

# Trend & Bath

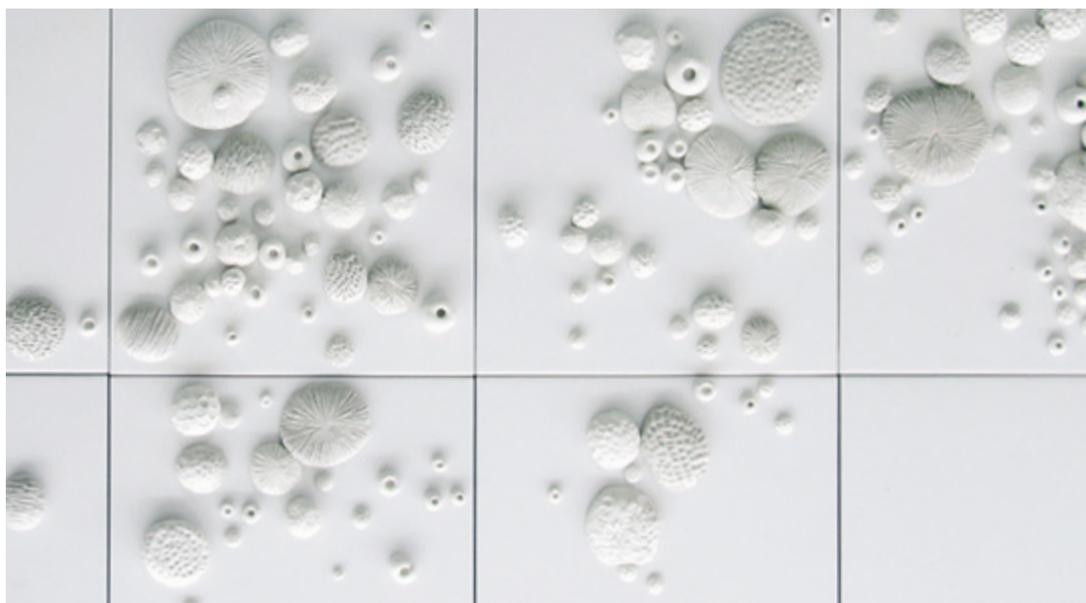
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Nº 1. The fine line between art, fashion, and decoration

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# In depth...



ART / DECORATION

## Bathco Atelier

Artisanal ceramic decoration studio  
Santander, Cantabria  
Spain

Thanks to artistic movements like Urban Art and Street Art, art has ceased to be something for the privileged few and is now part of our lives; art is taking to the street and becoming an increasingly powerful means of expression.

Can we go farther? Can we bring art into our homes? Can art be connected to interior design and decoration? These were the questions Bathco set out to answer with the **Bathco Atelier** initiative, a studio for artistic creation and experimentation. There, eight multidisciplinary artists work on the company's washbasins, piece by piece, in interventions that transform them into works of art.

**We talk to the director of the studio, Emeric Minaya.**

**What is Bathco Atelier trying to do?**

This is a completely innovative project in the bathroom ceramics industry; the studio was founded for the purpose of linking product development to the world of culture and art. This meant setting up a new area in the company in which eight artists have had the opportunity to express their way of experiencing and living art.

**What was your first contact with this new "canvas" like?**

We've had the chance to "play" with the ceramics, study the material, and

test ideas in situ. A totally enriching experience for the artists, for whom we have uncovered an entire world of possibilities.

Bathco is a project that has made it possible to multiply this aspect exponentially. The result of all this experimentation is a collection of 14 pieces that are now on the market and which reflect the essence of each artist.

### **What aspects of your professional background were brought to bear in this new project?**

Well, I don't believe in things like destiny... But I always seem to get projects where I can apply a great deal of my professional experience. I've done interior design projects, industrial design, photography, film, and worked in other disciplines.

Luckily, I always end up immersed in projects or jobs where I can apply what I know about art.

### **What did you find most surprising about working with ceramics?**

It has nothing to do with work in "cold" media. In other words, with painting on a canvas or any other type of material or media that doesn't involve heat. Ceramic work is directly linked to the kiln. And that means that you always have to be ready for the unexpected. No matter how many tests you run, the behaviour of the materials and pigments in the kiln always represents uncertainty for the artist and, at the same time, that's what makes this a fun job that's all about creation and experimentation.

