

HOT Trends



what's new in the kitchen & bath industry

Compiled by Jennings & Company, May 2004

Dear Editor,

Carpe Diem... Seize the Day!

For editors at the recent Kitchen & Bath Industry Show in Chicago, seizing the day meant finding the latest and greatest product trends. No small task, considering more than 900 companies were on display with products from showers to cabinets, and every product category in between.

To help you out, Jennings & Company scanned every aisle at McCormick Place searching for the best new products. So, even if you didn't make it to the show, after a read through of our Top Trends, you'll feel like you were there, (but, as one editor put it, "without the sore feet").



SieMatic



Atlas Homewares



Contemporary Bath Design

RECAP OF NEW PRODUCTS UNVEILED AT THE KITCHEN & BATH SHOW IN CHICAGO

Trend #1 Obscene Opulence: A tub that costs more than a Mercedes-Benz? This K/BIS first

materialized in a bronze tub called Serenity by Elite Bath. This unique bath - which retails for over \$100,000 was completely handcrafted by Elite artists and founder Joe Jumalon, who has been perfecting his craft for years. The elegant tub takes its cue from nature with soothing scenes featuring bamboo forests, blossoming trees, koi and a whimsical heron. Just a limited number of tubs will be created - all original pieces of work signed by the artist. (*Elite Bath*)



Trend #2 Vintage Tub with a Modern Air: It's now

possible to indulge in the romance of an old fashioned bath while also enjoying the soothing effects of a modern air massage! Here's a first... Sunrise's cast iron double pedestal tub with air system. We've seen lots of acrylic tubs but this is the first cast iron tub with air!! Now consumers can immerse themselves in thousands of prewarmed bubbles giving a therapeutic massage like no other. The airbath system is concealed under the base providing modern technology that compliments the old world charm. (*Sunrise Specialty*)



Trend #3 Spa Glass: The translucence and fluid

Zen-like nature of glass captures the serenity of personal environments, making it perfect for achieving a spa-inspired bath—one of today's hottest trends in residential design. Changeable in shape, color and texture, glass offers the appearance of flowing water on surfaces, including sinks, shower enclosures and tile. 3-D textures featured on glass shower doors play with light, emulating various effects of nature such as a sandstorm, a flowing waterfall, cobblestones, a burst of sunshine or melting ice. "Glass is chameleon-like—it always looks different and seems to have its own moods, reflecting the surrounding light or absence of it," stated Vladimir Fridman, designer for Contemporary Bath Design. (*Contemporary Bath Design*)



Trend #4 Fresh-Cut Industrial Style:

Industrial urban-style plumbing has become one of the swankiest looks in cosmopolitan hotels and high-end condominiums. Making the grade are sleek, but sturdy ultra-modern lavatory kitchen faucets, incorporating the aesthetics of industrial style. Watermark's



latest was designed for Astor Place condominiums. The raw minimalism was inspired by the current trend of converting many loft factory buildings into upscale residential dwellings. It resembles a faucet you'd find in a factory, but it's more decorative—the knurling gives it a rough edge and the base looks like a tool bit. (*Watermark Designs*).



Trend #5 Scarlet Fever:

"Color in the kitchen is hot" so it's little surprise that red's passionate power packed personality is heating up bland and tired neutral decors. At K/BIS, RED was the rage in everything from contemporary cabinetry and laminate countertops to vintage stoves and refrigerators. Looks ranged from a nifty fifties-style fridge in candy red to sleek European cabinetry like the one shown from SieMatic in hibiscus red gloss finish. (SieMatic, Northstar from Elmira Stove Works)



Trend #6 Shape and Size Odyssey:

