



## **Sustainable, Tiny, Wellbeing and Emotional: the four trends in The Bathroom Experience at ISH 2023**

**Frankfurt am Main, 08 11 2022. Demographics, climate, urbanisation and lifestyle have a direct impact on the industry's development. During ISH 2023 – the world's leading trade fair for HVAC + Water – the Pop up my Bathroom trend platform will be addressing these topics, translating them into stunning visualisations and hosting cross-discipline discussions**

For the ISH 2023, Pop up my Bathroom is staging a trend exhibition with lots of new and important products for lifestyle-oriented bathrooms – this time around, the showcase will be located in the middle of Hall 3.1. It will address four trends that will play a crucially important role in holistic bathroom planning over the next few years. This time, the makers of Pop up my Bathroom will be presenting trend developments for small bathrooms, exploring the options for sustainable bathroom design, building a walk-through wellbeing studio and zooming in on the emotional side of bathroom design.

### **Sustainable Bathroom: a top theme at ISH 2023**

Sustainable Bathroom is perhaps the most important of the four top trends on show in The Bathroom Experience at ISH 2023. Pop up my Bathroom presents sustainability in the bathroom as 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. But for many people, that's no longer enough. The Sustainable Bathroom is therefore placed in the overarching societal context of consumer trends like zero waste, which are transferred to the bathroom as the basis for the ideas shown.

### **A new bathroom typology with huge potential: Tiny Bathroom**

The trend towards compact bathrooms for urban homes is prompting the industry and bathroom planners to develop innovative solutions specifically tailored to small spaces. Combining the highest standards of comfort and convenience with a new modesty, the Tiny Bathroom is emerging from its niche to become an on-trend model for a large number of consumers. Its distinguishing characteristics are a simple aesthetic, new, scaled-down product categories, smart solutions, comfort and convenience, as well as a high degree of customisation. The digitalised production of made-to-measure components for the vanity unit, bathroom furniture or shower & Co. provides the necessary technical capabilities. At the same time, a Tiny Bathroom calls for a great deal of precision, as well as meticulous planning and workmanship.

### **Wellbeing Bathroom: an experience for all the senses**

Turning your own bathroom into a private spa comes with the promise of regenerative time out with health-promoting benefits – a little piece of luxury. For years now, wellness has been the keyword in this context. But if you take a holistic view of the bathroom as an

important element for wellbeing, there are several other components that play a role in addition to wellness: mindfulness, taking time for yourself, being active, a neat and tidy home, eating healthily, simplicity. As a lifestyle trend, wellbeing doesn't just mean seeking relaxation, it means engaging in meaningful activities that increase contentment and make us happy. A Wellbeing Bathroom can play an important supporting role in all that – with both simple and highly complex products like a bathtub or whirlpool (for indoors or out), an infrared sauna or individually programmable showers, classic water applications, a clean aesthetic, smart products for therapeutic lighting and experience-enhancing multimedia features, or a personal space for health-promoting activities. A bathroom for wellbeing is a place where all the senses are alive or come alive – with water as the key element.

### **Emotional Bathroom – high emotion beats hi-tech**

The bathroom has become a feel-good space within the home. Planning and implementing a bathroom is however a complex process that has traditionally been determined by technical considerations. But while the bathroom's evolution from a purely functional room into a lifestyle space has seen the part played by aesthetic factors increase disproportionately over the last few decades, the pressure to opt for sustainable equipment, the arrival of LED technology, the desire for connectivity and the increasing programmability of various functions are now promoting a more technical image again. At the end of the day, however, there's one thing the bathroom's users want more than anything else: pure emotion. Pop up my Bathroom explores how to bring emotionality into holistic bathroom planning. What impact does the combined effect of colours, shapes and materials have? Which learning processes for design techniques on the visible side of the wall quickly lead to satisfying results? Because even if hi-tech is still fascinating to begin with, it soon becomes a means to an end again. And the real goal of bathroom planning is high emotion – an emotional bathroom design based on colour, light and sensory appeal, achieved by means of sanitaryware and smart equipment. The actual technology vanishes behind the wall.

### **ISH talks the future in The Bathroom Experience**

The popular Pop up my Bathroom Atelier talk forum with workshops and panel discussions is likewise located in Hall 3.1 and offers ISH visitors a value add and knowledge advantage for their work. In moderated panel discussions with top-notch industry figures and experts, the state of the art and future strategies of the bathroom industry and bathroom-related trades will be presented in the light of today's and tomorrow's challenges. The guided tours of the Pop up my Bathroom trend showcase are new and provide a compact overview of the future trend developments featured in The Bathroom Experience at ISH 2023. Besides specialists from the industry, the talks also feature professionals from fields like bathroom planning, architecture, research, interior design and marketing. As well as fundamental topics like barrier-free accessibility, bathroom design, space allocation and colour design, the focus is also on current trends like renovation, lighting design and styling trends. One focal point will be the experts' take on the Sustainable Bathroom issue. And visitors can look forward to another new addition at ISH 2023: workshops that take an in-depth look at the four top trends in The Bathroom Experience from a practical perspective. The Pop up my Bathroom Atelier can be found next to the trend exhibition of the same name in Hall 3.1 and on the ISH Digital Extension platform, where the content will be available online.

"In March 2023, the ISH in Frankfurt will become the biggest bathroom showroom on the planet. It will shine a spotlight on the trends that are boosting a huge growth market with innovations, emotion and bathroom narratives," says Jens J. Wischmann, managing

director of the German Bathroom Sector Association (Vereinigung Deutsche Sanitärwirtschaft e.V. [VDS]). “In our trend showcase we will be telling the most important stories that can serve as a basis for planning modern bathrooms, as well as providing ideas and inspiration for translating them into reality.”



There are many different facets to the green bathroom – all waiting to be discovered at ISH 2023. Source: Messe Frankfurt Exhibition GmbH

The ISH will be held from 13 – 17 March 2023.

ISH

The world’s leading trade fair HVAC + Water

**Press information and photographic material:**

[www.ish.messefrankfurt.com/presse](http://www.ish.messefrankfurt.com/presse)

Exclusive photographic material on the individual trends will be available from December 2022.

**Links to websites:**

[www.ish.messefrankfurt.com/facebook](http://www.ish.messefrankfurt.com/facebook)

[www.ish.messefrankfurt.com/twitter](http://www.ish.messefrankfurt.com/twitter)

[www.ish.messefrankfurt.com/youtube](http://www.ish.messefrankfurt.com/youtube)

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**Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)