### **What was the result of this research?**

The result of this experimentation phase, in which the eight artists currently involved in the studio participated, was unique. We discovered that while we could apply an infinite number of materials to intervene in the porcelain, there was one thing that we neither could nor should do without: the ancient craft of artisanal decoration. We literally recovered an almost ancestral technique; it was the only way to guarantee the

durability of the washbasins coming out of Bathco Atelier.

### **What materials or techniques can be applied to working with porcelain washbasins?**

As I said, although we couldn't avoid using ceramic paints, we discovered the infinite possibilities for experimentation that porcelain has to offer.

One very interesting example is modelling and the application of materials or structures directly on the porcelain. Materials like glass, clay, or metal particles that then become part of the piece thanks to the possibilities the firing process gives us. In other words, the fusion of the materials to the ceramic as the result of direct application of fire. This guarantees greater durability than what any chemical product could give us.

### **What is the most surprising thing about this studio?**

There is an aspect of the work being done at Bathco Atelier that is really challenging, and Bathco is making a very strong commitment to it.

The company provides the opportunity for interior designers, architects, and specialised clients to use the studio as a space for creation; that means that they can work with us, the studio artists, in order to create customised items for their bathroom design projects.

These jobs would be based on the development of murals on tile to lend continuity to the designs applied to the washbasins.



# Trends

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ARCHITECT AND INTERIOR DESIGNER

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## Paula Andrés

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**Paula Andrés** studied architecture at the University of Valladolid and has worked in various studios dedicated to architecture and interior design, the latter being her speciality.

She started her career in Madrid as a project manager for different shopping centres, flagship stores, and specialised centres.

After several years of intensive training, she decided to go out on her own and opened her own architecture studio specialised in the **renovation of commercial spaces and comprehensive residential renovation.**

Paula approaches projects in a meticulous way, listening to the needs of the client, and she works on projects focused on optimisation of space



## PROJECT



# Chic Montañés

Gastropub Casa María  
Herrera de Ibio, Cantabria  
Spain

"From the very first moment when I was visiting the house, I felt this magic that only certain places have..." says Paula Andrés.

**Casa María** is the product of a comprehensive renovation of a residence in a rustic-chic style. It involves a gastropub in Herrera de Ibio, a town in Cantabria with abundant charm.

To address this project, Paula created a detailed design for every corner of the place to give it an overall common denominator: maintaining the traditional materials and using them in a modern way to adapt the space to its new use. Many of the elements that lent the space charm were already present in the original structure, and so the architect tried to adapt them to the style the owners wanted as closely as possible.

To complete the design of this space, the architect decided to install the **Fiji washbasin**, from the **Stone Series** collection, in the restroom, which is striking for its mixture of styles with a background of hydraulic tiles.

# Infinite number of styles

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DAVID DELFÍN / DESIGN

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## Limitations awaken the imagination

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**David Delfín**, a Spanish designer and artist born in Ronda, Málaga, in 1970, has developed a washbasin collection for Bathco that fuses everything he has learned and all of his influences and impressions.

His got his big break in 2002 when he presented his **Cour des Miracles collection** in the **Pasarela Cibeles fashion week in Madrid**. It was inspired by Magritte and Luis Buñuel, but long before that he had already started to make a name for himself in art galleries, his doorway to the fashion world.

Today, his multi-faceted nature has led him to extrapolate his designs to other objects off the runway.



