





# Dream Bathrooms

 by *American Standard*

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# Inspire a Dream. Create a Change.

Inspire a Dream. Create a Change.

## **The smallest room that starts and ends your day.**

The space that disconnects you with the world and connects you with yourself. The area that calms you down and inspires your biggest dream. Bathroom, the smallest place in our living space that matters.

**Join us in our journey inspiring the next dreamer, creating the next dream bathroom, empowering the next big change.**

Inspire a Dream. Create a Change.



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# The Great American Dream.

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**For more than 140 years, we've been setting and resetting the standards of health, safety, responsibility and beauty.** Whether that means enjoying retirement in their own homes or relaxing in a hotel staycation, only one brand has merged beauty, performance and eco-friendly design to improve the lives of people and the well-being of our planet.

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# Dream. Build. Live. Together.

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Dream. Build. Live. Together.

Dream. Build. Live. Together.

**An inspirational journey led by our international award winning designers.**



Everything we do stems from our desire to bring good living to the world and help homeowners bring their dream bathroom to life. Embracing this same belief, it shapes the American Standard brand pillars and guides our design team in raising the standard of living."

**Paul Flowers**



With our human-centered process, we design products with an inviting style, dependable features and pioneering technologies. With our complete bathroom solutions, Architects and Designers have opportunities to create unique experiences and dream bathrooms that provide strong practical and emotional benefits to people. "

**Antoine Besseyre Des Horts**

# Paul Flowers

**Chief Design Officer**  
LIXIL Water Technology

With a diverse career spanning some of the largest organizations in the world, Paul Flowers is an acclaimed design expert with a plethora of international design awards under his belt. He was included on the prestigious '40 under 40' list established by the European Centre of Architecture, Art, Design and Urban Studies as the top 40 European creative talents under the age of 40. As Chief Design Officer of LIXIL Water Technology, Paul drives the strategic direction for group.



# Antoine Besseyre Des Horts

## Vice President, Design

American Standard- LIXIL Water Technology Asia

Throughout his career, Antoine Besseyre De Horts has been recognized for his work, including Red Dot Design Awards, IF Design Awards, Good Design Awards and Interior Innovation Awards. As Vice President of Design, American Standard, Antoine leads the design team in shaping the brand's design direction in an ever-changing social environment and architectural landscape.



## Shaping our dreams with design values.

Our product collections have been thoughtfully created to reflect our core design values that not only offer style that is personal, approachable and satisfying but also *make life healthier, safer, easier and more beautiful, to perfectly fit the discerning needs of Asian consumers.*

# The Design Values

## INVITING

With a clear style segmentation tool, we translate robust consumer insights into inviting designs for different consumer groups.

## DEPENDABLE

Since the 1870s, American Standard has been bridging aesthetics with functionality to deliver dependable consumer-centric designs that are built to last.

## PIONEERING

We keep the pioneering spirit alive in our product designs by integrating technological and sustainable features to produce award-winning designs.

# The Signature Elements

Pillow



On the contour or on a main surface, **the pillow** is mainly used to provide a soft and welcoming look and feel to the product which invites user interaction.

Line



**The line** is a flexible element which is often used as a detail on products to highlight functionality, increase comfort and provide a more sophisticated appearance.

Frame



Used vertically or horizontally **the frame** format has been forever used to shape the consumer electronics and is now embedded in our psyche as a symbol of innovation.

INVITING

DEPENDABLE

PIONEERING



There are **no dreams too large**  
with our diverse style segmentations.

From modern and contemporary to timeless classic designs, our bathroom collections enable you to create *private sanctuaries of your dreams, in styles that will remain relevant, season after season.*

## MODERN

Modern consumers have a desire for *the latest technology and trends* which will improve their performance and lifestyle. With a *clear preference for simplicity and clarity, intuitive products* which are easy to use and have a reduced aesthetic are popular. Simple yet emotional design is appreciated in this segment.



## CONTEMPORARY

Contemporary consumers have a positive outlook and are looking for *simple solutions for their everyday needs*. With a preference for *harmonious design*, this socially active segment *is value driven*, but willing to *invest time and money if there is a practical benefit*. Robust materials and a humanized aesthetics are popular.



## CLASSIC

Classic consumers appreciate *established design, quality and authenticity*. *Affordable luxury and craftsmanship*, help to drive status and project an image of *considered elegance*. With a healthy respect for tradition and formality, and a preference for *conservative aesthetics* whose emphasis is often placed on *real materials and longevity*. *Quality and elegance* are important factors in this segment.



