



WATER.
ENERGY.
LIFE.

ISH 2021
digital



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Photo: pop-up/VDS

Inside | Outside - Pop up my Bathroom defines three long-term trends for bathroom design for the ISH digital 2021



Photo: pop-up/VDS



Inside | Outside - Pop up my Bathroom for the ISH digital 2021

- For the ISH digital 2021, the communication campaign is shining a spotlight on the latest trends in bathroom design.
- First and foremost, it will be the three trends .Smart Bathroom, .Green Bathroom and .Living Bathroom that will have a lasting impact on the design and implementation of bathrooms over the next few years.
- With the new motto Inside | Outside, the Pop up my Bathroom initiators are drawing attention to the increasing influence of the innovative technology “behind the wall” in their portrayal of the trends.



Photo: pop-up/VDS



.Smart Bathroom: innovative technology optimises procedures and routines

- Rather than showing the bathroom of a distant future, Pop up my Bathroom portrays the Smart Bathroom equipped with the technical possibilities of our time. Combining products that are already on the market can result in an exemplary .Smart Bathroom - with a mirror that doubles as an information centre, smart controls for water applications (shower etc), app-controlled shower toilets, UV-based hygiene functions, an intelligent lighting control system and touchless technologies.



. Green Bathroom: products, designs and material options combine resource conservation with a sense of being close to nature

- The .Green Bathroom is an evergreen that's playing an increasingly important role for the sector. The .Green Bathroom is a future concept that strives for the optimal combination of smart, water-saving and energy-saving products, eco-friendly industrial production, sustainable materials and enduring design - while simultaneously conveying a sense of being in touch with nature.

04.



Photo: Villeroy & Boch



.Living Bathroom: the bathroom is increasingly becoming a lifestyle space

- The .Living Bathroom is a response to the still-growing demand for an individual, comfortable and cosy wellness retreat in one's own four walls. The bathroom has undergone a continuous upgrade in recent years. Cosiness, zeitgeist, fashion and style are very much in demand as the cornerstones of a professionally planned bathroom, as are modern usage concepts that enhance the quality of the space and permit health-related activities. The .Living Bathroom features more furniture and more fabrics, is more flexible and more attractive – and there's no shortage of old bathrooms that are waiting to be kissed awake.



Photo: Kaldewei

The coolest bathroom showcase on the web: relaunch of the website and expansion of social media activities

- On the www.pop-up-my-bathroom.com site, visitors will find a huge treasure trove of bathroom-related reference projects and an up-to-the-minute overview of trends, materials and new products. The expansion of the digital bathroom showcase to the social web is also on Instagram: what is perhaps the coolest bathroom showcase on the net benefits greatly from the journalistic editing of the content and is growing continuously.



Photo: pop-up/VDS





Photo: pop-up/VDS

Visit us:

www.pop-up-my-bathroom.com
<https://ish.messefrankfurt.com>