

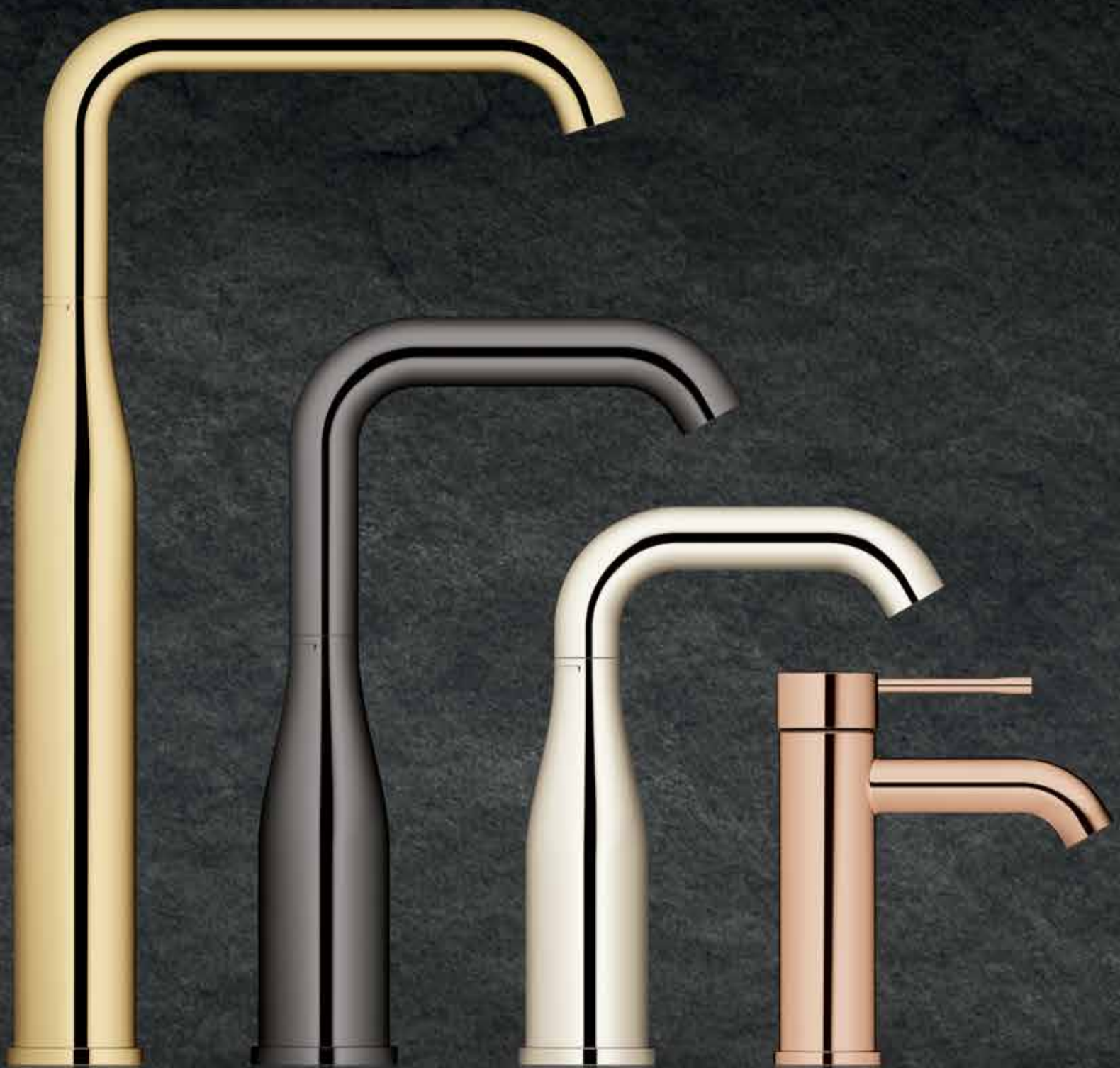
# Work

## ideas

THE LATEST  
IN BATHROOM  
INSPIRATION



Cover Feature:  
GROHE ESSENCE  
COLLECTION



SUMMER  
EDITION  
2017 / 2018

WISHING YOU  
HAPPY HOLIDAYS!



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BATHWARE  
— SINCE 1987 —

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HALF OF 2018



# MAKING PERFECT ESSENCE

GROHE's Michael Seum on Essence and its updated range of colours, that gives more creative freedom to designers and architects.

