

Istanbul

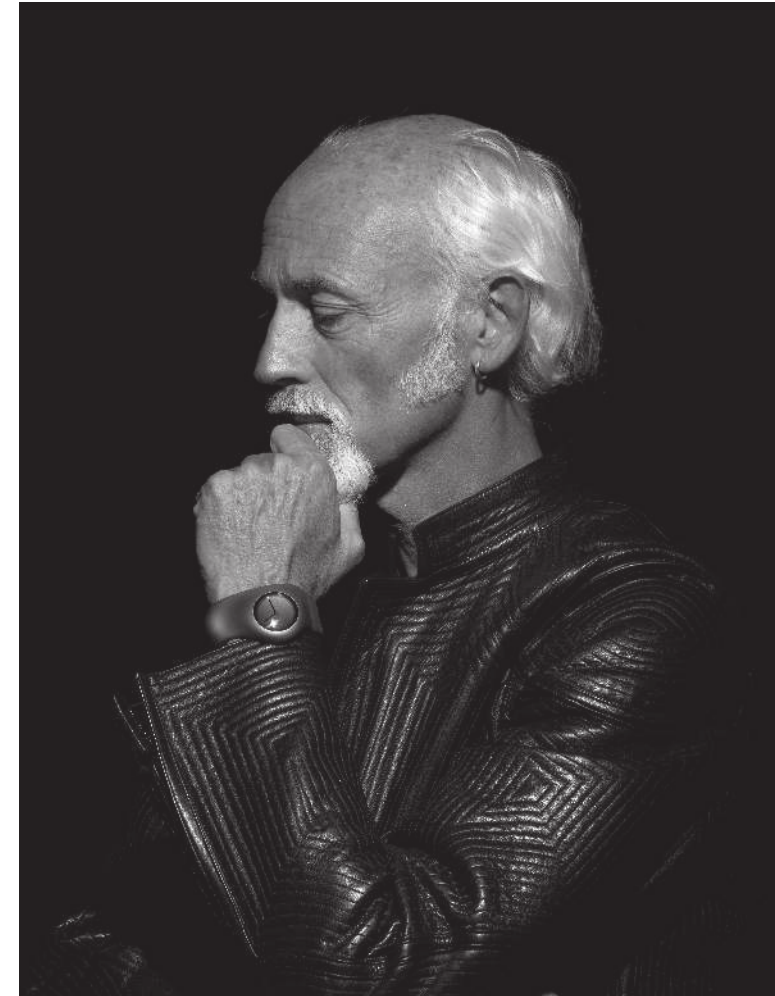
VitrA



Good Design perspective



Istanbul – a city of great contrasts and diversity, where East meets West, and where Vitra has its roots. Taking inspiration from a rich cultural and architectural heritage, Ross Lovegrove has created a stylish homage to this great city in the form of the most exquisite bathroom design, which like the city itself, has its very own unique identity.



Great contrasts and diversity



Istanbul, the place of Vitra's original headquarters and spiritual identity, is not only the city where you breathe in culture, tradition and sensuality, but has also been the inspiration for a complete range of sanitary ware. Studying the cultural and architectural aspects of Istanbul inspired Ross Lovegrove to design a collection of over 100 products; a homage to Istanbul, remembering its past and imagining its future. An absolutely new total bathroom concept both in terms of shapes and production technology, which is seen as a stage for wellbeing and pleasure. Istanbul Collection is the result of a reflection on water: its flow, its fluid state and winding nature.



Emblematic range



Leading bathroom brand Vitra introduces new additions to its iconic Istanbul collection conceived by British designer Ross Lovegrove. 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.





Smooth and sophisticated

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Istanbul

Ross Lovegrove



Organic and authentic



Natural slate and curve shapes give a depth of warmth and similar feeling combined with ultimate luxury when combined with stunning bathroom design.

Each of these diverse styles and tones can be further accented through striking additional fixtures and accessories.



Istanbul

Ross Lovegrove



Delicate and Smooth



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 mastership of production technologies and Lovegrove's unique approach to materials.



Quality of Joy



Aims to create an uplifting experience for the user and provide wellbeing and joy of spending quality time in the bathroom





Natural and earth tones



Make your bathroom an extension to your individuality by adding colour to your bathroom. Colour expresses the inner creativity in us all, whether used subtly or flamboyantly.

Rich, deep, dark colours accented with nature colors reflect a sensuous intimate environment. But a vibrant splash, combining accents of a sweet and pastel palette will create space and volume.





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VitrA

Nature and Futuristic



The range was stimulated by a concept of organic essentialism inspired by elements coming from the world of nature and given futuristic shapes using sophisticated technologies. It is a complete range with: washbasins, free-standing and wall-hung WC pans and bidets, bathtubs and shower trays, taps and bathroom accessories, which feature rounded and integral shapes with single elements seeming as if they have been extracted from the surfaces to form those organic shapes so typical of the designer's works. The collection has been created as a whole to provide fully coordinated interiors with maximum flexibility for the consumer.



Personal space



For Vitra the bathroom is a cult place, a refuge where rationality is reconciled with efficiency to leave more time to spend on personal care and Ross Lovegrove, one of the most interesting and stimulating designers of the 21st century, has been truly inspired in the Istanbul collection, giving futuristic shapes to elements of the world of nature. Ross Lovegrove works from his London studio for some of the most renowned international companies and certain works of his are to be found in the permanent collections at MoMA and the Design Museum of London.





Simple and clean



Creating the modern type of bathroom,
which is Istanbul 's motto and giving us the perfect
design x minimalist effect.

Applying design intelligence to the total bathroom concept, this range
creates and is undeniably one of the inspiring bathroom range
of Vitra even in a wide range of selection, Istanbul delivers it
completed even to the smallest detail.



White passion



For Vitra, most of bathroom the ranges has white take on it, and It gives us the always option button. White never gives us a wrong choice, creating the best palette in each of our own bathroom style and experience.

Create a sense of white passion with Istanbul's wash basins styles.





Efficiency and futuristic

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VitrA offers range that is efficient
and have a sense of futuristic views and design.

It creates the space which we long for;
minimalist and clean
and creates a sensitive proportion of efficiency all
through the design.

