



Press release

January 2016

**Delicate functionality in colour –  
The new, inspiring colour schemes for the Artis bathroom sink series.**

Villeroy & Boch will be presenting an extension to the Artis range at the imm cologne 2016. The Artis bathroom sink series is available in four shapes: round, oval, rectangular and square. It is made from TitanCeram, a new material which Villeroy & Boch developed specifically for the realisation of high-quality premium designs. The colour concept associated with the extension to the range was developed in collaboration with the German-Danish designer Gesa Hansen, who has already designed a colour concept for kitchen sinks for Villeroy & Boch. Gesa Hansen lives and works in Paris and has already won several international design prizes for her work such as the Red Dot Design Award and the International Good Design Award of the Chicago Athenaeum.

Inspired by nature, the seasons and the special lifestyle and atmosphere in Paris, Gesa Hansen has created harmonious colour schemes from green, yellow, rose and blue, in three shades respectively. In addition, there will be a neutral series with colours in the black-grey spectrum.

These colour schemes enable exceptional and individual washplace configurations. The Artis colours provide the customer with numerous new configuration options for exclusive washplaces in demanding private and semi-public areas.

**Colour schemes inspired by the seasons, nature and Paris.**

To create the new colours, Gesa Hansen dropped the idea of a classic colour concept and replaced it through the play with the different shades of a colour. This resulted in four lively colour series comprising three colour shades respectively, within which the intensity of the shade changes. Similar to a perfume, Gesa Hansen describes these shades as the base note, heart note and head note: The brightest shade constitutes the base, the middle, more intensive colour is the heart note of the series and the most powerful and intensive colour is the head note.

The names of the colours are just as impressive and emotionally charged as the colours themselves and the atmosphere of the room which one can create with them and are actually intended to awaken associations. The expressive shades of green are called *Mint*, *Sencha* and *Cedar*, the bright shades of yellow *Macaroon*, *Lemon* and *Mustard*, the soft shades of rose *Powder*, *Ballet* and *Rose*, and the clear shades of blue *Fog*, *Frost* and *Ocean*. In addition, there are three neutral colour variants: *Full Moon*, a light grey, *French Linen*, a more powerful grey and *Coal Black*. These 15 colours, in addition to

the single-coloured models in *White Alpine* and *Star White*, provide numerous individual colour scheme options at the washplace and thus in the entire bathroom – from restrained to self-assuredly intensive.

### **Precise bicolour design.**

The coloured Artis bathroom sinks are bicoloured with a bright white inner glaze in *White Alpine* and a coloured, silk-matt outer glaze and are made using a unique precision engineering method. Thanks to the TitanCeram material which is made of clay, quartz, feldspar, pegmatite and titanium dioxide and enables the production of high-quality sanitary products with exceptionally precise styling with extremely thin walls and sharply drawn edges, the white and coloured surfaces can be separated exactly from each other at the edges. The bicoloured bathroom sinks thus meet the highest quality requirements with regard to material, design and aesthetics.

The attractive bicolour Artis variants provide designers and architects, but also private house builders, with new configuration options for creating expressive washplaces. The bathroom sinks thus bring colour with a particular sense of lightness into the family bathroom or guest toilet and by the same token add self-assured form and colour accents in trendsetting designer bathrooms. The finely shaped Artis sinks and their attractive colours also provide high-quality, superbly designed washplace solutions in hotel bathrooms or in the sanitary area of restaurants or bars.

All Artis bathroom sinks can be combined with the bathroom sink cabinets in the Lega-to furniture range. Tap fittings from the Just series complete the well designed, trend-conscious washplace.

### **Images can be found under:**

[http://pro.villeroy-boch.com/mdp/sk/61ad7f619e/Artis\\_Color](http://pro.villeroy-boch.com/mdp/sk/61ad7f619e/Artis_Color)

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### **Villeroy & Boch**

Villeroy & Boch is one of the world's leading premium brands for ceramic products. The family business, which was founded in 1748 and is headquartered in Mettlach/Germany, stands for innovation, tradition and exceptional style. As a renowned lifestyle brand, Villeroy & Boch offers products from the sectors Bathroom and Wellness and Tableware, and is active in 125 countries.



