



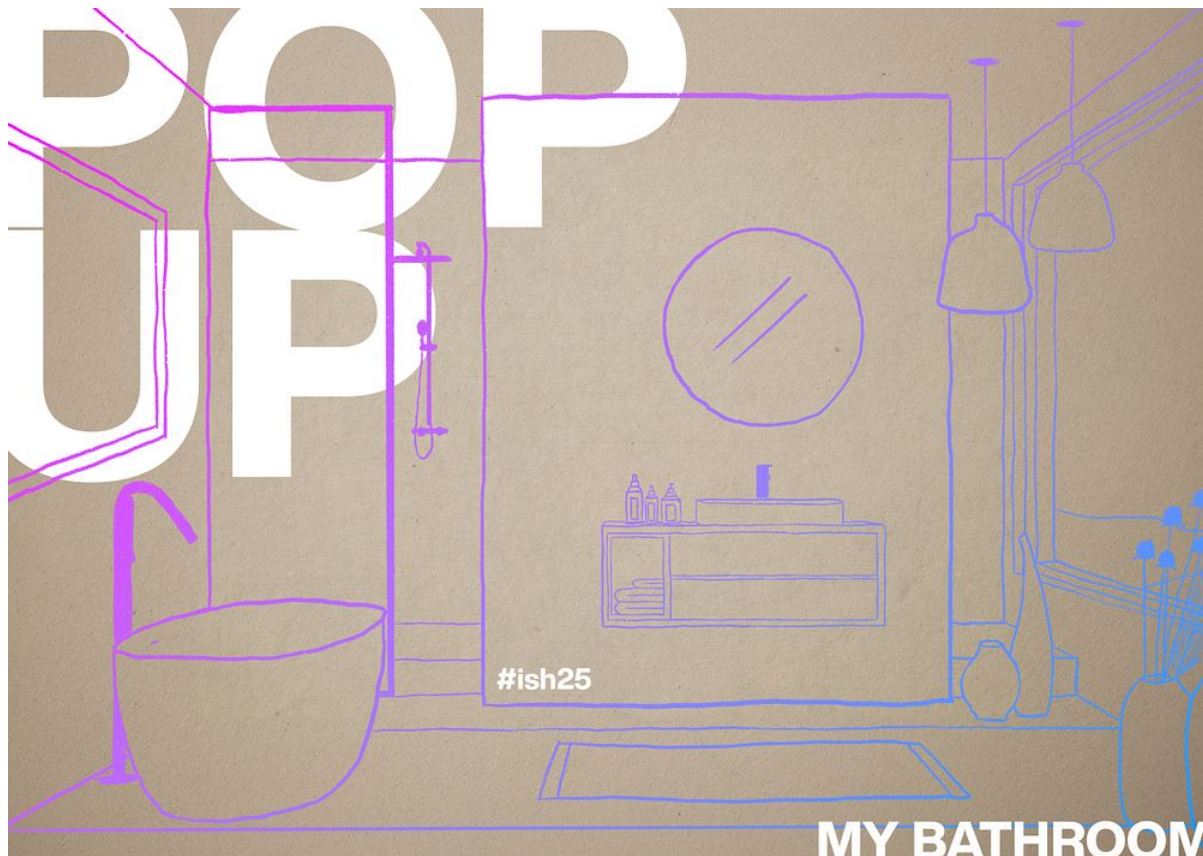
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## Pop up my Bathroom: the bathroom as living space at ISH 2025

Pop up my Bathroom will once again be the focal point for creative bathroom concepts, architecture and design when ISH 2025 opens its doors in Frankfurt am Main from 17 to 21 March. With an inspiring trend exhibition and a wide-ranging programme of lectures and discussions, this special show will showcase the latest developments, new products and visionary concepts for the bathroom as an integral part of the home.

**Pop up my Bathroom points the way**

What will tomorrow's bathroom look like? ISH 2025 is set to provide answers to this question, with subjects such as sustainability, resource conservation, comfort and design trends taking centre stage. And developments of this kind will be presented vividly at the special Pop up my Bathroom exhibition. Launched 16 years ago by the German Sanitary Industry Association (VDS) and ISH, this special trend show has become firmly established as an important guide to modern bathroom design.



