

DESIGN STORIES
FAUCETS

THE BOLD LOOK OF

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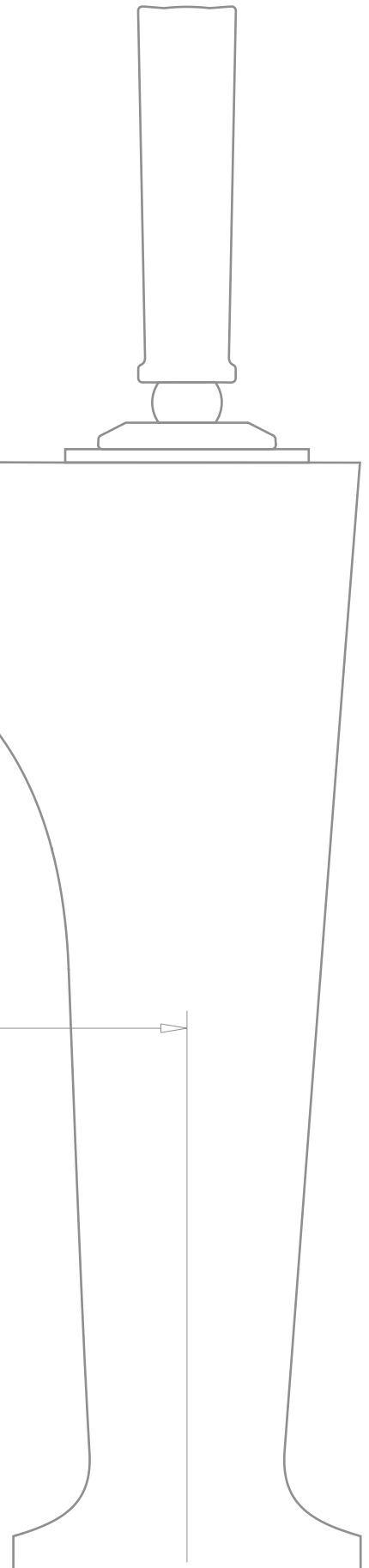


MARGAUX™

Whereas many faucets possess a muted aesthetic in order to complement interiors, Margaux simultaneously demands attention and harmonizes with classically inspired surroundings.

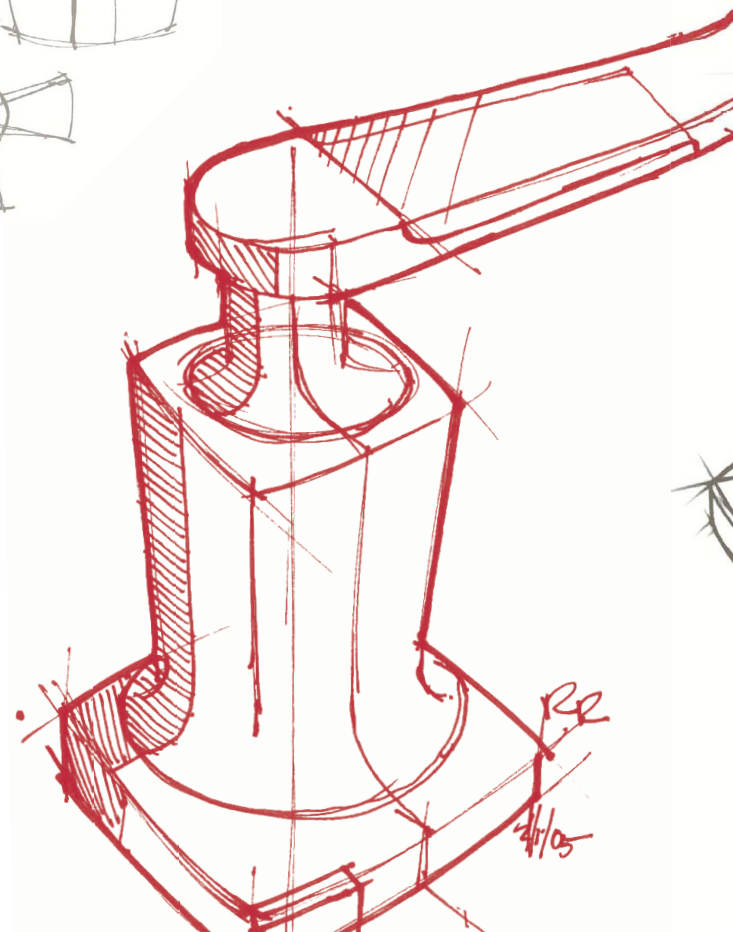
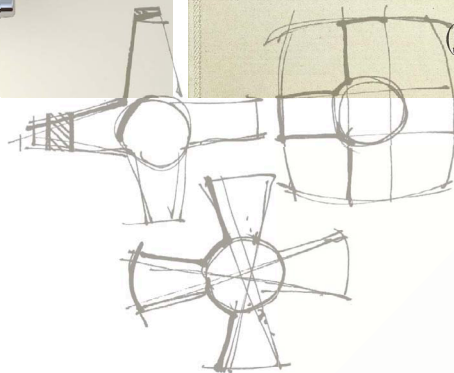
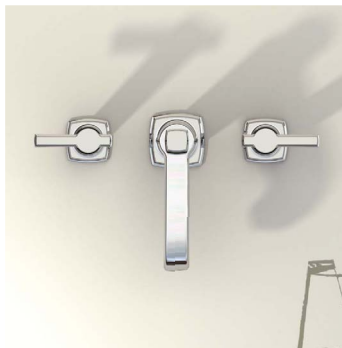
Kohler's American studio created Margaux when the designers noted the rising popularity of eclectic decorating. Margaux bridges traditionalism and modernism in a similar way, by combining curves and edges with a thoroughly modern stance. In finishing these shapes, the designers made

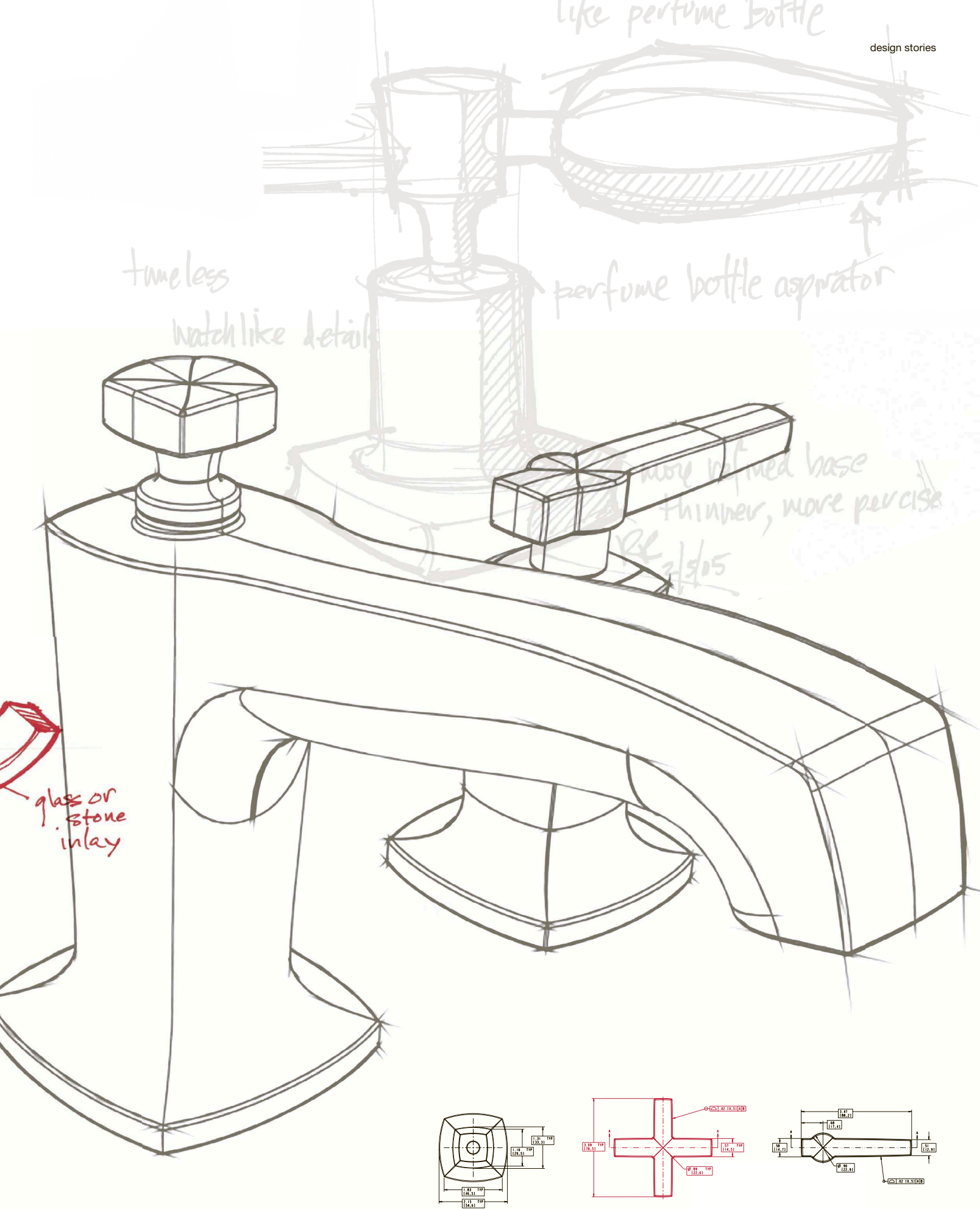
additional reference to personal objects found in the bathroom, such as quilted linens and perfume bottles. Digital manufacturing ensures that these details have the precise sculpting required to convey their luxurious intent.



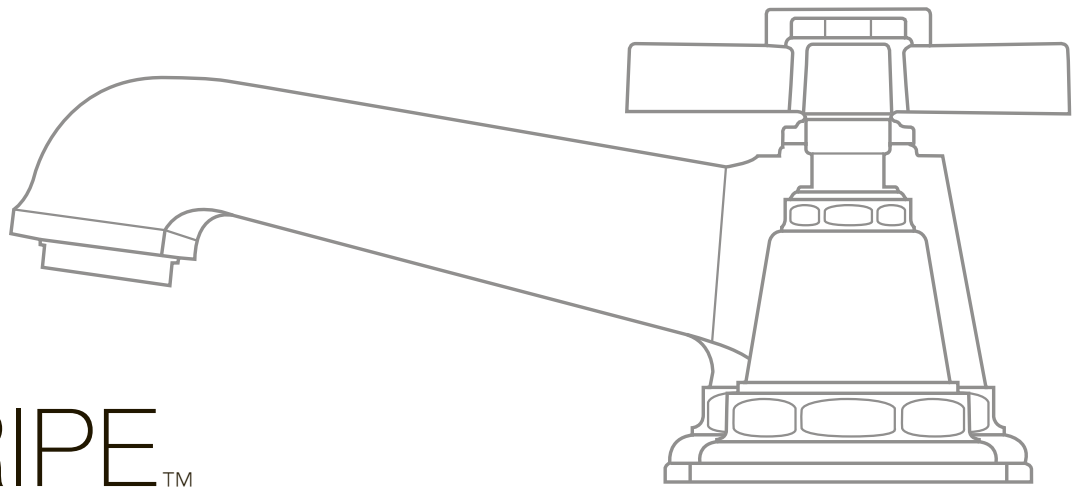
For a house
to be successful,
the objects in it must
communicate with
one another...

ANDRÉE PUTMAN









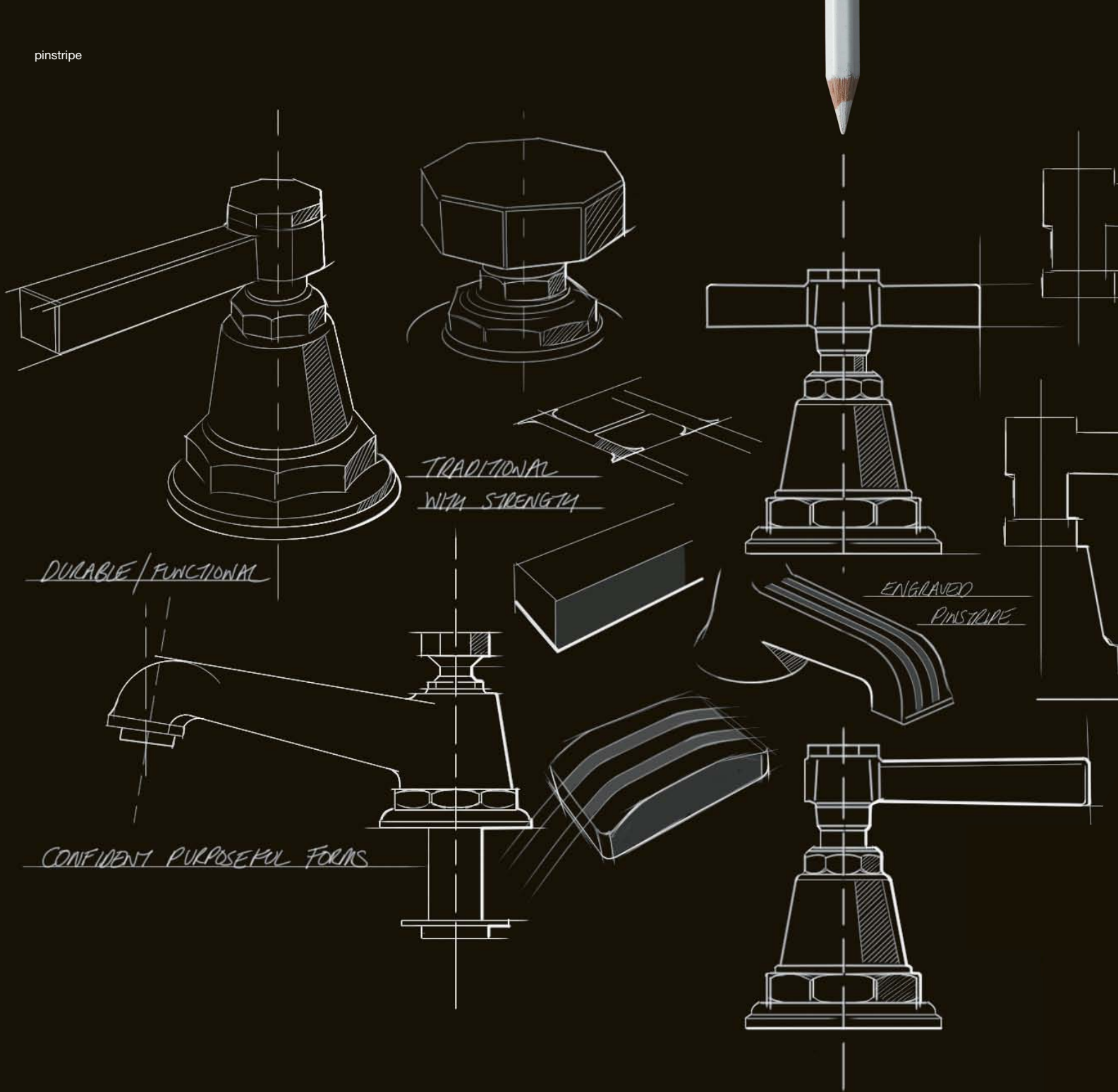
PINSTRIPE™

Our motivation was one of representing tradition with a scale and proportion that gives strength of character.

