

What follows form?

sieger design develops MEM, an aesthetic range of fittings that exude minimalism and are inspired by the elements

Flowing water, be it as a jet or downpour, is an integral part of the bathroom experience. Which is why sieger design put the element itself in the spotlight, and not the form, when developing MEM. In 2003, Dornbracht showcased the concept with its original name, SPA - a symbol of the health and beauty realm - at ISH, where it was hailed as a pioneering innovation.

Minimalist design, maximum experience. sieger design interpreted this return to the elements by creating a pure, pared-down formal language. The user collects water as if from a spring, while MEM plays second fiddle to a new kind of experience. "In a break from convention, the fitting doesn't feature an air mixer and allows pure, clear water to flow through it, thus delivering on its promise to create a sensual and spiritual experience," says Michael Sieger, explaining his design, which was created as part of the ritual bathroom. The bathroom is a peaceful oasis in the hubbub of everyday life, and the fittings act as a gateway where people and water come together. MEM goes far beyond the limits imposed by form and function - just like the classic, TARA, it is an archetype - but it has been designed in line with a more ritualistic approach.

The formal canon of the range is almost abstract in how it's pared down to a series of signs, which immediately speak to the user: fittings that mimic the natural way in which water falls, rotary switches to clearly indicate specific positions, and covers that envelop a range of features in a single unit. Aside from their aesthetic appeal, the taps also shine on account of their technical excellence. Their minimalist design is on display, unlike the functional aspects, which are concealed within and beneath the washstand. Besides the fitting, the only other visible parts are two square on/off switches.

MEM is a range of fittings and accessories for washstands, bathtubs and bidets. It includes, for example, a bath spout for free-standing tubs that can be positioned at will. MEM can also be combined with the innovative Balance Modules and is available in chrome, gold and platinum finishes. The design has received internationally acclaimed awards, including the red dot design award, the iF product design award, the German Design Award (Designpreis der Bundesrepublik Deutschland), the Good Design Award (Chicago and Japan), the DDC Design Prize (DDC Designpreis) the Elle Decoration International Design Award and the AIT Innovation Award Architecture and Technology (AIT Innovationspreis Architektur und Technik).

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[Design | Gold meets copper \(2014\)](#)



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