ALI PATTERN



ANTS PATTERN



DIAMANTE PATTERN



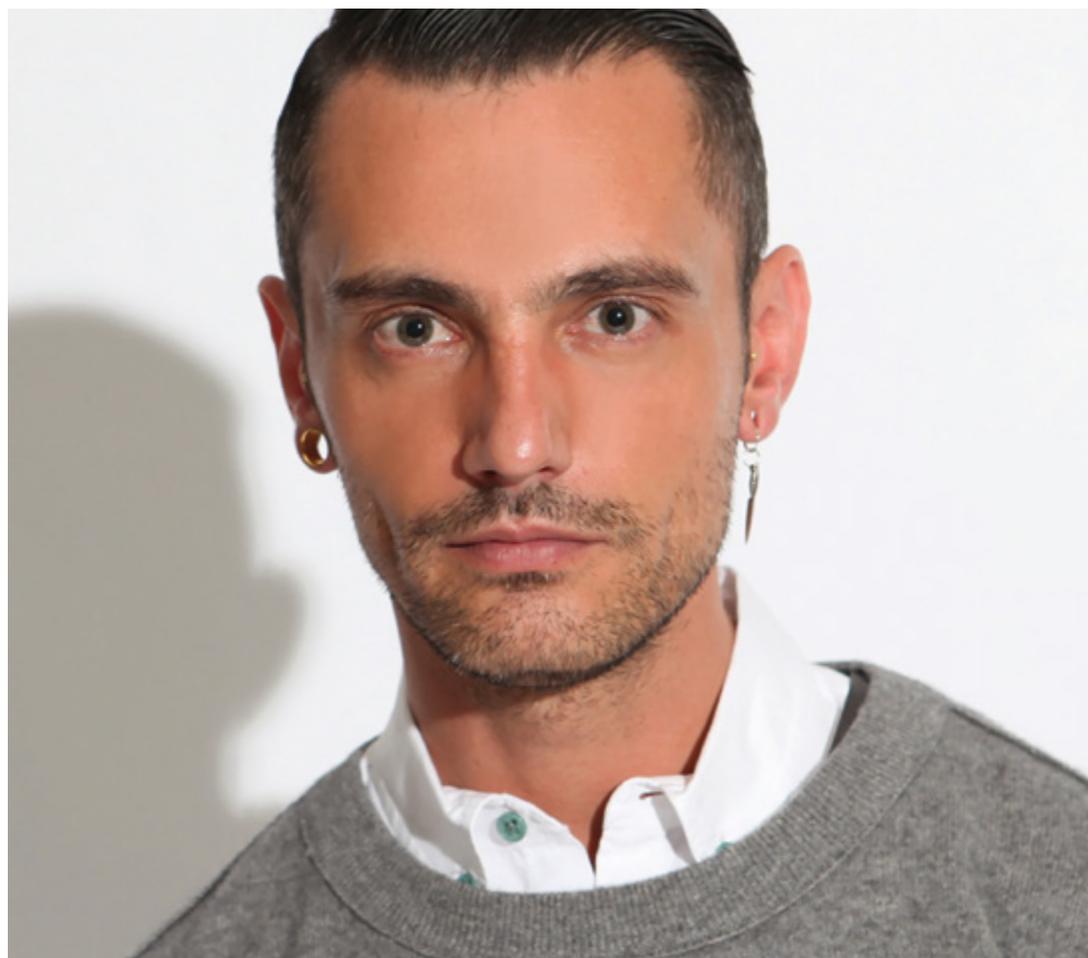
FLASH PATTERN



JELLYFISH PATTERN



PINK FLAMINGOS PATTERN



**Which came first: the artist or the designer?**

I got into fashion through painting. In 1999, after various individual and group shows, and after having worked on paper, canvas, wood, and cardboard, I decided to use old military uniforms as a new medium. In them I found a memory, an imprint: the names of the people who had worn them, grease stains, tears...

**What inspires David Delfín?**

Fashion lets itself get contaminated by everything! It is influenced and it influences, it is inspired and it, in turn, becomes a source of inspiration. My collections are in a way autobiographical, and everything that touches me in life ends up coming out in my work.

**Who inspires David Delfín?**

Joseph Beuys, Louise Bourgeois, Diane Arbus, Andy Warhol, Cy Twombly,

Douglas Gordon, Jenny Holzer, Goya's black paintings, Hieronymus Bosch... All of them have served as influences, inspiration, and drivers of my work. The designer also talks about Le Corbusier, Magritte, Luis Buñuel, Bimba Bosé, La Veneno...