Pinstripe is anything but diminutive. With an open-eyed optimism and confidence reflected in the engraved pinstripes that accentuate the spout and handles, Pinstripe becomes a well-tailored element fundamental to the personality of the environment where it resides. The faucet's refined geometry and polished elegance are as retrospective to the architectural elements of a great library as they are to the contents of a man's

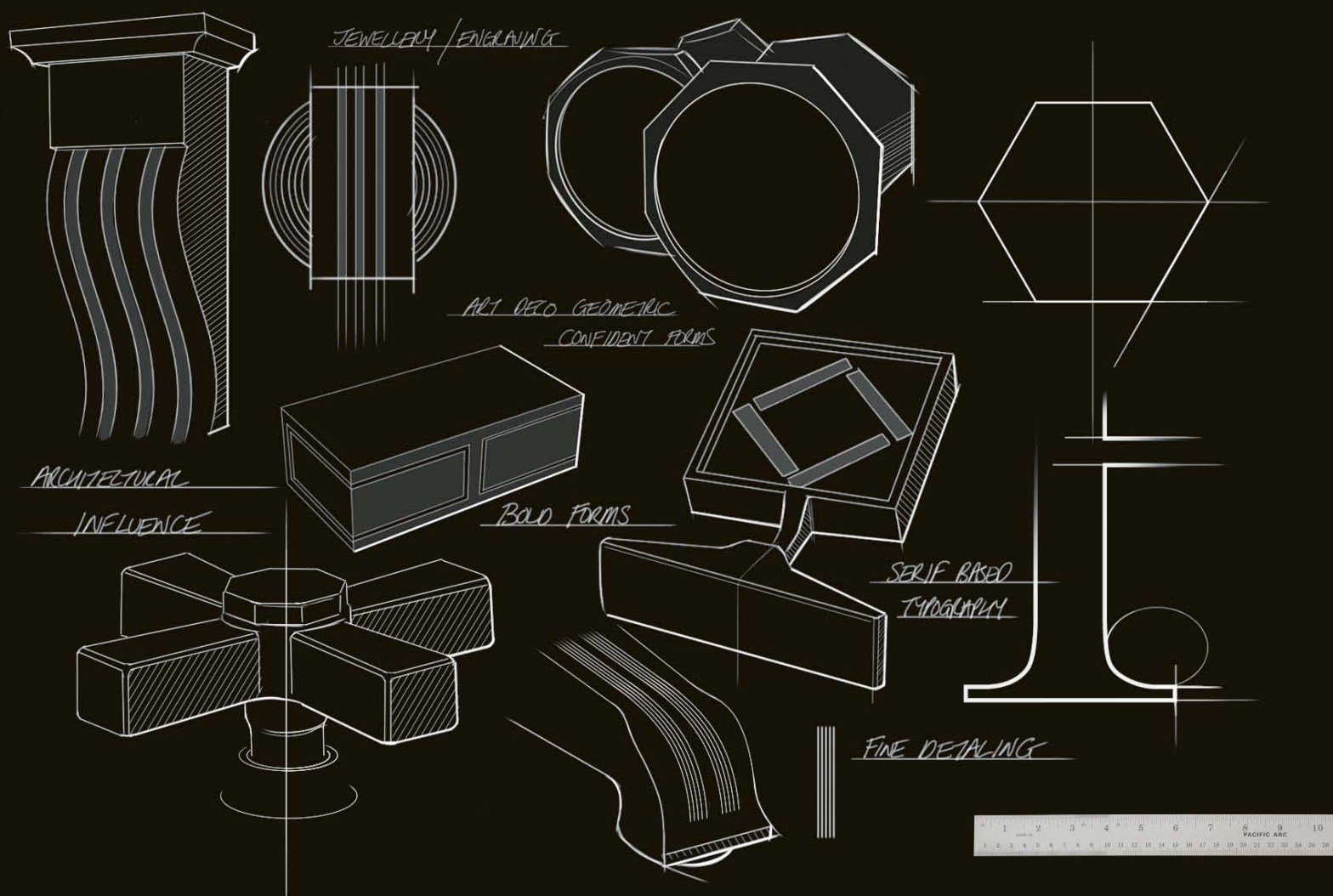
valet box. We thought it essential to include cross as well as lever handles in the collection as a more formal nod to tradition.

The Kohler design team loves teasing this kind of visual story out of the research we do when developing the persona of a line of faucets. What began as a study in balance became the shape of structured exuberance.

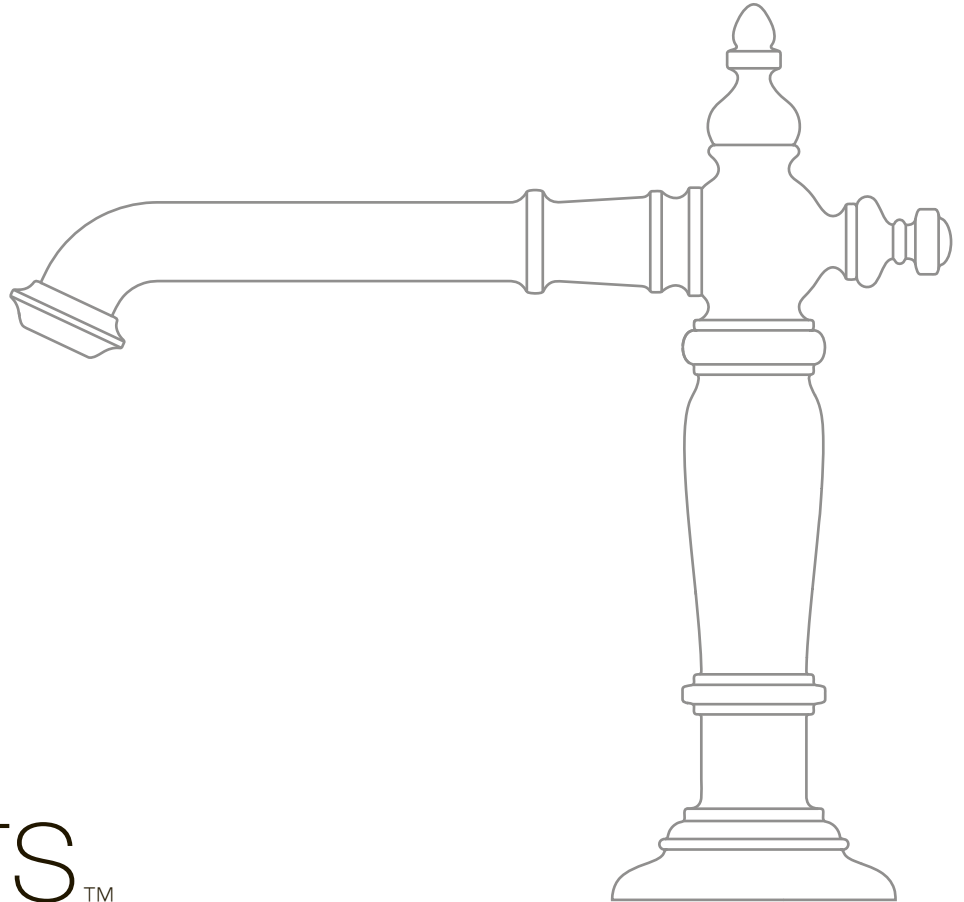


Riches have never
fascinated me, unless
combined with the greatest
charm or distinction.

F. SCOTT FITZGERALD







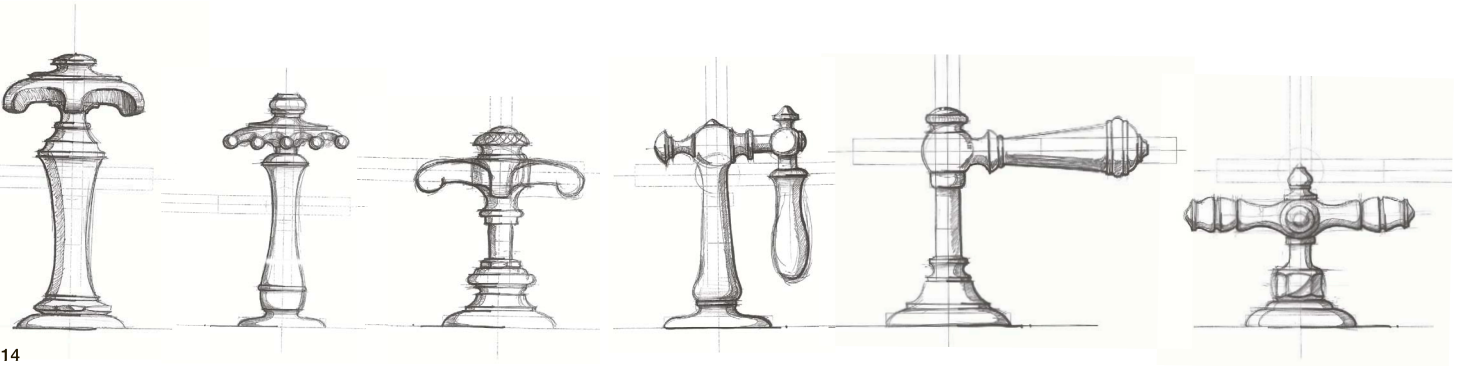
ARTIFACTS™

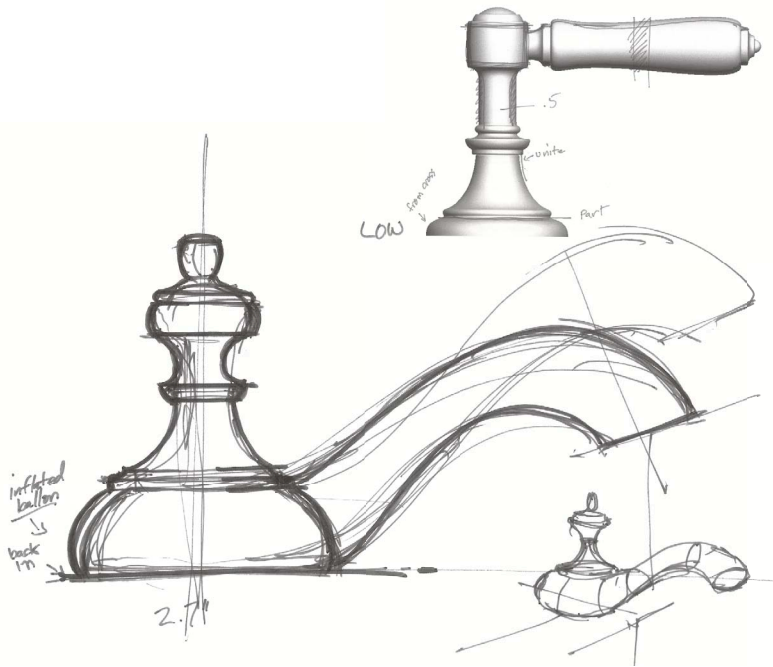
Wishing to create a collection that allows people to piece together a unique design solution within a system of forms, the Kohler U.S. design studio turned to the past for inspiration.

Artifacts reimagines Edwardian design for today's bathroom spaces. We drew on the overall aesthetic of turn-of-the-century designs reflecting the ingenuity of practical-minded craftsmen who made do with the resources at hand.

Artifacts revives this pragmatic approach within the context of

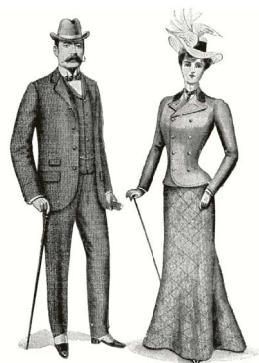
a culture that embraces highly personalized design. We wanted each piece of the collection to be distinct in form and ornamental details, yet to feel part of a whole. Artifacts, with multiple spout and handle options featuring detailed turnings and finials, allows people to compose a space one piece at a time, each piece chosen for its particular character.



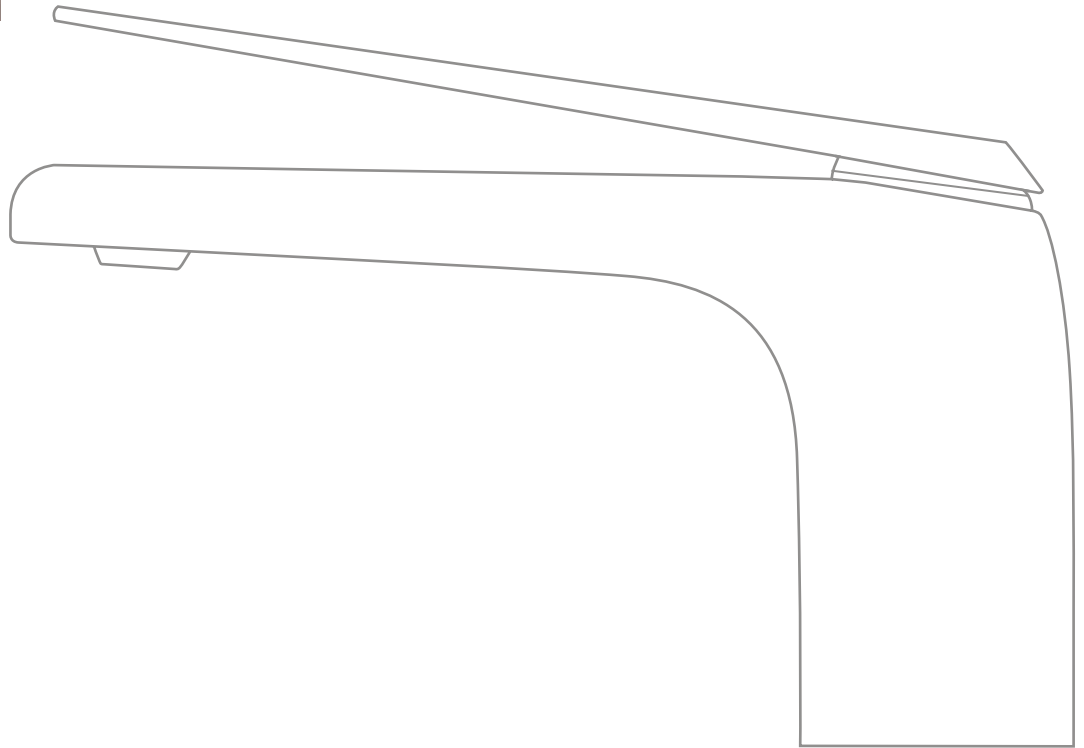


Imagination is
the beginning of creation.
You imagine what you desire,
you will what you imagine
and at last you create
what you will.

GEORGE BERNARD SHAW







AVID™

Contemporary interior design has an infinite variety of expressions. To discover the potential for new and inspiring faucet designs, we continuously converse with designers and consumers worldwide, probing for insight and meaning that we can connect to with new design. This work caused us to debate emotion in modern design and consider how to craft minimalism, to prevent it from becoming impersonal without resorting to known visual characteristics – a non-referential modernity, without a backward glance.

A global design team, using cultural conversations as a springboard, set about encapsulating contemporary mood in metal, seeking sensitivity and emotional connection without sliding into embellishment or cliché.

Avid's elegant, modern and somewhat feminine form was created by the U.S. team following an extensive collaborative concept period. Fluid metal flows from deck through

spout. As it turns forward, Avid splits, projecting a graceful fingertip-control lever far forward. The lever connection is pushed as far back as possible to maintain a continuous flowing surface through the 90-degree turn.

By pairing painstaking simplicity with visual comfort, versatile Avid creates an inviting emotional response and coordinates with most contemporary bathroom interiors.

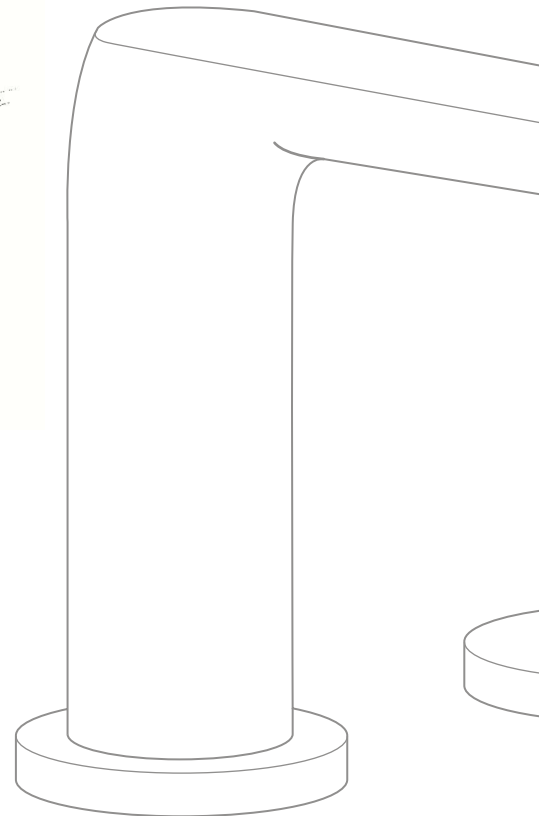
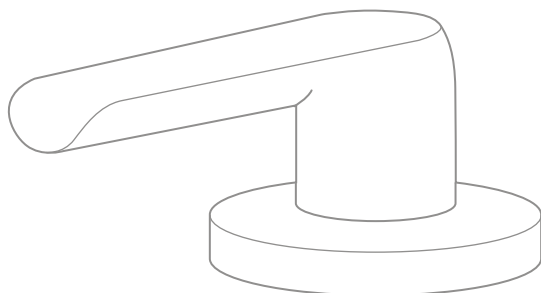
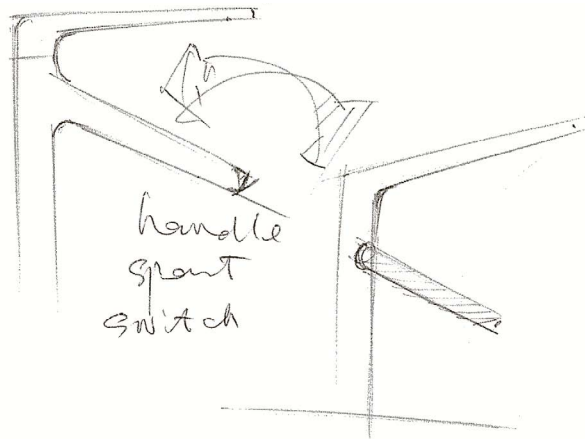


