

SIGNS OF CHARACTER

Munich, Hotel Vier Jahreszeiten Kempinski - *Pierre Court*

Dubai, Golden Mile, Palm Jumeirah - *IFA Hotels & Resorts*

Interview with Matteo Thun

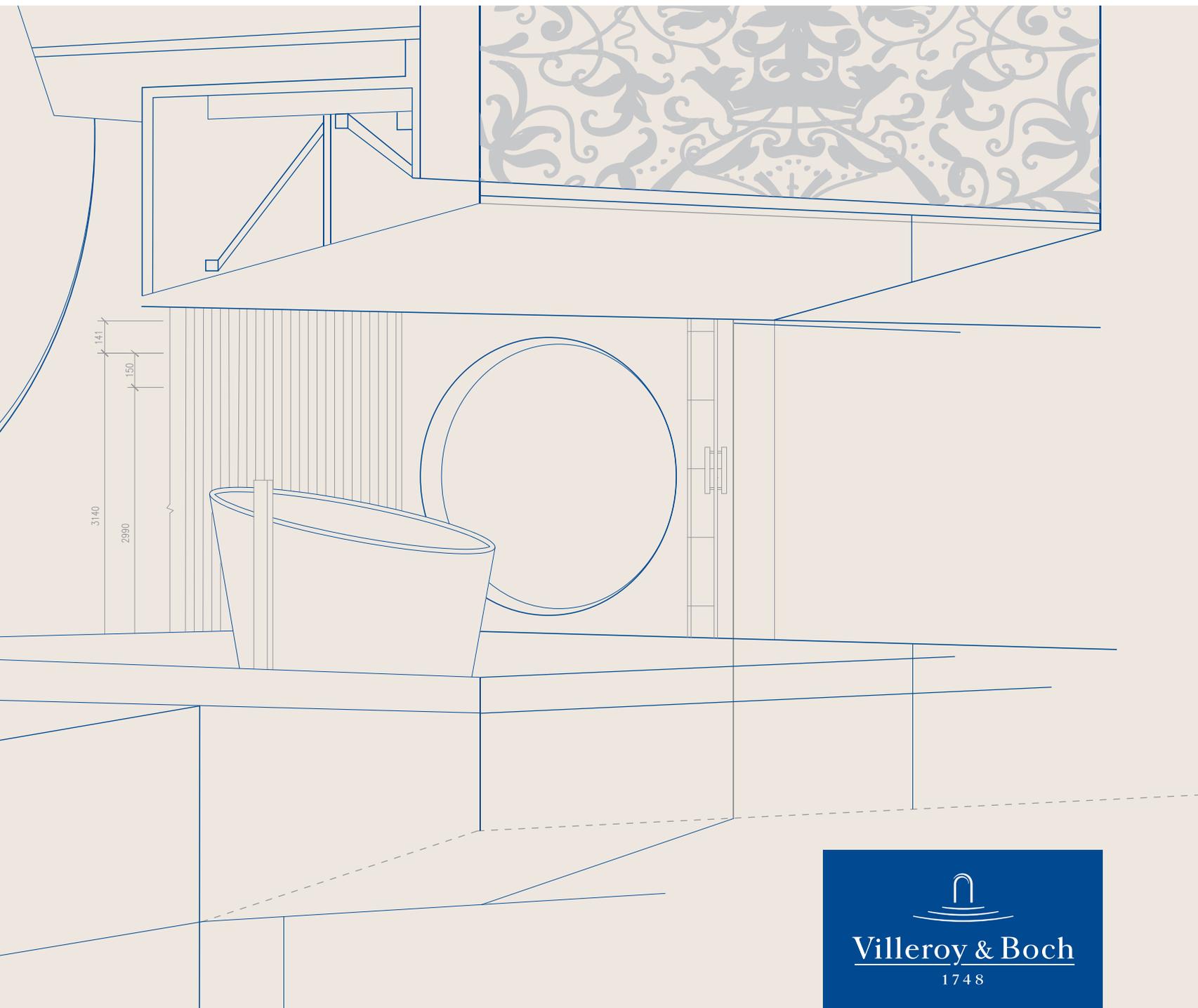
Bahrain, Durrat al Bahrain - *Atkins*

St. Petersburg, Petro Palace Hotel - *Valentina Lapina*

Cairo, Marriott Hotel & Omar Khayyam Casino - *Ulrich Huth*

Minneapolis, Chambers - *Gregory Stanford*

Genoa, Grand Hotel Savoia - *Francesca Fezzi, Elisabetta Frazouli*



Villeroy & Boch

1748

Editorial

*Dear Creative Thinkers,
Dear Designers,*

Villeroy & Boch presents this first edition of the exclusive “Signs of Character” magazine under the motto, “Creatives in Dialogue”. This medium not only introduces impressive projects by international architects, interior designers and urban planners but also provides an insight into their personal thoughts and ideas. It is aimed at all those whose work shapes the world and has a key influence on its appearance.