**What do they have in common as sources of inspiration for you?**

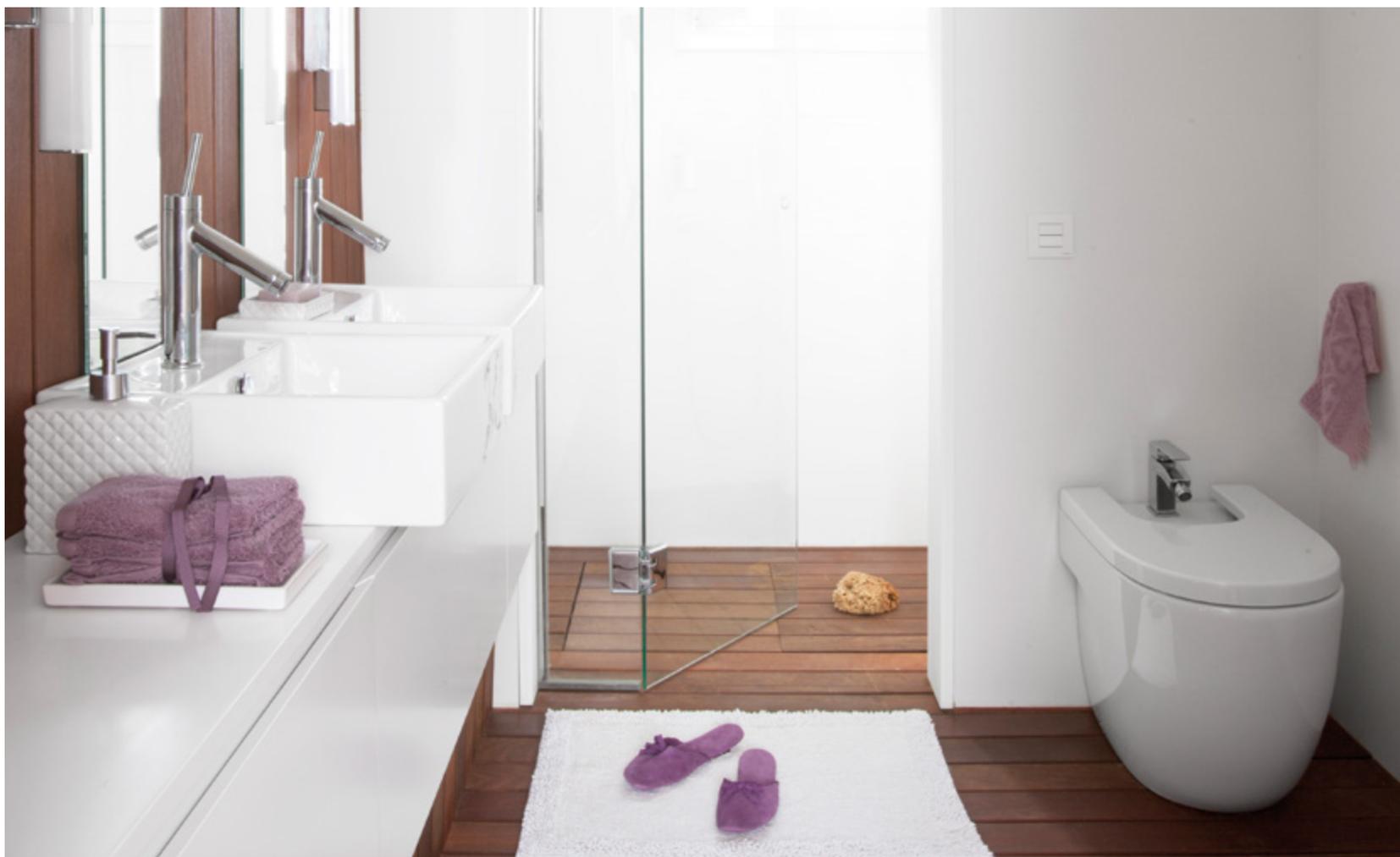
I don't know, it's a mystery... There are things that fascinate, move, excite passions in me, that capture my attention and interest, that grab me and, even sometimes, drag me places.

**Working on a line of washbasins...**

Fascinating, thrilling, and fluid. I'm crazy about ceramics, porcelain, stone... Bathco gave me some "canvasses" with marvellous textures and feels, and unparalleled qualities.

# Bathco around the world

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## PROJECT

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# Parallel to the Sea

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House in Llavaneres  
Barcelona  
Spain

For the past decade, interior designer **Susanna Cots** (Solsona, 1977), has been designing spaces and anything else that can be designed. Thanks to her simplicity and perseverance, she has made a place for herself in the design world.

She currently leads an interior design studio that carries her name, made up of a team of creative professionals related to different design fields. Her projects embrace both the commercial and the private spheres.

Her work has been recognised in national and international publications. She has participated in different competitions and been up for awards at the national and international level, such as **ICFF New York**, the **FAD Awards in Barcelona**, **SBID Excellence Awards** in London, and the **Top IDEA Awards** in China.

Her project entitled Parallel to the Sea – House in Llavaneres, was shortlisted for an **SBID International Design Award** in 2012. A space where the imaginary lines of the sea become real.

This interior design project used the sea as an essential axis for the layout of the residence, its lighting, and the colours. The white that predominates gives it a personality that attracts order and is complemented by pink hues. The design seeks out the sea, from every point in the residence, bringing in nature in a pure state.

Bathco's **Tenerife washbasin** lends continuity to the predominant white of the bathroom.