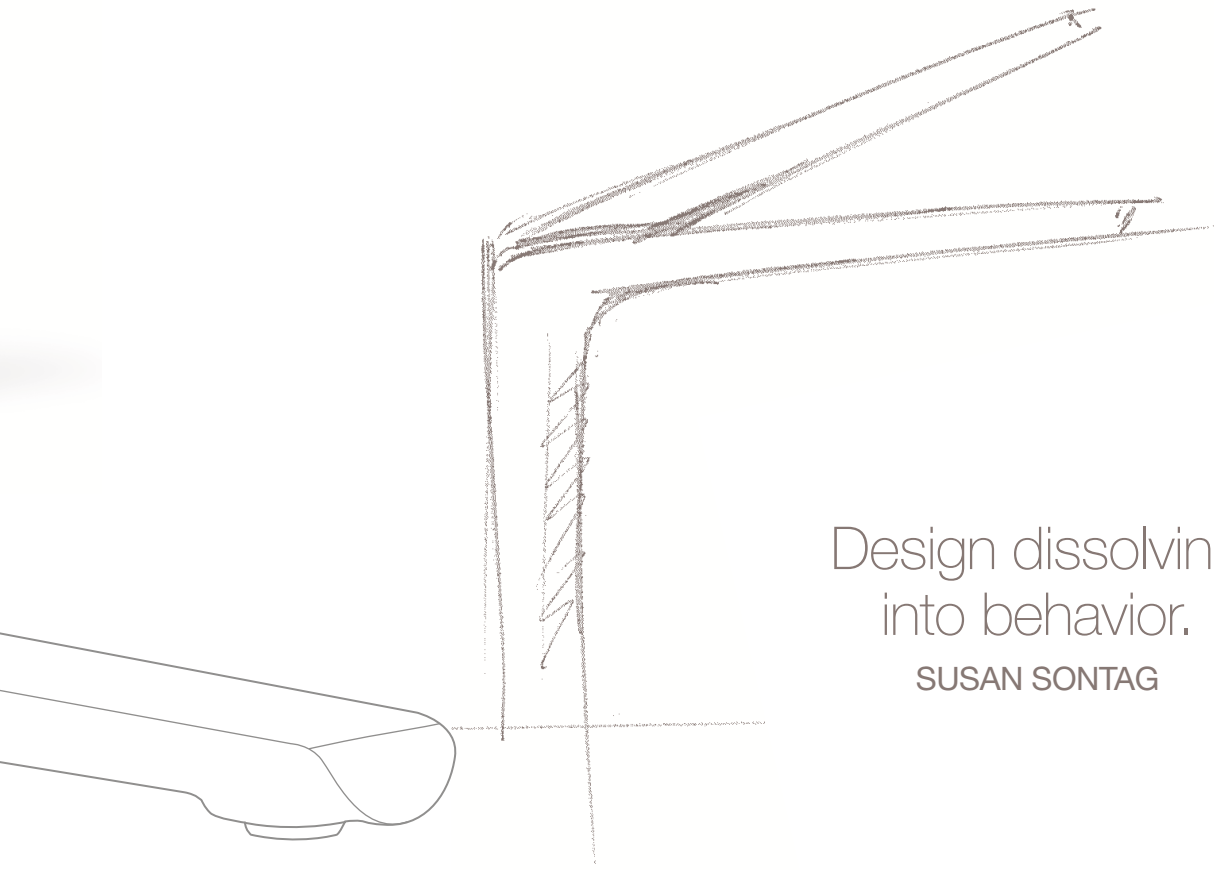
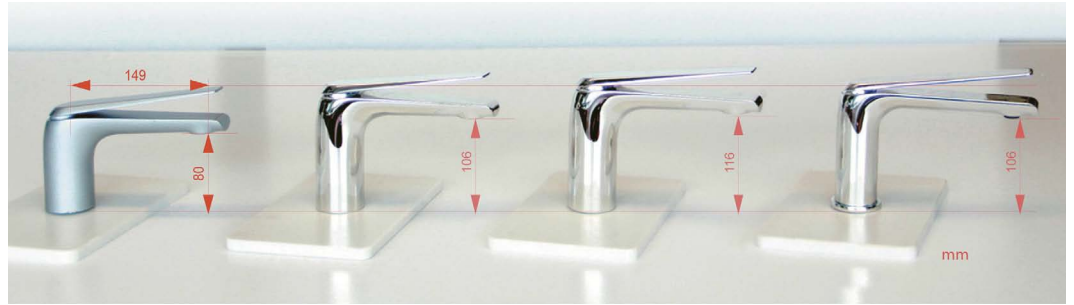
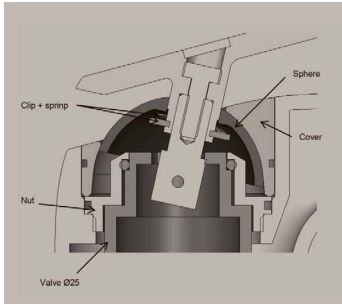
Original 25mm



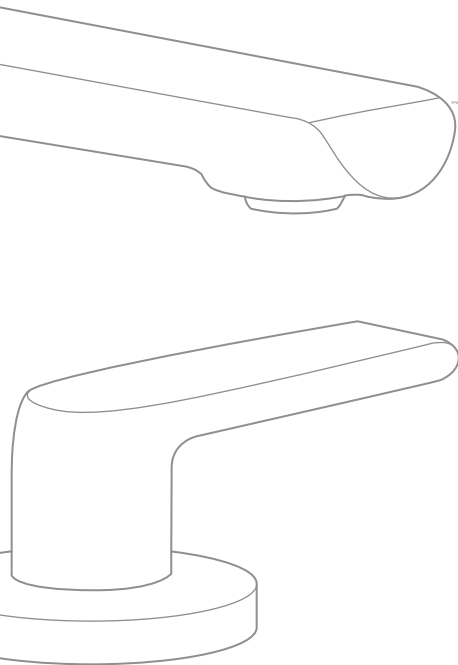
NEW 35mm

Avid™ and Composed™ mark a new era of global collaboration at Kohler. When research revealed consumers' desires for diverse self-expression and contemporary design within bathroom interiors, Kohler called upon all five of its design studios to create a response. International colleagues supported development, critique and completion of two concepts that emerged from the initial request. Submissions from the U.S. studio eventually won. However, the interaction of designers, immersed in their local cultures and of diverse cultural backgrounds and experiences, catalyzed the creation of a tantalizing spectrum of designs. Creativity is endless – with an open mind there are so many ways to create delightful meaning!





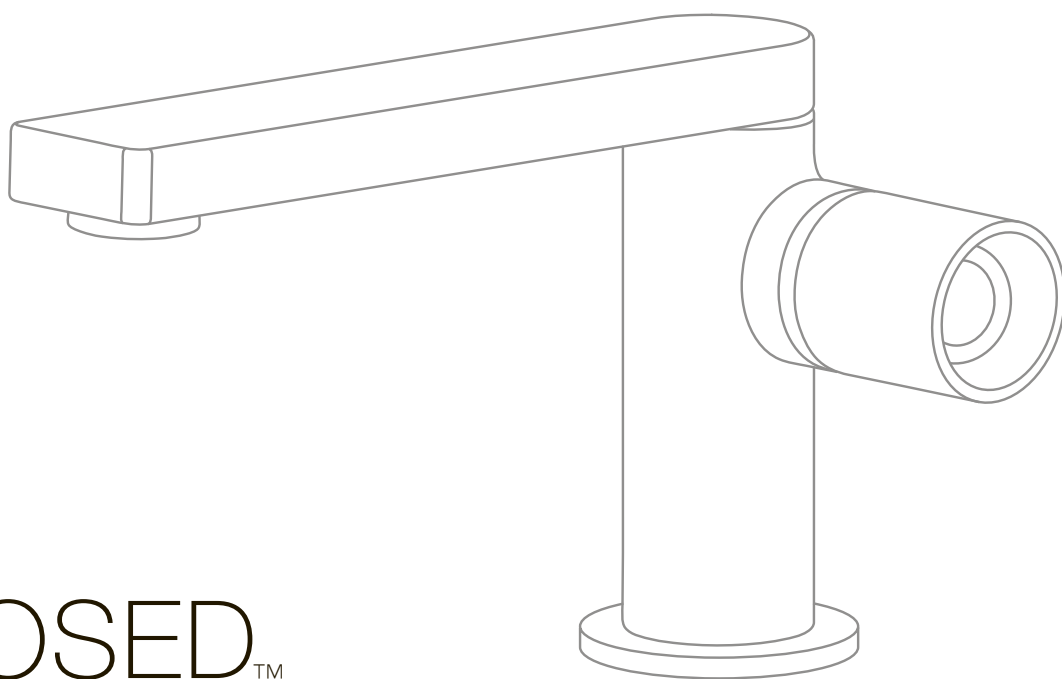
Design dissolving
into behavior.
SUSAN SONTAG







Bauhaus, designed by Walter Gropius



COMPOSED™

Diversity within interior design delights and inspires designers at Kohler. Communications and social media streams now fuel experimentation, the leading edge dancing forward constantly. Against this fluid backdrop, creating new product demands clarity of purpose and a refusal to compromise.

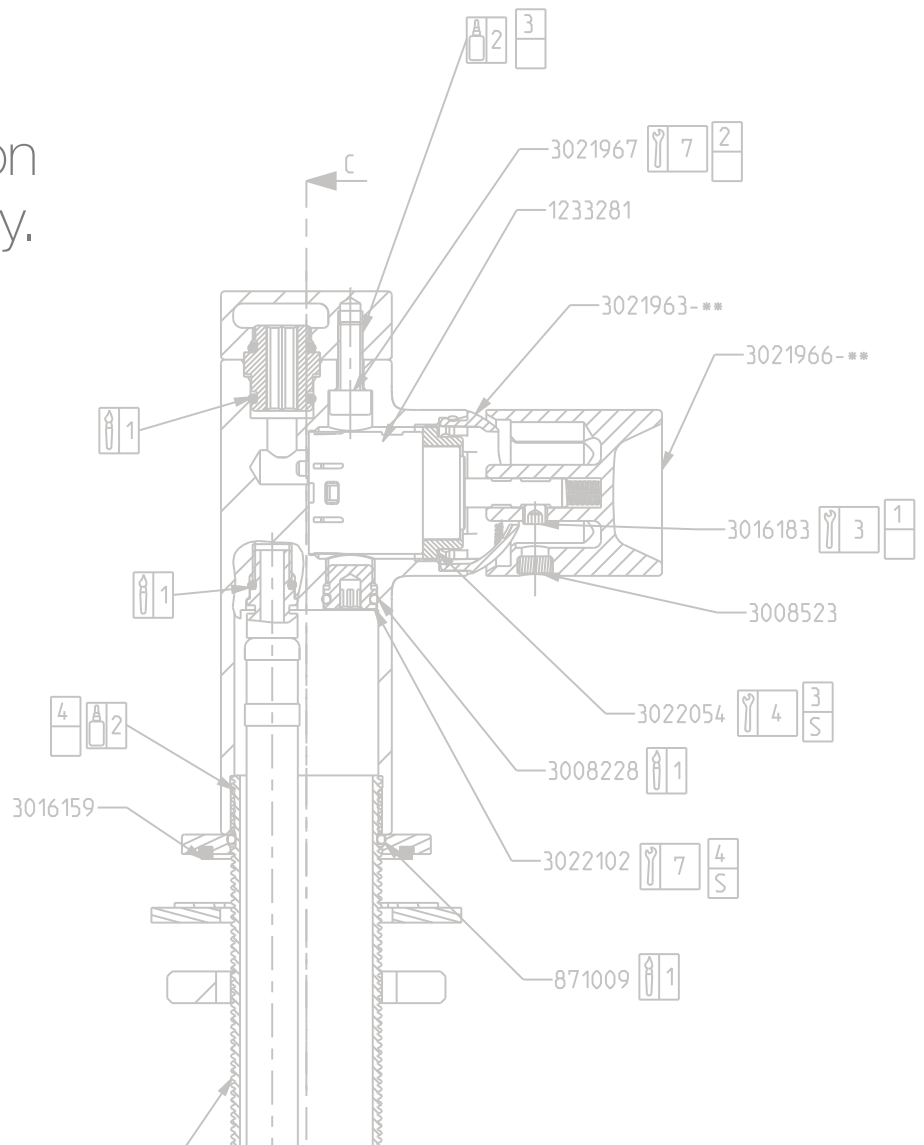
Resonant within our observations was the repeated role of the best of the best, those seemingly timeless pieces that find purpose in many interiors. They are frequently simple, always highly resolved and truthful to their intent.

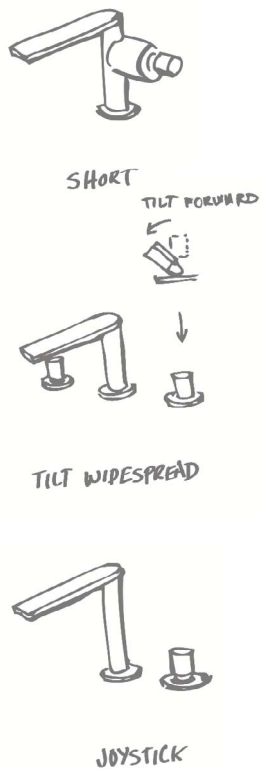
This mindset led us to explore the meaning of a minimalist masterpiece in modern times with the intent that when honestly formed, it could play a wide variety of roles within the flux of interior expression in modern bathroom architecture.

Inspiration for Composed finally came from Rowena Reed Kostellow, a professor at Brooklyn's famed Pratt Institute between 1939 and 1988. Kostellow showed generations of artists and designers how to transform precisely defined basic shapes into visual poems that elicit an emotional response. The single-handle faucet led our exploration. Often the most difficult piece to design, with our self-imposed goal, it would set the standard for the Composed range. Its elements were repeatedly refined

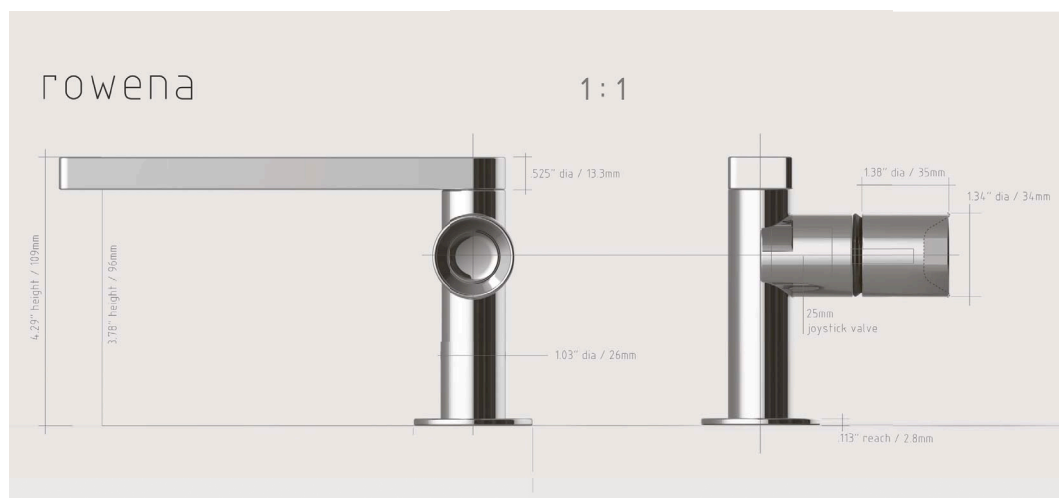
and reduced, seeking to achieve poise and purpose from the most compact circular and rectilinear forms. A side-mounted control was introduced to strictly maintain the visual balance, whilst providing sensitive fingertip adjustment. Joystick and widespread models carry more conventional handles but have the same disciplined attention to detail.

Composed is obsessively so. The intent is to delight in detail whatever its role within the interior.





Design exploration only, not part of final Composed collection.



