

AXOR

FORM FOLLOWS
PERFECTION



PLANNING
COMPETITION

LUXURY DOESN'T NEED SPACE

PLANNING COMPETITION FOR SMALL-SIZED
BATHROOMS USING AXOR



REQUIREMENTS



Listing of the requested planning documents (target: 1 pdf- presentation with 10 Mb max.)

- / Basis description for the planning, definition of the place / owner / target group / space (referring to the task)
- / 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



Listing of the requested planning documents (target: 1 pdf- presentation with 10 Mb max.)

/ 3D perspective (CAD / sketches / hand drawings)

/ Material concept (photo of a material collage / collage of material images)

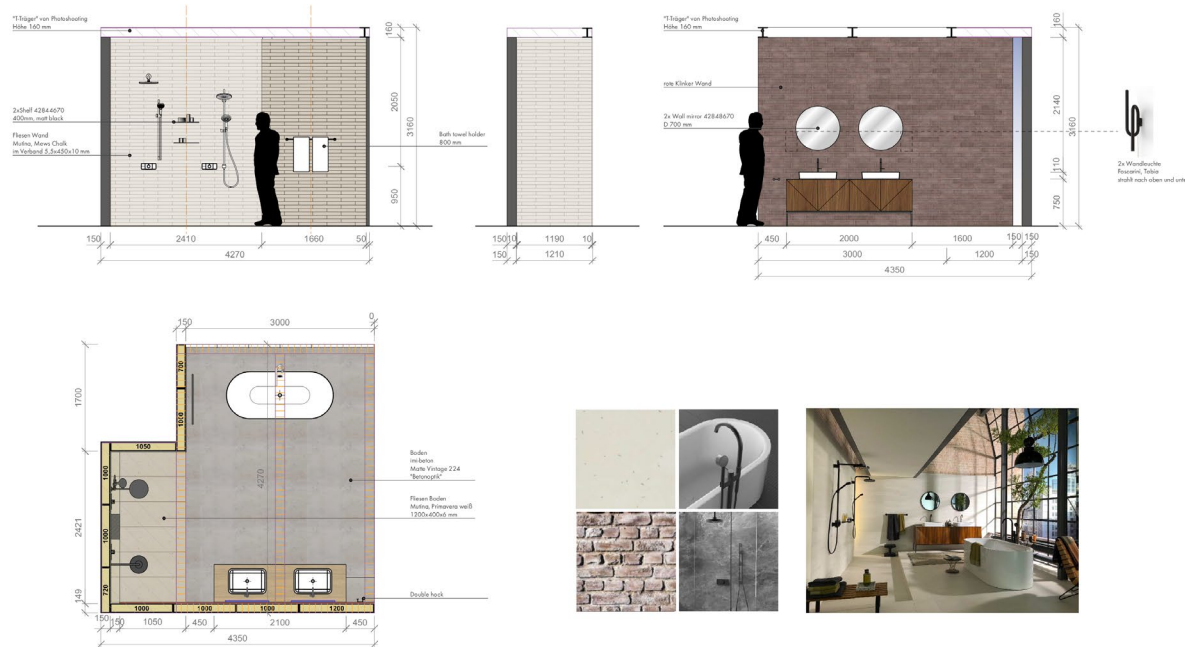
/ Color concept (product surfaces and room colors).
Can be included into Material Concept

/ Light concept (lighting elements and mood)

/ Styling concept

EXAMPLES

/ Views



EXAMPLES

/ Collage of materials



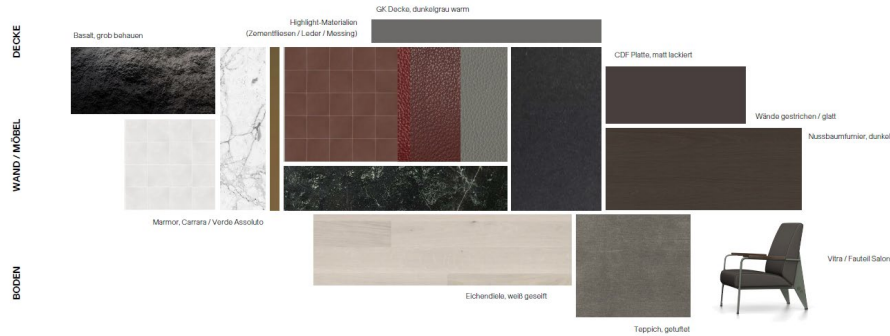
AXOR

EXAMPLES



/ Collage of materials

AXOR
Materialien (allgemein)

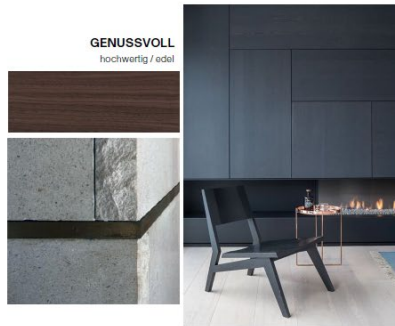


EXAMPLES



/ Moodboard

AXOR
Showroomkonzept . Stimmung

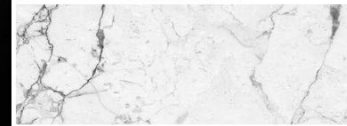


GENUSSVOLL
hochwertig / edel

FREIHEITSLIEBEND
betont / filigran



KURATOR
geordnet / strukturiert



AVANTGARDE
dramatisch



KOSMOPOLIT
gegensätzlich / stillär

CH&E | KONZEPTION SHOWROOM-GUIDELINE |

17. JULI 2019

EXAMPLES

/ Rendering

AXOR



EVALUATION CRITERIA

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

- / Consistent product selection and combination
- / Concept implementation (fits the planning the target group / location, fulfillment of the requirements - e. g. „compact luxury living“)
- / Room structure (architectural and spatial elements, cubage, zoning)
- / Room ambience (harmonious and interesting impression, wellbeing, atmosphere)

EVALUATION CRITERIA



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

- / Functionality / practicability
- / Light mood (natural / artificial lighting)
- / Uniqueness (speciality of the room program, surprising materials, creativity)
- / Quality and completeness of the planning documents

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