



# GROHE NEWSLETTER

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FEATURE: The Supreme Bodhi envisions the ideal home  
TRENDS & UPDATES



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## Home, Elevated: The Supreme Bodhi envisions the ideal home



With only eleven units, this cluster of townhouses in an elegant Taiwanese neighbourhood is a shining model of livability. The Supreme Bodhi's architecture embraces light, wind and the surrounding greenery to sublime effect, while well-planned interiors envision a portrait of harmonious family living.



Eleven to twelve bodhi trees line the walkways while children, kept safe from ongoing traffic, run free in a park that nestles the row of townhouses that is known as The Supreme Bodhi in Taiwan's Qianzhen District of Kaosiung City. A parent calls, and the child runs past a narrow Japanese Dhyana-styled steel entrance, and eagerly joins his parents in the kitchen.

It is here that the architect and developers of The Supreme Bodhi found a simple inspiration – a family sharing a meal. “In our project, the kitchen is the most momentous point of the house,” shares Kuo Han-Lung, the general manager of Long Da Construction & Development Corporation, the developer of The Supreme Bodhi, “We know the kitchen is the centre of the whole family.”

This sense of what makes an ideal home pervades the design of The Supreme Bodhi; this is a place, Kuo says, where family members will feel warm and satisfied, where both young and old wish to return. “Why do children not want to stay at home?” asks Kuo, “The reason is that the living space is not good enough... We have to create a pleasant space and atmosphere so that our children will want to stay at home.”

The Supreme Bodhi development has effortlessly found a following amongst couples aged 30 to 45, often with young children. Departing from the traditional mindset of an older generation where luxury living equates to owning a big house with an elevator, these homeowners have found in The Supreme Bodhi a more relaxed, and perhaps also rarefied, form of luxury.

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**Project:** The Supreme Bodhi  
**Architect:** Wu Wu-Yi, Yuan Ken Building Workshop  
**Developer:** Long Da Construction & Development Corporation  
**GROHE Products:** Essence, Concetto and Rainshower

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With only eleven units, The Supreme Bodhi is a portrait of what a benign, high-minded development can offer to families. A culmination of the efforts of developer Long Da and architect Wu Wu-Yi from Taiwan’s Yuan Ken Building Workshop, The Supreme Bodhi appears to re-establish basic principles: let our children return to playing in the outdoors; give individuals ample space to enjoy private time and family life; remove the smoke and smog of our urban cities to seek a greater harmony with our environment. A family does not just enjoy living together, comments Kuo; each individual also needs a serene and private space where he can “meditate” and connect with his inner self.

So began an exercise to create a series of townhouses where the “simple” and “natural” pervade. “Firstly, natural light must come into every room,” says Kuo regarding their requirements to the architect, “Secondly, fresh air must flow through the house easily.” In Taiwan, a typical townhouse only allows light to enter from the front and back; here, the developers were looking to realise new possibilities.

The architect and developers worked to keep all the key elements of the design simple – and to what stunning effect. The design of The Supreme Bodhi seems to exude a natural harmony with the elements. Light enters from the top of the narrow and deep courtyard, reflecting a soothing light quality into the house. Generous views of the neighbouring park



can be had from the rooms and rooftop areas, while a black steel façade offers each home privacy while allowing the “wind” to enter.

The fittings for The Supreme Bodhi were chosen after “viewing all the famous brands,” says Kuo. The final selections were made based on the criteria of neat, pure design, “excellent quality of the brand” and those which “set the trends for the future”, including GROHE’s Essence, Concetto and Rainshower products which complement the wooden and stone fittings in the bathrooms for a sense of earthy comfort.



What emerges from this cluster of townhouses is a shining model of livability. The development has already contributed to raising property prices in the neighbourhood,

and the refinement of its neighbours. “With high-quality people, a good environment and new houses here, the whole community will upgrade accordingly,” says Kuo. The Supreme Bodhi’s achievements have not gone unnoticed: the development was awarded the First Prize in the second Taiwan’s Living Architectural Award, and Wu was also nominated for the Far-East Architectural Award.



Looking to the future, can the Taiwanese public look forward to another development like The Supreme Bodhi? No, says Kuo, though he does give a positive note to the future. “We will not build a second Supreme Bodhi, but we will include into future projects the three main elements which are light, space and ventilation,” Kuo reflects, “That is what people are looking for.”

*We would like to thank Mr Kuo Han-Lung, General Manager of Long Da Construction & Development Corporation and Angela Chan from Lafon Trading Co. Ltd for their contribution.*

# BATHROOM SCULPTURE: INTRODUCING CRISTALPLANT

With its soft, luminous finish, the innovative material Cristalplant is inspiring designers to elegant and customised designs for the bathroom.



*With the soft bathroom concept, materials which are softer and tactile are being increasingly used in the 'soft clad' bathtub.*

At the 2010 Milan Salone, Italian designers Roberto and Ludovica Palomba unveiled their latest design, 'Morphing', a series of bathtubs which expresses the eclectic possibilities of the material, Cristalplant. With the 'soft bathroom' concept currently in vogue, Cristalplant is a rising star as a new and beautiful material in bathroom designs which are becoming softer and more tactile. Think organic curves, warm surfaces; a place where the human body feels safe and at home – at the heart of the soft bathroom is the 'soft clad bathtub', where Cristalplant is increasingly the material of choice.