The handle designs favor a minimalist aesthetic for a timeless beauty. The pure handle offers pure simplicity with a touch of whimsy and surprise, while the joystick provides elegance for a distinctive visual statement.

single-handle faucets



pure handle

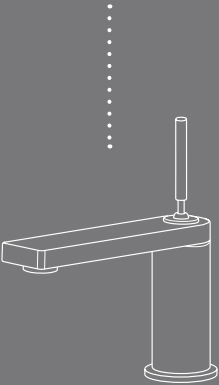
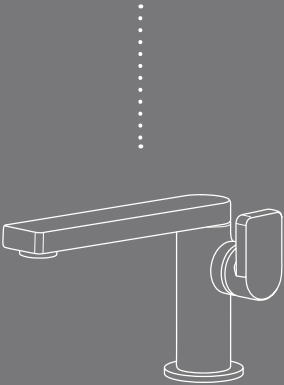
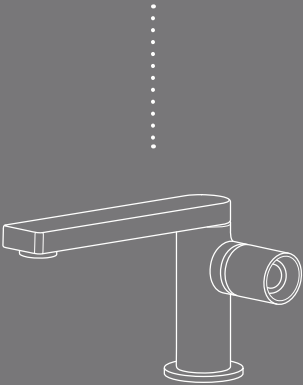


lever handle

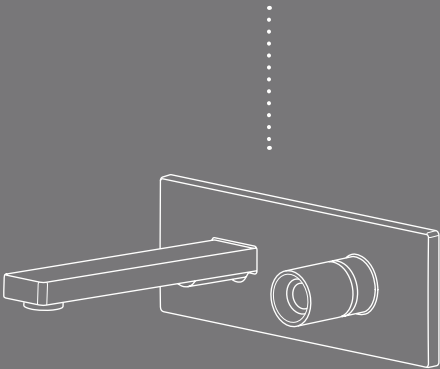


joystick

deck-mount



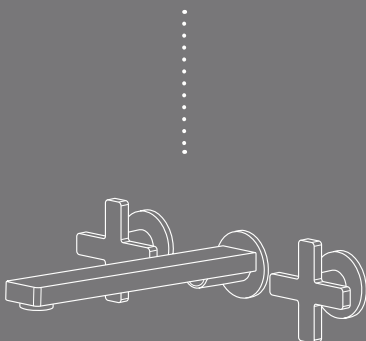
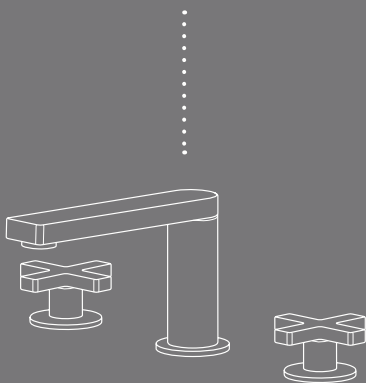
wall-mount



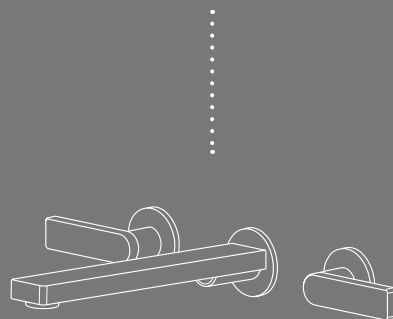
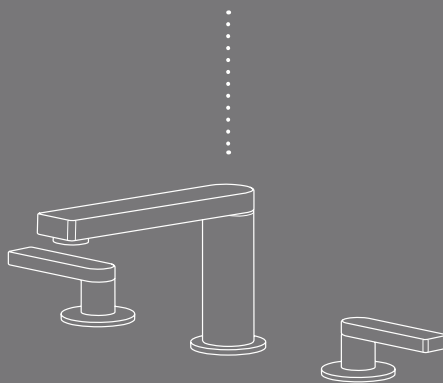
widespread faucets



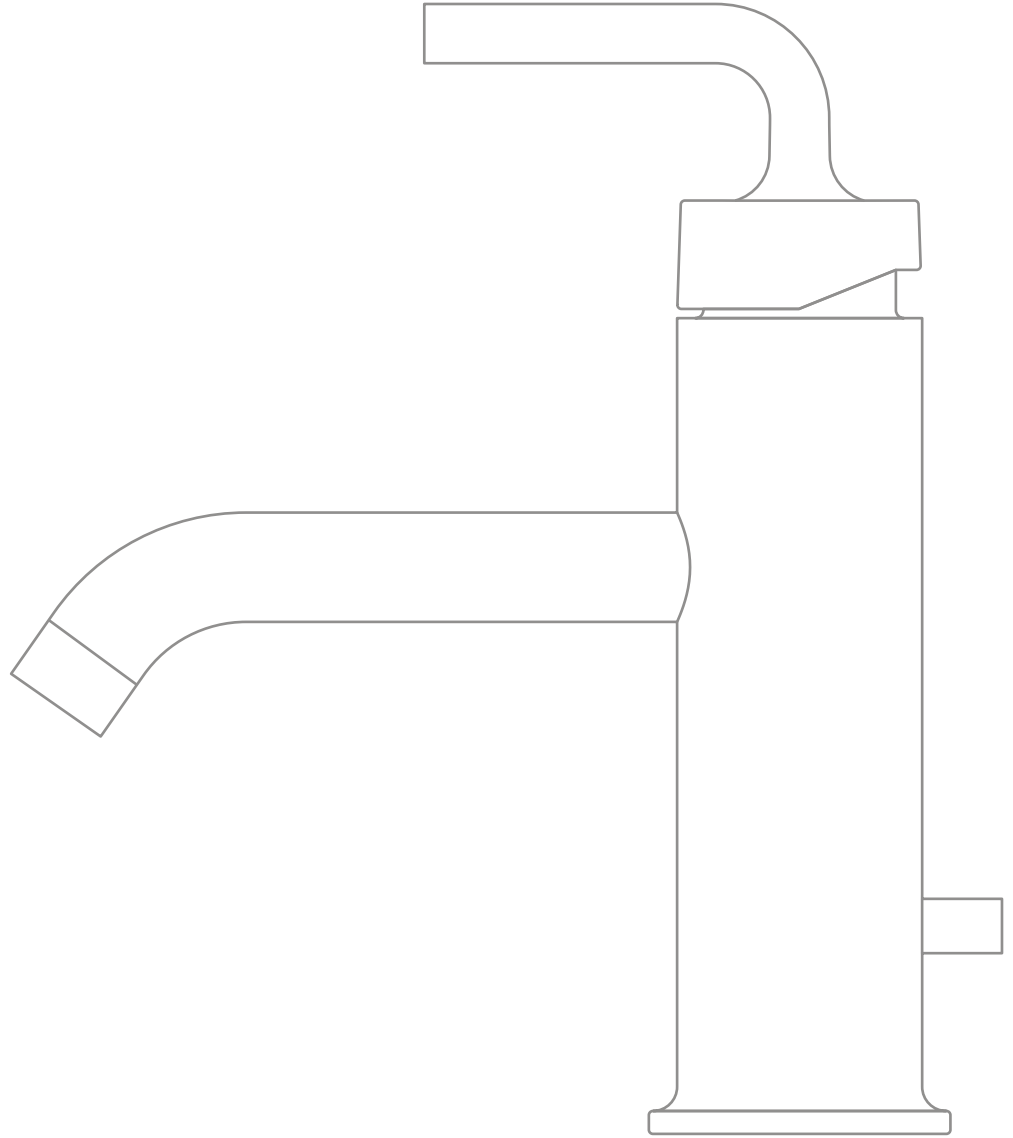
cross handles



lever handles







PURIST™

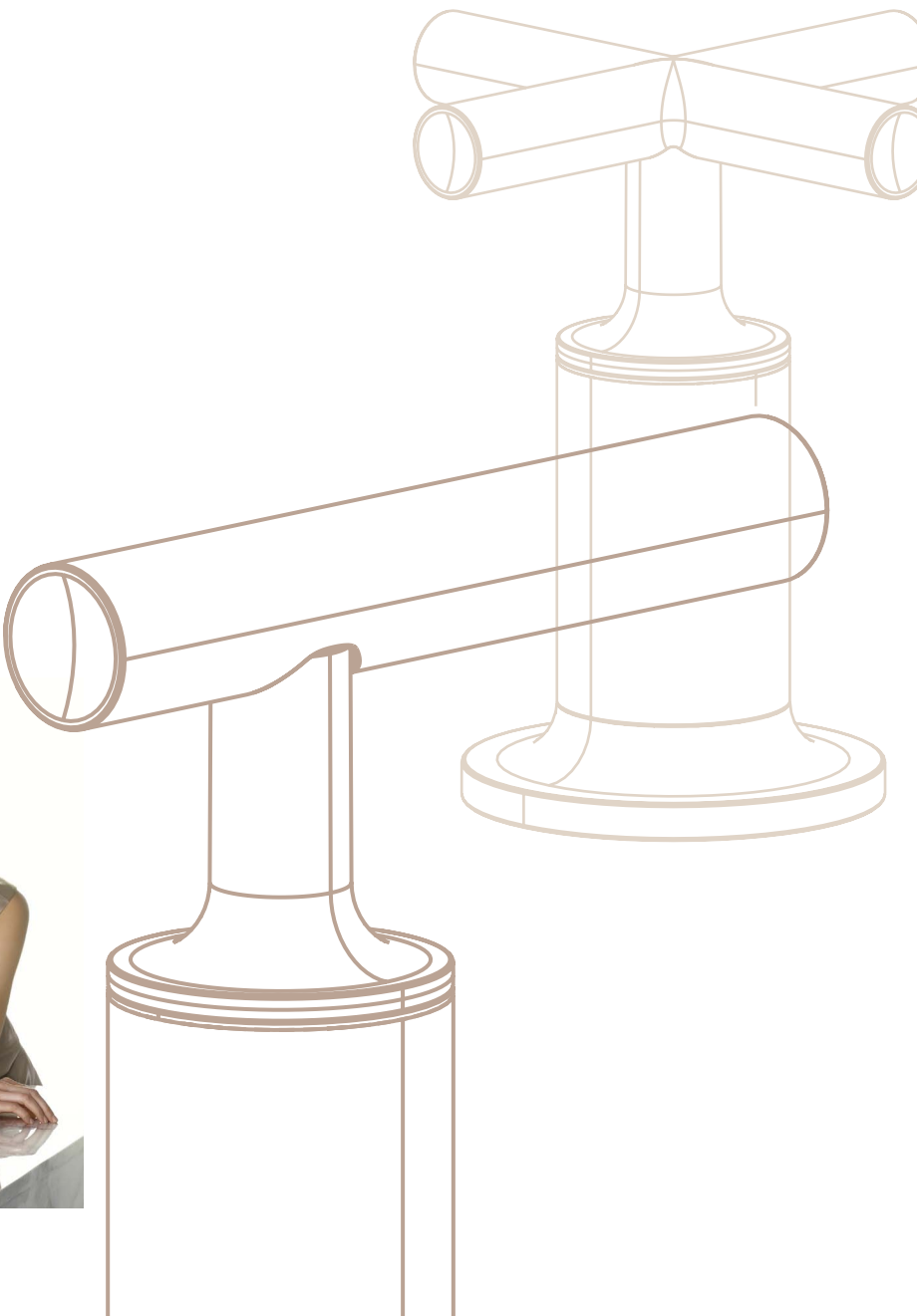
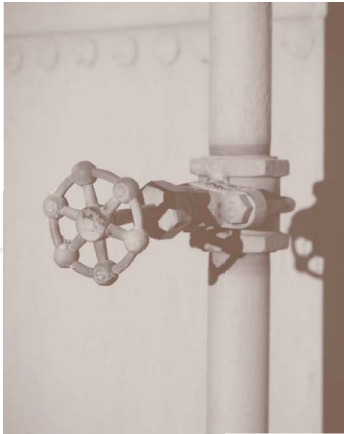
In our conversations with designers and consumers about the bathrooms they were wanting to create, personalized minimalism was a frequent topic. The calming allure of perfect proportion, order and refined detail has an enduring and broad appeal – a counterpoint to a 24/7 lifestyle. For some, this disciplined architecture is all that's needed, but for many it forms a background against which individuality can then be expressed through objects, art or carefully chosen design. This is how we approached the design of Purist; we wanted to achieve simplicity with soul to provide a choice for a discerning eye.

The U.S. design team led the design and reduced the product to its basic elements as a starting point. Delving into the industrial origins of water supply, they were inspired by the cast, forged and wrought components where form clearly followed function.

A simple hand pump led to the unique body, handle and spout architecture which defines the Purist bathroom sink faucet and is the essence of the range. We stripped this iconic form back, making adjustments for

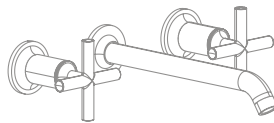
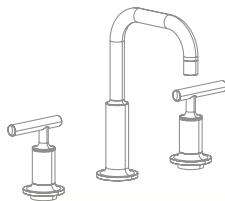
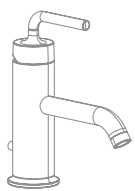
the bathroom application but staying true to the functional intent. In our research, we also found the source of the faucet's subtle character. To anchor the product, we designed a turned escutcheon inspired by industrial-revolution-era mouldings and industrial couplings. Handles start and finish with precise external and internal radii to give a quietly decorative strength.

Purist is minimalism with a twist: contemporary, versatile and confidently original.

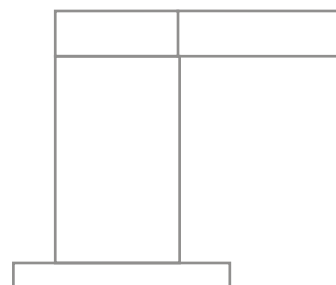
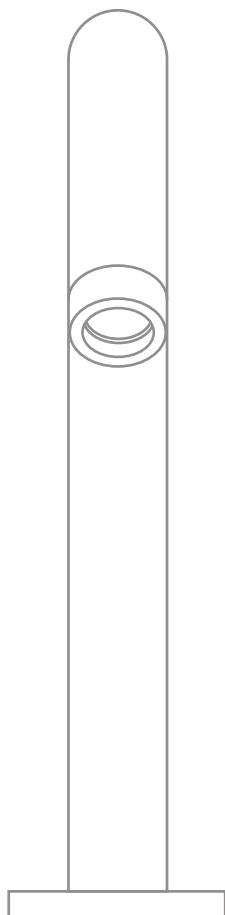
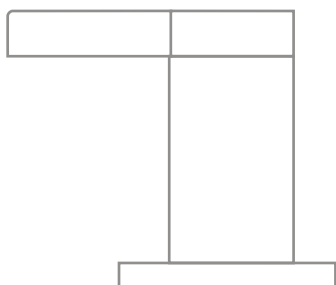


In history,
a great volume
is unrolled for
our instruction...

EDMUND BURKE







STILLNESS™

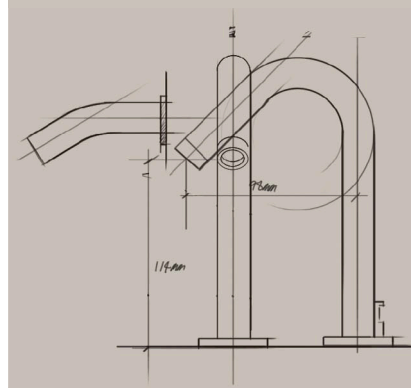
The pursuit of less in order to mean more has been a defining architectural trend in modern times. As science and technology continue to redefine what is possible, we continue to refine, reduce and perfect our definitions of minimalism. The attraction is simplicity. Whether in architecture or product, the eye sees and comprehends efficiently, making time for all else. This defined the brief. A product that could harmonize within, or by itself add a sense of quiet perfection.

And so water became the start. By reducing what defines a faucet to its most elemental nature, you return to the purity of a stream of water that must flow from its origin to your use. Draw this path, clad the water in the least metal and you define Stillness. This became our design principle. Tubular forms reduced to their smallest allowable sizes. Handles defined in length and height by a hand's dimensions. The thickness is only that required, nothing more. We also observed how the beauty of a pure stream of water was destroyed by conventional aerators. Water is the ultimate experience and so we explored ways to preserve this. We discovered

laminar flow and how, through precise design, we could extend the Stillness experience through the water to you.

Innovation in manufacturing process was required to achieve previously impossible bend radii and the precise intersection of thin handles to valves. To achieve a simple single-hole faucet required total deconstruction. The components were redistributed, placing the valve below the deck and finding a new way to restore control within the slimmest diameter spout.

