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### Anything but boring

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**The bathroom and new chromaticity / 12 concepts for individuality / Variety in materials and surfaces / From modest to powerful and trendy / Cosiness as a priority / Lifestyle bathroom influenced by colour / Harmony even with contrasts / “Pop up my Bathroom” analyses colour trends**

**Frankfurt/Bonn – (vds)** Those with the ambition of indulging their personal style cannot complain about few alternatives when it comes to bathroom design and furnishings. A versatile example: uniform white is a thing of the past, today’s and tomorrow’s bathrooms dare to show more colour again. Luckily, the 1960s and 1970s design faux-pas are long gone, as the trend forum "Pop up my Bathroom" demonstrated during "ISH" 2019. In combination with modern materials and surfaces as well as creative arrangements, individuality in the bathroom is no magic secret – it’s a source of permanent joy. At least that is what Jens J. Wischmann assures us. The managing director of Vereinigung Deutsche Sanitaerwirtschaft (VDS) presents short portraits of 12 current colour trends.

**1 Grey: fashion colour without time limits**

Grey is now considered the new white in the bathroom. Little wonder because the “non-colour” is a multi-talent for combining – its many nuances harmonise perfectly with various shades and it complements all styles from ultramodern to comfortable. The palette of light, chalky tones through to strong grey tinted with blue, green or brown creates the stable foundation for neutral bathroom design. Accessories in trendy gold or bright colours like red, yellow or turquoise provide fresh contrasts.

**2 Brown: natural and comfortable**

There is a constantly growing desire for more cosiness in the bathroom, and at the same time, warm colours, surfaces and materials are becoming more prominent. The new brown tones are undergoing a renaissance. Above all, they impress with their great diversity and ability to combine with natural, comfortable materials such as wood. It’s all suitable for the bathroom or made waterproof thanks to surprisingly real looking imitations such as printed shower surfaces, floor tiles, consoles or the splashguard.

**3 Gold: optical highlight**

Gold literally lends a touch of luxury to the bathroom, but brass, platinum and copper also have a similar effect. Previously mainly present in fittings and accessories, the current “gold rush” now also encompasses the coating of wash bowls or fine wallpaper. These eye-catchers come into their own in combination with dark green and blue tones or black, but also as partners in bright room concepts in natural or grey tones and even shades of pink. But beware: gold should not be too lavish, but remain what it is – a highlight.

**4 Black: cool and individual**

An “un-colour” is conquering the modern lifestyle bathroom: so far, black has usually caused a sensation as a striking contrast to omnipresent whiteness; it now provides the classy, elegant and cool look of several components at the same time. The current product range extends all the way from the tap to the shower enclosure and the furniture to the washbasin. Not only die-hard fans of the “un-colour” black should be delighted.

**5 Bright colours: full colour ahead**

Intense colours such as red, yellow, green and blue are traditionally popular, especially with children, and have therefore been around e.g. in family bathrooms for some time. Now, in bold combinations, they are increasingly finding their way into the lifestyle bathroom as well – as a deliberate contrast statement for dull outlooks and for more optimism in life.

**6 Colour harmony: pure atmosphere**

If you don’t like being so bold and trendy, you can rely on harmonising shades. They work especially well in different combinations. Analogous colours such as blue and green are just as well suited as “cold” or “warm” colours – for example, blue and violet on the one hand and orange, yellow and red on the other. But also compositions of so-called “colourful” and “achromatic” colours (e.g. blue and taupe and grey) bring a certain feel to the bathroom. While the colour selection is ultimately a matter of taste, one basic rule should always be followed: one colour always sets the mood in the “premier class for interior design”. A maximum of three to four other colours complement them with a harmonious overall appearance as the finishing touch.

**7 Matching shades: harmony despite plurality**

Of course, even bathrooms whose colour scheme is based on a keynote do not have to be boring. On the contrary, for the matching colours strategy, one colour is prominent in the design, but it is very flexible and variable due to the many shades and nuances as well as the different materials. Despite the bold colour choice, this creates a calm, yet confident vibrancy, which lends smaller bathrooms, for example, the vital depth of colour.

**8 Green oasis: wide spectrum**

Longing for a natural environment can easily be fulfilled in the bathroom with shades of green and plenty of plants. The colour spectrum ranges from extravagant dark green for special solitary pieces as eye-catchers to bright May green for the cheerful family bathroom. The feel-good factor is guaranteed – and it continually improves with the combination of large-format patterns and photo wallpapers.

**9 Pastel shades: fresh boost for every day**

Delicate colours such as mint, pink or light blue have a friendly effect and add invigorating accents to the bathroom. They are often used as exterior colours for bathtubs and washbasins. A light wood floor makes the whole thing especially comfortable. Incidentally, pastel shades along with the trend colour grey “cheat” more space into small bathrooms.

**10 Greige: always right at home**

"Greige" – a new word creation – hides a versatile and universally applicable mix of grey and beige that experts say is almost indispensable for up-to-date architectural colour schemes. The modern, neutral basic shade fits the playful vintage look as well as the minimalist industrial style. The logical consequence is that this shade brings cosiness to every bathroom. Parallel to grey? Greige has what it takes to become the new white in the bathroom.

**11 Blue: Europe’s darling gets ahead in the bathroom**

From turquoise to ultramarine: blue and its various hues are reminiscent of the vastness of the sky; blue signals the element "water" and stands for relaxation. Fans of Europe’s number one favourite colour can now indulge in bathroom design in a wide range of fresh, modern blues. They look great on walls, tiles and sanitary objects alike. In combination with sand tones, they move into the area of trendy Scandinavian living style. Deep blue, however, makes it seem a little more luxurious and extravagant.

**12 White: constant trendsetter**

According to a survey carried out by the forsa-Institut on behalf of the VDS, 45 % of Germans still swear by the colour “white” in the bathroom. The timeless and universally combinable basic shade for purity and hygiene continues to enjoy great popularity, especially for durable sanitary products such as washbasins, bathtubs and shower trays. When combined with colourful accessories, furniture and tiles as well as a contrasting wall design, the “un-colour” impressively contradicts the cliché of being boring.

The association’s managing director Wischmann concludes: “Fast-paced, pure fashion colour trends have no future in the bathroom. This forecast is already based on the high investment associated with a bathroom renovation. But with the clear trend for homely lifestyle space, the courage to blend colour in the bathroom is undoubtedly growing – and that’s a good thing.”

More information about colour trends in the bathroom at www.pop-up-my-bathroom.de and www.gutesbad.de.

**Captions**

Uniform white is a thing of the past, today’s and tomorrow’s bathrooms dare to show more colour again. That’s the conclusion of the “Pop up my Bathroom” platform. It currently identifies a total of 12 trends for individual bathroom design and equipment.

**Photo:** Vereinigung Deutsche Sanitaerwirtschaft (VDS) / Messe Frankfurt Exhibition GmbH Image 4734

New “gold rush” in the bathroom? At least the “luxurious” colour is increasingly visible on the surface of taps, accessories and washbasins in modern bathrooms. That’s the prediction from trend experts for “Pop up my Bathroom” – and they predict that 11 other colour combinations have a good chance of becoming new trends.

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