**Villeroy & Boch**

1748

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**Two pastel shades are “Colors of the Year” 2016 –  
Products in line with the trend at Villeroy & Boch.**

The “Colors of the Year” 2016 have been determined – the Pantone Color Institute has, for the first time, declared two colour shades "Colors of the Year": Serenity, a clear, light blue and Rose Quartz, a dusky rose shade. Both colours will not only be found in the fashion world this year, but also in the interior design and decoration sectors. Villeroy & Boch offers products both in the Bathroom and Wellness and Tableware sectors that highlight the trendy pastel colours rose and light blue in a modern and fresh manner.

**Rose and light blue for the bathroom...**

For the delicately designed bathroom sinks in the Artis series, the German-Danish designer Gesa Hansen has developed attractive colour shades, including Powder, a delicate rose shade, and Fog, a fine, light blue. They belong to four harmonious colour schemes inspired by the seasons from shades of green, yellow, rose and blue, which are available in three shades respectively. The coloured Artis bathroom sinks are bicoloured with a bright white inner glaze in White Alpine and a coloured, silk-matt outer glaze, and are made from TitanCeram, a new material made of clay, quartz, feldspar, pegmatite and titanium dioxide. Villeroy & Boch uses TitanCeram to realise high-quality premium design products, which meet the highest quality requirements with regard to material and aesthetics and reflect the current trend with their selected colour design.

**... and on the table.**

The Rose Cottage gift item collection provides relaxed enjoyment with its fine porcelain in aromatic pastel shades. The romantic decor with rose petals has a particularly light and airy appearance. A great addition to this: The S+ cutlery made of stainless steel with silicone-coated grips in a delicate rose colour. The Floreana crockery decor also provides delicate, colourful highlights on the table. The soft blue and red watercolours give the floral patterns, which are inspired by historical engraved copperplate decors, a self-assured, modern retro feeling. Coloured glass is also trendy: The Dressed Up mug collection brings a restrained touch of colour and nonchalant shabby chic into your everyday life with its delicate shade of rose. From spring 2016, the mini vases will also be available in two new colours: Lovely Rose and Mellow Blue.

**Images can be found under:**

<http://pro.villeroy-boch.com/mdp/sk/b71a19ba07/ColorsoftheYear>

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**Four colours. Four seasons.**

**Danish designer develops a new colour scheme for ceramic sinks**

For many years, the name Villeroy & Boch has stood for competence in colour and design in the field of ceramic sinks. No wonder considering the shapes and installation variants as well as the range of sink colours have always been designed taking into account international interior trends. More neutral, soft colours used to be preferred here, but now strong and expressive tones are reasserting themselves and being used to create deliberate accents and highlights. In modern living spaces, but also in the bathroom and kitchen, strong colours are livening up interior designs.

Against this backdrop, Villeroy & Boch commissioned the acclaimed product and interior designer Gesa Hansen to develop a new colour scheme for the premium ceramic sinks in the Timeline range and for the Subway single sinks. The German-Danish 34-year-old, who lives and works in Paris, has already won several international design awards.

In the spring of 2015, Gesa Hansen presented the first two colours: the warm yellow Sunrise and the deep blue Midnight. In the next stage, the designer has now placed Sunrise and Midnight in a wider context and incorporated the four seasons. As a result, the colour scheme was extended by two strong colours: the expressive green Emerald and the warm red Coral. In the new colour scheme, Emerald stands for spring, Sunrise for summer, Coral for autumn and Midnight for winter. This allows interiors to be designed which awaken emotional associations, generate positive moods and create an attractive atmosphere in the room.