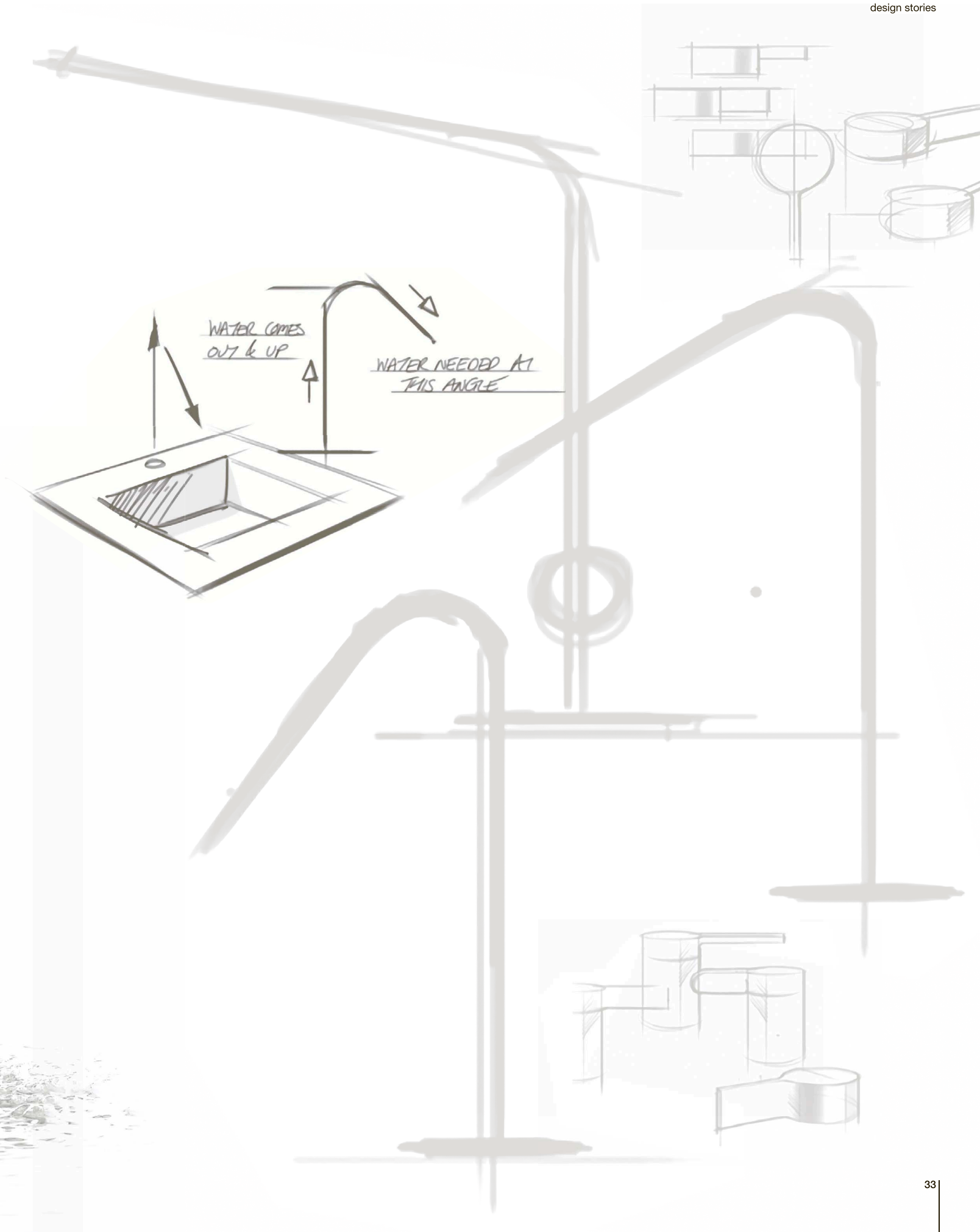
Stillness is evidence of the disciplined pursuit of less.



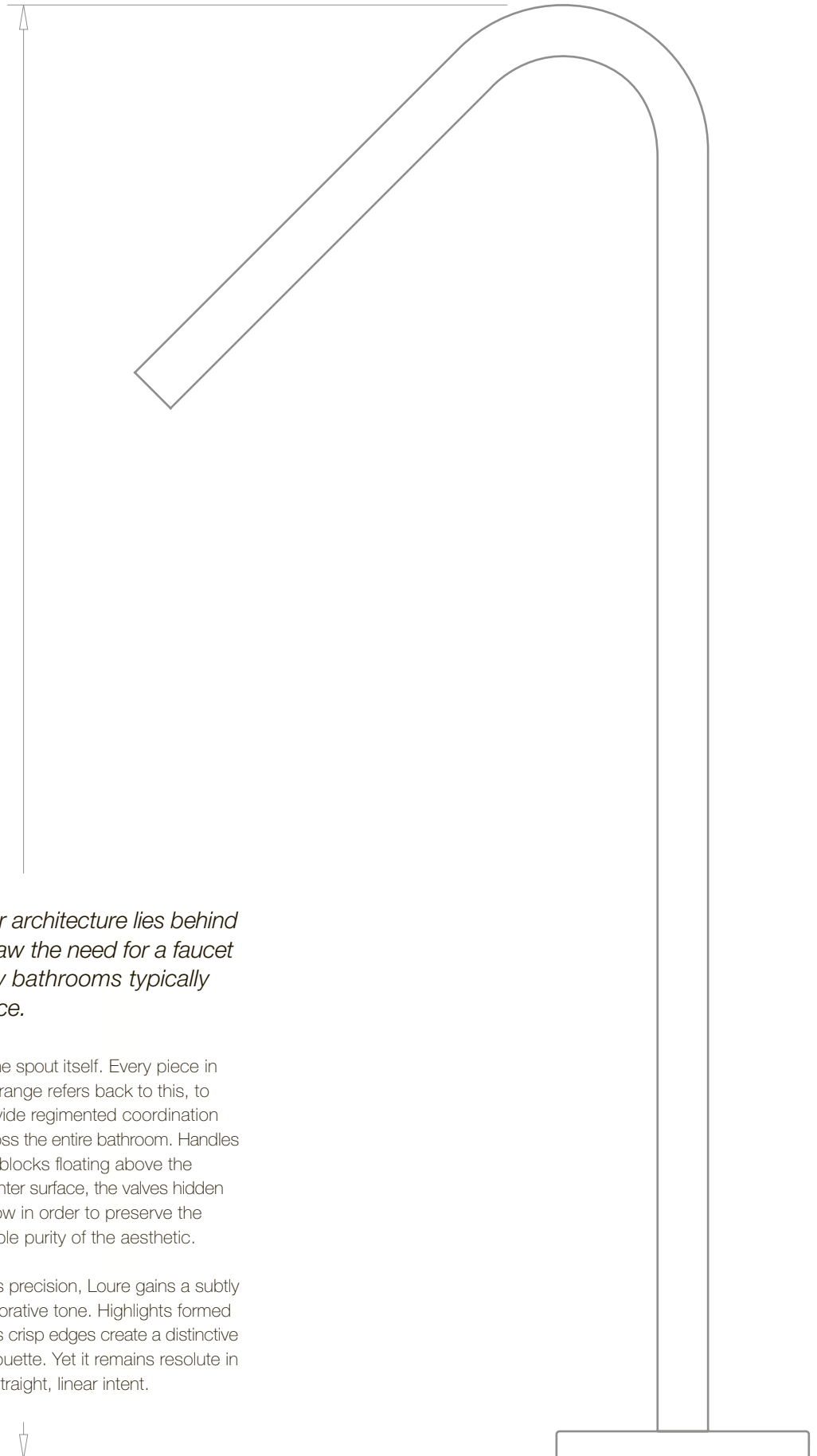
The essence of genius is
to know what to overlook.

WILLIAM JAMES









LOURE™

Geometric composition in interior architecture lies behind the design intent of Loure. We saw the need for a faucet that was able to enhance luxury bathrooms typically described by linearity and surface.

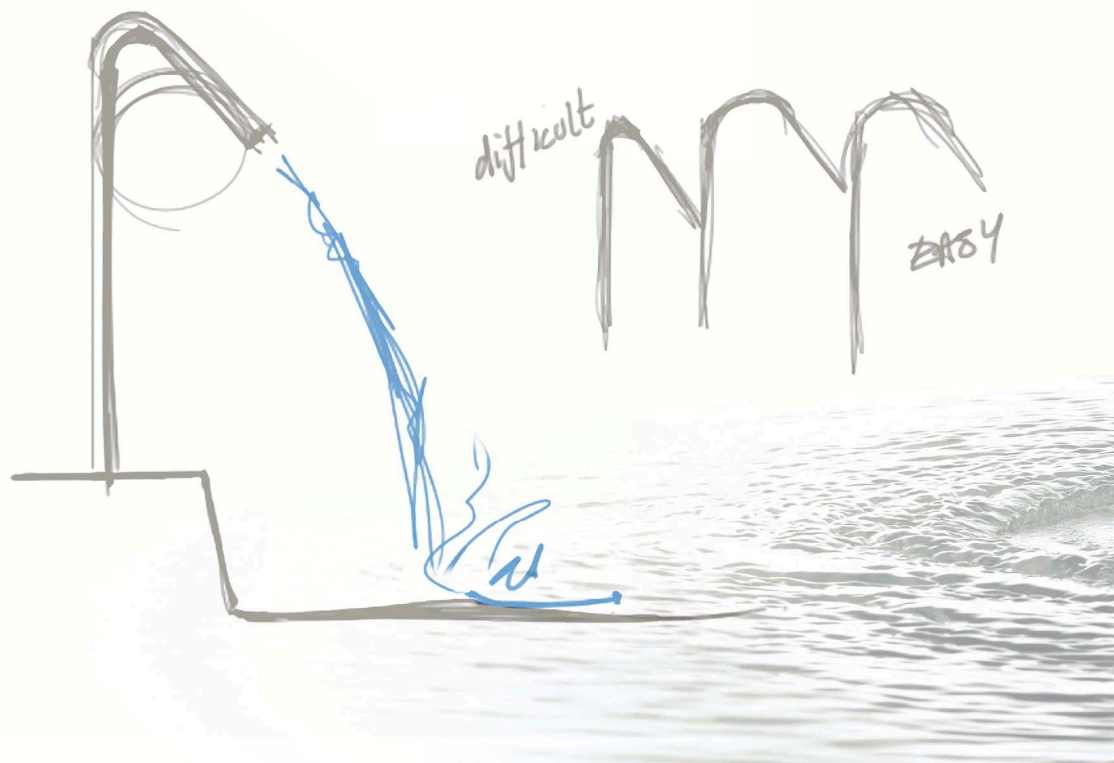
This idea of surface came to define the product. We saw the potential to build upon some of the principles we had established within Stillness™ and its approach to reduction of complexity in order to achieve purity. By folding a sheet of water to take it from source to destination, we established our language. Its form is linear, planar and almost two-dimensional. Water clad in metal, seemingly laser-cut and formed from a single sheet. Its width is defined by the intended function; the water stream it provides is an extension

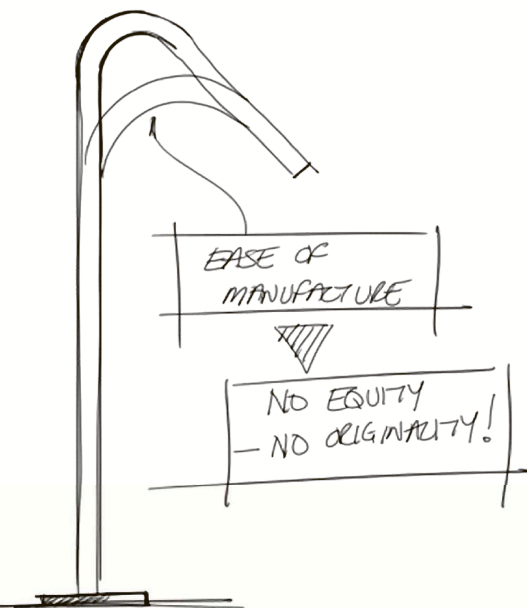
of the spout itself. Every piece in the range refers back to this, to provide regimented coordination across the entire bathroom. Handles are blocks floating above the counter surface, the valves hidden below in order to preserve the simple purity of the aesthetic.

In its precision, Loure gains a subtly decorative tone. Highlights formed at its crisp edges create a distinctive silhouette. Yet it remains resolute in its straight, linear intent.



Stegastein viewpoint along the
Aurlandsfjellet National Tourist
Route, Norway
Photographer: Vegar Moen
Architects: Todd Saunders and
Tommie Wilhelmsen



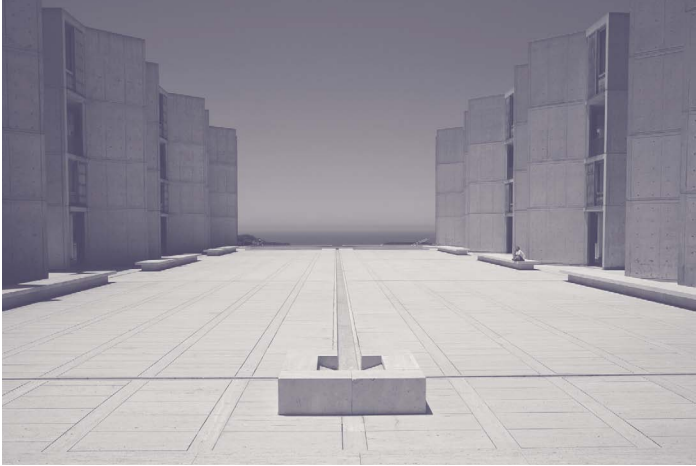


The real voyage of
discovery consists not in
seeking new landscapes,
but in having new eyes.

MARCEL PROUST







Salk Institute, designed by Louis Kahn

STANCE™

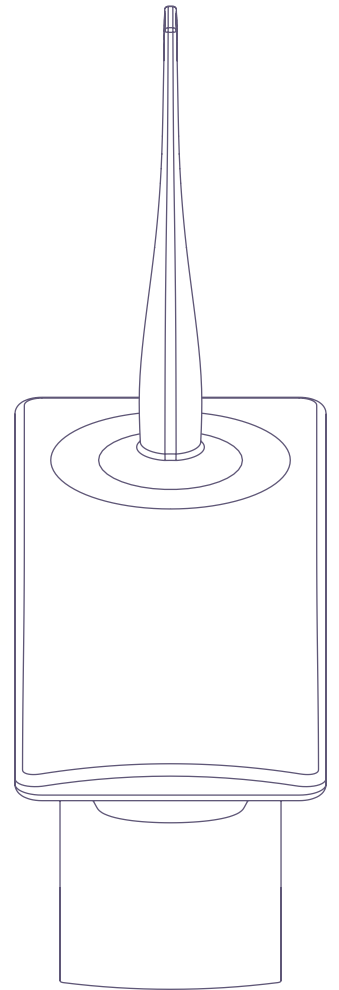
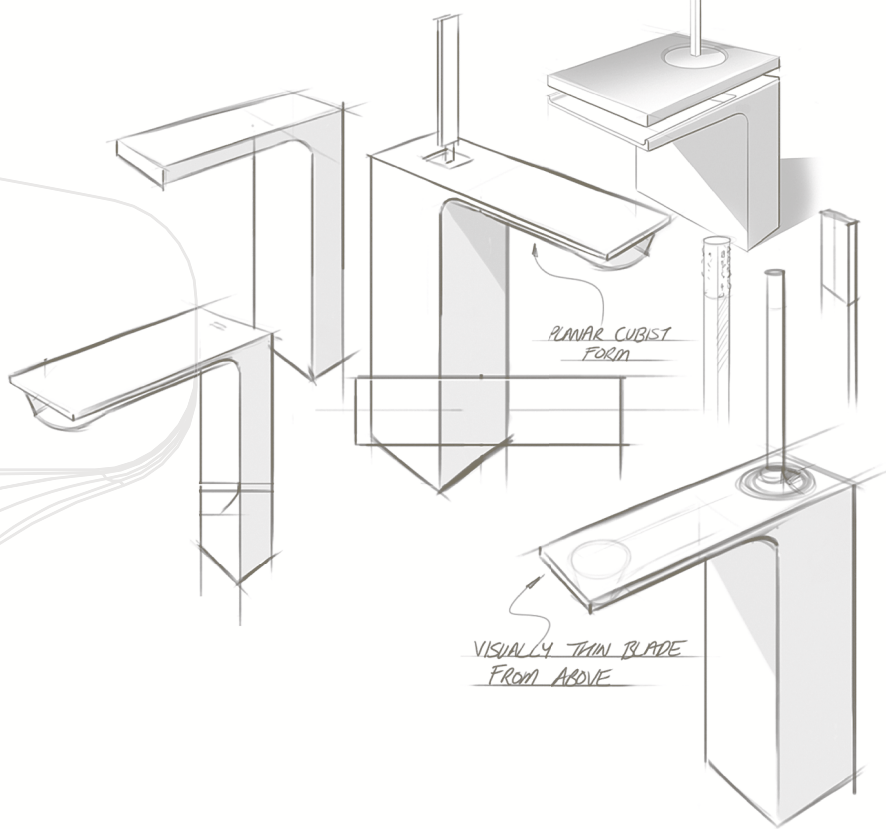
Bathroom design is adapting to the pampering and grooming rituals that are part of modern lifestyle, demanding enlarged areas for us to lay out our select beauty and care products, with storage to conceal them when not in use. Thus cubes and surfaces, geometrically defined, frequently describe a modern bathroom.

This observation led us to the intention to create a primarily cubic faucet range that could stand confidently within the bathroom environment. As our concept exploration began, our thoughts revolved around the presentation of a simple plain surface that would completely contain both control and water delivery. Any other form would recede to a supporting role.

Hence, from the user's perspective, Stance is just this: a presentation of water at a convenient height set on a strong upright pillar, reduced and set back so as not to interrupt. Joystick lever control allows interaction to be totally bounded by the top surface, while close inspection reveals an underside seemingly formed by the water

flow that it contains and delivers. The duality of mass and a cantilevered slim surface pushed boundaries in body-casting processes, requiring innovative cooling systems and leading to final design detail only made possible by intimate interplay between designer and manufacturer.