Unexpected shapes and sizes are defining the styles of today's sinks, toilets and tubs in designs that range from romantic to whimsical. The long list of shapely bath fixtures and ensembles includes an apple-shaped toilet, a tulip-shaped copper vessel from Diamond Spas, a spoon-shaped tub, an organic egg-shaped bath ensemble, and an architecturally unique collection recalling

the planar lines of a subway. In addition, colossal sizes, from tubs to sinks, were literally a big hit, but the "talk of the show" turned out to be a super-sized toilet, satisfying the needs of a buying sector, oftentimes overlooked by the industry. (Diamond Spas, Great John Toilet Company, Orion, Villeroy & Boch, MTI Whirlpools)



Trend #7 This Kitchen's Out of Sight: Those on the lookout for a space-saving alternative to the traditional kitchen were thrilled to find YesterTec's Armoire Kitchen. Compact enough to fit in tight spaces, from lofts to studio apartments, the armoire is big enough to contain a refrigerator, two-burner cook top, convection/microwave oven with exhaust hood, a sink and more. At K/BIS, YesterTec's Armoire Kitchen was teamed with an electric cook top from Kenyon International, which was equipped with state-of-the-art features including a child safety lock-out, automatic shut-off and heat limiting cooking surface protectors. (Armoire Kitchen from YesterTec; Horizon Lite-Touch™ 2 ceramic electric cook top from Kenyon International)

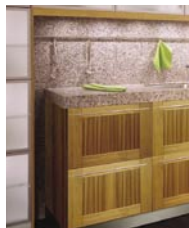


Trend #8 Something Exotic is Going On!



Exotic woods are adding pizzazz to everything, including kitchen cabinets, countertops, tubs and bath vanities for a refreshing new look. Richly colored and textured, exotic species offering styles from vintage eclectic to contemporary make typical oaks and maples seem downright pedestrian.

Standouts include SieMatic's contemporary teak kitchen cabinetry, Vanity Flair's Zebra wood, and Diamond Spa's creative use of bamboo on their stainless steel Japanese soaking tub. (*Vanity Flair, SieMatic, Diamond Spas.*)



Trend #9 The Cook's Reward:

Making every step count in the kitchen has become the new mantra for today's busy homeowner, who'd rather spend less time preparing meals and more time entertaining. So it's little wonder that designs created with ORGANIZATION in mind leapt to the forefront at this year's show. Up front and center was the MultiMatic System from SieMatic. The flexible storage system, offering interchangeable and multi-functional elements such as full-extension rollout trays and shelving puts everything within reach, making a home kitchen run like a well-organized restaurant. (*MultiMatic from SieMatic*)



Trend #10 Objects of Desire:

Atlas Homewares designer and president Adrienne Morea has always known what the industry just seems to be finding out—that nothing can set the tone in the kitchen and bath like artfully unique decorative hardware. Ahead of the curve like never before, the trend savvy and transformed Atlas pulled out all



stops at K/BIS with a totally new lineup.

Many show goers, in fact, asked if it was the same Atlas. The eye-candy mix featured the Bordeaux bath collection, a mixed media design finished in oil rubbed bronze and a cream-colored vintage leaf pattern. "I was inspired by the last few episodes of 'Sex and the City,'" says Morea.

"From the minute Carrie walked into that Paris hotel to meet her

'Russian', I visualized an old world trend that was both feminine and classic at the same time." Also a show stopper was the NEW Optimism line of acrylic knobs and pulls. (*Atlas Homewares*)



Trend # 11 Stealing Home: Stainless steel cabinetry creates a stunningly streamlined and sophisticated look in the kitchen—an effect that's enhanced by stainless steel appliances. But, until recently, finding well-designed stainless steel cabinets with seamless clean lines and well-engineered welded corners has been difficult. Now, thanks to Lasertron, Inc., a company known for its precision laser cutting of 304



grade steel, stainless steel cabinetry can live up to its gleaming potential. In addition, Teka showed its gleaming stainless with a number of stainless steel undermount kitchen sinks. These sinks are sure to make a striking statement in the kitchen! (Lasertron, Inc., TEKA USA)