The green Emerald, which brings the freshness of spring into the home interior, combines beautifully with countertops or furniture fronts made of dark walnut wood. Grey sandstone or white mineral based material also show the strong green to great effect. Those wishing to work with further tones of green, in the wall design for instance, should choose a delicate mint or a vibrant forest green. Rough textures such as raw concrete or matt metal underscore the natural association to the lush greenery of the forest.

With the yellow Sunrise, summer finds its way into the kitchen. The warm yellow looks particularly fresh and friendly when combined with white oak. In rooms with a bright interior, Sunrise works beautifully with pastel colours. Black granite or marble, on the other hand, can be used to create strong contrasts. A warm wood brown adds naturalness to the design. For adding colour to walls or accessories, lemon and sunshine yellow are suitable to further emphasise the gleam of the ceramics.

The new red Coral is a strong colour, which on its own already sets a charming accent in any kitchen. Inspired by the warm colours of autumn leaves glowing in golden light,

Coral goes particularly well with light work surfaces and furniture, for example, made out of grey limed oak, beige sandstone, white marble or light concrete. Fine pastels in shades of rose or a dark Marsala tone can be combined to create an attractive and harmonious colour scheme in the room. Copper is ideal for setting attractive accents.

The blue Midnight as the colour of winter creates a cool effect, without being cold. The rich blue is particularly expressive combined with a gentle misty blue or a fine light grey. With Midnight you can design classic white and blue interiors, for example, with a light concrete floor and a white worktop. Blue furniture fronts give the room a maritime look. Light wood, such as oiled oak, adds a touch of warmth to the design, while yellow accessories set effective accents.

With Emerald, Sunrise, Coral and Midnight, Villeroy & Boch is expanding its colour portfolio for ceramic sinks to include trendy colours that open up a whole variety of new, individual as well as stylish design possibilities for contemporary kitchen interiors. The four colours complement the existing range of harmonious colours in beige and greys, modern white tones and special decors. Villeroy & Boch thus has a matching colour or decorative solution in their range for every furnishing wish to suit any requirement.

**Images can be found under:**

<http://pro.villeroy-boch.com/mdp/sk/eb8ee2a978/FarbkonzzeptKuech>

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**Villeroy & Boch :**

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**Colour schemes for the bathroom and kitchen –  
Bathroom sinks and ceramic sinks in new colours.**

Coloured and decorated ceramics in the bathroom and in the kitchen – the name Villeroy & Boch stands above all others in the industry for sophisticated, trendy colour concepts and has done so for many years. The youngest members of the Villeroy & Boch colour family will be presented at the imm cologne 2016 in the scope of LivingInteriors: the high-quality designer bathroom sinks in the Artis series in new colour schemes developed exclusively for Villeroy & Boch by the German-Danish designer Gesa Hansen.

Gesa Hansen (34) lives and works in Paris. She has won several international design prizes for her work, including the Red Dot Design Award and the International Good Design Award of the Chicago Athenaeum. In 2015, Gesa Hansen developed colours for Villeroy & Boch for ceramic sinks in the Timeline series and the Subway single sinks. For the Artis bathroom sink series, the designer has now developed four harmonious colour schemes from shades of green, yellow, rose and blue in three shades respectively, as well as a neutral series with three timeless colours in the black-grey spectrum. These colour schemes enable exceptional and individual interior designs with deliberate accents and highlights in the bathroom and kitchen.

A glance at international trends shows that the current colour designs are changing. Gesa Hansen says, "In the past few years neutral, restrained shades were more popular for interior designs. I've now got the impression that more expressive colours are asserting themselves again, as is the case in the fashion industry. In all living spaces, including the bathroom and kitchen, colours are livening up interior designs."

**Four colours for the kitchen.**

In the spring of 2015, Gesa Hansen presented the first two colours for the ceramic sinks and the colour spectrum was then expanded in the summer: The warm yellow Sunrise, the deep blue Midnight, the expressive green Emerald, and the warm red Coral, which are inspired by the four seasons, are now available. Emerald stands for spring, Sunrise for summer, Coral for autumn and Midnight for winter. This allows interiors to be designed that awaken emotional associations, generate positive moods and create an attractive atmosphere in the room.