From now on, this medium will be published on a regular basis and will continue to examine quite controversial issues and seek dialogue between outstanding creative personalities. In this edition we ask: Is stylistic variety a sign of creativity? Or a lack of creative orientation?

Read what Matteo Thun has to say on the subject. You will find the interview on

page 14. We take you to architectural show-places that could not be more different and that, nevertheless, have one great thing in common: the bathroom and wellness areas were realised with the Villeroy & Boch collections. In unique ways, in completely different styles but always with the characteristic signature of the respective creative designer.

We do hope you will enjoy reading “Signs of Character” and that you like it as much as we do.

Yours,



Luitwin Gisbert von Boch





Extensive variety for unique creativity.





Villeroy & Boch offers architects, interior designers and project developers an impressive range of collections for developing their own design signature in the bathroom

and wellness area. Whether classical, contemporary or progressive.

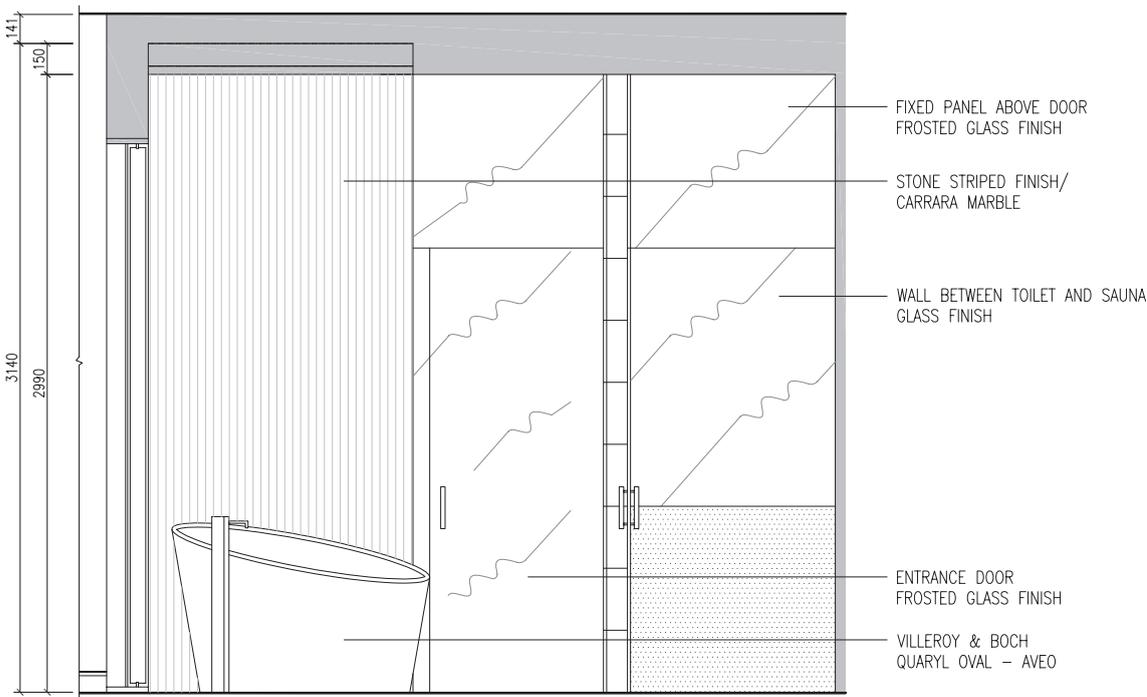


Munich

Hotel Vier Jahreszeiten Kempinski

Pierre Court, Pierre Court Design, New York:

“Every world-class grand hotel with a long tradition has its own inimitable radiance. Here, it’s the details that count. In the bathroom, the Villeroy & Boch ceramics are just as traditional and characteristic as the building as a whole.”



Classical meets modern.

The magic of a large European grand hotel.

The Hotel Vier Jahreszeiten Kempinski first opened its doors about 150 years ago on Munich’s prestigious boulevard, Maximilian Street, and welcomed select visitors from all over the world. To mark the hotel’s anniversary, the exclusive hotel, which is one of the best in Germany, was partially renovated in 2008. Interior designer

Pierre Court redefined the grand hotel without sacrificing even a whisper of its historical charm. On the contrary. The successful melange of the flair of King Maximilian II and state-of-the-art hotel comfort highlights the typical radiance of this traditional building.







The design serves the idea.

A sense of sanctuary.

The Aveo collection emerged from the idea of cocooning: because the world outside is tough enough, it is even more important to feel protected at home and to allow the bathroom to become a feel-good oasis. Aveo's organic forms stand for precisely this sense of security and take the hotel's concept through to the bathroom.

Aveo

Organic and natural forms, the perfect combination of emotionality, practicality and aesthetics. A comprehensive collection with a large range of wash-basins, toilets, bidets, urinals, Quarryl® baths and bathroom furniture.