# Bathco around the world

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PROYECTO

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## The new football cathedral

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San Mamés Stadium  
ACXT / IDOM  
Architect César A. Azcarate Gómez  
Bilbao, Basque Country  
Spain

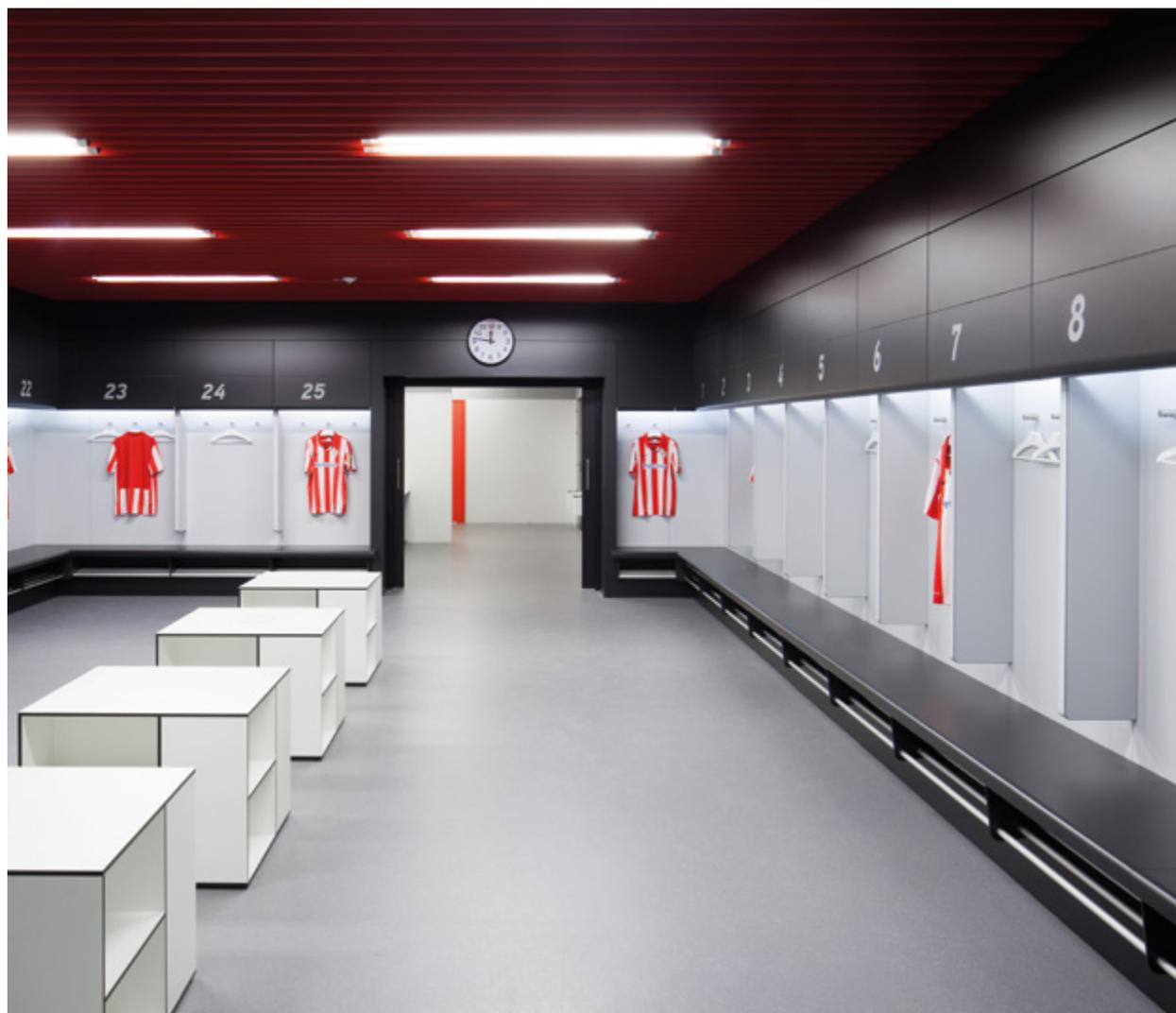
Over a century old, the former **stadium of the Bilbao Athletic Club**, belonging to one of the great European football clubs and known as the “football cathedral”, was replaced by a new stadium recognised at the World Stadium Congress 2015 in Qatar.

Located in almost exactly the same site as the old one, the new stadium is a category-4 stadium—the highest rating given by the UEFA—and was built in two stages so that the team would not have to play matches away from home.

