

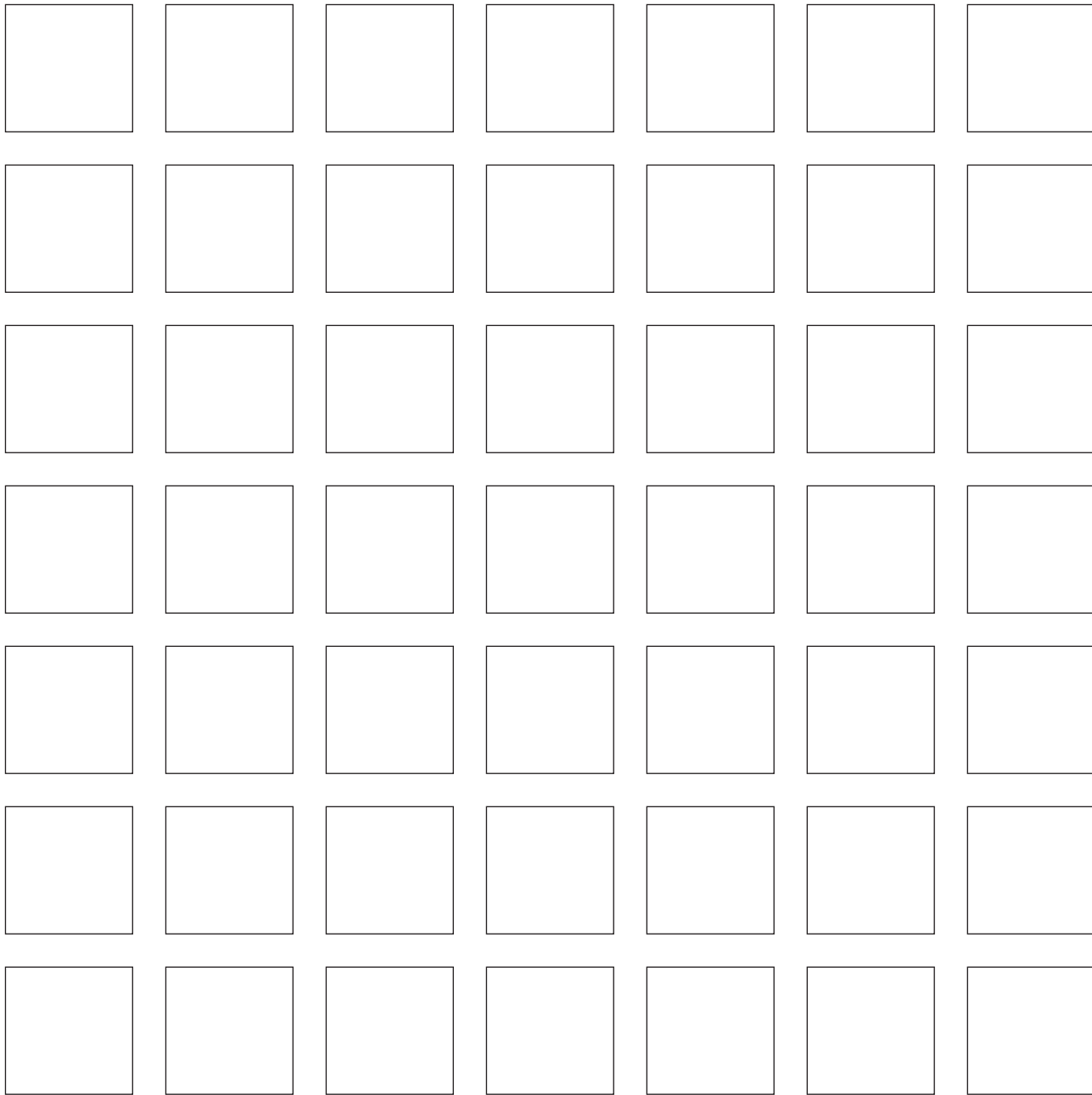


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A MEMBER OF THE VILLEROY & BOCH GROUP



New heroes from Gustavsberg



THE COVER features the 4300 WC and 4551 washbasin from our new ARTic bathroom range – two of our new everyday heroes shown here for the first time. The WC features dual flush and a built-in S-trap. It is also available with a built-in P-trap and as a wall-mounted model for fitting with a built-in cistern. The floor-mounted WCs can be fitted tight to the wall, and the back of the WC stand allows space for the necessary pipework. The ARTic washbasins are available in a range of shapes and sizes. Most of the wall-mounted models are designed for both bracket and bolt-fitting. When mounted on brackets, the washbasin edges fit very snugly – neat! PICTURE ABOVE Tiled-in ARTic bathtub with overflow drain and Tara Classic bathtub mixer. Recessed 4551 ARTic washbasin with water trap and Tara Classic mixer from Dornbracht. 4300 ARTic WC with dual flush and built-in S-trap. Tiles from Villeroy & Boch: D 344 and D 114 Grani colour/Maxi wall.