# Dream. Build.Live. Together.

**A series of bathroom collections  
to inspire your next project.**

Take your pick from our dream lineup of complete bathroom solutions merging design, technology and comfort to *deliver an unrivalled pairing of aesthetics and performance in sanitary systems while giving you cost-savings through water efficient innovations.*



# Acacia Evolution Collection

## Best of Design & Technology

**For the urban trendsetter who prioritizes lifestyle and innovation above all.**

Evolution itself is in a constant state of change, morphing into more relevant form to adapt to time and space. Acacia Evolution marks the dawn of a new era. In a time where technology defines the way we interact, work and live, Acacia Evolution is designed to meet these needs. Where design and technology co-exist symbiotically, blurring the lines of form and function.





**GAIA**

A modern space inspired by mother nature.



### THE OASIS

The modern oasis for the busy urbanites.



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### THE RUSTIQUE

Re-inventing modern in the millennium.



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**INTIMO**  
The modern me-space for the urban trendsetters.



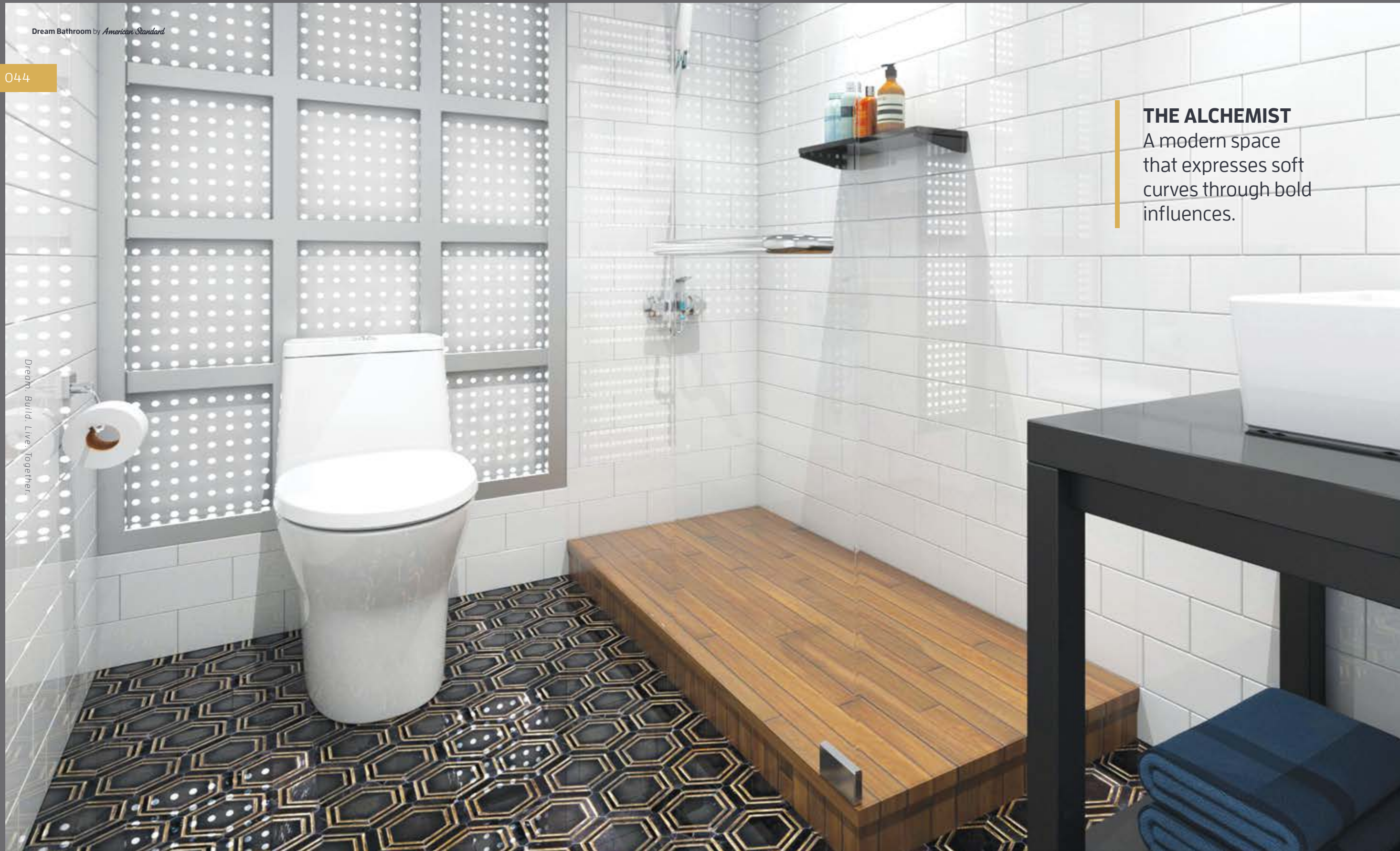


# Flexio Collection

## Soft & Bold Influences

**A collection that fits all your needs for a his-and-her dream bathroom.**

Flexio celebrates the union of soft feminine silhouettes and strong masculine lines. A harmonious balance is achieved as yin and yang elements come together to create a distinct persona. A modern collection that expresses both soft curves and bold influences.



### THE ALCHEMIST

A modern space that expresses soft curves through bold influences.





**METROPOLITAN GARDEN**  
A modern output of globalization.



**THE NEW HARMONY**  
Soft, the present-day interpretation of bold.





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# New Modern Collection

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## Convenience & Smart Functionality

**For the working professional who values practical comfort and clever functionality with modern look.**

Design and needs evolve over time. As we explore simplicity in modern living, Neo Modern combines convenience and smart functionality to meet these needs. We explore tangible, ergonomic details that elevate user experience.





Dream. Build. Live. Together.

**THE ICONA**  
Trendsetting with the unification of  
the design and functionality.



Dream. Build. Live. Together.