Whirlpool system

Available with the ultra quiet Whisper whirlpool system. The air bubbles create a pleasant champagne effect and permit an effective massage.



Aveo bathtub



Aveo washbasin

Vanity unit made of bamboo



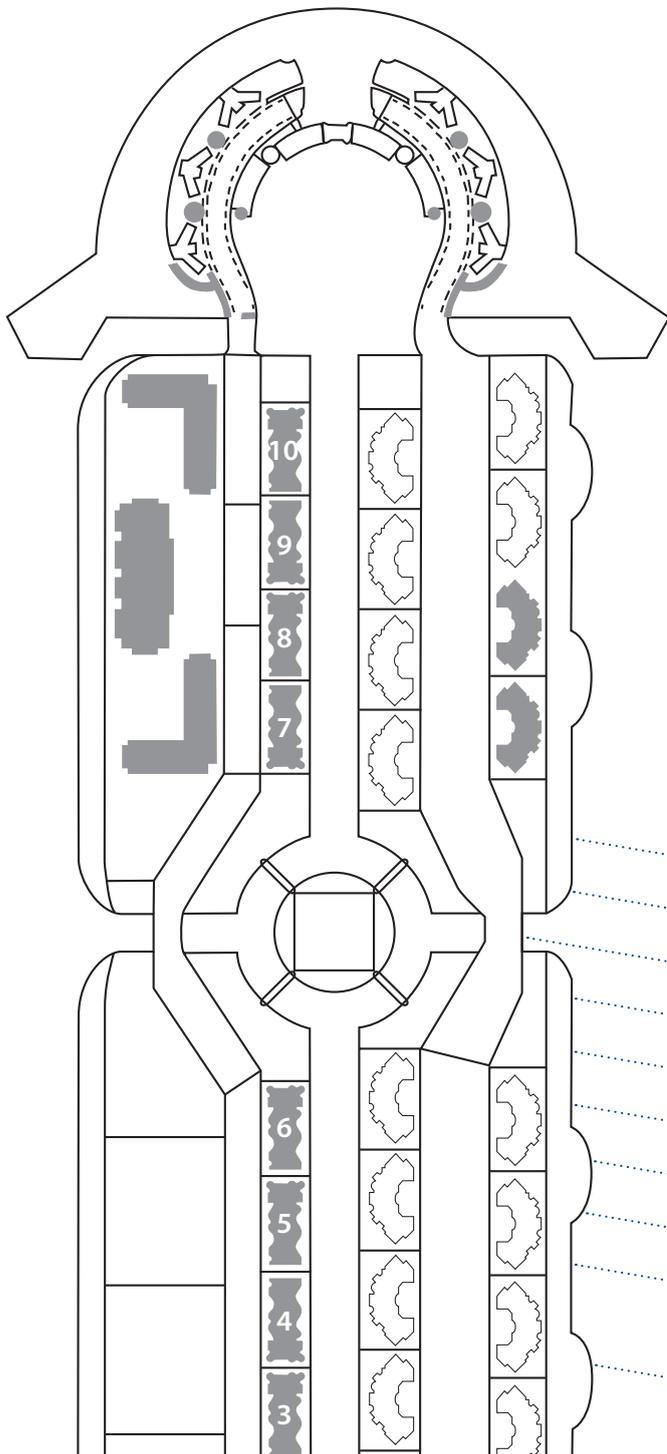
Aveo urinal

Cover, with Soft Closing system

Photo on left: Aveo bathtub

Dubai

Golden Mile, Palm Jumeirah



IFA Hotels & Resorts, Dubai:

“We made the highest demands of our partners’ logistical expertise. Villeroy & Boch with its long European tradition was very impressive. It offered thoroughness, efficiency and precisely the service we were expecting.”

Facts:

- The artificial island forms a breakwater, 11 kilometres long
- 5 km² surface area (more than 800 football fields)
- 78 kilometres of coastline
- Room for more than 105,000 people per day
- More than 30 five-star hotels
- Own park larger than 90.000 m²
- Monorail with a capacity for 40,000 commuters per day
- Linked to the mainland via a bridge, 300 metres long

More than 20,000 Villeroy & Boch products for more than 2,000 apartments and hotels so far



A logistical masterpiece.

When a vision becomes reality.

Palm Jumeirah – the artificial group of islands in the form of a palm tree is a symbol of a unique culture. It increases the size of Dubai's coast by 100 %. The luxury, multipurpose "Golden Mile" complex with 860 apartments, restaurants and shops is situated along the trunk of the palm tree. IFA Hotels & Resorts, one of the world's leading companies for developing exclusive hotel and

tourism projects, is the driving force behind the complex mega project whose realisation required not only the highest-quality products but also a perfect logistical performance. With Villeroy & Boch, both requirements could be met with optimum effect. The megaproject was managed successfully via a branch in Dubai.





Orient meets Occident.

An attractive and successful link.

