

PRESS RELEASE

Nature-inspired bathroom elegance

In the bathroom, the long-time trend of supreme minimalism has evolved from square geometric design lines, to incorporate a more fluid aesthetic and nature-inspired shapes. Jasmin Kraneveldt from leading flooring, tile and sanitaryware supplier, Bathroom Bizarre, offers an overview on how to achieve this fresh take on bathroom minimalism.

20 January 2015, Johannesburg: Achieving a look that encompasses both the best design aspect of modern minimalism, as well as influences from Mother Nature, is the optimum way to achieve a bathroom that is bang on trend and stylish for 2015. So says Jasmin Kraneveldt from leading flooring, tile and sanitaryware supplier, Bathroom Bizarre, who goes on to add:

“Modern minimalism has been around for quite some time now, and it has proven to be exceptionally popular. However, of late, we have seen this particular look undergo a major evolution – subtly moving away from the often harsh geometry and straight lines of the past, towards the more graceful, organic elegance of nature.”

Nice and neutral

“The overall combinations of neutral colours in the featured bathroom for example, have been drawn from the various hues present in a beach-type environment to create a space that is elegant, calming and luxurious,” says Jasmin. The colour scheme for this bathroom comprises a variety of neutral tones, which lend themselves to both modern and natural design inspirations. However, unlike years gone by, this design is by no means flat and boring. To create interest, various complementary natural hues will be amalgamated to add depth and interest to the overall aesthetic.

In the featured bathroom for example, the darker ash grey colour of the Tecno Grafito floor tiles from Bathroom Bizarre, have been used to great effect to add a natural, volcanic sand-like colour to the composition for visual contrast against the otherwise sand-coloured beige and white backdrop inherent in the rest of the composition. Varying textures have also been successfully integrated in the design to create added contrast. Mixing two differently textured beige tiles on the bathroom walls – such as Bathroom Bizarre’s glazed porcelain Vosgos d’Or tile and the plain Danubio tile – is a simple, yet innovative way of creating increased visual interest in an unassuming and elegant manner.

Chic shapes and a green ethos

“Shape and form are prominent aspects in the new organic minimalism, which is why bold shapes have been used throughout the featured bathroom,” explains Jasmin. Bathroom Bizarre’s Dado Angela freestanding bath for example, doubles as both a luxurious bath and an attractive focal and structural design element. It’s clean lines and fluid oval shape is the perfect marriage between minimal and organic elements that are both practical and beautiful.

“Creating interest in any minimal bathroom has to be done tactfully and subtly, so as not to detract from the clean lines that make contemporary design so attractive. As such, look for innovative fitting designs that can be used to add some extra ‘oomph’ to the overall composition,” advises Jasmin. The Hansgrohe Axor Starck Organic taps, available from Bathroom Bizarre, have been incorporated to add a structural vigour to the design, with their organic lines that echo the flowing texture of water.

Not only do these taps add a truly avant-garde design aesthetic to the bathroom, but they also boast separate water volume and temperature control that makes them incredibly water and energy efficient. In this way, organic minimalism is not just about aesthetics, but has a deeper design ethos – not only drawing design inspiration from nature, but being able to include environmentally responsible technology as well for a “greener end-result.”

Simply stylish

What makes the featured bathroom such an optimum example of the new organic version of minimalism, is its simplicity of design, as well as the inherent continuity of well chosen shapes and textures that run throughout, and the clean and functional space planning. “A few well chosen accessories are the best way to truly finish off any bathroom of this calibre, as you do not want to detract from the chic simplicity of the space,” explains Jasmin. As the bathroom fittings and tiles already offer most of the aesthetic appeal in the space, try decorating with complementary artwork or perhaps the addition of a small plant to breathe life into the design without overwhelming its appeal. Using mirrors that echo the space’s natural appeal, such as Bathroom Bizarre’s Valentina mirror for example, helps tie the whole room together and add a fun sophisticated touch.

“By maintaining a design that is fluid, yet simple and tasteful, successfully achieving a fusion of contemporary and organic design can be achieved relatively effortlessly. Apart from being incredibly appealing aesthetically, the beauty of this style is that its simple nature makes it incredibly practical, and it is the type of design that boasts a level of timelessness, ensuring maximum longevity of your investment.”

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Released on behalf of Bathroom Bizarre (www.bathroombizarre.co.za) by The Line (www.theline.co.za, ant@theline.co.za).