## **Four colours for the bathroom.**

The inspirations for the colour schemes for the Artis bathroom sinks stem from nature, from the four seasons and the special lifestyle and atmosphere in Paris. Hence, Gesa Hansen developed four harmonious colour schemes from shades of green, yellow, rose and blue in three shades respectively, as well as a neutral series with three timeless colours in the black-grey spectrum. To create the new colours, Gesa Hansen dropped the idea of a classic colour concept and replaced it through the play with the different shades of a colour. This resulted in four lively colour series comprising three colours respectively, within which the intensity of the shade changes.

## **Completely coloured versus bicoloured.**

Whilst the kitchen sinks are completely coloured, the coloured Artis bathroom sinks are bicoloured with a bright white inner glaze and a coloured, silk-matt outer glaze. Thanks to the TitanCeram material which is made of of clay, quartz, feldspar, pegmatite and titanium dioxide and enables the production of high-quality sanitary products with exceptionally precise styling with extremely thin walls and sharply drawn edges, the white and coloured surfaces can be separated exactly from each other at the edges. Both the single-coloured ceramic sinks and the bicoloured bathroom sinks thus meet the highest quality requirements with regard to material, design and aesthetics.

## **Atmospheric design with inspiring colour schemes.**

With the new colours, interiors can be designed that awaken emotional associations, generate positive moods and create an attractive atmosphere in the room. What makes it special: If you want, you can use the same colour series in the kitchen and bathroom or combine different colours with each other, as the colours for the kitchen and bathroom have been created so that harmonious configurations in one colour scheme as well as accented designs with different colours are possible. But never mind which variant you choose, the result is always an interior with a harmonious and expressive colour scheme.

The Emerald shades of green for the kitchen and Mint, Sencha and Cedar for the bathroom thus bring the freshness of spring into the living environment. The expressive colours combine beautifully with worktops or bathroom countertops or furniture made of dark wood. However, grey and white fronts and walls also emphasise the powerful green variants very well. Rough textures, such as those which floor tiles with a concrete look or matted metal have, underline the natural associations additionally.

With the bright yellow variants, summer finds its way into the room. In the kitchen, the yellow colour Sunrise matches light oak very well, but also works in combination with pastel colours. The shades of yellow, Macaroon, Lemon and Mustard for the bathroom create a particularly friendly atmosphere. Strong contrasts can be created in the kitchen and bathroom by using black granite or marble, whilst a warm wood brown adds naturalness to the design.

The shades of red and rose for the bathroom and kitchen range from powerful to mellow: In the kitchen, the powerful Coral, which is inspired by colourful autumn foliage shimmering in the golden light, adds a charming accent, whilst the fine shades, Powder,

Ballet and Rose act more restrained in the bathroom. All shades of red and rose go nicely with light-coloured surfaces and furniture made of, for example, limed grey or white lacquer coated wood, white marble or cream-coloured stone.

Blue is deemed to be the colour of winter – clear, cool, but not cold. With a kitchen sink in deep blue Midnight, you can design maritime, Scandinavian interiors – classically combined with white and/or yellow. The shades of blue, Fog, Frost and Ocean provide an atmosphere of freshness and cleanliness in the bathroom. A floor in a light wood or concrete look with white or light grey furniture deepens this feeling even more. If you wish to bring a warm impulse into the setup, then select yellow or wood-coloured accessories.

With the new ceramic colours for the bathroom and kitchen, Villeroy & Boch is expanding its colour portfolio with trendy colours which provide designers and architects, but also private house builders, with many new individual and trendy as well as timeless configuration options.