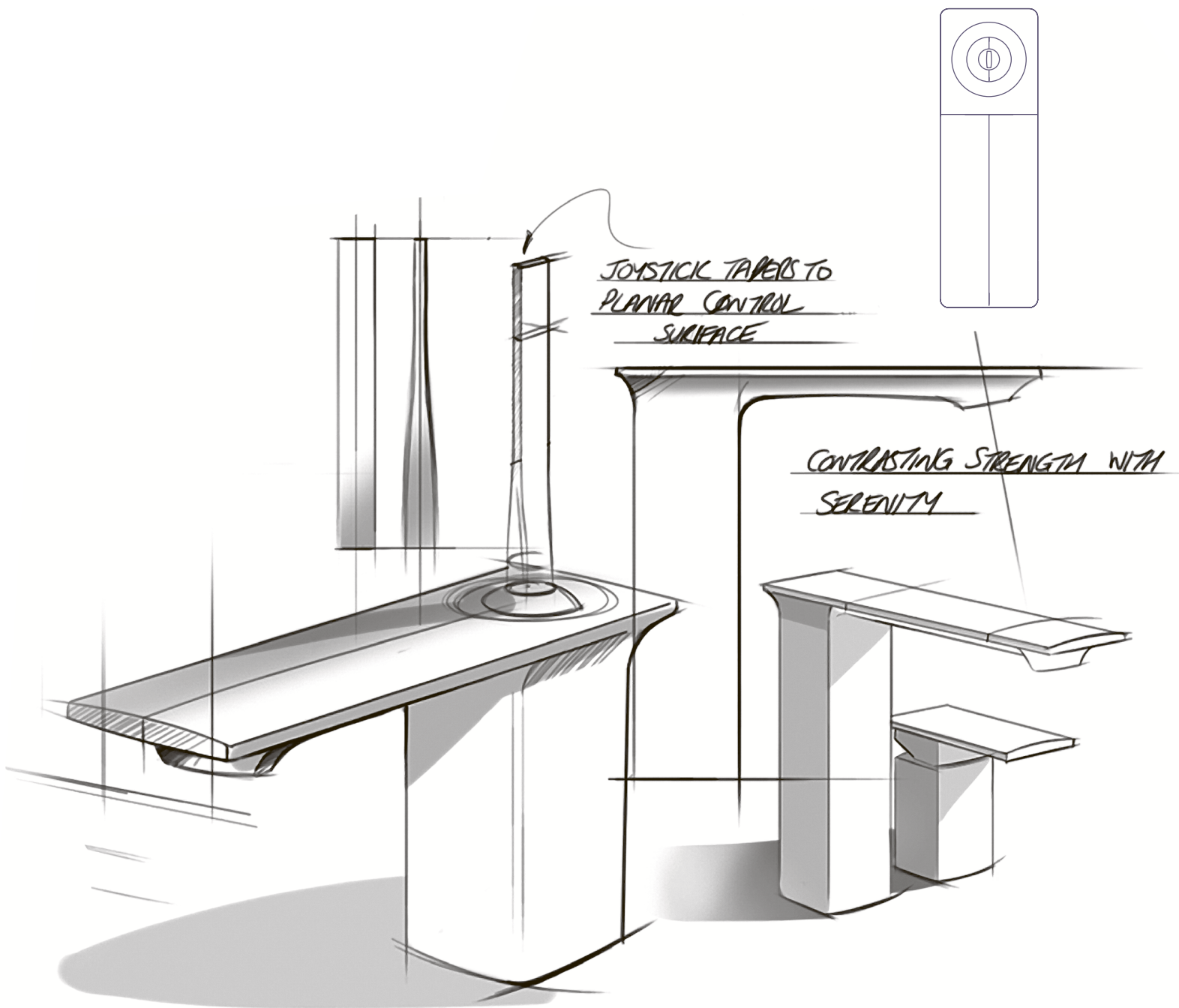
Stance is surface made solid.



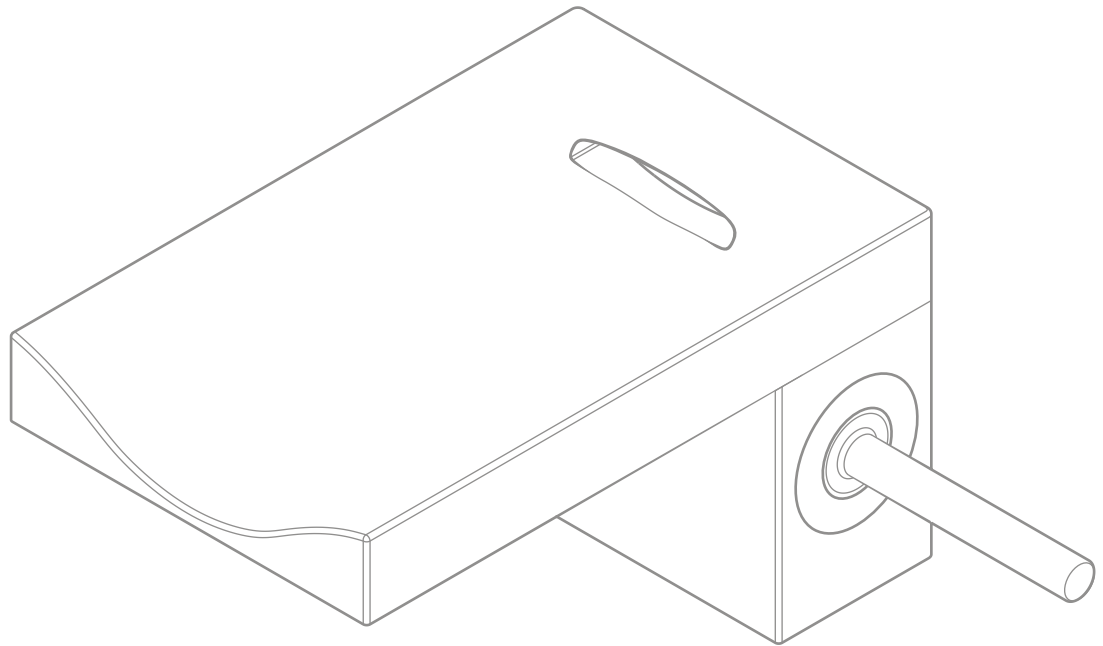
Simultaneous contrast is not just
a curious optical phenomenon—it is
the very heart of painting.

JOSEF ALBERS









BEITOU™

There is no experience so central to our nature as that involving water. Little wonder that so many of our rituals celebrate and revere it. It defines our well-being. Whatever term is used to describe it, the modern spa is simply our version of an ancient custom, using water to rejuvenate, relax and help reinvigorate us.

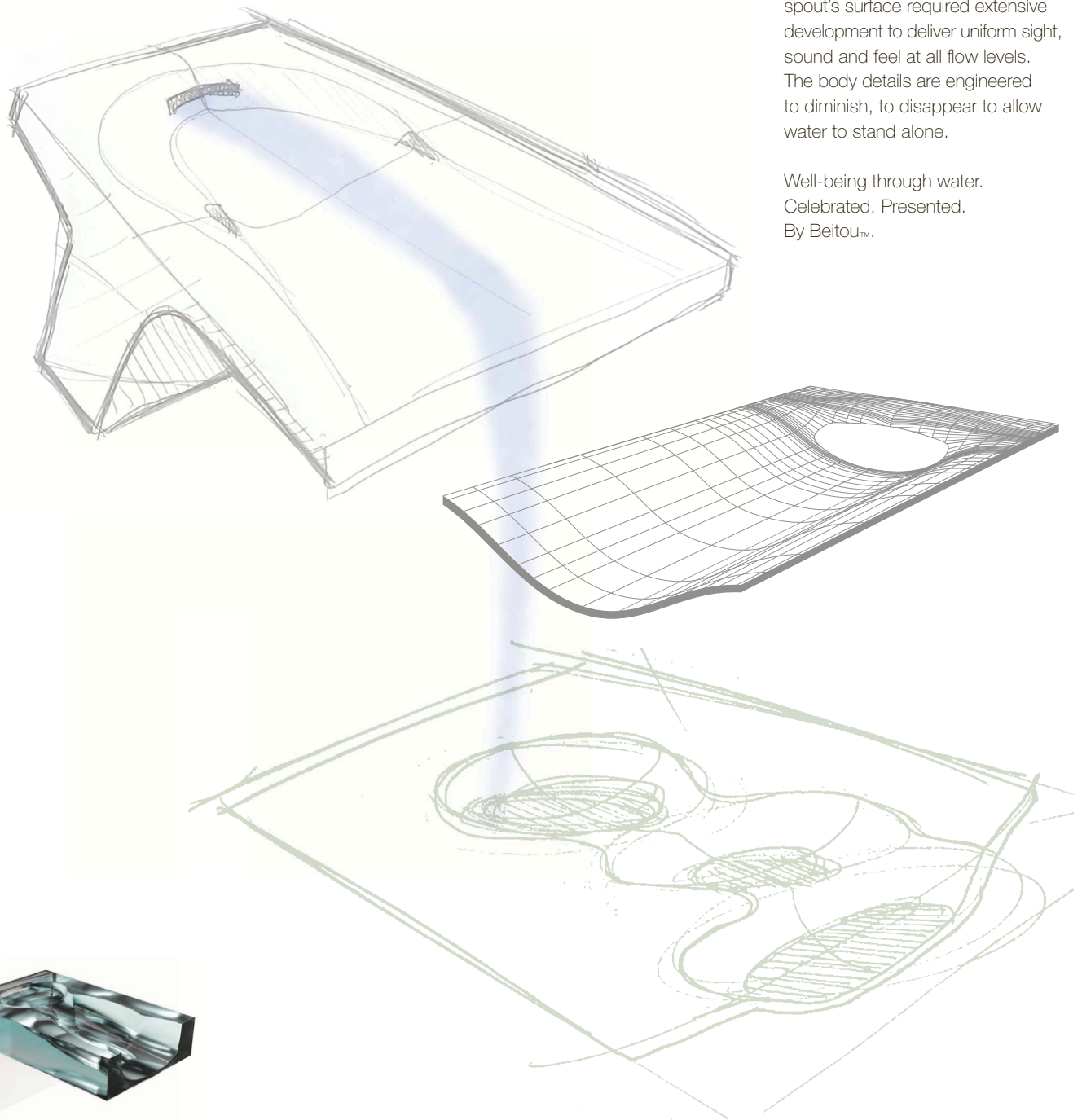
Experience of water is deeply resonant, none more so than in its natural environment. If we could create a product that captured the essence of this, we knew that this could embody luxury.

Asia is rich in cultural heritage with the pursuit of peace, tranquility and wisdom through ritual and natural reflection at its center. Our Shanghai design team thus led our exploration, seeking to place natural experience first. Concepts which allowed the simple beauty of water to dominate

created the strongest emotional connection – its movement, reflections, the feel upon fingers suspended in its flow, its gentle sound when allowed to run free. We looked back at rivers, their meanders and passage around and over stone. To capture this within the confines of a bathroom environment presents numerous challenges. Not forgetting that the experience must also deliver excellent bathing functionality, in Beitou we created a form to celebrate water, placing water first,

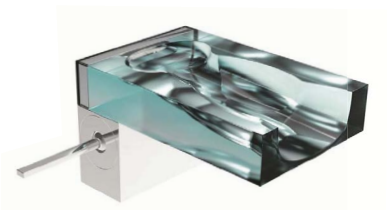
presented up on a stage for our indulgence and experience. Water rises spring-like and flows smooth and true in a channel seemingly worn by water, cascading gently into outstretched hands.

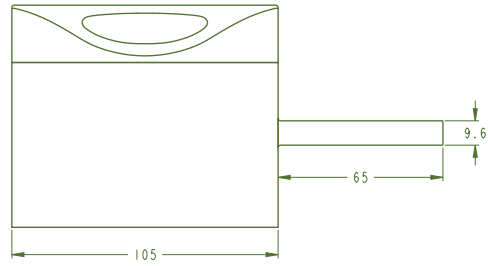
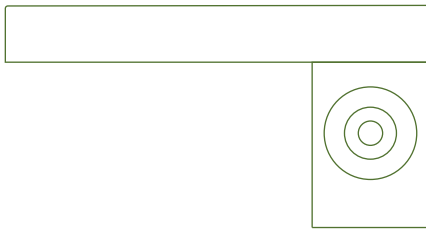
There is intentionally nothing more. It is bound by the most basic geometry. A cantilevered spout supported on a honed cubic pillar that is designed to recede, creates a simple contemporary form that readily complements many settings.



Though it seems simple, the spout's surface required extensive development to deliver uniform sight, sound and feel at all flow levels. The body details are engineered to diminish, to disappear to allow water to stand alone.

Well-being through water.
Celebrated. Presented.
By Beitou™.



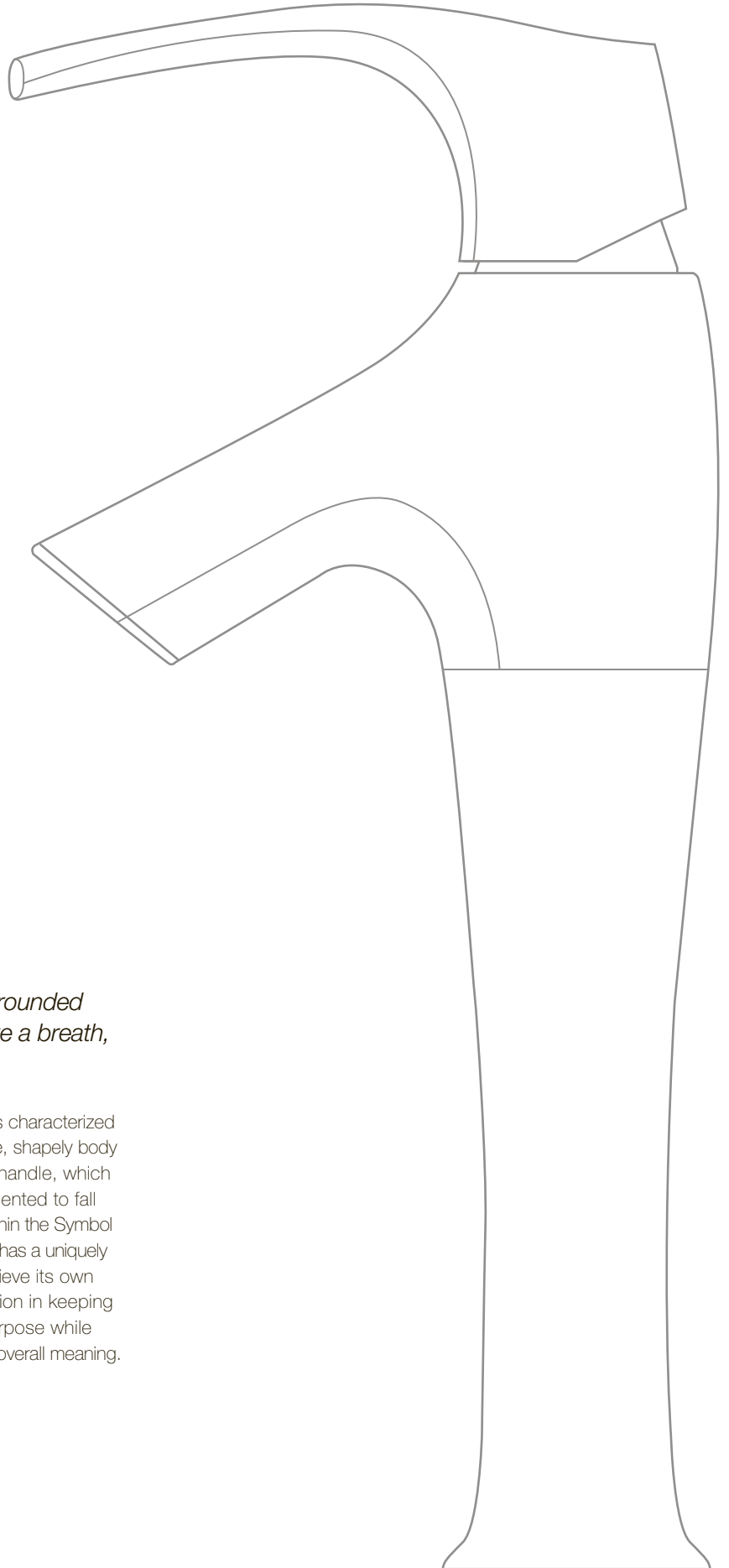


If there is magic
on this planet, it is
contained in water.