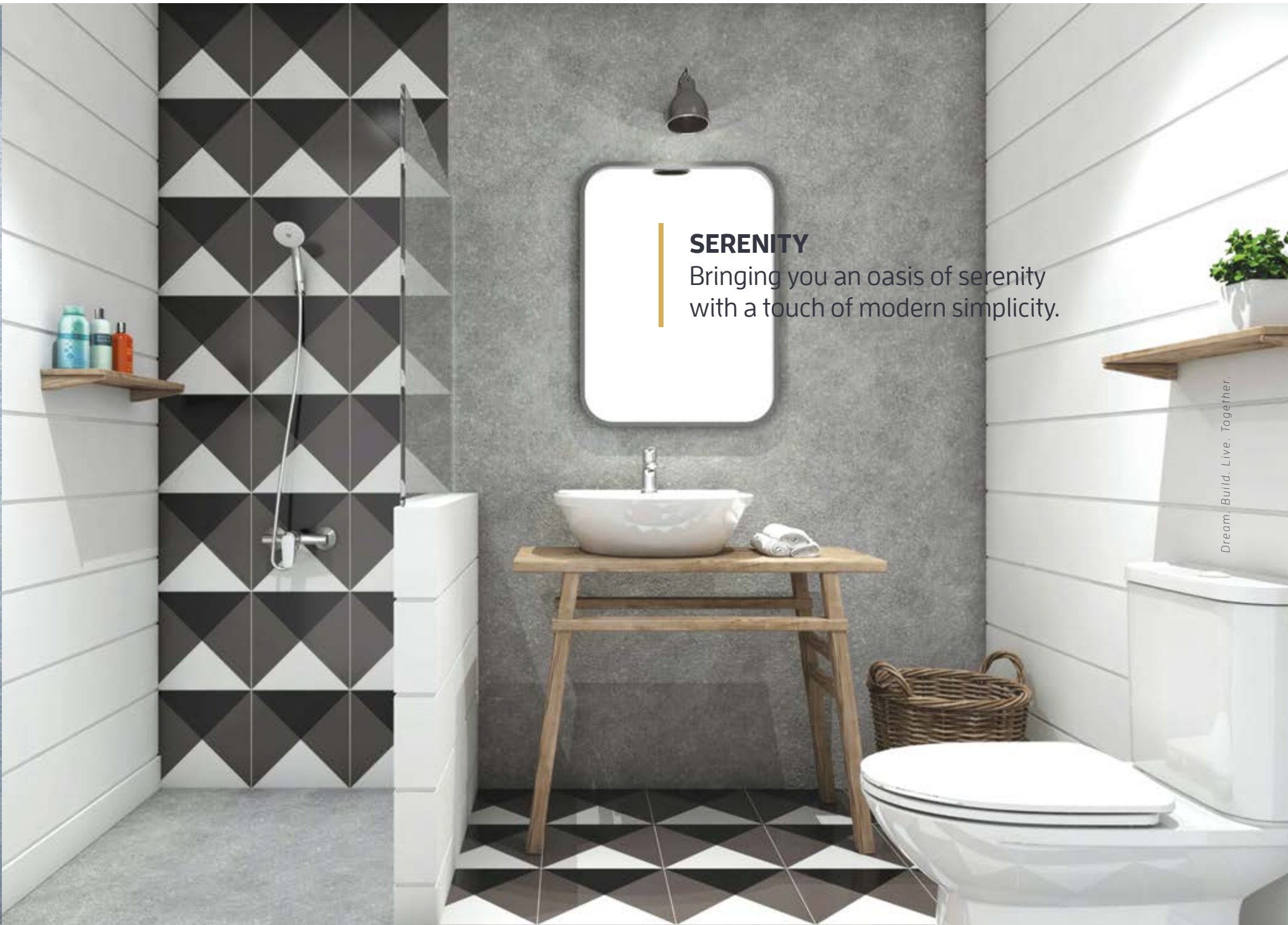
**THE GRID**

Recreating a new modern with columns & rows.



**SILENT REVOLUTION**  
Revolutionizing monotony,  
a re-interpretation of  
sophistication.

Dream. Build. Live. Together.



**SERENITY**  
Bringing you an oasis of serenity  
with a touch of modern simplicity.

Dream. Build. Live. Together.



# Milano Collection

## Italian Design with Comfort

**For the free-spirited individual who loves an arts-inspired bathroom.**

Milano Collection encapsulates the essence and spirit of the arts, culture and designs of Milan. The precise architecture of this ancient city evolves and is deconstructed during the design process. A human-centric and luxurious design is reinvented. Featuring a new level of comfort that exudes softness, while retaining the instinctive intimacy that appeals to us.



**GRANDEUR**

Re-inventing contemporary elegance with comfort in mind.

Dream. Build. Live. Together.



Dream. Build. Live. Together.

**SEMPlicità**

A contemporary interpretation of the elaborate Italian design.



**CLASSICISM**

A simple balance between Italian elegance & present-day creativity.



**INDULGENCE**

The contemporary that mediates between the past and the future.