The Essence range of classically elegant faucets has always been a hallmark of pure and modern design. They were redesigned last year and have recently been upgraded with a wider choice of deluxe colours and state-of-the-art finishes.

The resulting line of faucets offers a whole new set of options for the design community, giving them the chance to create their own individual look and feel. We spoke to Michael Seum, Vice President of Design at GROHE, about renewing a classic.



**"These new options are an incredibly rich toolbox for the creative mind."**

GROHE  
What's the enduring appeal of Essence?

Michael Seum  
First let me make it clear that we have remained absolutely faithful to the original product philosophy of minimalist shape and purity of design. For many years, the Essence range has given architects and interior designers a classic design with simple and understated geometry. It is these cherished ideals that enables Essence to complement almost any bathroom style.

GROHE  
So what do Essence Colours bring that is new?

Michael Seum  
Our interactions with design thought leaders across the world showed us that there was a growing need for more individuality and personalisation in bathroom design.

That's why we have expanded our range to include eight new options. With these new options we have created an incredibly rich toolbox for the creative mind. This approach has had an immediate impact and has been extremely well received by the global design community. For example, our Hard Graphite in both polished and brushed finishes beautifully complements a huge range of interiors. With marble and pure white bathrooms, light wood tones and concrete and dark matte tiles, we find this finish is so versatile it will enable interior designers to create their dream bathroom whatever the style.

GROHE  
What about the design itself?

Michael Seum  
The new Essence design that we launched has the same traditional delicate transitions and understated geometry of the classic Essence range, but with a slightly softened and more humanised approach.

This becomes especially apparent in the faucet lever – we have included a very slight taper on the handle, which gives the user a sensual experience of precision control. So there is now more choice in the Essence range, but we made sure that we retained the same instantly recognisable iconic look and feel of classic simplicity. There is a strong undercurrent of consistency!

GROHE  
You mentioned the reaction of the design community. How has Essence been received?

Michael Seum  
In one word: EXCITEMENT. In the last few months I've been globetrotting with samples of Essence, and in all honesty I was very pleasantly surprised at the huge positivity and enthusiasm of designers across the world. In Europe for example, one interior design team immediately embraced the idea of working with our new colours and finishes, giving them much more freedom to coordinate them with their overall vision. A recent conversation in Tokyo with a prominent designer evoked a similar response. It's been exciting to see the overwhelming enthusiasm for Essence.

GROHE  
You say that Essence was prompted by changing needs in design. What are they?

Michael Seum  
Before starting any new design – and certainly before we put pen to paper in the studio – we look at what's going on around us. Not only in terms of trends, but also in the more fundamental, global changes that take place. We consult with leading analysts, social commentators and futurologists. And, obviously, we use my own experiences and observations. On this occasion everyone seemed to agree that for billions of people, the digital revolution has dramatically changed how they live their lives. Everything is going at hyperspeed. So sometimes people want a moment of escape. Especially in the bathroom, the traditional oasis of individual serenity and relaxation. They crave an environment that is a break from the predictable uniformity of the digital age.

GROHE  
How is the Essence a response to that?

Michael Seum  
For one, there are the slightly softened and humanised transitions and geometry of the Essence range.

Another is the extensive choice of colours and finishes. People want the familiarity of iconic classic design, but they also want to be pampered with an individualistic look and feel. This level of personalisation really elevates the Essence line to a bespoke experience. It also gives interior designers and consumers the opportunity to bring new and luxurious emotional connections to bathroom designs. I believe that this act of establishing connections is the true role of product designers like us. Ultimately, as designers, we must make an emotional difference to people's lives.

GROHE  
And what are the main benefits for architects and interior designers?

Michael Seum  
There are three main benefits. Firstly, Essence gives designers more options than ever to express their creativity – and from what I've already seen, the results are truly exciting. Secondly, this classic design will easily translate into almost any bathroom style – so architects and designers now have a short-cut to specification, whatever project they are working on. The third benefit is cost efficiency. The Essence series has always represented affordable classic design, and Essence can still be part of proposals that require an element of cost competitiveness.

GROHE  
Finally, what else have you planned for this versatile series?

Michael Seum  
Well, we are interacting with and listening to designers more and more, and they are flooding us with ideas on where we can take Essence. And we will, of course, take action on this creative thinking. But for now, we just want to open the floodgates of the options we have developed. I am genuinely excited to be part of what will be a true celebration of creativity in the next few years, and I would like to thank everyone in advance for their contribution.