LOREN EISELEY





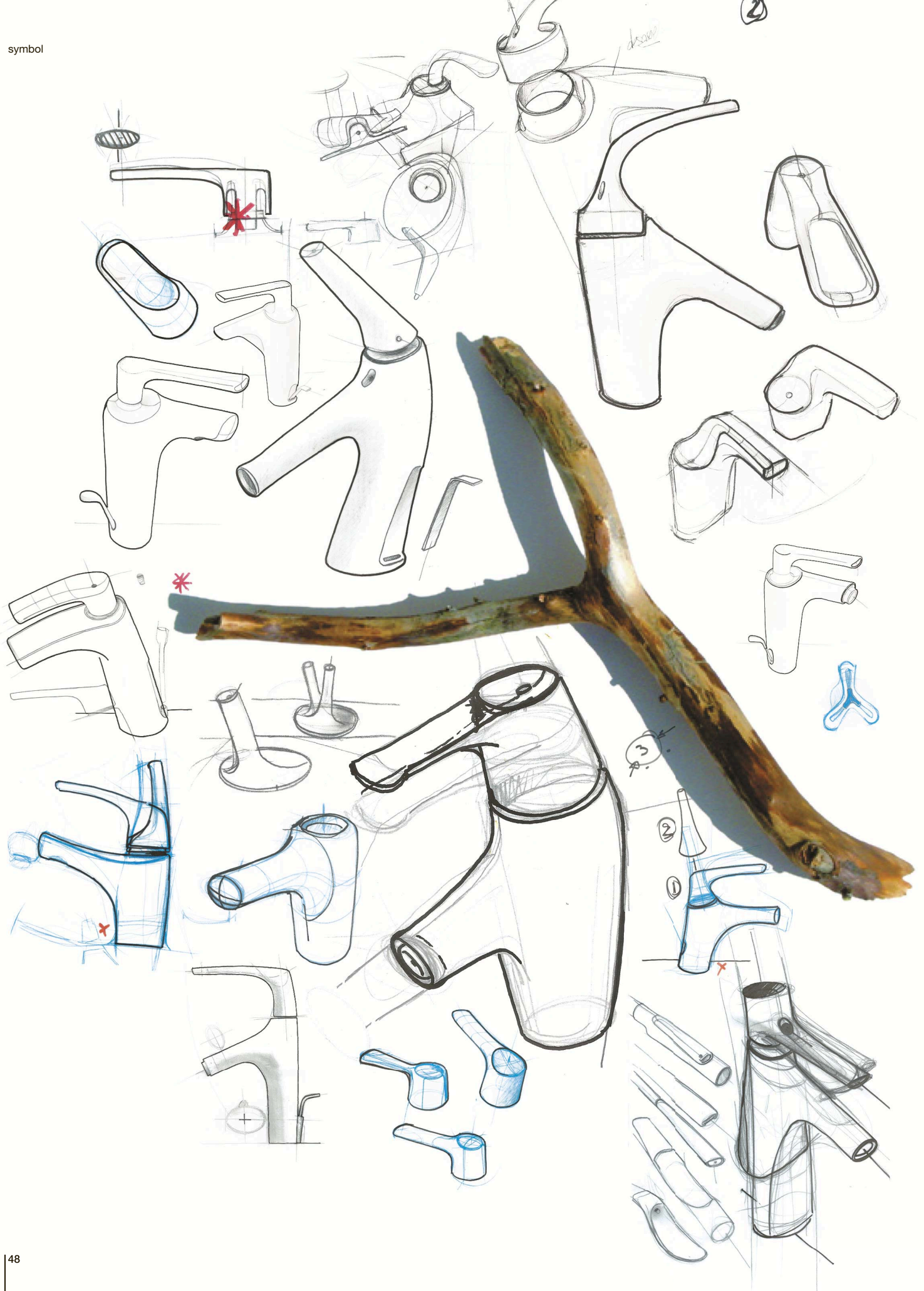


SYMBOL™

We sometimes need to simply walk, to be surrounded by nature and soak it in. To reset, reframe, take a breath, listen and just feel.

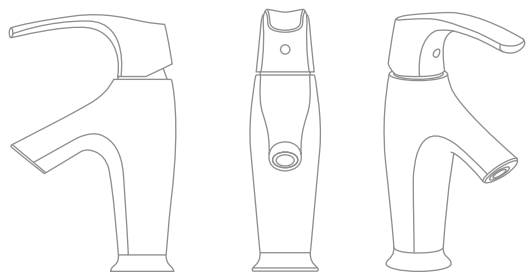
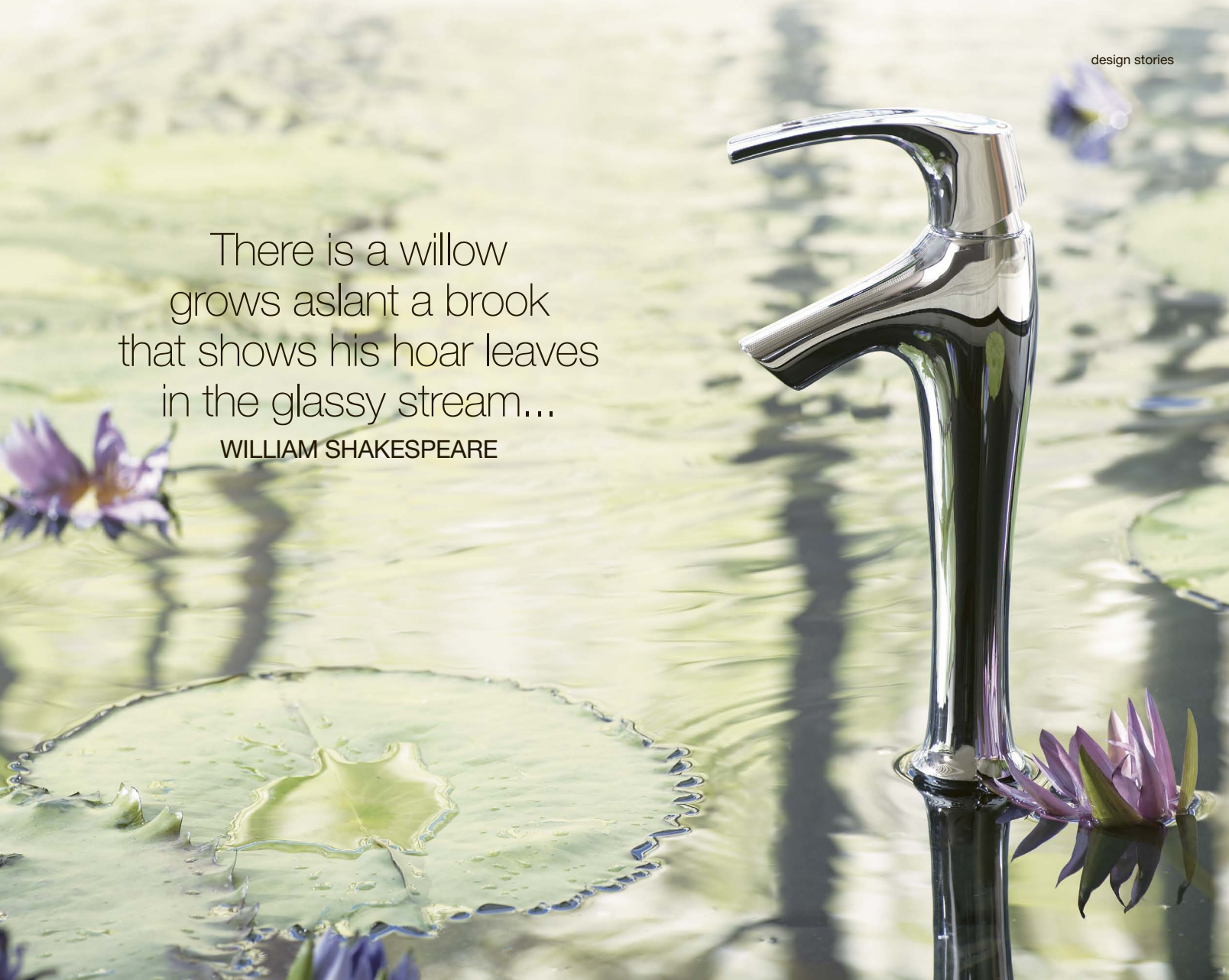
Symbol was designed to provide a distinct, naturally expressive choice using the symbolism of water, flow and organic design. Wanting the product to be affordable and demanding that functional fitness remain, we imposed constraints on installation, water valve selection and control, and water outlet position. The Kohler design team sculpted a form that not only feels intuitive as an enveloping path for water, but as the shape that affords and invites connection.

The finished design is characterized by its sinuous surface, shapely body and scalloped lever handle, which reflects a leaf curl oriented to fall perfectly to hand. Within the Symbol collection, each body has a uniquely crafted shape to achieve its own balance and proportion in keeping with its particular purpose while remaining true to the overall meaning.



There is a willow
grows aslant a brook
that shows his hoar leaves
in the glassy stream...

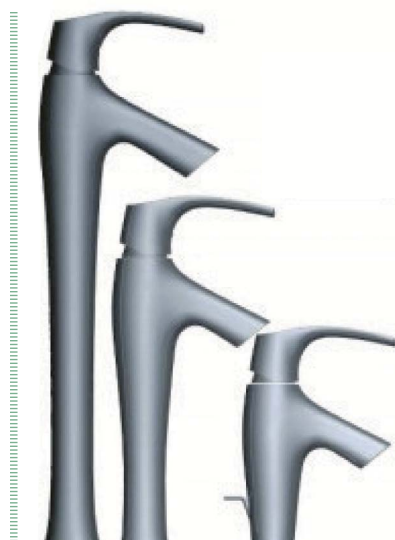
WILLIAM SHAKESPEARE



XXL 450mm

XL 300mm

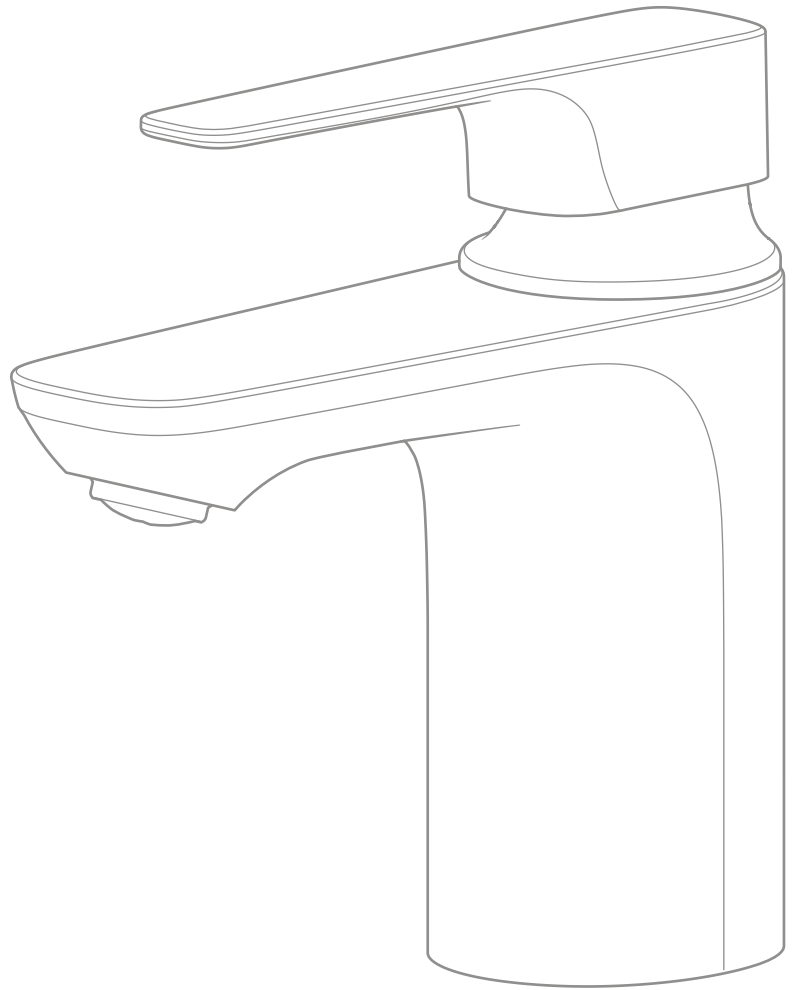
L 205mm







Walt Disney Concert Hall,
designed by Frank Gehry



ALEO™

The design of Aleo and Aleo+ resulted from our research into the evolving and complex nature of modern urban lifestyle. There is a conflict in priorities emerging between work and home and efforts to find a new balance. The role of the bathroom is evolving constantly as a result. No longer is it just a place to bathe, but an extension of living space, with multi-mode, multi-person needs demanding the highest standards of design, hygiene, performance and intuitive functionality.

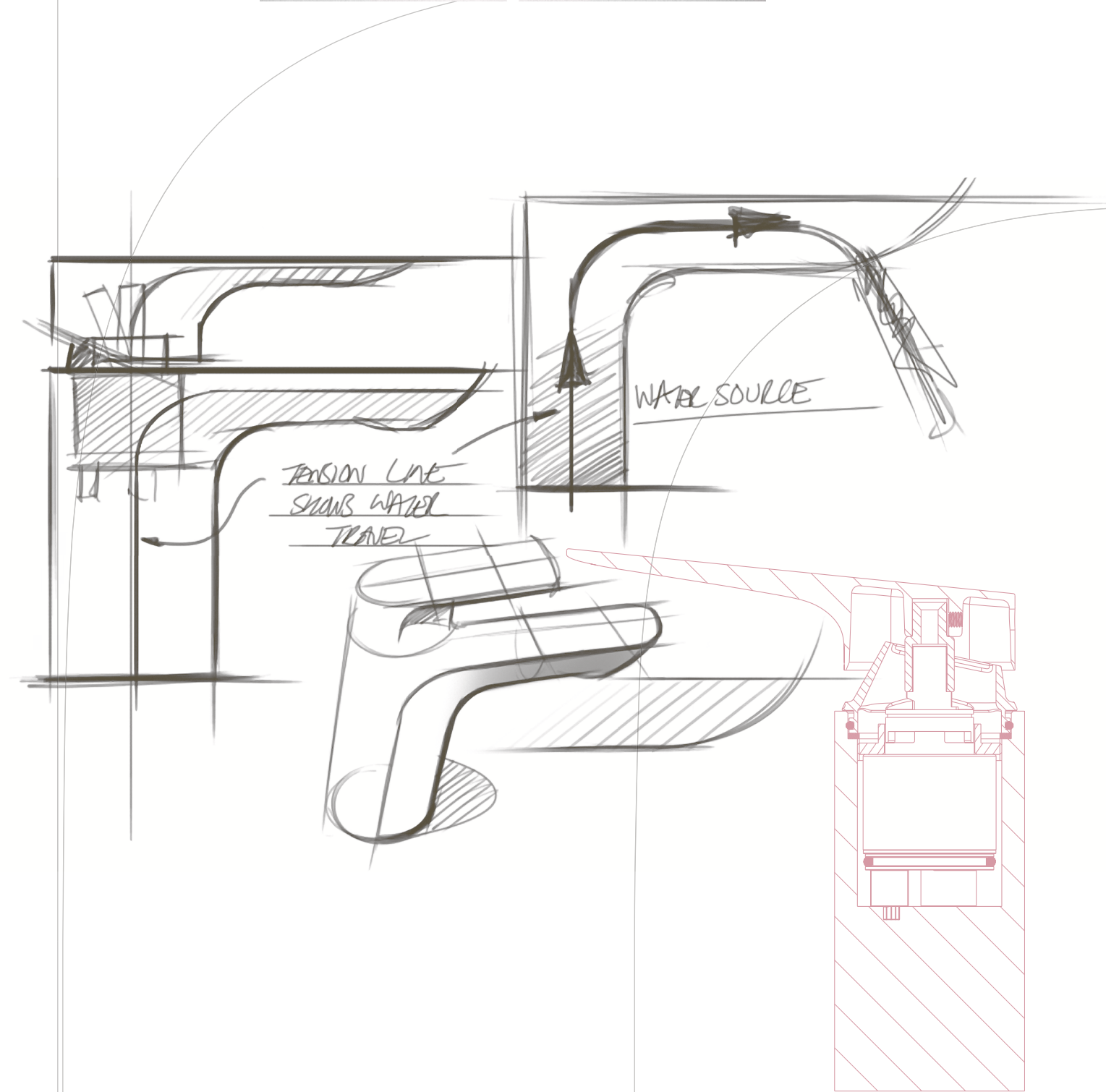
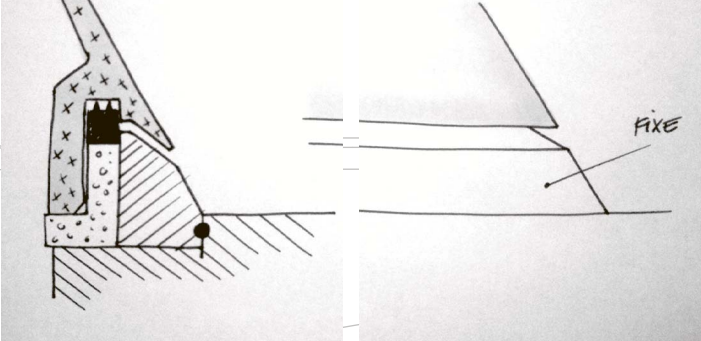
The Paris studio led the design and began by exploring compact, democratic forms that could simultaneously convey robust quality and precision within a friendly intuitive form. The concepts resulting were exacting compositions of masculine and feminine meanings seeking to create a relevant and original solution with a modesty and