Trend # 12 Techno Spa: The newest and most cutting edge spa baths promote relaxation through technology. One of the biggest techno waves in the bath is Chromatherapy, an increasingly popular technique that relies on color and light to promote health and wellbeing. Spa-applications for the bath also come in the form



of custom tile, murals and decos. Images In Tile, known for uniting craft and science through a revolutionary process, infuses artwork or photography directly into tile to create a custom one-of-a-kind mural. Designs such as a tropical waterfall have a therapeutic effect and are ideal for enhancing a soothing mood when applied to a spa bath's shower and backslashes. Most murals can be created in just over two weeks. And shower rainbars from Harrington Brass Works further the spa



experience by producing a stream of therapeutic jets. (Images In Tile, Harrington Brass Works, Bains Oceana Baths, ONDINE, SOK from Kohler)

Trend # 13 A Yearning for Craftsmanship:



In a world of mass production, many savvy homeowners are finding solace in products crafted by hand. Mann's Manufacturing is just one example of an old mill company that embraces the traditional values of quality workmanship to create a traditional line of medicine cabinets consumers still want. Offered with lots of storage and a large number of finishes so consumers can customize a cabinet to match their own decor. Wood in the bath is hot!
(Mann's Manufacturing)

Trend # 14 Italian Inspired Minimalism:

Vessel styled faucetry was the rage.

Harrington Brass Works caught our eye with their new Italian line of faucets. Fluid lines and

gleaming polished chrome combine to create a faucet style that is the epitome of minimalistic design, the trend is flared handles and dramatic finishes. And we're seeing a coordination

of bath and kitchen faucets for a cohesive pulled together look. Also a show stopper was the Linea spa bath hardware from Atlas Homewares. Understated, yet luxurious in feel, "Linea" means line in Italian and sets the tone for a spa inspired bath. *(Harrington Brass Works, Atlas Homewares)*



Trend # 15 Get a Handle on Accessibility:

One of the most familiar bathroom safety assistance products, grab bars provide multiple living solutions and important precautionary measures for young and old alike. Since falls are the most common household accident, the bathroom environment is one of prime consideration. Installing a grab bar can reduce the risk of falls, offer support when standing or sitting and help maintain

balance. Grab bars offer ADA-approved safety with style. *(Watermark Designs)*



Designer Corner: Joan DesCombes, CKD



Q - What is today's consumer most interested in when it comes to choosing the luxurious extras for their kitchen or bath?



A - Plasma TVs and TVs that double as computers are hot! They're showing up everywhere—on the fronts of refrigerators and in most every room in the house. We're installing small-sized plasma screens in the kitchen (see SieMatic kitchen) and bath and extremely large-sized plasma screens in other rooms. In kitchens, plasma screens are typically on rotating brackets for convenience and, in the bath, they're strategically placed everywhere from cosmetic to tub areas to meet lifestyle needs.

Q - What's the biggest challenge when it comes to installing plasma TVs?

A - Integrating the correct-sized unit in the space for proper viewing and providing the appropriate storage for additional products, from computers to DVDs. The new range of home office and media center cabinetry to contain all this new technology makes a world of difference and superior design techniques, of course, are essential. *(Sunrise Specialty, SieMatic)*



To Contact Joan DesCombes, CKD directly call 407-664-1410, info@arch-art.com

Looking for Kitchen or Bath Installations?



We are scouting locations and are working with Gil Stose - one of the top architectural photographers in the U.S. (You may have seen him shooting at K/BIS!!) Tell us what kind of projects you are looking for and we'll send scouting shots and can work with Gil to produce final high-quality images. www.gilstose.com, 828-506-9376.

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we'll send you a recap of new products
from the show.*



*Hot Trends cited the companies that best illustrate the trends identified at the
Kitchen & Bath Show in Chicago, whether or not they were in attendance.*

If you would like additional information
on products featured in this report, please contact:

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