptability for everyday use.*

- How does the design fulfill the design challenge?

*The design fulfills the challenge by redefining good bathroom standards as an inclusive system rather than an exclusive product. Through a modular layout that separates toilet, shower, and basin areas, the design allows simultaneous use by different family members while adapting to various ages, abilities, and economic conditions. By combining durable, low-maintenance products with flexible configurations, the design ensures long-term usability, affordability, and sustainability—making quality bathrooms accessible for everyday use by everyone.*

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

*The selected products support the design purpose by ensuring durability, simplicity, and ease of maintenance, making good-quality bathrooms accessible for everyday use by everyone. Their long-term reliability reduces costs and environmental impact while allowing the modular system to adapt to different users without compromising safety or quality.*



<b>Check if completed:</b>	
●	Participant ID is indicated on Slide 1 – only <u>one</u> participant per entry (no group work) and <u>one</u> submission per login account
●	Entry is an original design by the participant
●	Entry is complete in the required template
●	Size of bathroom in design entry is within the allowable range
●	Participant is not a relative to LIXIL employees and/or Closely Related Persons of LIXIL employees and/or of the judges
●	Participant resides within the participating countries on a full-time basis and the participant is physically attending their studies (in any manner) at a university or educational institution situated outside of the specified countries. <i>Participating countries are ANZ (being Australia and New Zealand), Indochina (being Cambodia, Laos, and Myanmar), Indonesia, Philippines, Thailand, and Vietnam.</i>
●	Only American Standard products are used in renderings

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Let your ideas transform  
everyday routines into  
meaningful experiences!

*American Standard*