## ALL HAIL TO THINKING IN BOXES.

In 1907, something strange happened in Paris. At that time, a young Spaniard named Pablo was living in the French capital and already had a successful "blue period" behind him.

He wanted to move on. He wanted something new.

So at an exhibition that year, he presented his key work, entitled "The Girls of Avignon". Young women painted in straight lines and right angles danced across the canvas before an astounded public. The young Pablo's work landed like a bomb, making an unprecedented and radical break with the traditions of the art world. Visitors to the gallery were witnesses to the birth of cubism. The young man named Pablo – with the surname Picasso – was one of its very finest exponents.

In 2004, something strange is happening at Gustavsberg. The company has a successful period behind it, a period that brought the Nordic, Classic and Scandic ranges to a discerning public. The washbasins, WCs, mixers and bathtubs were a resounding success. But now the porcelain factory wants to move on. It wants to do something new.

At a press conference, the company presents a completely new range of washbasins, WCs, furniture and bathtubs. A tight, pure design line is unveiled to

the public. The former round, organic shapes have disappeared, and the new range of porcelain drops a bomb in the industry. The public is presented with a collection of straight lines and right angles.

They have witnessed the birth of the ARTic bathroom range.

Without making any other form of comparison with Pablo, we have made the same break with tradition as he pioneered in Paris almost 100 years ago. With the introduction of ARTic, we are taking a giant step forwards and becoming more modern in our mode of expression.

However, the new design is more than just a delight to the eye. The clean, pure lines also have a practical application: the products that make a room a bathroom should be easier to clean. A bathroom that is easier to clean is a more hygienic bathroom. Simple, really. A WC and a washbasin that, from the very start, are easy to care for will probably be looked after better and with more care. And products that are cared for last longer.

Straight lines and thinking in boxes have also proved to make up a sustainable concept.

Just look at Pablo – he is still quite popular ...

ARTic bathtub (1700 x 750 mm) with overflow drain. Designed for building in. The new bathtub, made of enamelled sheet steel, has extra thick beading that perfectly matches the edges of the bathroom ceramics. Tara Classic mixer from Dornbracht.



RIGHT We launched the Skandic 03 mixer range last year. We have now extended the range with the Skandic 03 mini, which perfectly matches our small washbasins. Shown here fitted to the ARTic 4550 washbasin, the smallest model in the range. All Skandic 03 mixers are available in chrome or chrome/matt chrome. BELOW Skandic 03 shower thermostat with matching chrome shower set. Tiles from Villeroy & Boch: Pro Architectura 2220, PA 94.





ARTic bathroom furniture range in matt-varnished light oak. Top class craftsmanship with fine details that make the furniture more than just unusually neat cabinets.

The washbasin cabinet has a dividing wall to conceal the drain pipe. Under the small side shelf, there is space to store all the small bits and bobs that inevitably collect in any bathroom.

The wall-mounted cabinet has a glass shelf and integrated concealed lighting that illuminates inside the cabinet and simultaneously provides effect lighting below it. The mirror has two halogen lights fitted in its frame and two below the lower shelf for effect lighting of the washbasin.

The bathtub without an overflow drain has extra thick beading, sturdy legs and a smart new pop-up bottom valve. Simply press the valve to operate it – no need for wires or chains.

The bathtub has a short front and a light oak end panel.

LEFT 1708 ARTic bathtub (1700 x 750 mm) with white designer 3117 front panel frame and with front and end panels in matt varnished light oak. Skandic 03 bathtub thermostat.

BPN shower wall in hardened clear glass.

RIGHT 4830 ARTic mirror with light rack and shelf.

4550 ARTic washbasin with Skandic 03 mixer.

4800 ARTic washbasin cabinet.

4810 ARTic wall cabinet.

4820 ARTic side shelf.

Tiles from Villeroy & Boch:

Floor: PA 92 Pro Architechtura.

Walls: L370 and L367 Grani colour/Maxi wall.





Naturally, the ARTic range also includes a bidet – unbeatable for intimate hygiene. Both wall and floor-mounted versions are available. The washbasin can be combined with a stand or cover. When mounted on brackets – as shown here – the edge of the washbasin completely conceals the brackets. LEFT 4100 ARTic bidet with Skandic 03 bidet mixer with Leg lever. RIGHT 4550 Washbasin, 4920 stand and Madison washbasin mixer from Dornbracht.