The site of the new stadium as the end of the **Ensanche de Bilbao urban development project**, overlooking the Ria from a privileged perch, makes the building an architectural element that

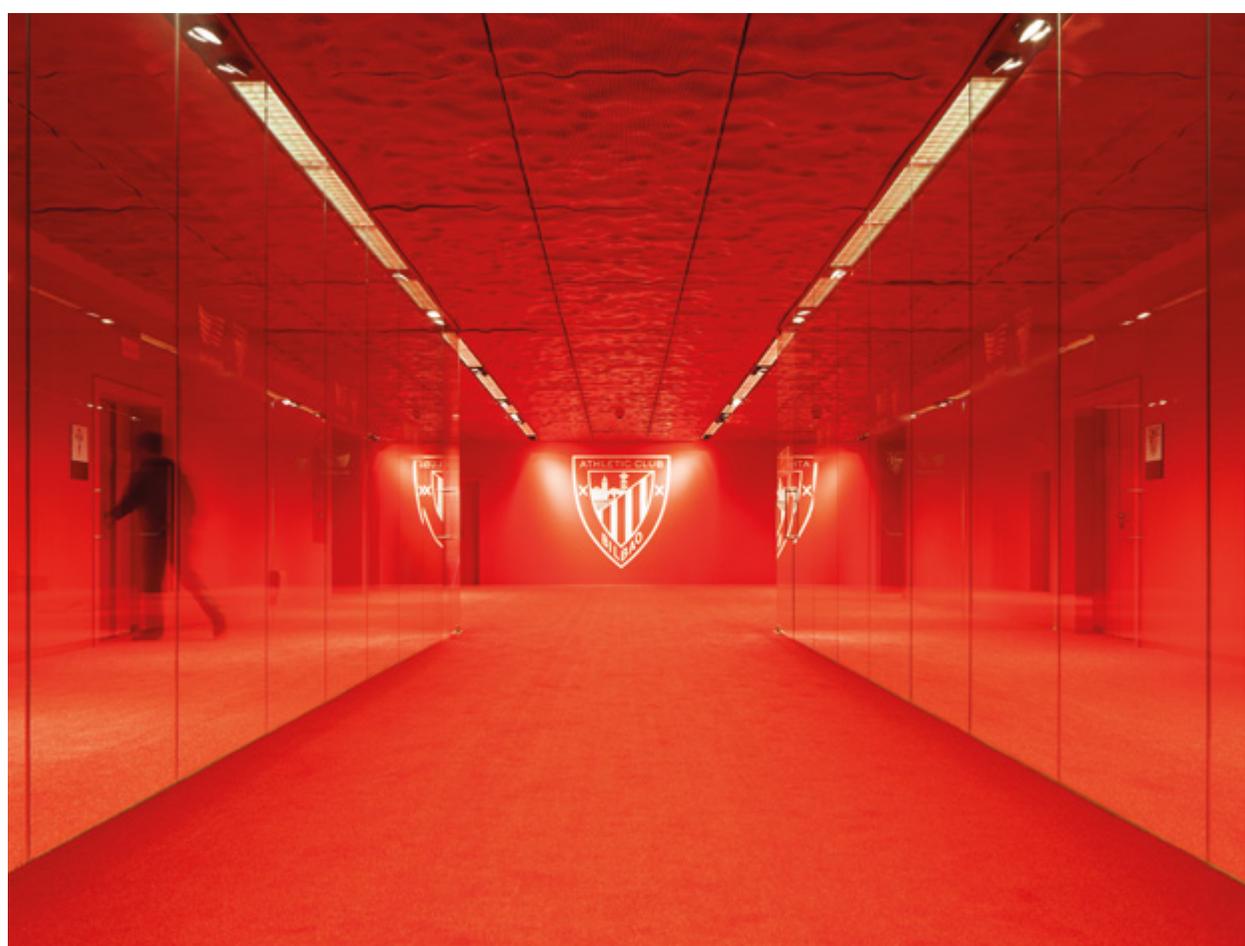


Photographs: Aitor Ortiz



presents itself with force and boldness while also respecting the rest of the buildings in this area of the city. This reflection led to one of the first aspects considered in its design, the conception of the built volume as an urban building, in relation to all the rest, and not as a mere sports facility.

A series of **Bolonia washbasins**, from the **Bathco** rectangular porcelain collection, were installed in a line in the stadium restrooms to simulate, with the red wall, the team's logo.