## MEET THE FAMILY

The updated **Essence** line now comes in 10 colours, giving you more options than ever to express your creativity.

Contact us for availability.  
Special order only.



Hard Graphite



Warm Sunset



Nickel



Cool Sunrise



Brushed Hard Graphite



Brushed Warm Sunset



Brushed Nickel



Brushed Cool Sunrise



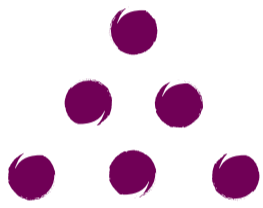
Supersteel



Chrome



## PROJECT FEATURE



SIX SENSES

FIJI

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SPACE STUDIO  
INSPIRED DESIGN DELIVERED



# AN IMMEDIATE SENSE OF ISLAND LIFE

In memory of every time you've murmured, "I wish I could live here," comes an inspired take on high-spec living.

Vunabaka is a residential and hotel development in a private tropical island paradise. This community encompasses 50 hectares of hill-top, marina, ocean, and beach front sites centered around Six Senses Fiji, a luxury boutique hotel.

## THE ARCHITECT

Richard Priest is a design-focused architect offering a product of the highest quality. His style of architecture leans towards the contemporary, but also allows the site and client brief to direct the development of any project.

Richard describes the site at Vunabaka as the best he's ever seen. It has every element you could ask for on a tropical island; a stunning sandy bay, welcoming marina, varied elevation, virgin rainforest, and a generous fresh water aquifer.

"What struck me about this particular project is that it offered much more than any other luxury tropical island development. For starters, the only way to get around is by boat so you get an immediate sense of island life, but more than that this, Vunabaka becomes a sanctuary."

The intent of the architecture is to emulate the Fijian vernacular in the design of both the villas and the settlement itself. Construction of simple pavilions connected by covered walkways gives emphasis to both the outdoor spaces and to the wider environs.

"It is important to design something that is appropriate for both the site and the environment and in this way the architecture at Vunabaka is a response to both. I wanted the development as a whole to appear as any village in Fiji would from the water. And as you get closer to the building and as you inhabit the pavilions, the aesthetic, while remaining honest, becomes more refined."

## THE DESIGNER

Space Studio is an interior design consultancy specialising in hotel and resort projects throughout New Zealand and the South Pacific. Space Studio was engaged to deliver the interior design and procurement of the Six Senses Resort and the individually owned villas at Vunabaka.

The interiors echo the refined Fijian style that Richard Priest has envisioned for the development as a whole. The design required the development of unique furniture and detailing that reflects the tradition of Fijian craft.

Says Vee Kessner, Director of Space Studio, "This is a signature project and one of the first for Six Senses in the South Pacific. As both the interior designer and the procurement agent for the project, it's especially important that we pay attention to every detail.

That means all the way through the design and procurement process to opening day. We do this by working closely together with the owners, the operators and the architect.

"Having completed a number of hotels and resorts in Fiji, we are aware of the demands and know what to expect. For a successful project like this one, we are involved early, from the initial design through to FFE & OSE budget and schedules, then tendering and coordinating the shipping for installation on site. We are excited to see this Six Senses island paradise open next year."



1  
AQUAECO  
**IX304 Slide Shower**  
BD-18043.SS

2  
AQUAECO  
**IX304 Shower Mixer**  
BD-18034.SS

The IX304 range of solid stainless steel tapware uses grade 304 stainless steel guaranteeing a superior long-lasting performance that is perfect for outdoor showering situations.

3  
BAGNODESIGN  
**M-Line Goose Neck Kitchen Mixer**  
BD-16001.CP

4  
ELEMENTI BY AQUABELLA  
**Splash Column Shower**  
40230.02

5  
ZUCCHETTI  
**Jingle Extended Height Basin Mixer**  
ZIN694

6  
BAGNODESIGN  
**Rangoon Porcelain Vessel Basin**  
BD-10069.GY

7  
AMERICAN STANDARD  
**Concept Bath Spout**  
74025.02

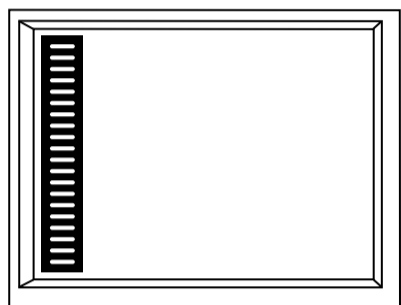
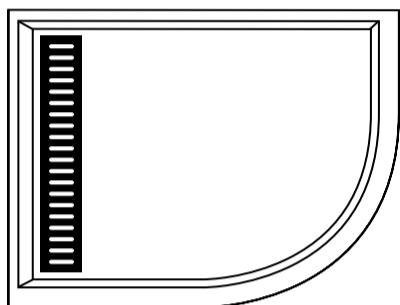
COMING SOON...