**Images can be found under:**

<http://pro.villeroy-boch.com/mdp/sk/79f53b4c87/ColorKitchenBath>

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**Ceramic colour schemes inspired by the seasons, nature and Paris –  
A conversation with the designer Gesa Hansen**

Coloured and decorative bathroom ceramics – like no other in the industry the name Villeroy & Boch has stood for many years for sophisticated and trendsetting colour concepts. The latest additions to the Villeroy & Boch colour family will be presented at the imm cologne 2016 as part of LivingInteriors: the high-quality designer bathroom sinks from the Artis series featuring new colour schemes that have been exclusively developed for Villeroy & Boch by the German-Danish designer Gesa Hansen.

Gesa Hansen (34) lives and works in Paris. She has received numerous international design awards for her work, including the reddot design award and the International Good Design Award of the Chicago Athenaeum. For the Artis bathroom sink series the designer has developed four harmonious colour schemes in shades of green, yellow, red and blue, each available in three gradations, as well as a neutral range with three timeless colours in a black/ grey spectrum. In the conversation, Gesa Hansen talks about how the new colours were created, the inspiration behind her work and the new creative design options that are possible with the coloured Artis bathroom sinks.

**Mrs Hansen, which colour trends do you currently see in the field of interior design?**

I see that the current colour schemes are about to change. In past years, more neutral, restrained shades have been popular in interiors. But now I have the impression that the trend is towards strong colours again, just like in the world of fashion. In all living spaces, including the bathroom and the kitchen, colours are livening up interior designs.

**What inspired you to create the colour schemes for Artis?**

The Artis bathroom sinks are extremely fine and delicate, and the geometric shapes embody the perfect reduction to the essential. Yet at the same time, ceramic is inherently a rather cold and hard material. To overcome this coldness and hardness, I deliberately created soft colours. I was inspired by nature and the seasons: the fresh green of spring, the radiant summer sun, the rust-coloured leaves in autumn and the chill of winter. And of course Paris. Its special flair, its typical way of life and the culture of the French capital also influenced my colours.

**What was the result?**

I developed four harmonious colour schemes in shades of green, yellow, rose and blue, each with three gradations, as well as a neutral range with three timeless colours in a black/grey spectrum.

**You speak of colour schemes, not of a colour concept. Why?**

For the new colours I moved away from the idea of using a classic colour concept made up of different, matching colours and replaced it by playing with the different shades of a single colour. The result is four vibrant colour series each consisting of three colours within which the depth of colour intensity varies. You can think of these gradations as being similar to the base, heart and top notes of a perfume: the lightest shade represents the base, the middle, more intense colour is the heart note of the series, and in the strongest colour, the top note, the colour intensity is developed to the full.

**The use of colours in a room creates moods and feelings. What effect do your colours have?**

The colours are of course atmospheric and emotionally charged and create different atmospheres in a room. I deliberately want them to arouse associations and trigger feelings. Just hearing the names of the colours conjures up specific images: take for instance Mint or Lemon, and immediately a strong sense of tangy freshness comes to mind. Powder makes you think of something fragrant, gentle, and Frost creates a clear coolness, don't you think?

**Mrs Hansen, using colour in interiors always requires a certain degree of intuition. Do you have any tips on how to use the new colours to best effect?**

Yes, gladly. The green shades are ideal for combining with dark wood, along with grey or white elements and walls. Rough textures such as concrete effect floor tiling or matt metal further underscore the association to nature. The yellow variants harmonise with light wood and also work in combination with pastel colours. Black can be used here to create strong contrasts, while a warm wood-brown adds naturalness to the design. The rose shades also go well with light surfaces and furniture, for instance made of grey limed or white lacquered wood, white marble or cream-coloured stone. And the blue shades are ideal for creating an atmosphere of freshness and purity. A floor with a light wood or concrete look accompanied by white or light grey furniture enhances this effect. Those wishing to add a warming touch to the design can choose warm yellow or wood-coloured accessories.

**And how do the neutral colours fit into the overall concept?**

Light grey, medium grey and black are true classics in interior design and an indispensable part of modern bathrooms. These three neutral colours offer contemporary yet timeless design options for attractively designed washplaces. Not to mention the white models!