# International showcase



## SALONS AND TRADE SHOWS

# Isaloni 2016

Salone del Mobile  
Milan  
Italy

**Milan's Salone del Mobile** is the largest showcase that exists today for furniture trends in the interior design and decoration sector. It is an event not to be missed by professionals in this sector or design lovers, who converge on Milan in search of the new products manufacturers unveil at this show.

The 2016 edition, on April 12-17, was noteworthy for the emergence of new talent and, at the same time allowed companies to consolidate their positions and strategies. The **55th anniversary** of this event offered a very optimistic vision of the future of an industry in expansion.

The bathroom has been taking on a larger role in this show as the years go by. Even so, this space has experienced a

revolution compared to other rooms of the house; it has gone from being a service zone to being a wellness space, where factors such as technology, materials, and design matter.

### Vanguard design of Regia

**Bathco** wanted to present Isaloni through its Italian distributor, **Regia**, a company based in Muggiò, in the province of Monza and Brianza. It was founded in 1988 by Nicoletta Fontana, a two-term president of Assobagno in addition to being the champion and promoter of the Salone Internazionale del Bagno. Washbasins in original shapes, clear and coloured bathtubs, etc., the Regio bathroom represents colour and fun in the context of bathroom furnishings.



Proof of this is the Spritz model, a new transparent washbasin developed in clear "vetroghiaccio". The shape and combination of materials make it resemble a half-full cocktail glass. It is a highly original piece, ideal for pubs and discotheques, that is destined to become an iconic complement.

Thanks to the work of the Italian company, it was crowned the "Brand selected by **Archiproducts** as a model of excellence in design, quality and innovation".

#### **Bathco Atelier shines at the show**

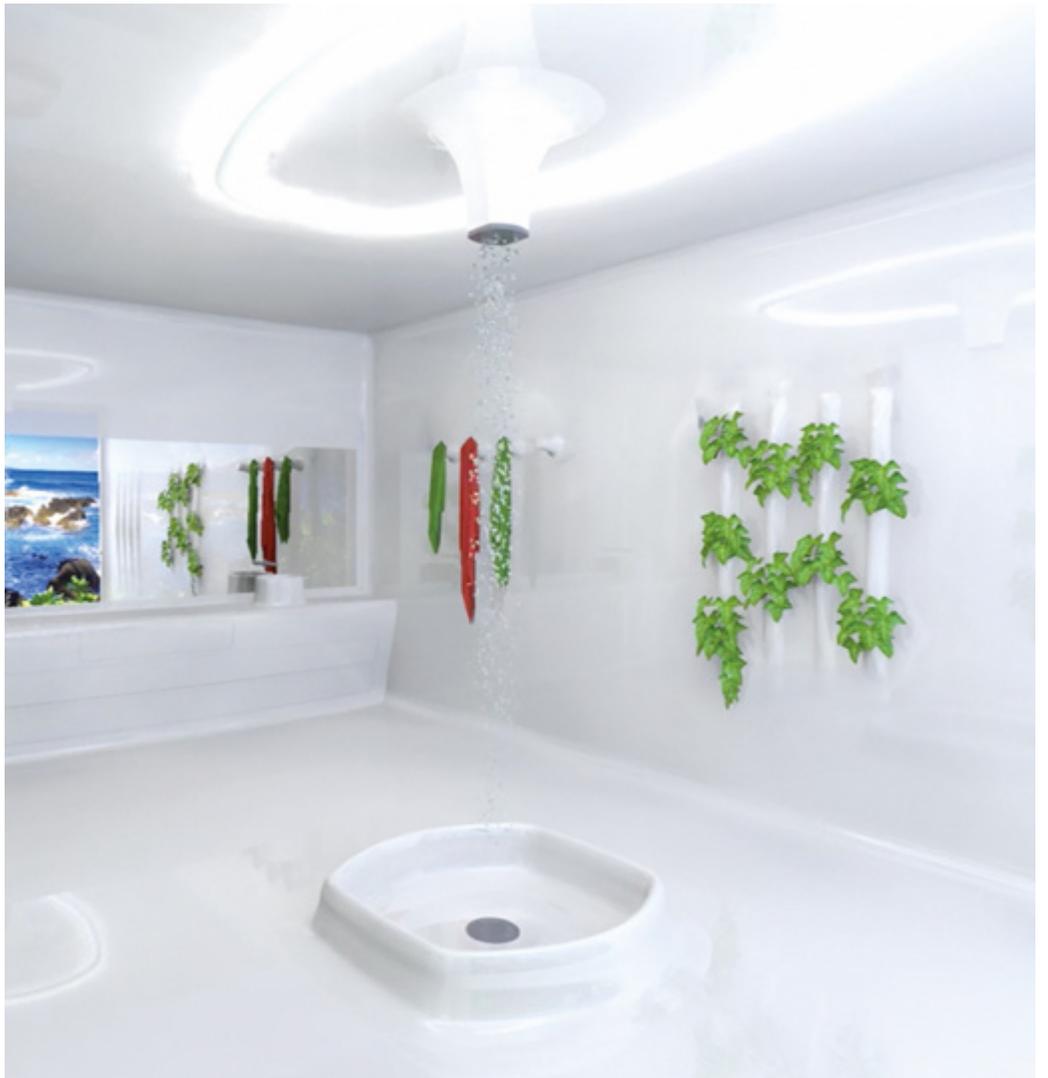
Bathco Atelier took a large share of the spotlight at the show. A mural painted by the Cantabrian company's artists on