The variety of the architectural styles of the villas and building complexes is as multicultural as the people who meet here. For this reason, it was not only important for IFA Hotels & Resorts to have the highest quality bathroom ceramics at competitive value for money but also to be able to choose from a wide range of different collections. And Villeroy & Boch was just the right partner for this.

Subway

Like most of the bathroom ceramics from Villeroy & Boch, this range features ceramicplus – the particularly easy-care surface. The collection also includes baths and shower trays and can be combined with the Central Line furniture range.



Subway WC



Subway bidet

Omnia architectura

Clear, sleek and purist. A modern design language that is spoken all over the world. Omnia architectura is the most extensive collection in the Villeroy & Boch programme, and meets all planning requirements.



Omnia architectura bath



Omnia architectura washbasin

Photo on left: Amica washbasins

Interview

Matteo Thun

Architect & Interior Designer

The personal connection between the famous architect and designer, Matteo Thun, and Villeroy & Boch is one of many years' standing and started with his earlier work as product designer for the company. Villeroy & Boch spoke to him about inspiration, creativity, the meaning of stylistic diversity in his work and about his ideas for the bathrooms of the future.

Mr. Thun, you are one of the most famous international architects and product designers: as a creative personality, how would you describe your style/character?

The motto of my work has always been "from spoons to cities". This means from small scale (spoons) to large scale (cities). An architectural design principle that follows the tradition of Milan and that was founded by my role model Achille Castiglioni and my long-term partner Ettore Sottsass in the 1950s.

Each individual wants to make his mark. In architecture and design, this means creating a style that endures beyond one's own life. What do you think about that?

The quality of architecture is generally judged after one to two generations. For me, this would be from 2050 to 2080. My architecture and design philosophy is based on the principle of sustainability, i.e. aesthetic and technical durability. I do not follow any short-term stylistic principle.

Is stylistic variety a sign of creativity? Or does a creative individual have to remain true to his own style in order to be recognised?

As a creative individual, an architect has to remain true to himself and to the signs of the times, this means maintaining his own style and also including the ever changing basic conditions.

Based on your design philosophy – you see design as the evolution of an architectural project: what role do you, the designer, play in this evolutionary process?

Does architecture influence design, or the other way around? Design is an invention of the industrial age; product design emerges at the beginning of the 20th century and disappears, at the latest, on September 11, 2001

– the manifestable transition to a new and different age. Architecture has been around as long as there have been people, it follows needs and has academically consolidated rules. I thus understand architecture as being a lasting input for creative people who wish to work on a small scale (in the 20th century, this was known as product design).

In your work, you define yourself as "Eco – not Ego". What does this mean for you and how does this influence your creative work?

"Eco – non Ego". Echo implies sustainability and is the result of teamwork. Ego is always limited and the result of a solo action.

Creative inspiration comes both from an inner source and from external stimulations. What inspires you?

Inspiration: external stimulation – what is inspiring? Inspirations tend to be linked to the creative dialogue with a good partner. Creativity doesn't need to mean gazing into infinity or the nightingale in the forest...

Every creative person needs tools in order



to give expression to his creativity. Maybe a paintbrush, a pen, paint, etc. What is in your creative toolbox?

For 50 years, my tool has been a Faber-Castell 2b with an eraser and a sheet of white paper.

What is your dream project?

My dream project is always the next one.

You are convinced that people want practicality. How would you describe the relation between design and function?

The relation between design and function: Form and function: form follows function, function follows vision, vision follows reality. That was already said by Fred Kiesler – in 1930.

You have already worked for Villeroy & Boch. And you have created fantastic designs that are ideally suited to the personality of

the brand. How does this process work?

How do you get a feeling for the brand?

For many years, the collaboration with Villeroy & Boch and the joint development of wonderful products was characterised by a fantastic dialogue with real personalities – the strategic input of Wendelin von Boch paired with the technical expertise and delicacy of feeling that comes with working in a team.

In your opinion, how will the bathrooms of the future look?

They are likely to become more and more individual. Styles will be fragmented or pulverised and there will be a variety of different products in the bathroom.

Thank you very much for the interview.

Facts: Matteo Thun

- 1952 born in Bolzano, Italy
- Studied at the Salzburg Academy under Oskar Kokoschka
- 1975 Studied architecture in Florence
- 1978 Moved to Milan and collaborated with Ettore Sottsass
- 1981 Co-founded the Memphis Group
- 1982 Chair in product design and ceramics at the Vienna Academy for Applied Arts
- 1984 Founded his own office in Milan

Awards:

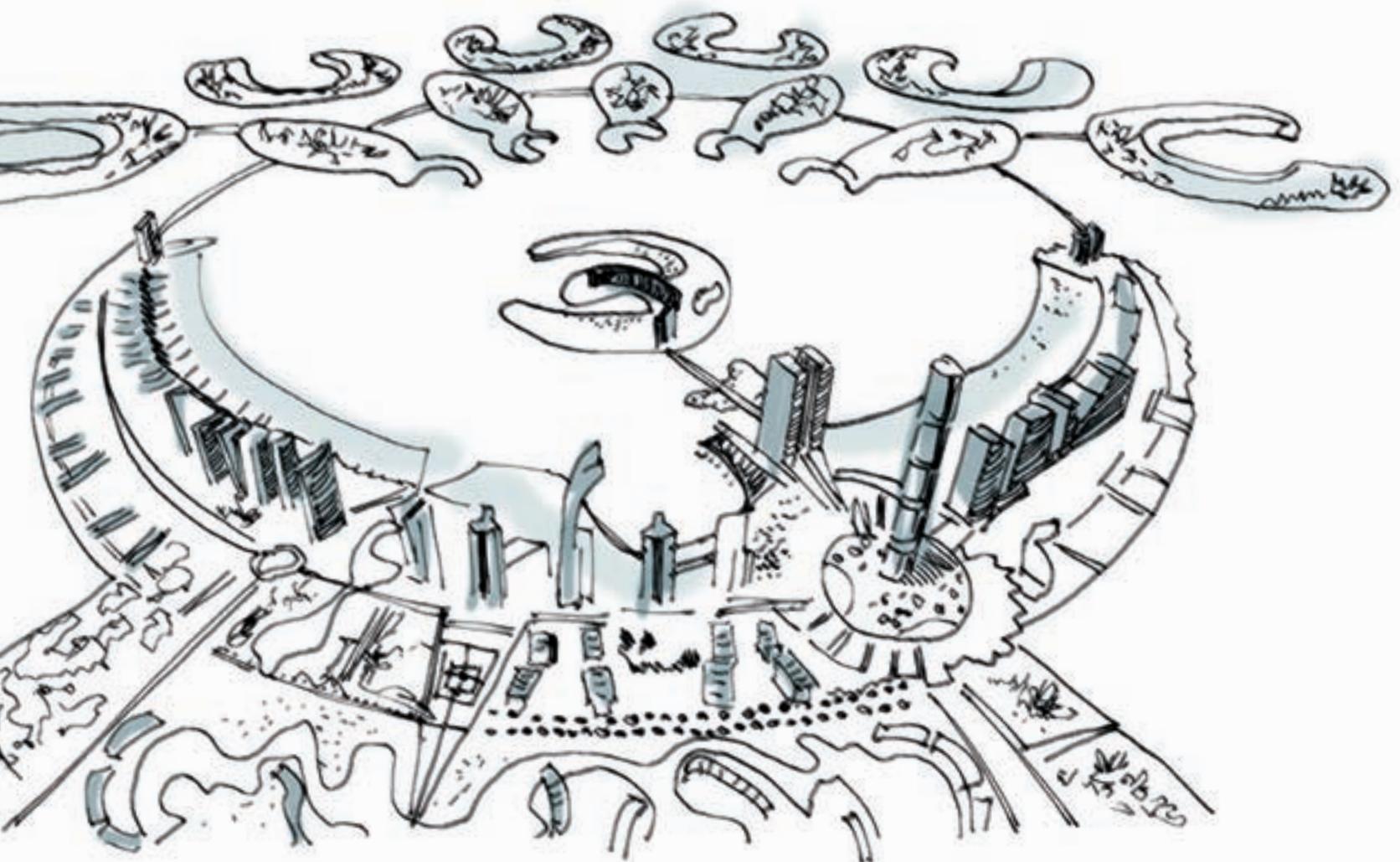
- ADI Compasso d Oro Award for design excellence three times
- 2001 Hotel of the Year, Side Hotel Hamburg
- Wallpaper Design Award in 2004, the Vigilius mountain resort
- 2004 Included in the Interior Hall of Fame in New York

Bahrain

Durrat Al Bahrain

Atkins, Bahrain:

“At Atkins we share a common passion for perfection. In striving for this, the demands on the design are closely linked to the time, location and culture. At Durrat Al Bahrain that meant the creation of a simple, clean and modern design amidst the ever changing and moving waters of the Arabian Sea. This aspect needed to be reflected especially in the bathrooms.”





Minimalist oasis in the Arabian Sea.

A place of attractive opposites.

Bahrain is desert and sea, island and city, traditional and modern. The playful, chain-like group of islands with their waterways, immaculate white sandy beaches and crystal-blue sea forms the perfect backdrop for a modern, minimalist city architecture, which was created in the world-famous Atkins Design Studio. The coasts of

the 11 islands will be lined with 2000 villas, arranged like a string of pearls. The scene is characterised by bright white and straight lines. Atkins chose Villeroy & Boch as its partner for the interior of all bathrooms.



2000 villas, 5100 bathrooms.

Beautiful clarity in every detail.

Each of the 2000 villas has several bathrooms because, according to the traditions of the Arab world, each bedroom has its own bathroom. The modern signature of the architects is also seen in every tiny detail of these rooms. The interior designers chose items from nine Villeroy & Boch collections in order to create highly individual looks. They are all characterised by their modernity, clear forms and, of course, quality.