# Concept Nuovo Collection

## Harmonious Mix & Match

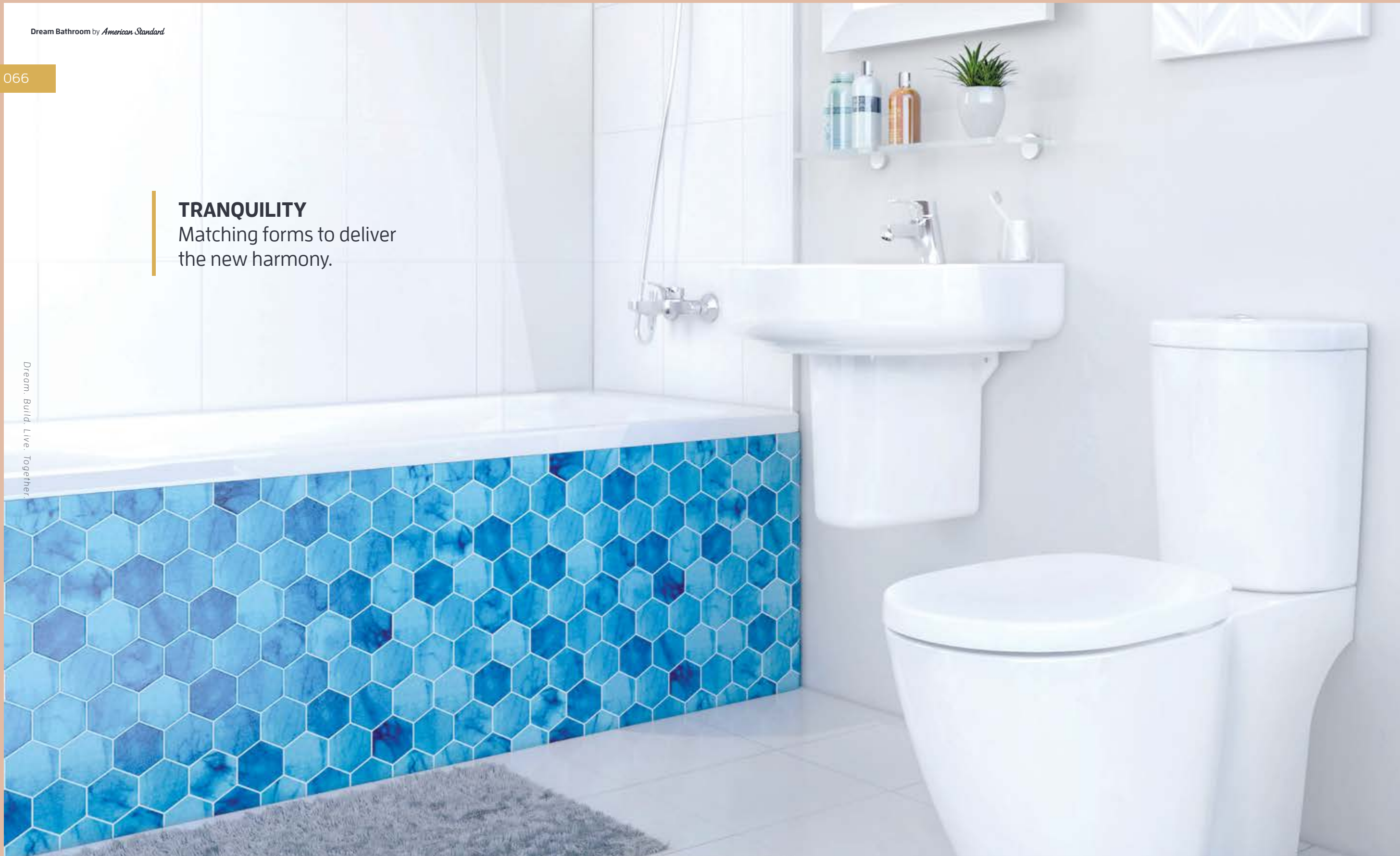
**A collection that embraces the diversities in design and space.**

Designed to be adaptable, functional and contemporary, Concept Nuovo empowers one to mix-and-match fixtures harmoniously into any bathroom configuration. This versatility translates into a seamless and fuss-free solution, delivering the ultimate promise in creating a bathroom of everyone's needs.



**TRANQUILITY**

Matching forms to deliver the new harmony.





