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bathroom + kitchen today



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MICHAEL SIEGER
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exclusively with Michael Sieger

Creative and a perfectionist, **Michael Sieger**, born in 1968, is one of the most extravagant and influential designers of this era. A designer, director, and a partner with his brother Christian Sieger at sieger design, Sieger and his brother continue to direct the company in the spirit of their father, Dieter Sieger, in Harkotten Castle, Sassenberg, Germany.

Sieger's creative mind instils into the collections the sum of his experience, acquired through over twenty years of work as a designer for sieger design clients, a treasure trove of experience that makes you wonder because of his age. While at school, Michael Sieger developed an absolute passion for and devotion to creativity, which in the course of the years made him a highly sought-after autodidact in all design disciplines. He created designs for Alape as a teenager, was commissioned to produce a new corporate design for a fashionable bar, had contact with and later worked as consultant for agency clients in industrial and graphic design and architecture.

The very beginnings of Michael Sieger's career already testify to what has now become a powerfully developed mastery of design. Sieger and his distinctive signature are also known in the international arena. The fact that now, and for a long time already, he has been invited to participate in joint exhibitions or podium discussion with the big names in international designs (such as the Italian Cersai) fills him with pride, but never satisfies his search for perfection. Once a task has been solved Sieger turns to the next with the same restless endeavour, which knows no peace until a fully harmonious result has been achieved.

Michael Sieger has since won numerous awards for his acclaimed design works. Some of the prestigious awards include the red dot design award, iF product design award, iF communication award, good design award, Designpreis der Bundesrepublik Deutschland (Design Award of the Federal Republic of Germany), Wallpaper* award, DDC Designpreis and Design Plus award.



www.sieger-design.com

What is the design concept of today?

Design must serve people's needs. Rather than being an end in itself, it has to be aimed at meeting users' requirements. After all, people have a right to expect their requirements to be met. Therefore, the individual applications of each product are just as important as the design of the bathroom itself. It's no longer simply a question of washing alone, but rather how and when people wash.

We are currently seeing an increasing refinement of people's bathroom routines. People no longer just use the bathroom to keep themselves clean, but rather in a host of different ways that include everything from an invigorating morning shower to a relaxing evening bath. The greater the stresses and strains of everyday life become, the more urgent our need for sanctuaries to which we can retreat. The key concept in bathroom design should therefore be to create

a homely space where people enjoy spending time. We showcased an example of this comfortable atmosphere in our Private Heaven design study. The concept's secret lies in opening out the room, its materials, and its products.

What are the hottest trends in bathrooms for 2010?

As shown by Private Heaven, the bathroom is subsuming the bedroom, dressing room and

exercise room in a way reminiscent of how the kitchen has taken on the roles of the living and dining rooms. The kitchen and bathroom are now the pivotal rooms in the home, and the rooms around which all others are organised. The kitchen is the principal public space, whereas the bathroom is the private realm, with the design of the latter becoming ever more cosy. The current trend is towards furnishing the bathroom rather than simply installing it.

Your idea of a green bathroom?

We need to design 'green' bathrooms in such a way that people once again understand themselves as part of nature, something that can't be achieved without a link to the external environment. There should be a window at the very least in order to create this link, even though



Metaphor for Alape



Metaphor for Alape

a terrace or balcony would be the perfect option. What's more, it's essential to rekindle awareness of the value and relevance of water, the perception of which has significantly altered in industrialised societies. In years gone by, people had to use a hand-operated pump to obtain water, whereas nowadays we can access it whenever and wherever we want. It therefore goes without saying that in the past it was handled much more economically. Regaining our sense of the value of this precious resource and ceasing to take it for granted are crucial to developing 'green' bathrooms. In order to make this happen, we still need to do more pioneering architectural design and product development work.

What is your vision of the bathroom in 10 years time?

Health, well-being and relaxation are going to be the major issues in the decade to come, if not for the entire next generation. Hardly any other room is as important in terms of human hygiene as the bathroom. The only room of similar importance is the kitchen, which as the place where food is prepared and eaten, plays a large role in our health. Only by linking the bathroom to other spaces, such as the exercise room, can we promote human



Private heaven



Mem for Dornbracht

regeneration and awareness. The bathroom is developing into a retreat and meditative space, where the user can go far beyond catering for their basic physical needs and devote themselves to caring for their soul.

What is your perspective on the Asian Markets?

The Asian continent offers booming markets. On the one hand, these markets are oriented towards western living, but on the other hand, they are defined by their own culture in terms of cooking, eating and personal hygiene conventions. By contributing to developments in each other's markets, we can create a bond of understanding.

Who is your biggest critic?

My wife.

Your father, Dieter Sieger, is a well-known figure in the design industry and you were his advisor. How was the working relationship with him?

Our relationship was always very good. I was very lucky to have such a great start to my career, spending 15 years learning from him. He became my mentor and as such has had a key influence on the path I've followed in my design work.

We heard, when your daughter was born, you were appalled at seeing the outdated facilities of the hospital. Can you tell us more about the incident?

When my eldest daughter was born, I experienced at first hand how even the most technologically advanced

medical facilities can lack a certain quality in their design. The joyful event took place in surroundings, which were far from being at the cutting edge of interior design. When the senior consultant was drawing up plans to have the place renovated, we got talking. As a result, we helped to redesign the interior of the St. Franziskus Hospital in Münster.

We even carried out the first project, renovating the delivery room, free of charge because I found the surroundings inhuman. The gynaecology ward, patient rooms and canteen have all been redesigned and rearranged, because it's not just a hospital's levels of medical and patient care that set it apart, but also the general atmosphere and a sense of well-being. By the time our second daughter was born, the renovation had already been completed.

If the next generation look back in future, what would you expect historians would say you/ sieger design has achieved?

Looking back on the development of sieger design to date, I can already say that we've had an uninterrupted 25 years of involvement in and dedication to the sanitary industry. Over that time, we've had a big impact on the development of Europe's bathrooms and brought them on in leaps and bounds, whether it's with our designs for bathroom fittings, washbasins or indeed whole bathroom ranges. I'm sure that success will continue with us for many years to come.

REALITY BITES

Q: Who is Michael Sieger?
A: Dreamer and struggler for beauty!

Q: What you are not?
A: Patient!

Q: You cannot live without?
A: Beauty!

Q: Time is?
A: Running!

Q: A perfect day?
A day with my family!

Q: Beauty is?
A: My elixir of life!

Q: A sinful indulgence?
A: My vice as well; being a workaholic!

Q: A miracle?
A: Love!

Q: Lucky charm?
A: My muse!

Q: Happiness?
A: Health!



Tara Chrome for Dornbracht