### **Living space of the future: the bathroom as a holistic room**

Centrally located in the Bathrooms solution field in Hall 3.1 (Stand D71), the Pop up my Bathroom trend show brings the bathroom to life as a holistic space. The various bathroom concepts present the interior design of walls, floors, colours and light in harmony with bathroom fixtures and fittings. The exhibition, curated by trend researcher Frank A. Reinhardt, is a source of important information on the current state of holistic

bathroom planning for architects and bathroom planners. In addition to innovative manufacturers from the Wall & Floor category, numerous ISH exhibitors, including Axor, burgbad, Bette, Duravit, Hansgrohe, Hewi, Ideal Standard, Kaldewei, VitraBad and Villeroy & Boch, are also taking part. Important new products will be shown in the context of industry-relevant

interior design trends – a visualisation of living spaces that meet a wide range of requirements for bathroom users, from body care and styling to fitness, regeneration and mental health.

### **Human scale: people are the bathroom-planning benchmark**

This year, the focus at Pop up my Bathroom is firmly on people with presentations designed to make trade-fair visitors aware of how much the needs of users are an integral part of bathroom planning. Bathroom products, walls and floors, technology, a wide range of materials and colours, light, sustainability and the bathing experience are the key elements of modern bathroom planning. Nevertheless, if user needs are not prioritised, the bathroom remains a purely functional space without a soul. It is the everyday routines and special moments, the time-outs, the physical experience and the daily rituals that make the bathroom a genuine living space. Therefore, the bathroom is transformed into a stage at Pop up my Bathroom 2025. experience and the daily rituals that make the bathroom a genuine living space. Photo: Björn Steinmetzler; German Sanitary Industry Association (VDS) #KIgeneriert

### **Pop up my Bathroom with a comprehensive lecture programme at the Design Plaza**

The content of the trend show will be communicated and discussed at the adjoining Design Plaza lecture forum while subsequent guided tours take visitors through the trend show with innovations in the Bathrooms solution field.

The Design Plaza in Hall 3.1 is the hub for interior design, current trends and outlook for the sanitary industry at ISH 2025. This year, the programme is being curated by several partners, including VDS, the VDMA Sanitary Technology and Design industry association, World Architects, Stylepark and Architonic. With its Pop up my Bathroom Trend Forum, VDS will once again focus on the latest trends and tendencies in the sanitary industry via keynote speeches, round tables and the popular CEO talks and speed briefings introduced at the last ISH.

### **24/7/365 trend and information platform**

Pop up my Bathroom spotlights new perspectives and identifies current challenges facing the industry. Accordingly, the trend forum aims to initiate a dialogue with architects, craftspeople and bathroom planners. Together, the lecture programme and the Pop up my Bathroom trend show present the bathroom as a living space that is becoming increasingly important in terms of home life and enjoyment, infrastructure and resource management, as well as the health and independence of bathroom users.

The information platform for creative bathroom design, architecture and design is also available as an online magazine at [www.pop-up-my-bathroom.de](http://www.pop-up-my-bathroom.de), via which the German Sanitary Industry Association (VDS) and Messe Frankfurt reach around 650,000 creative minds every year.

### **Full details at a glance**

A comprehensive overview of the entire ISH 2025 programme covering everything from the solution fields to events and exhibitors can be found on the trade-fair website at [www.ish.messefrankfurt.com](http://www.ish.messefrankfurt.com).

ISH – The World’s Leading Trade Fair for HVAC and Water ISH opens its doors from 17 to 21 March 2025.

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Pop up my Bathroom, an initiative of the German Sanitary Industry Association (Vereinigung Deutsche Sanitärwirtschaft e.V. [VDS]) and Messe Frankfurt established in conjunction with the ISH, is an experimental platform for architects, bathroom planners, interior designers and journalists. It aims to explore and illustrate what possibilities the bathroom can offer people as an aesthetic and functional space. On the one hand, it gives experts a chance to find out about new developments, on the other hand it aims to convert the designs it develops into pictures that will be understood all over the world. The website [www.pop-up-my-bathroom.com](http://www.pop-up-my-bathroom.com) has therefore been expanded into a continuously updated blog that serves as a communication platform and has attracted almost 1 million international visitors. Until the next ISH opens its doors, it informs professionals and interested consumers not just about the Pop up my Bathroom trends but about the latest developments in various segments of the sanitary industry as well.

## Contacts



### **Lars Mörs**

Press Contact

Editor

Pop up my Bathroom Newsroom + Atelier

[moers@far-consulting.de](mailto:moers@far-consulting.de)

+49 221 620 18 02



### **Claudia Wanninger**

Press Contact

Head of PR

[wanninger@far-consulting.de](mailto:wanninger@far-consulting.de)

+49 (0) 221/6201802