**Dark & Light**  
Giving harmony a contemporary twist.

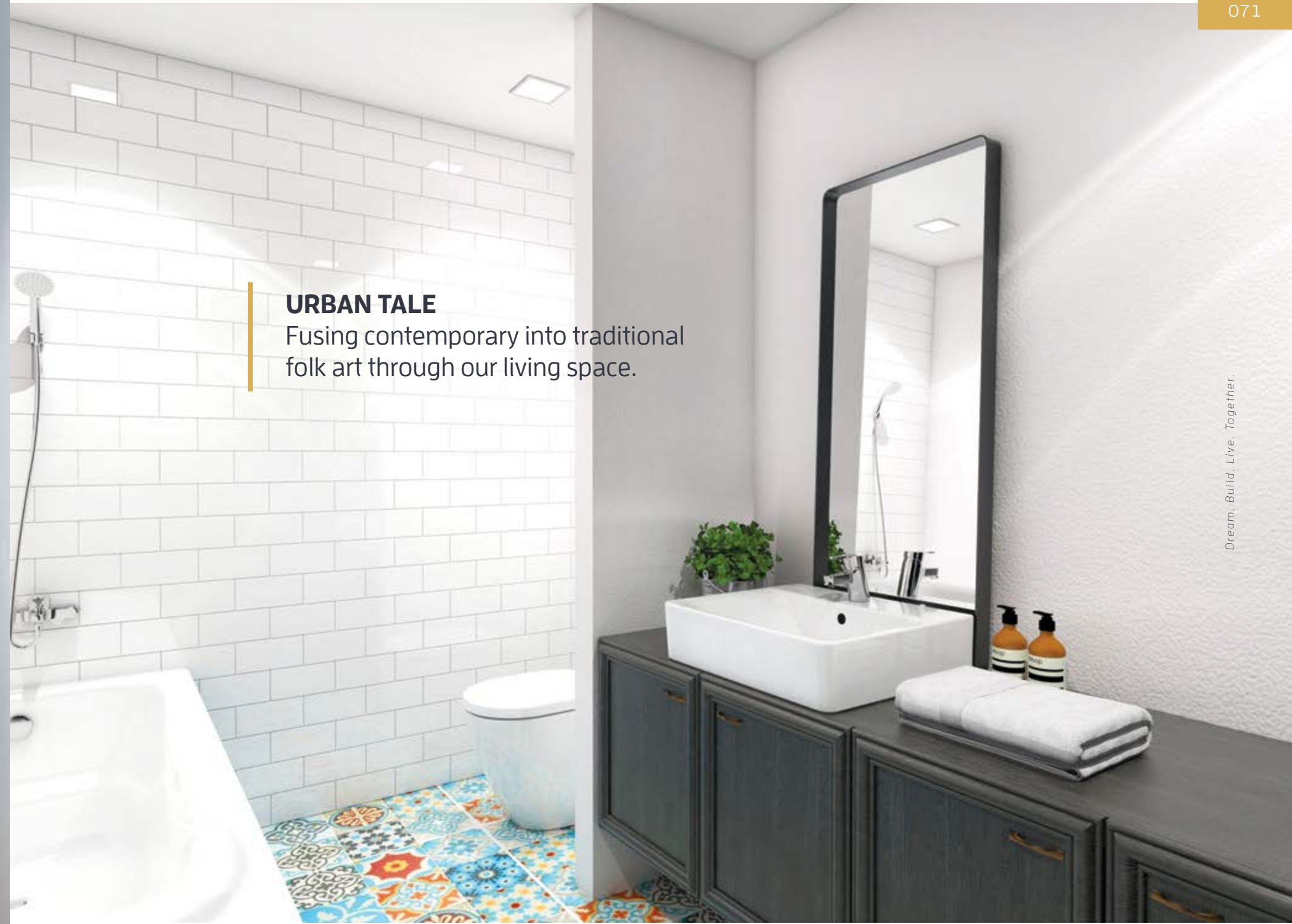
**HUMBLE LUXE**

Creating an understated contemporary sophistication.



**URBAN TALE**

Fusing contemporary into traditional folk art through our living space.





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# Compact Codie Collection

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## Space-saving Collection

**Create style with savvy design details,  
even with the smallest space.**

Size isn't everything, but bathrooms are getting smaller. Designed as a space saving solution, Compact Codie creates more out of less even in the smallest of space by integrating practical and streamlined attributes, so even a bathtub can fit in for some me-time space.

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### MAXIMUS

Maximising small space living with a contemporary twist.



**OBLONG**

Breaking boundaries with contemporary design details.



**THE REST**

Creating a cosy-space for the present day urbanlites.



**ILLUSION**

A contemporary take on designing perceived space.