tile was the best reflection of the infinite possibilities for customisation offered by this studio founded by Bathco. The eight multidisciplinary artists paint directly on the ceramics in one-off projects for the bathroom, which represents an unprecedented resource for interior design architects and professionals in the sector.



# Curiosities

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RESEARCH

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## Bathroom of the future

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**Elastigenic**  
Architect Petr Strejcek  
Prague  
Czech Republic

Forget the concept of today's bathroom because, in a few years, this will have evolved thanks to **Petr Strejcek**, a visionary in the Faculty of Architecture at the **Czech Technical University** in Prague. His **Elastigenic** project won the "**Hansgrohe Award 2014: Efficient Water Design**" with a totally revolutionary bathroom concept.

This project addresses a basic problem of contemporary bathrooms: nooks and crannies that are hard to get to.

The **Elastigenic** bathroom consists primarily of an elastic material that can be moulded at will to form such objects as washbasins, bathtubs, shower trays, towel racks, etc.

Thanks to its principal attribute, elasticity, this material can be returned to its original form as a smooth surface to make cleaning quick and easy. This is because of a telescoping mechanism under the surface that, moreover, closes the surface and prevents the formation of undesired gaps and sharp corners.

The opinion of the jury for the award was as follows: "An overall bathroom concept that is fascinating. The different objects that are formed from this material make a bathroom landscape that reminds us of nature. The space that the individual objects take up can be changed completely at any time".

# About Bathco

## BATHCO NEWS

### Bathco hosts an international event for architects

Prominent figures like Juan Carlos Baumgartner, founder and director of the Space México architecture firm, Francisco Vázquez Medem, president of the 3G Office consulting and architecture firm, attended this event which provided an opportunity to learn first-hand about the new concepts and ways of working coming to the forefront in the world of architecture.



### Session for ACEFAM business leaders

On May 13 there was an information session for ACEFAM business leaders to present CemLab, an innovative material for manufacturing high-end washbasins developed by Bathco and the CTC of Cantabria. This is a new formulation that results in a product that is lighter, impermeable, and with a wide range of possible hues and finishes.

## RSC NEWS

### Tribute to Paula González, an athlete sponsored by Bathco

On April 8 there was a tribute to Paula González Berodia, an athlete sponsored by Bathco, who holds the title as the Spanish champion in her sport. She will participate in the 2016 Rio Olympic Games next summer. The company's management and representatives of the City Hall of Los Corrales de Buelna (Cantabria) were present as the co-organisers of the event.



### Clio Raid Marrakesh by Bathco 2016

On March 18, the starting gun was fired for the second edition of the Clio Raid Marrakesh by Bathco at the Jarama racetrack. The adventure was created by world champion Chus Puras. The course covers a total of 4,000 kilometres through Morocco in six stages, with the finish line

in Marrakesh. This is a unique adventure that shows its social commitment by delivering two tonnes of humanitarian material to help children and adults survive on the edge of the desert. Luis Manuel Llera and Jorge Amieva, of Asturias, took first place, followed by participants from Pamplona, Bilbao and Vigo.



### Presentation of the Besaya Bathco cycling team

With brilliant staging, on March 24 in the main hall of the municipal theatre of Los Corrales de Buelna, an event was held to present the teams in the Besaya Cycling Club: 38 members of the cycling schools, 12 cadets, and 12 junior cyclists, along with the team directors, Miguel Ángel Fuentes, Clemente Rebanal, and Andrea Fuentes.

bathco  
by davidelfin



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