Indeed, what makes Cristalplant unique? Made in Italy, Cristalplant has been largely applied to bathroom accessories and furnishing such as bathtubs, shower taps and wash basins. The allure lies in the fact that Cristalplant is a technologically advanced material. Made from a high percentage of natural minerals, Cristalplant is non-toxic, recyclable, hygienic, non-porous and durable. Detergent and an abrasive sponge

restores this remarkable material to its original state. Incredibly easy on the eye, Cristalplant possesses a velvety finish akin to natural stone.

With top designers flocking to design with Cristalplant, including Patricia Urquiola, Naoto Fukasawa and Marcel Wanders for brands such as Boffi, Agape and Marike, Cristalplant looks set to make waves across bathroom design in 2010.

For more information, visit [www.cristalplant.it](http://www.cristalplant.it).

# GOING DIGITAL IN THE BATHROOM

The bathroom is one of the last places to be introduced to digital technology. But with new digital products entertaining and pampering us in the bathroom, shower time may soon be very different.



*Stocco's Maître bathroom mirror allows you to manage your radio and voice messages and even hooks up to your iPod.*

The digital bathroom is no longer a futuristic fantasy – from music players, televisions, wireless devices, and embedded digital fittings, the possibilities of integrating digital technology into the bathroom is just beginning to capture the imaginations of consumers and designers.

Digital technology may soon change human behaviour in the bathroom, just as consumer needs and preferences are driving the development of digital bathroom products. But consumer interest in digital products is clear – according to one online 2008 global survey, 60% of consumers would spend more time in the bathroom if it possessed more digital products.



*Programme your preferred water flow and temperature with GROHE Ondus®.*

Entertainment is one of the leading motivations for using digital products in the bathroom. The bathroom may soon become another “living space” chock-full with entertainment devices such as TVs, DVD and CD players and even gaming devices. The same online global survey found that individuals in their twenties were most interested in electronic devices for entertainment.

Digital products promoting a sense of wellbeing also possessed a strong resonance amongst consumers. Women, for instance, are likely to appreciate personal digital weighing scales. Trend observers have noted that as the baby boomer generation ages, products which facilitate ease of use will become more significant. Products such as GROHE's Ondus® series, with their ability to monitor and reduce our consumption of water, while offering intuitive features such as allowing presetting of preferred water temperature and flow, may soon come to fill an increasing need in the market.

One thing's for certain – the fascinating technological possibilities that will revolutionise this most private of spaces are just starting to emerge.

01

**GROHE ONDUS® DIGITECTURE SNAGS RED DOT “BEST OF THE BEST” 2010 AWARD**



Following the wins of the Rainshower® Icon in 2009 and GROHE Ondus® in 2007, GROHE's Ondus® Digtecture has again snagged the red dot: “Best of the best” award in 2010. The Ondus® Digtecture stood out for its digital and design innovation. For instance, architects and designers enjoy a high level of creative freedom with the system's modular elements

designed in a 5x5cm grid system, while users enjoy a host of technological benefits such as storing preferred water temperature and pressure.

02

**GROHE VERIS AND QUADRA AVAILABLE IN BLACK AND WHITE**



Black and white faucets first hit the market in 2008 with the launch of GROHE Ondus® . Fast forward to 2010 and the demand for new colours and exclusive finishings from architects and designers has increased. Now, the faucets and fittings in our Veris and Quadra collections are available in Velvet Black and Moon White. Bring indulgence and luxury to the bathroom with Veris in Velvet Black, or create purity and calm with Quadra in pure white.

03

**GIVE ME A REASON TO SHOWER**

A mud bath on a football pitch; being drenched by a bus; and taking a shower from a wet dog – find these reasons and more for showering with GROHE's online campaign, Give Me a Reason to Shower. The videos posted on Sevenload, Youtube and other portals attracted some 300,000 views in the first three weeks alone. Users have been enthusiastically telling us their best reason to shower at our campaign website, [www.showerreasons.com](http://www.showerreasons.com). Join many others as a fan of our Rainshower icon on our Facebook page or join our competition on Twitter.



04

**SHOWER COLOURS WITH THE GROHE RAINSHOWER® ICON COLLECTION**



With all the colours of the rainbow in one collection, the GROHE Rainshower® Icon Collection is a handshower range to behold. Its crowning glory is a luxurious and trendy-looking jet head in a ring-shaped design, decked out in six vibrant colours: calm yellow, exciting orange, flaming red, sugar pink, seductive purple and mysterious blue. This is a fun handshower that's set to make your shower experience even more colourful.

05

**INTERIOR AFFAIRS EXPERIENCE CENTRE OPENS IN SINGAPORE**



The newly opened Interior Affairs Experience Centre promises to give homeowners a refreshing, new way of planning their next bathroom and kitchen. At this 28,000 square feet venue, visitors can experience 27 bathroom and 32 kitchen showcases and learn about the product offerings of 14 European brands such as GROHE (German) and Sonia (Spain). The unique concept of the Interior Affairs Experience Centre is to provide

homeowners “solutions”, not “products”. Head here to experience the myriad design possibilities for the kitchen and bathroom; or speak to the professional consultants on site for valuable advice. For more information, visit [interior-affairs.com.sg](http://interior-affairs.com.sg).