# Winston Collection

## Basic Can Be Fun

**For the young millennial looking to inject a fun personality into his bathroom.**

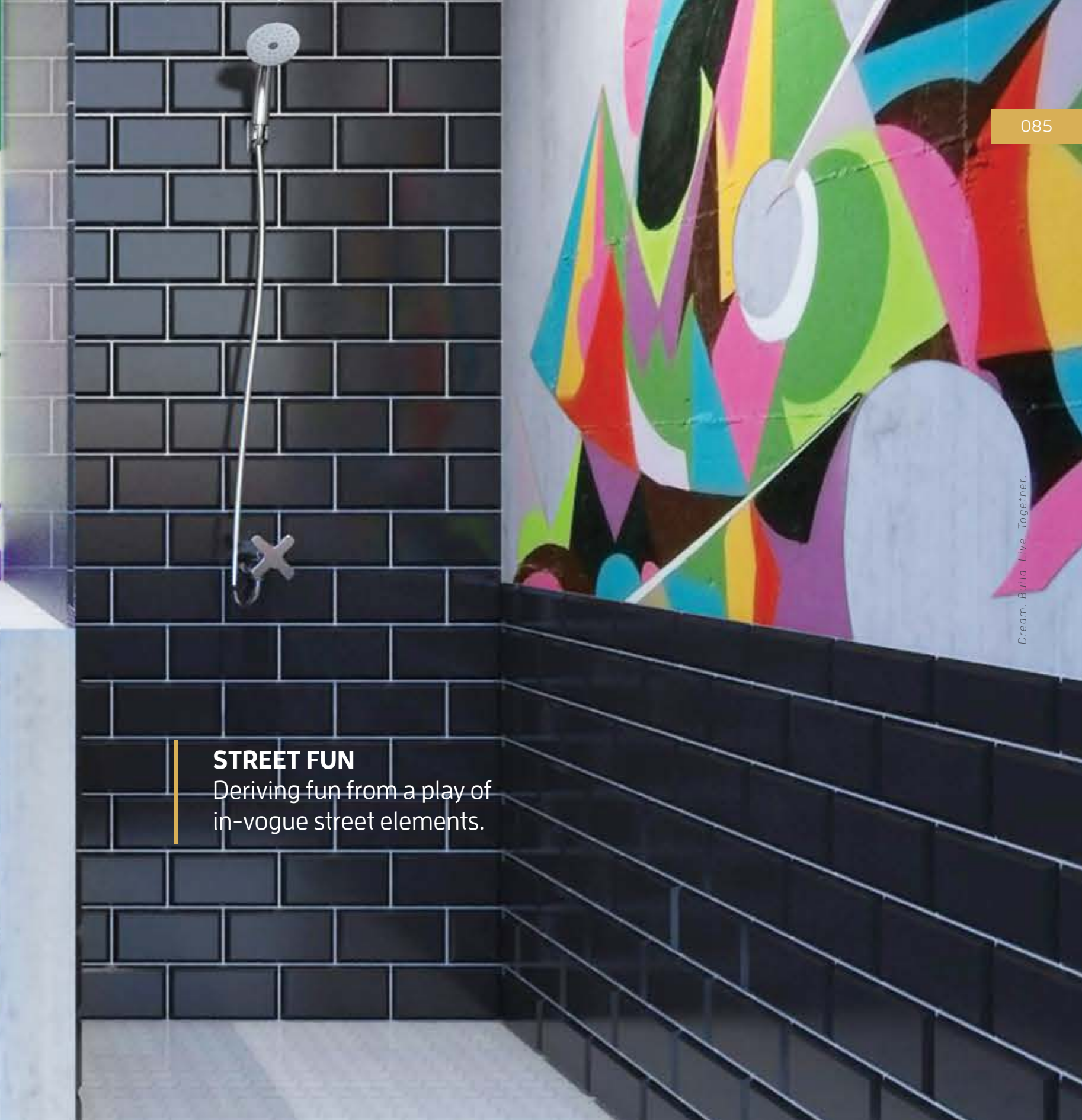
A new contemporary hip is in town. New yet sensible, straightforward yet vibrant. Winston mimics silhouettes of crosses and straight lines into practical novelty. Perfect for the modest family looking for that extra bit of trendy fun in everyday bathroom living.





