

Precision creates emotion

Viu, the complete bathroom series designed for Duravit by sieger design, is distinguished by its striking, avant-garde forms and the unrivalled precision with which it is made

The gentle curve of the washbasin, which begs to be touched, marks a clear contrast to the rigorous geometric precision of the basic form. The Viu design aesthetic defies standard stylistic categories. Distinctive and multifaceted, it pairs timelessly familiar forms with ones that are more avant-garde and futuristic. With its pristine ceramic and precise manufacturing, the series also broke new ground from a technical perspective in 2019. In 2020, the washbasins will be available in a wider range of sizes. The series has been honoured with several design awards, including the Iconic Award 2019, iF Design Award 2020 and the Red Dot Best of the Best 2020.

Duravit and sieger design began development of the new series with a common vision: they wanted to launch a standalone bathroom series that went far beyond conventional design and manufacturing solutions. "We relished the challenge," reports Michael Sieger. sieger design's sophisticated design forced Duravit's production managers and technical specialists to push the precision possible with today's technology to the absolute limit. The level of perfection that the designers and developers achieved together is especially evident in the c-bonded washstand: thanks to c-bonding technology, the DuraCeram basin seamlessly merges with the metallic frame so that they meld into one.

"These technical possibilities will lead to a paradigm shift in bathroom design," predicts Michael Sieger. "They correspond to wider trends in architecture towards industrial prefabrication, which allows an unprecedented level of precision." Despite the complexity and contrasts of form, the Viu washstand does not look like a composite construct, but instead forms an elegant, harmonious whole. sieger design's meticulous attention to detail is evident in every last element: for instance, the cover around the underside of the basin that conceals the pipes and complex technical components from view.

Combining Viu with the furniture line XViU opens up a whole host of possible applications, thanks to their complementary modular design. The finishes in ceramic, glass or wood contrast with the striking aluminium side profiles, while the mirrors and mirror cabinets subtly continue this style and use innovative light control to maximise comfort and well-being.

"Viu's distinctive formal aesthetic is especially evident in the c-bonded washstand, which is the centrepiece of the series," says Michael Sieger. Another key style element is the solitary bathtub from the XViU collection. The free-flowing organic and ergonomic form of the tub is encased within a precise rectangular metal frame. "The design reinterprets the classic freestanding bathtub, giving it a furniture-like character," explains Michael Sieger. "We believe that Viu points the way for the future of bathroom design, with unprecedented quality and multilayered innovation," says Christian Sieger.

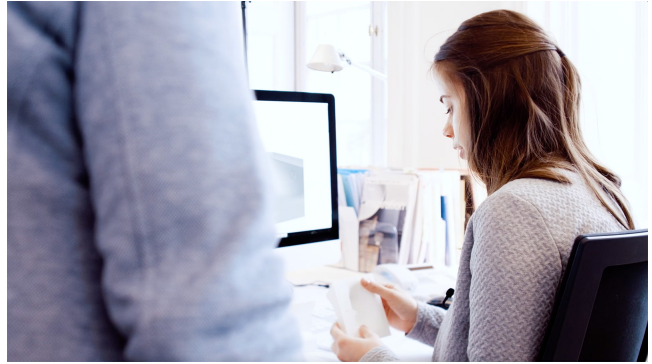
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