

Closing press release – February 2010



The exhibition confirms its pull and reflects the vitality of bathroom manufacturers

The fifth **idéobain**, held in conjunction with interclima+elec, took place from **9th to 14th February 2010 at Paris-Expo Porte de Versailles**.

As the biennial show case for the entire industry, the event brought together **more than 200 leading brands** from the bathroom universe, who gathered to present their latest collections and innovations to the trade and, from 12th to 14th February, to the general public.

idéobain is both a unique trends guide and the only European show exclusively dedicated to the bathroom that is open to both the trade and private individuals.

Under the auspices of the AFISB (the French Bathroom Manufacturers' Association), the event confirmed its ability to respond to and anticipate market expectations as well as **to show case technical products in terms of the latest trends and interior design.**

Despite a still tense market situation and weather conditions that made it difficult for some visitors to travel from the provinces, idéobain and interclima+elec still managed to attract **96,505 visitors, including 13,360 members of the general public** visiting idéobain.

Installers (39%) once again made up the largest category of visitors to idéobain 2010. **Distributors-merchants (21%)**, who play a strategic role within the industry thanks to their show rooms, confirmed their interest in an exhibition dedicated to the bathroom universe.

Specifiers and clients accounted for 19% of the visitors and made a significant contribution towards creating a feeling of approaching recovery.



matali crasset, winner of the Hotel Bathroom Prize 2010, in the middle of her bathroom.

Highlights of the 2010 show:

- **Mode^sDeBain^s.** This year ModesDeBains, the trends space, focused on the very topical theme of renovation and was co-ordinated by the style consultant Daniel Rozensztroch working in conjunction with the 2.26 agency and the manufacturers. It provided visitors who were particularly looking for advice in this field with a fountain of ideas.
- **matali crasset, winner of the Hotel Bathroom Prize.** The designer matali crasset gave idéobain the benefit of her expertise in the form of a bathroom set featuring ideas for the future of the bathroom and dedicated to the Hotel Bathroom Prize.
- **The materials gallery organized in partnership with MateriO.** Offering a unique presentation of future materials, the materials gallery offered a glimpse of the bathroom of the future.
- **The designers'-installers' space.** Launched two years ago, the installers' space was once again a great success. It provided a space where people planning projects were able to meet and discuss ideas with independent professionals who could help them turn their dreams into reality and guide them through the range of products on show.
- **The launch of the AFISB Bien Vivre label.** In step with the way our society is evolving, the AFISB launched its Bien Vivre label at idéobain. The profile of this label was raised by an award presented at the show.



The ModesDeBains aisle, the only source of inspiration of its kind in Europe, led to the Hotel Bathroom Prize set.



The designer'-installers' space never emptied over the two days the show was open to the general public.

idéobain visitor breakdown:

Breakdown of idéobain visitors by activity	
Activity	Share
Installers	39%
Merchants	21%
Specifiers, clients	19%
Manufacturers	9%
Operators	4%
Other	8%

Breakdown of idéobain visitors by region	
French visitors	Foreign visitors
95%	5%
of which	
- Ile de France: 38%	
- Provinces: 62%	

Innovation rewarded – the idéobain awards 2010

At every idéobain a jury made up of bathroom buyers and experts meets to award prizes for innovation, creativity and performance.

The Bien Vivre Award with Seniorplanet



Winner: NOBLI – RD 118/1E Tap

A basin mixer with a system to reduce energy and water consumption. In this model the central position delivers cold water and so avoids wasting water.



Jury's favourite: SFA, TRAYMATIC shower tray

www.sfa.fr

This tray makes it possible to fit a shower corner into any part of the home. It can be built in or laid on the existing floor thanks to its external pump. Ultra flat, it has been specially designed to make access easier for children and old people, whilst ensuring the maximum of space in the shower.

The ModesDeBains Awards with Marie Claire Maison



Winner: DELPHA

www.delpha.com

This 50s inspired bathroom employs modular sets of drawers and sliding units to create an interplay of offset and overlaid elements. It features pastel walls, white facings, see-through elements together with a bath that retains the curves of yesteryear combined with the technology of today, not forgetting a decorative touch provided by black and white tiling that never ages.



Jury's favourite: STOCCO

www.stocco.it

In the pure 80s tradition, this set features the STOCCO5SensiTM, which incorporates a system to recreate the atmosphere of a spa in your own home. It consists of a Multiplayer, a scent diffuser, a central electronic control unit for the lighting and 4 well-being programmes.

Design Award with Intramuros



Winner: ALAPE - Public Spaces Collection

A system of fittings intended for public spaces that incorporates all the required modules such as hand dryer, soap and paper dispensers, a waste bin, mirrors, integrated lighting... All these systems are pre-assembled, feature automatic dispensing and are tailor-made in collaboration with the architects.



Jury's favourite: HEWI – Système 800

Sanitary accessories and aids for persons with restricted mobility. All the items are fixed to the wall using invisible screws.

The collection includes soap holder, clothes pegs, glass holder, liquid soap dispenser, toilet paper holder, waste bin, tiltable mirror, shelves... Available in white chrome and translucent green.

Best Solution Award with Maison Magazine



Winner: GEBERIT – Monolith WC

www.geberit.fr

WC panel consisting of concealed cistern intended to provide an aesthetic solution for replacing a traditional floor standing WC. Easy to install and able to use the existing supply and waste pipes.



Jury's favourite: VITRA – 'MOD' Collection

www.vitra.com

This minimalist ceramic range features a very spare design and the minimum of material. The basin is 65 mm deep in order to reduce water consumption and the tap incorporates an aerator to cut water flow from 12 to 5 litres/minute.

Green Innovation Award with FuturEmaison



Winner: WIRQUIN – Copenhagen lavatory seat and lid

www.wirquin.com

Made from recycled PET (polyethylene terephthalate), this is the only lavatory seat and lid that helps to reduce plastic waste, since each lid and seat requires 30 plastic water bottles.



Jury's favourite: TES HYDRO – INFINITES shower

A closed circuit shower that has a reservoir ensuring that however long you remain in the shower only 5 litres of water are used. The water is recycled by a recycling pump.

Technological Innovation Award with Réponses Bain



Winner: SAS – Siphon Easysiphon

www.sas-france.com

The siphon is a vital component in draining the bath, basin and shower. Easysiphon is the only dual material siphon that has elastomer seals incorporated into a plastic siphon body at its moment of manufacture.

This is a real technical achievement and makes a major contribution to saving time, easing installation and installer safety.



Jury's favourite: VISMARA VETRO – Int/Out

www.vismaravetro.com

The only heated shower wall in Sécuritét glass consisting of two sheets of glass and layer of powder that conducts electricity to heat the sheet of glass. Depending upon the area of the sheet, this innovation can be used for heating, towel drying...

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