

VitrA

Press release
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VitrA unveils new updates to its iconic Istanbul collection designed by Ross Lovegrove



Istanbul collection designed by Ross Lovegrove, featuring new vanity basin (left), VitrA

Leading bathroom brand VitrA introduces new additions to its iconic Istanbul collection conceived by British designer Ross Lovegrove. The emblematic range, inspired by the cultural and architectural diversity of the Turkish city, combines Eastern and Western influences. Lovegrove imagined products that represent VitrA's heritage fused with its visionary approach to design. The Istanbul series initiated VitrA's designer collaborations portfolio that has now become the brand's signature.

Istanbul draws inspiration from Nature's organic shapes and the fluidity of the water element in particular. The sleek forms of the sanitaryware and furniture components are a sophisticated blend of smooth lines composing a remarkable sculptural structure. The new vanity basin, which is one of the main additions showcased at Salone del Mobile this year, illustrates this striking association perfectly. Featuring delicate metallic legs with a ceramic washbasin available in white or black and Pebble basin mixer in chrome, the new piece is a testament to both VitrA's mastery of production technologies and Lovegrove's unique approach to materials.

Part of the 'Living Bathroom' scheme that VitrA unveiled at Salone del Mobile 2018, the Istanbul range aims to create an uplifting experience for the user and provide wellbeing and joy of spending quality time in the bathroom.



New Istanbul vanity basin, £1,886, Vitra



Istanbul wall-hung WC, £999, Vitra



Istanbul brush holder, £489, Vitra

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Press contact:

For press information, high resolution images and interview requests, please contact Caro Communications:

- Martyna Skuratowicz, Account Executive: martyna@carocommunications.com
- Quitterie Vallet, Account Manager: quitterie@carocommunications.com

T: +44 (0) 20 7713 9388 W: www.carocommunications.com

Notes for editors:

About Vitra:

Vitra is part of the Eczacıbaşı Group, one of Turkey's most prominent industrial groups. Vitra has been supplying UK bathroom retailers for 25 years. Founded in 1942, Vitra is Turkey's leading sanitaryware manufacturer. In recent years Vitra has expanded into international markets and over 50% of Vitra's total output is sold outside of Turkey. From 16 production facilities in Turkey, Germany, France and Russia, Vitra produces a full range of bathroom products including over 5 million pieces of sanitaryware, complementary bathroom furniture, baths, brassware and bathroom accessories, which are distributed to over 75 countries on five continents. Vitra UK is an active member of the Bathroom Manufacturer's Association.

vitra.co.uk

About Ross Lovegrove

Ross Lovegrove is a designer and visionary whose work is considered to be at the very apex of stimulating a profound change in the physicality of our three dimensional world. Inspired by the logic and beauty of nature his design possess a trinity between technology, materials science and intelligent organic form, creating what many industrial leaders see as the new aesthetic expression for the 21st Century. Invited to join the Atelier de Nimes along with Jean Nouvel and Phillippe Stark, consulting to amongst others Cacharel, Louis Vuitton, Hermes and Dupont. Returning to London in 1986 he has completed projects for amongst others Airbus Industries, Kartell, Ceccotti, Cappellini, Idee, Moroso, Luceplan, Triade, Peugeot, Apple Computers, Issey Miyake, Vitra, Motorola, Biomega, LVMH, Yamagiwa Corporation, Tag Heuer, Hackman, Alias, Herman Miller, Artemide, Japan Airlines and Tokyo Ito Architects in Japan. Winner of numerous international awards his work has been extensively published and exhibited internationally including the Museum of Modern Art in New York, the Guggenheim Museum NY, Axis Centre Japan, Pompidou Centre, Paris and the Design Museum, London, when in 1993 he curated the first permanent collection. His work is held in permanent collections of various design museums around the world including Museum of Modern Art in New York (MOMA), Design Museum in London and Vitra Design Museum Weil Am Rhein and Basel.

rosslovegrove.com