

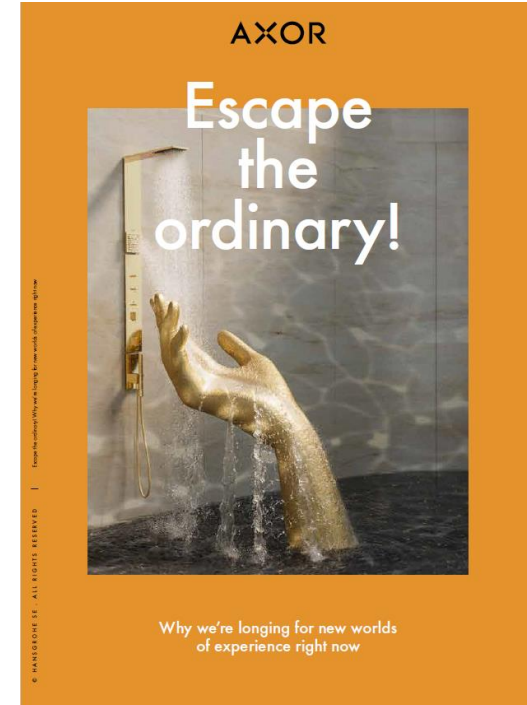
# BATHROOM PLANNING COMPETITION

# AXOR



## THE BATHROOM AS AN ESCAPIST RETREAT

PLANNING COMPETITION FOR LUXURY  
AXOR BATHROOMS  
BATHROOM SIZE FROM 12 TO 20 M<sup>2</sup>



# REQUIREMENTS



1 pdf- presentation no larger than 10 Mb

- / Basic description of the plan
  - > definition of the place - Who have you designed for/what type of hotel/who are the clients
- / Moodboard
  - > (definition of the style - personality of the owner / look & feel approach)
- / Baseplan 2D with measurements (CAD or hand drawing, min. scale 1:50)
- / Elevations 2D with measurements (CAD or hand drawing, min. scale 1:50)

# REQUIREMENTS

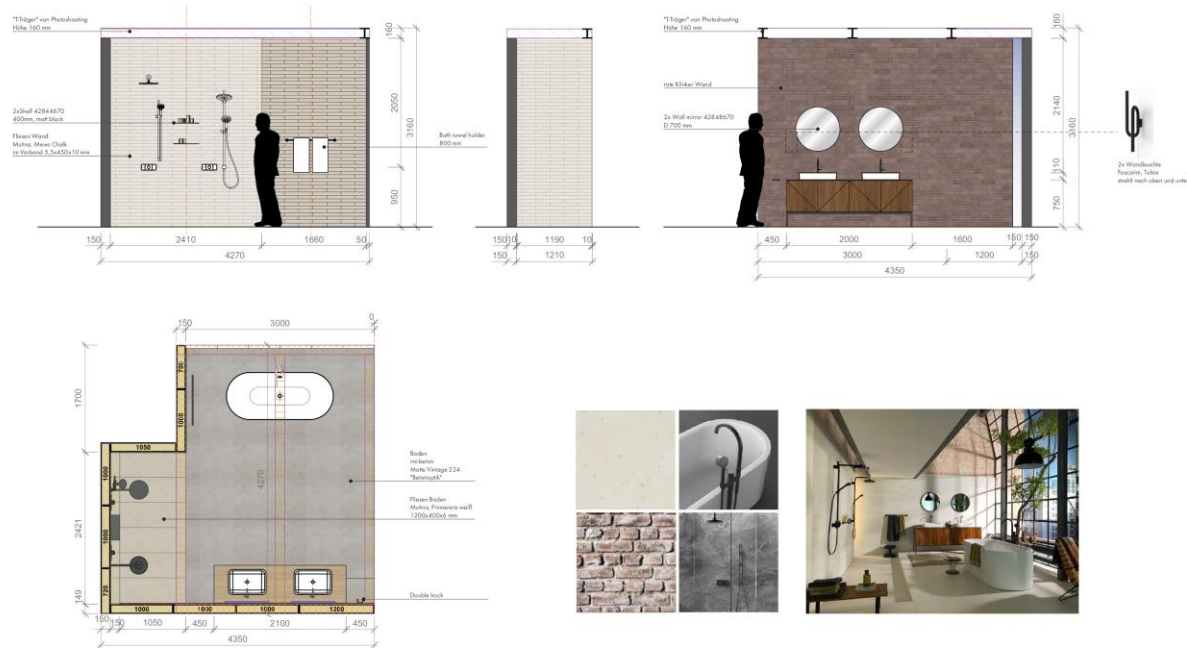


- / 3D perspective (CAD / sketches / hand drawings)
- / Material concept (photo of a material collage / collage of material images)
- / Colour concept (product surfaces and room colours).  
Can be included into Material Concept
- / Light concept (lighting elements and mood)
- / Styling concept

# EXAMPLES

## / Example Views

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## EXAMPLES

/ Example collage of materials

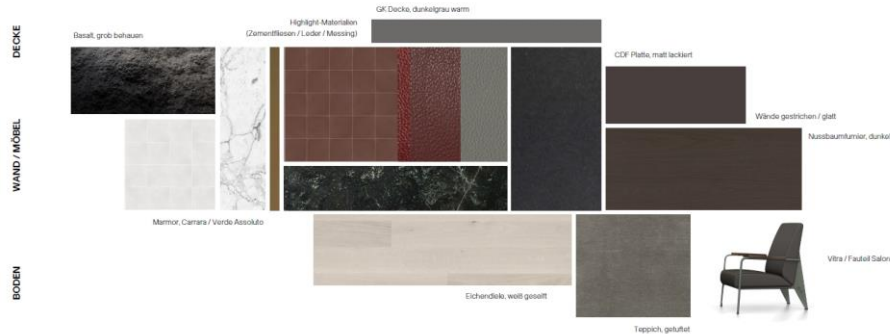


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# EXAMPLES

## / Example of Collage

AXOR  
Materialien (allgemein)





# EXAMPLES

## / Moodboard

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**AXOR**  
Showroomkonzept . Stimmung

**GENUSSVOLL**  
hochwertig / edel



**FREIHEITSLIEBEND**  
betont / filigran



**AVANTGARDE**  
dramatisch

**KURATOR**  
geordnet / strukturiert



**KOSMOPOLIT**  
gegensätzlich / still

ONE | KONZEPTION SHOWROOM-GUIDELINE |

17. JULI 2019



## EXAMPLES

/ Example of a rendering

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## EVALUATION CRITERIA



- / Consistent product selection and combination
- / Use of AXOR products in the right context
- / Concept implementation - fits the target group / location and fulfilment of the requirements
  - „Escape the Ordinary“
- / Room structure - architectural and spatial elements, cubage, zoning
- / Room ambience - harmonious, restful and relaxing, a place to escape and recharge

## EVALUATION CRITERIA



Listing of the requested planning documents  
(e.g. valuation score from 1 - 10)

- / Functionality / practicability
- / Light mood (natural / artificial lighting)
- / Uniqueness and creativity
- / Quality and completeness of the planning documents

## PANEL OF JUDGES



- / Anke Sohn – Marketing Director, AXOR
- / Tolù Adèkó – Founder and Creative Director of Adèkó Studio
- / Bez Amdemichael – Senior Designer – Goddard Littlefair
- / Alex Holloway – Creative Director – Holloway Li
- / Hamish Kilburn – Journalist and Owner of Kilburn Communications

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FORM FOLLOWS  
PERFECTION