Pure Basic

Clear, minimalist design and rectangular forms. Purism also in a shade of white: Villeroy & Boch Star White – an even brighter white than conventional sanitary ceramics.



Pure Basic bathroom furniture



Pure Basic washbasin

Sunberry

Timeless, clear and rounded design, maximum practicality.



Sunberry WC

Squaro Superflat

The art of clear lines. Extremely flat Squaro shower trays made of Quarryl®, the unique Villeroy & Boch material with high slip-resistance and a sound-proofing effect. Squaro Superflat enables especially narrow joints, as well as a level entry and particularly attractive look.



Photo on right: Pure Basic washbasin



St. Petersburg

Petro Palace Hotel

Valentina Lapina, Arte Nova Studio, St. Petersburg:

“St. Petersburg is a unique metropolis showing a particular splendour. It is in its nature to bring out beauty in a very joyful expression. The Petro Palace Hotel, the leading address in the very heart of the city, makes this richness in style and tradition perceptible in every detail.”





An insight into the Russian soul.

A declaration of love to beauty.

St. Petersburg, the Russian jewel, is one of the most beautiful cities in the world. Tsar Peter the Great had the city built in a western style. Perhaps this is why it is known as the “Venice of the North”. It is a unique mixture of timeless charm and modern lifestyle. This is reflected in the new Petro Palace Hotel in

the heart of the city. Behind the historical façade, modernity exists hand in hand with the splendid style of centuries gone by. Valentina Lapina had a clear idea of the design of the bathrooms. They were to embody the unfading beauty of the city.



Stately style.

The splendour of the tsars.

Each culture speaks its own language. Also in terms of design. In Russia, there is a love of rich ornamentation, stylish opulence and luxurious details. A style that originated in the time of the tsars. What is lived here is timeless. In the bathroom, this can best be expressed with Amadea from Villeroy & Boch.

Amadea

Masterpieces of classical design. A luxurious collection of the highest quality, for exclusive projects.



Amadea WC



Amadea bidet

Amadea washbasins

Can also be combined with Square, extraordinary taps with handles made of Strass® Swarovski® crystal. Art Déco in its most beautiful form.