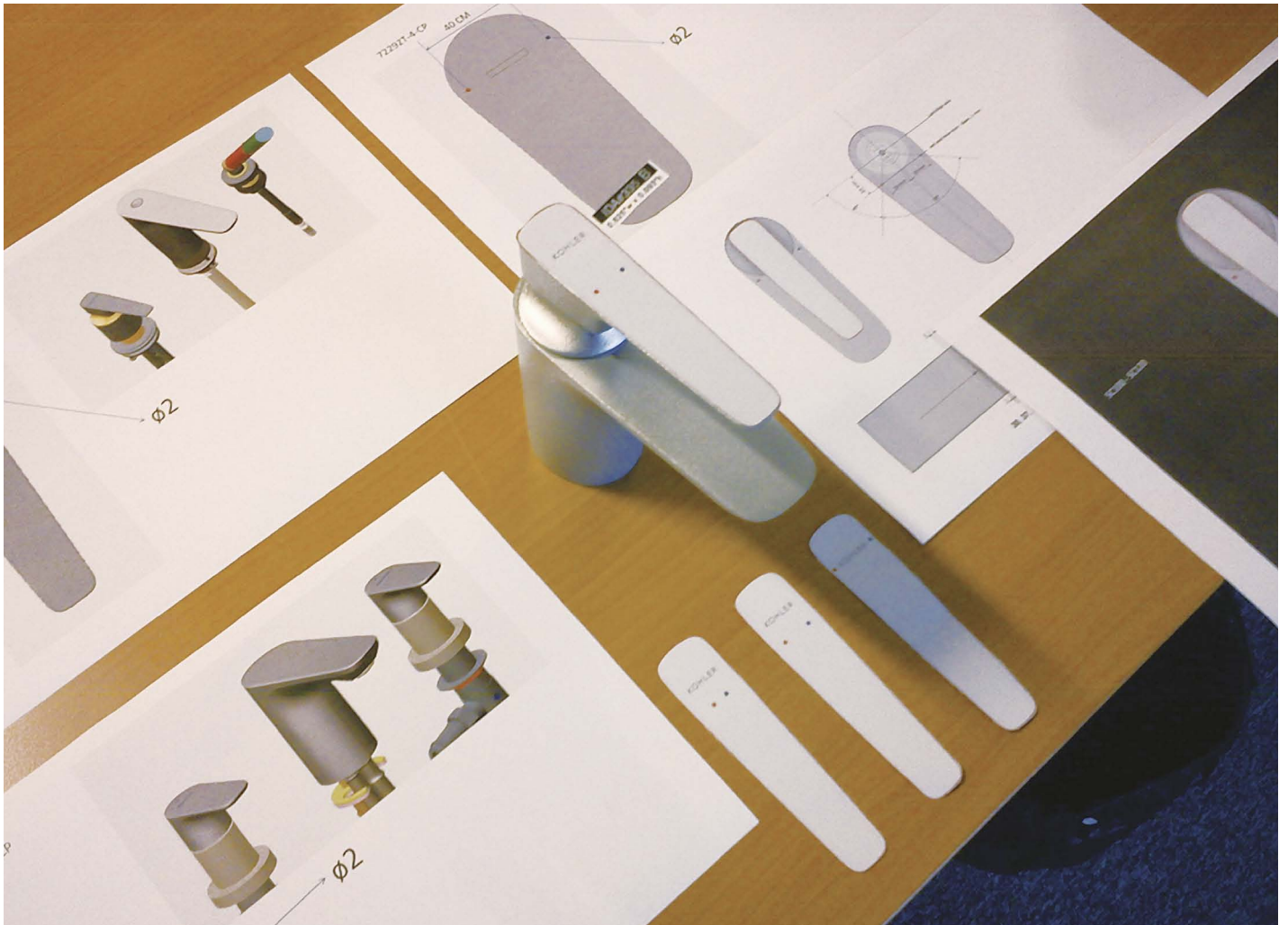
balance that solves and does not create problems.

Its flat-topped handle and spout with a clean, symmetrical edge announce precise construction. The sinuous underside of the spout and the blending of body to sink deck is softened and approachable. All are seamlessly integrated with

an engineered-polymer core that provides unparalleled hygiene and ease of maintenance.

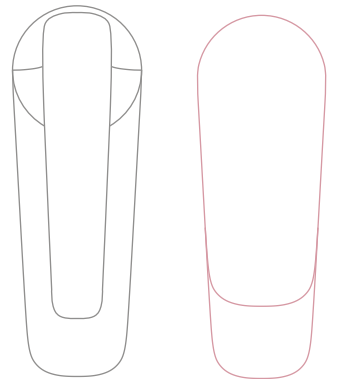
Aleo's design reflects modern efficiency, invigorated by very few gestures, while enhancing the ease with which users can handle and clean the faucet.





The chief function of the city
is to convert power into form,
energy into culture...

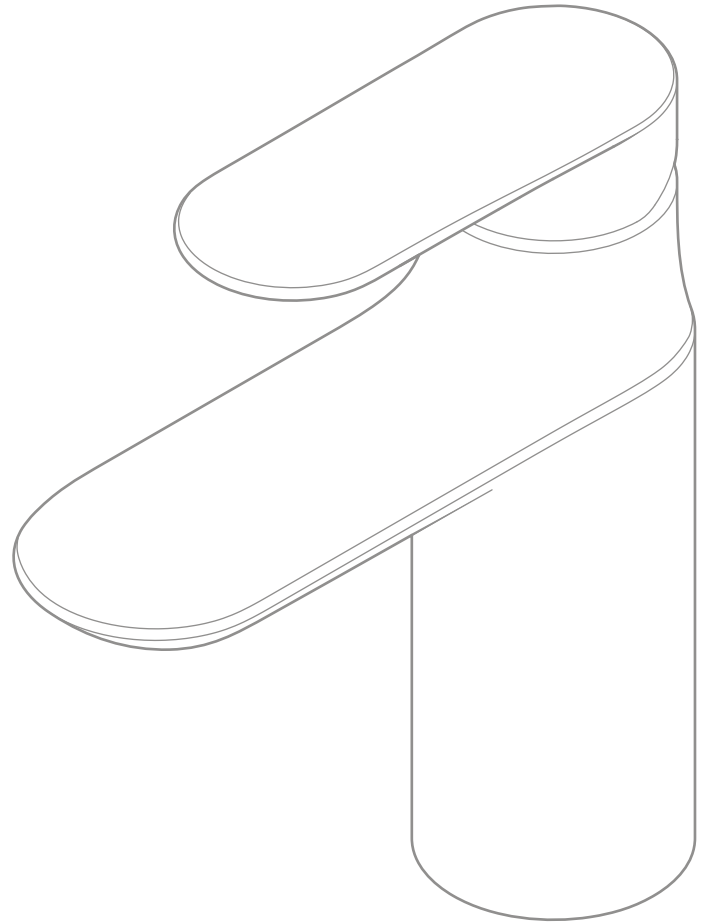
LEWIS MUMFORD







Detail of Sydney Opera House, designed by Jørn Utzon



KUMIN™

Kumin represents a company-wide belief that all people deserve great design and embodies modern design at an entry-level price in the KOHLER® family of faucets.

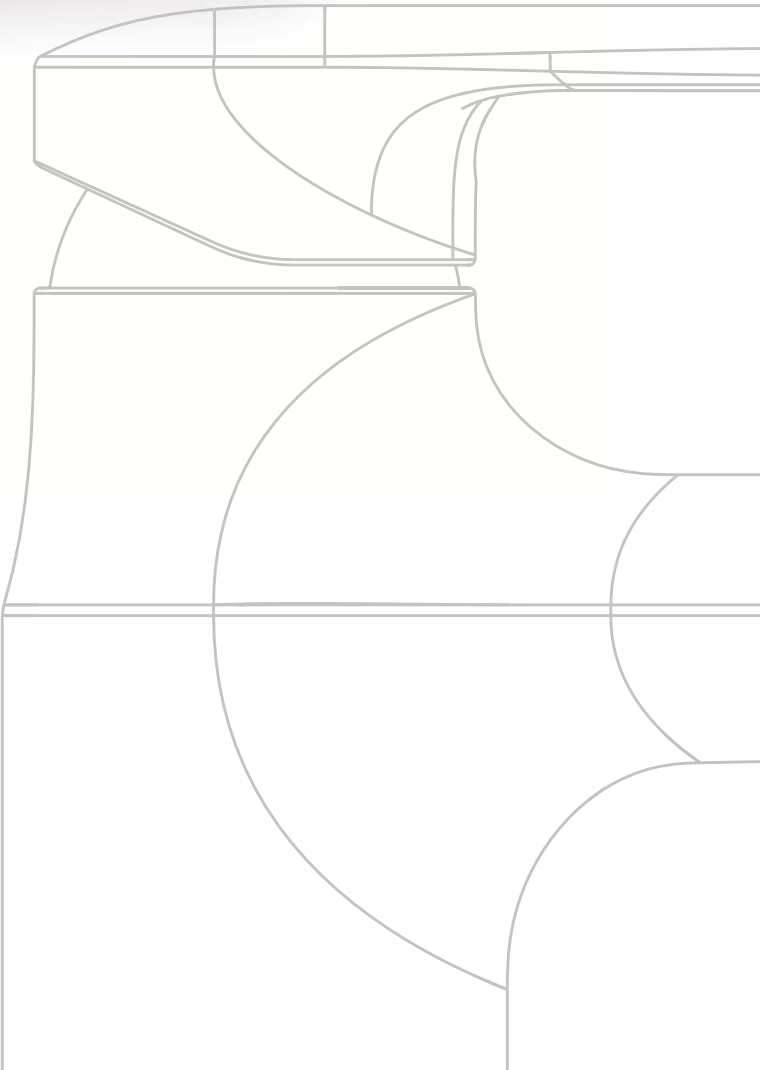
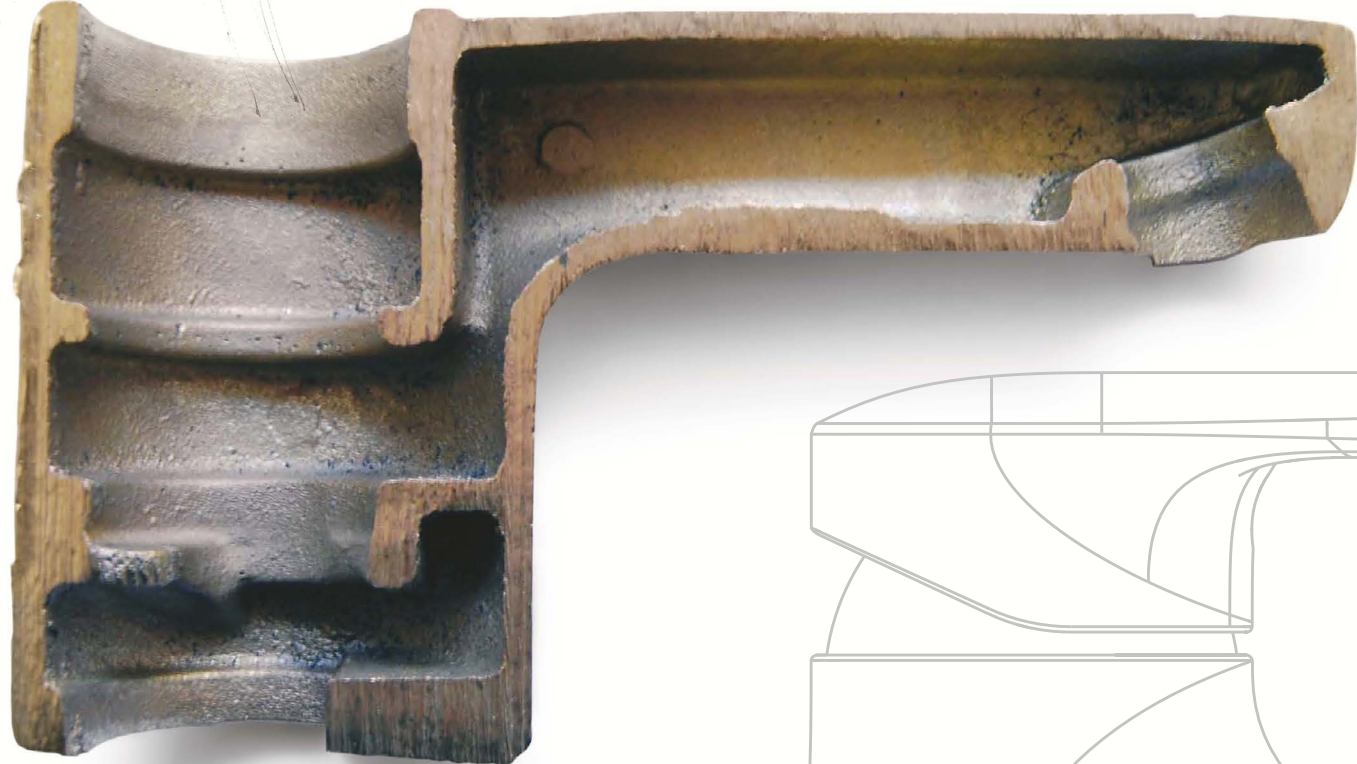
Created by Kohler's London studio, Kumin is based on conversations with consumers worldwide that identified potential for relevant originality in a relatable kind of minimalism. In response, Kumin's designer sought to find a balance between a tall, upright stance with a perpendicular spout (embodying functional needs) and a versatile form that is at once modern and warm. Once a conceptual design language had been established that could achieve this, every part of the process was considered in order to enable the creation of a

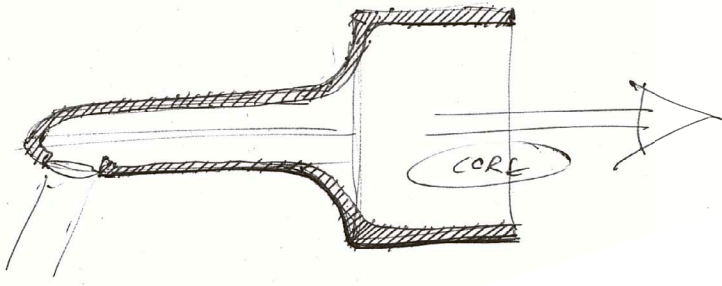
product with market-leading design and quality at the entry level. Innovation in process was identified that allowed seamless body and spout forms to be cast with great precision, giving the designers clarity and an opportunity to explore.

Thus, Kumin was able to be created with pure geometry – its lozenge-shaped perimeter precisely defining its waist. From this, the body, spout and handle are formed in a tense domed form that implies its purpose: to deliver pressurized water to hand. The intersection between handle

and body is elevated above spout level to integrate these usually disparate forms. An additional benefit to this is ease of cleaning at what is usually a difficult junction.

Simultaneously restrained and personable, Kumin is at once intuitive, memorable and versatile.

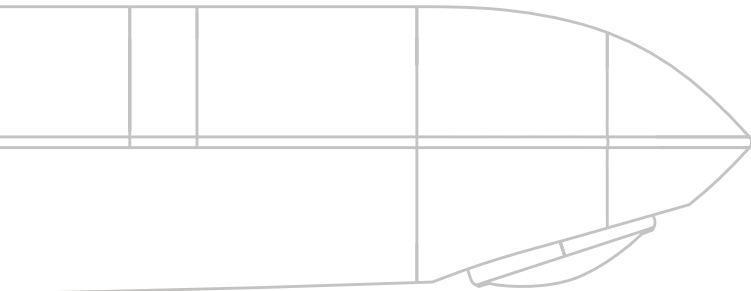




Eero Saarinen's Womb Chair

The only ideals allowed
are healthy ones—those
everyone may aspire to...

SUSAN SONTAG



Some of the greatest innovators in history are borrowers, applying existing technology to another market in an unexpected, groundbreaking way. After observing an assembly line at a meat-packing plant, Henry Ford imported the method to car manufacturing. Nature may also be a source of inspiration. Consider George de Mestral, who created Velcro by replicating the attachment formed by burrs hooking into his clothing.

Kumin came to life in a similar way. By casting the faucet's whole shape in one step, Kohler could unlock significant cost savings. Yet the design team also needed that process to yield a precise exterior and avoid costly machining of the surface. Study across industries turned up an intriguing opportunity proven in sports equipment and engine manufacture. Kumin utilizes a hybrid single-casting process, in which precise steel tools mold the exterior while lost cores shape the volume inside the faucet.

KOHLER DESIGN STUDIOS

KOHLER,
USA

LONDON,
ENGLAND

PARIS,
FRANCE



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