**LIBERTY**  
The revolution of fun.





### STREET FUN

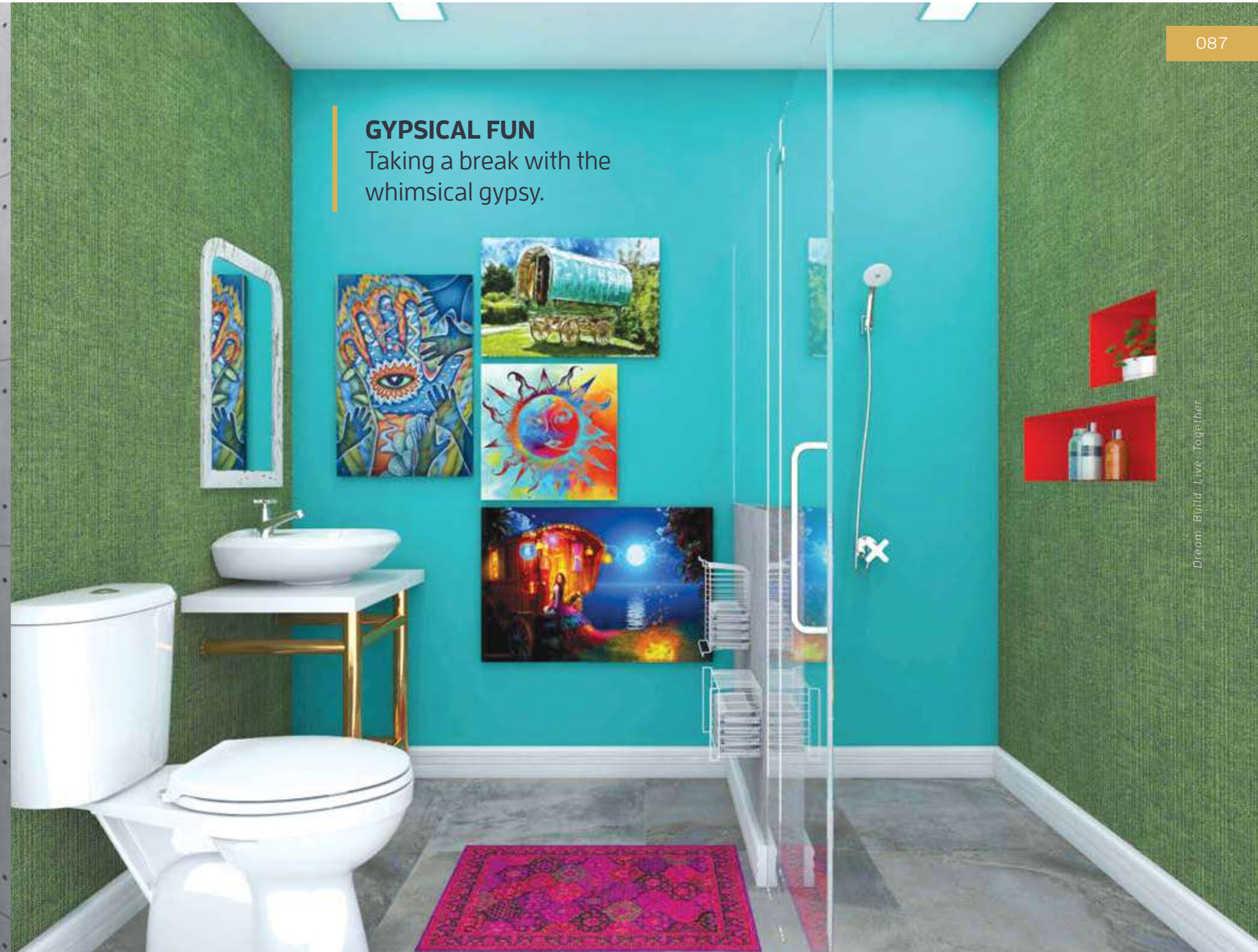
Deriving fun from a play of in-vogue street elements.



**FUNKTASTIC**

Inspiring the contempo with funk.

IF YOU  
DON'T  
BELONG  
DON'T  
BE LONG



**GYPSICAL FUN**

Taking a break with the whimsical gypsy.





Click on  to  
discover the  
big picture.

Dream.  
Build. **Live.**  
Together.

Dream. Build. Live. Together.

Dream. Build. Live. Together.

A showcase of our **bathroom collections.**

# Project References



Four Points by Sheraton  
*Penghu, Taiwan*



Concorde Hotel  
*Singapore*



The Lumpini 24  
*Bangkok, Thailand*



Taiping Lake Resort  
Anhui, China



The Central  
Changsha, China





Loews Miami  
Miami, Florida, USA



Atlanta Gateway Marriot  
Georgia, USA



Texas Children's Hospital:  
Pavilion for Women  
Houston, Texas, USA



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Friends are kind to  
one another's dreams.

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# Our Testimonials.



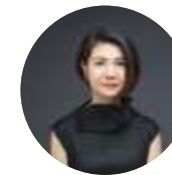
“ American Standard is a very dependable brand for many years. It always delivers great performance while still being quite accessible to the market. ”

**Arch. Angelo "Gelo" Mañosa, CEO, Mañosa & Co., Inc**



“ American Standard keeps abreast of design and technology trends, which are reflected in its products. As our designs constantly evolve, we can always count on American Standard's products that can adapt to the design we want to achieve, where bathroom is concerned. ”

**Arch. Gary Coscolluela, Senior Partner, W.V Coscolluela & Associates (WVCA)**



“ American Standard's new products not only reflect both design and technology trends, but more importantly, they focus on consumer experience. This is one of the reasons behind our success; we care about consumer experience. ”

**Grace Kwai, Executive Director, G&K Design Firm**





# Smart Tool for Dreamers.

**Bring your dream bathroom to life with the new smart tool by American Standard.**

Available on both app and web platforms, CustoMy Space is a bathroom visualization tool that allows designers to create bathroom designs and quickly renders them into a Virtual Reality (VR) environment so that customers can view their dream bathrooms.

Available for download on:





Click on  to  
contact us.

*American Standard*

Raising The Standard