Amadea vanity washbasin



Amadea washbasin with pedestal

Photo on right: Amadea washbasin

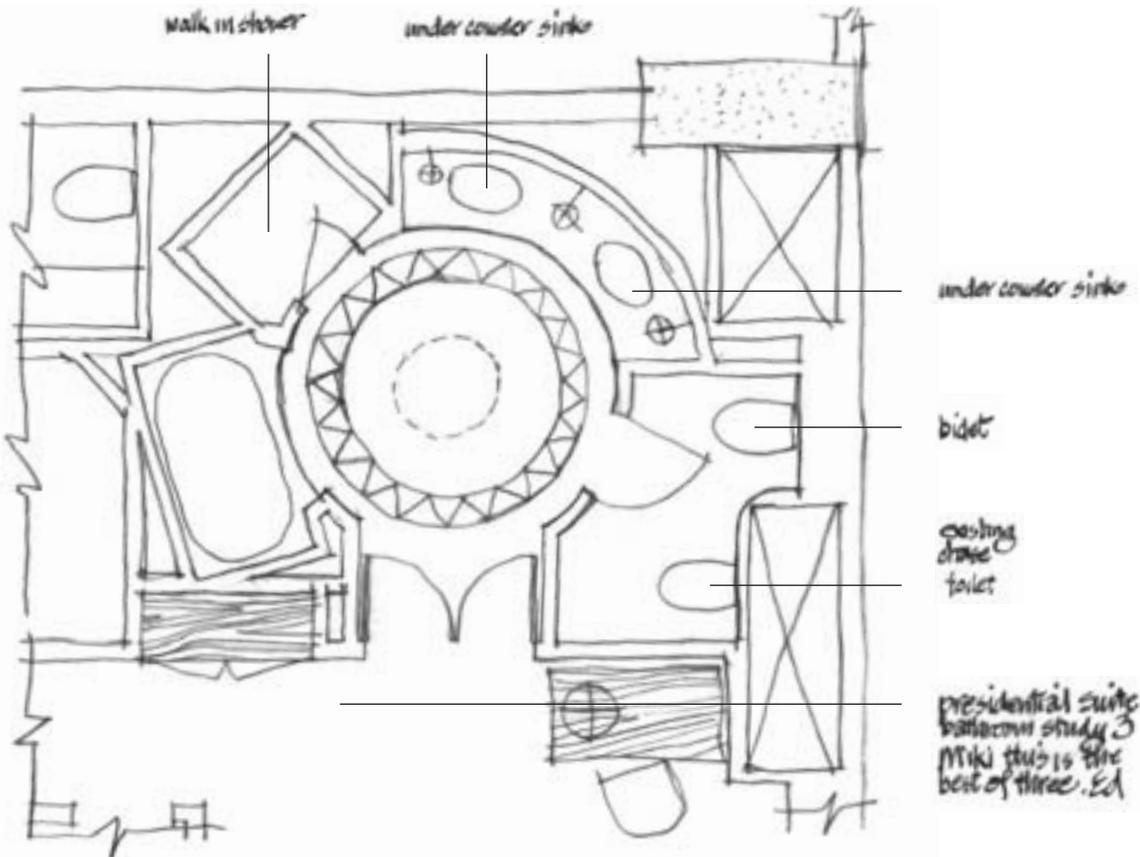


Cairo

Marriott Hotel & Omar Khayyam Casino

*Ulrich Huth, General Manager,
Cairo Marriott Hotel & Omar Khayyam Casino:*

“The transformation of a historical royal palace into a leading international luxury hotel with all modern comforts was an immense challenge, and one in which we were not willing to make any concessions – especially when it came to the bathrooms.”





Living like a king.

In a class of its own.

Once upon a time... to its international guests, the former royal palace in the heart of Cairo seems to have stepped straight out of the Arabian Nights. The five-star Cairo Marriott Hotel & Omar Khayyam is not only the largest in the country but also one of the most impressive. The great emphasis placed on quality interior

design has played a major role in making it what it is today. The design uniquely combines modern style with the country's traditional elegance. For the most luxurious of bathrooms, the designers chose bathroom ceramics from Villeroy & Boch, the high-profile partner for international hotel projects.









Only the best is good enough. *And in many variations.*

The Presidential Suite and the Royal Suite in the Marriott Hotel Cairo meet the highest requirements in terms of luxury, comfort and style. They have separate bathrooms for men and women. In addition, the suites also offer children's bathrooms and cloakrooms. They all feature different styles. The spectrum ranges from classical collections to modern, minimalist Villeroy & Boch designs that can be realised to create a specific décor in accordance with an individual, personal bathroom style.

Memento

Minimalist, straight-lined design. It is available in black or white, also with the filigree tone-in-tone New Glory décor, or also in the stunning, costly platinum décor.



Memento washbasin



Memento WC

Evana

Popular collection for undercounter washbasins – perfect for hotel projects.



Evana undercounter washbasin

*Photos on left and previous page: Fontana washbasin
Photo top right: Memento washbasin*

Minneapolis

Chambers



*Gregory Stanford,
Rockwell Group, New York:*

“Chambers combines two turn-of-the-century buildings into one luxurious hotel. We retrofitted and renovated each existing building and also created a link between the two. The concept is a spacious residence for a collector of contemporary art. Corten and blackened steel as well as sand-blasted stone clad the façade, while the interior features gallery-like white walls and floors of white terrazzo and ebonized wood planks. Consequently each room and suite has a minimalist, modern feeling: an open plan layout showcases the carefully curated artwork and a sleek bathroom including extensive counter-space.”

Space for unusual perspectives.

A work of art as a hotel.

The Chambers Hotel is situated in the heart of the historical theatre district of Minneapolis. What the Rockwell Group has created here is more than an architectural masterpiece. The Chambers is a luxury art hotel with 60 unusually beautiful rooms and five suites in different styles. The special thing about this hotel is the concept behind it. It offers changing exhibitions of world-famous

artists in the hotel’s own Burnet Gallery; more than 200 original works of modern art are presented in public rooms and guest rooms. Each room is a work of art in itself, and this is also true for the bathrooms. The Rockwell Group selected products from the collections of Villeroy & Boch, the European brand that has been closely associated with art for eight generations.





Creativity has no limits.

The art of interpretation.

Art and the norm are mutually exclusive. Perhaps this is why the Rockwell Group chose Aveo, the unusual collection that is based on the natural form of the egg – and reinterpreted it. Aveo was complemented with the straight lines of the Subway collection. Sufficient attention was also paid to the practical aspect: all Villeroy & Boch products outside of Europe are adapted to the standards of the respective country, in this case, those of the USA.

Aveo

The distinctive form of the Aveo collection was created by Conran & Partners exclusively for Villeroy & Boch.



Aveo WC



Aveo bidet

Subway

The international bestseller. Straight-lined design. The collection also includes baths and shower trays and can be combined with the Central Line furniture range.



Subway urinal



Subway shower tray
Available in ceramic or acrylic.

*Top photo: Aveo washbasin and bath
Photo on right: Aveo washbasin*



Genoa

Grand Hotel Savoia



*Francesca Fezzi, Elisabetta Frazouli,
FZI Interior Design, Genoa:*

“The Grand Hotel Savoia has a very long tradition of being the gateway to a new world and a new age. During the comprehensive renovation work, we made sure that contemporary practicality meets the requirements of style and tradition.”

Grandezza in style.

First-class quality is timeless.

It was in 1897 that the Grand Hotel Savoia, owned by the Fiorini family, in Genoa, the world-famous port, opened its doors to the European elite. Travel was *en vogue*, particularly amongst the higher social classes, and Genoa was the gateway to the world.