**You have already developed colours for ceramic sinks from Villeroy & Boch. What are the differences to the bathroom sinks?**

The colours for the ceramic sinks are stronger than those for the bathroom sinks. They deliberately set strong accents in the rinsing area, making it an eye-catcher. Moreover, the ceramic sinks are fully coloured. In contrast, the coloured Artis bathroom sinks feature a bicolour design with a bright white interior and a coloured exterior surface. They also have a different effect due to their installation as a surface mounted sink.

**Do the colours for the kitchen and the bathroom match together?**

Yes, they do. Those who wish can use the same colour family in the kitchen and the bathroom or combine different colours with one another. This is because the colours for the kitchen and the bathroom are designed to allow both harmonious designs in a single colour scheme and designs with different colour accents. However, no matter which option you choose, the result is always an interior with a harmonious, expressive colour scheme.

**Coloured kitchen sinks and bathroom sinks – what’s next? Are more coloured products planned by Villeroy & Boch?**

The colour schemes can also be wonderfully applied to other products. Matching furniture or even freestanding bathtubs as an extravagant eye-catcher. I don’t want to reveal too much, but prepared to be surprised...

**Images can be found under:**

[http://pro.villeroy-boch.com/mdp/sk/34a40adc8b/Interview\\_GesaHa](http://pro.villeroy-boch.com/mdp/sk/34a40adc8b/Interview_GesaHa)

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**A material with a future –  
TitanCeram from Villeroy & Boch.**

TitanCeram – this is the name of the innovative ceramic material which Villeroy & Boch has developed specifically for the realisation of high-quality premium designs. TitanCeram enables the production of sanitary products with an exceptionally precise styling with extremely thin walls and clear-cut edges.

For TitanCeram, Villeroy & Boch has called upon all its experience from over 265 years of ceramics production to combine familiar ceramic ingredients in a new composition: "To produce TitanCeram, we use the natural raw materials, clay, kaolin, feldspar, quartz and pegmatite, enriched with titanium dioxide. Thus the name TitanCeram," explains Bernhard Thömmes, Head of Research & Development at Villeroy & Boch. "The exact recipe, i.e. the percental composition of raw materials is and remains a company secret." TitanCeram is thus only processed at the headquarters in Mettlach after strict reception inspection of the raw materials.

**New standards with regard to material properties.**

TitanCeram sets new standards with regard to material properties. Compared with classic sanitary ceramic material, TitanCeram has approx. 50 per cent less shrinkage during production, which results in products with greater dimensional accuracy. In addition, TitanCeram, compared with conventional sanitary ceramic materials for large-sized bathroom sinks, has a higher stability and thus makes more delicate designs possible. The result is impressive: Thanks to TitanCeram, sanitary products can be produced with much thinner walls than classic sanitary ceramic products. The high stability of the material not only allows thinner walls and thus new shapes and designs, but also reduces material costs, the weight and raw material requirements – sustainability is the keyword.

**Exceptional designs with maximum precision.**

Thömmes and his team in "Research & Development" spent two years working on TitanCeram. Always involved in the process: internal and external sectors such as Marketing, Production and suppliers. "The design requirements specified by Marketing were very high. For us that meant: The production process also had to be enhanced. Only then could an optimum result be achieved," Thömmes emphasises.

And that is quite impressive: In 2015, Villeroy & Boch was able to present exceptional designs such as the Octagon column bathroom sink in matt-look Edelweiss. Precise edges and angles combine to form an octagon in the bowl which resembles a polished crystal due to its finely worked facets. The Artis surface mounted sink series, which

excels through its extremely thin ceramic, is also made from TitanCeram. The delicate and light looking bathroom sinks in the four shapes, round, oval, rectangular and square not only look attractive, but also provide optimum user convenience thanks to their deep, functional bowls. They will also be available in trendy colours from 2016 onwards.

Thömmes: "We shall continue to use the material. After all, that is why we developed TitanCeram – as a material with a future."

**Images can be found under:**

<http://pro.villeroy-boch.com/mdp/sk/9f01611bbc/TitanCeram>

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