110 years later, the hotel was completely renovated. It now boasts both a new splendour and its old historical grandezza. The bathrooms were stylishly revamped. This complex project was realised by FZI Interior Design.





Classy and classical.

A homage to the charm of a great age.

Each room of the Grand Hotel has its own story. Each piece of antique furniture could tell a tale about its guests, about aspirations and dreams. In the bathrooms, it is the classical lines of the bathroom ceramics and traditional design that, in high Italian society, have always been the embodiment of high class and stylish design. The Hommage collection from Villeroy & Boch brings back to life the charm of a truly great age, whilst at the same time allowing guests to enjoy modern comforts.

Hommage

A modern interpretation of a classical style. A homage to the unique style of the early 20th century. With the typical stepped reliefs and rather austere forms.



Hommage bathtub



Hommage washbasin



Hommage WC



Hommage bidet

Photo on right: Hommage built-in washbasins



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Bath & Wellness

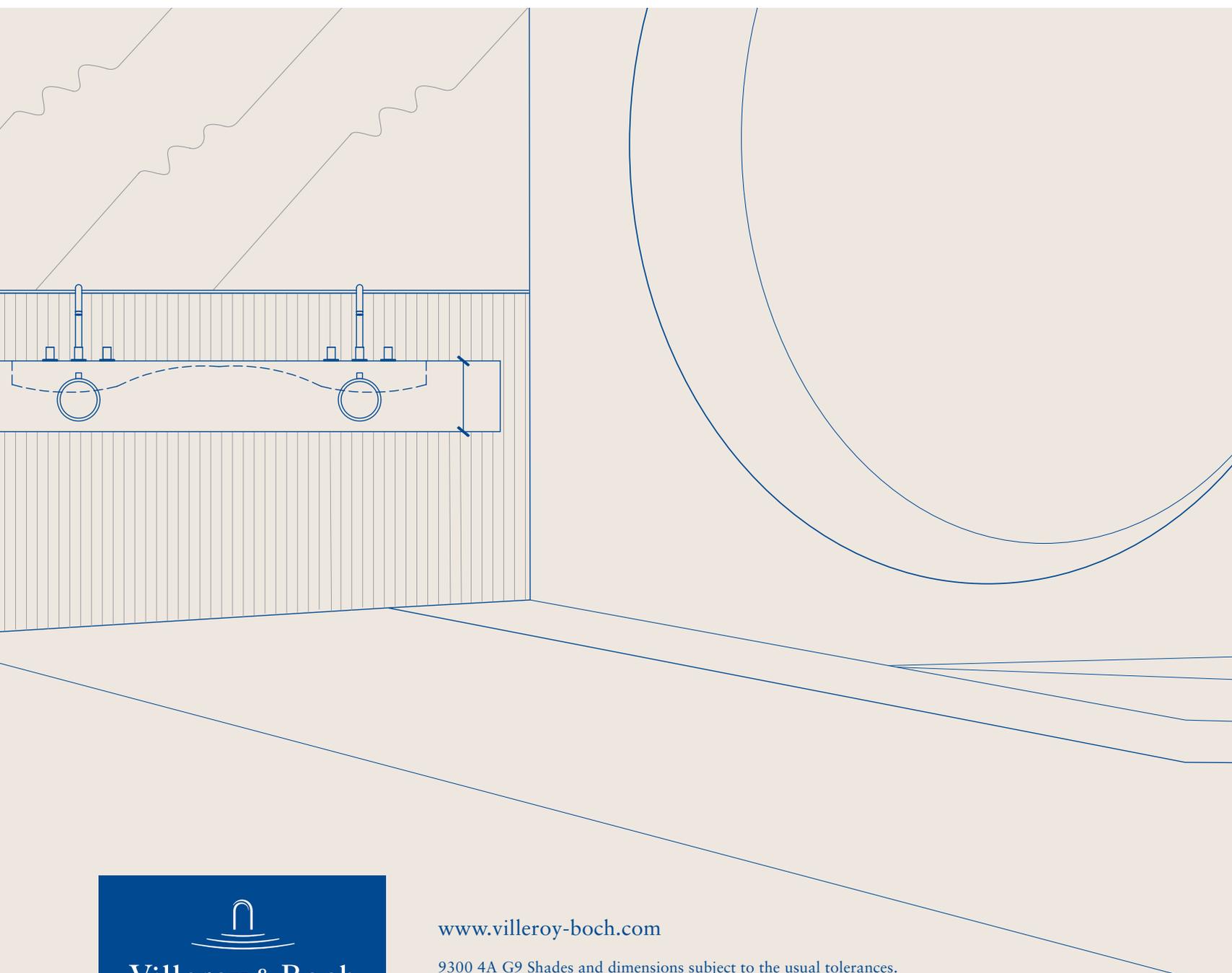
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9300 4A G9 Shades and dimensions subject to the usual tolerances.
We reserve the right to make technical modifications to the range and alter colours.