ELEMENTI

## VERONA SELECT

CREATE MORE SHOWERING SPACE WITH AN OFFSET SHOWER ENCLOSURE

**1200 X 900**  
**LEFT OR RIGHT CONFIGURATION**



### NOW FEATURING A POLISHED STEEL, BLACK OR WHITE SHOWER GRATE

*For a sleek contemporary finish, the new Verona Select shower tray features a rectangular grate with 3 finish options included for you to choose the finish that best suits your taste and your bathroom.*

*Verona Select shower enclosures also feature:*

- *Easy Clean Nano Protected Glass with a non-stick surface that repels water and is resistant to staining and discolouration.*
- *The patented Quick Fix installation system has smart-locking technology that also allows for easy adjustment if required.*
- *Extended height (1950mm) making the shower enclosure more user friendly for taller people as well as allowing for a higher shower position.*
- *Proven 'safety seal' shower tray design that features an extended rear upstand and front edge lip to prevent leakage and improve performance.*
- *A comprehensive 10 Year Warranty.*



## EcoMalta

### The latest innovative material for the bathroom

*Innovation is one of the main features of any cutting-edge manufacture. Continuously researching for new production technologies and new materials keeps ArtCeram away from the mainstream. They don't follow, but create new trends.*

*Concrete effects on surfaces is one of the most stylish architectural trends to use. In interior design this is used not only for floor and wall decoration but is becoming increasingly more popular for furniture and ceramic surfaces as well.*

*The new Ecomalta material brings many important benefits: it's durable, easy to clean, and water resistant.*

*With its cement-like surface, Ecomalta is a sophisticated solution that's available in a range of warm shades.*

*Ecomalta uses non-toxic water-based paints, it does not emit harmful gas and is free of hydraulic binders, cement, lime, chalk and epoxy resins. Plus it's entirely recyclable!*

## Scalino

### Washbasins

*The new Ecomalta surface is available for the geometric 'step thin rim' Scalino washbasins designed by Meneghello Paoletti Associati.*

*These washbasins are available in a square (38 x 38cm) or rectangular (38 x 55cm) profile and feature 4 Ecomalta Cementi finishes plus a white ceramic option.*



*ArtCeram is an ever-evolving trademark: original products, fresh and ambitious, united by the spirit of innovation and developed by young designers with that particular "the". Numerous products in their range have won design awards.*



WHITE



ARABICA



MATE



CREAM



COHIBA

COMING  
SOON...

## ADD THE FINISHING TOUCH WITH ELETECH ACCESSORIES

The Eletech collection of accessories will soon be available in Brushed Nickel and Black as well as Chrome, to add the finishing touch and complement your new bathroom design and finishes.



### ELEMENTI

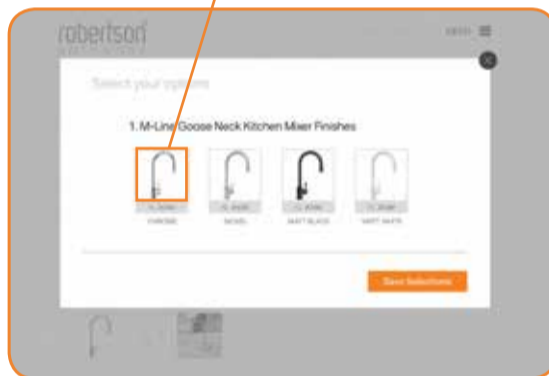
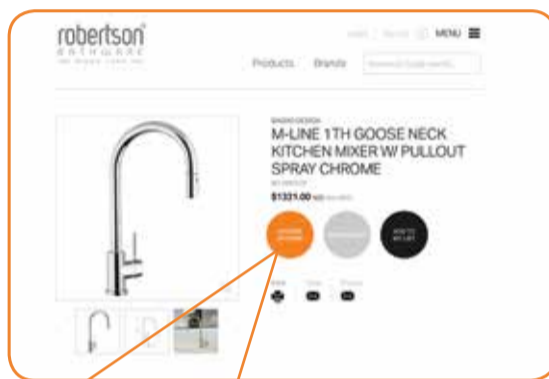
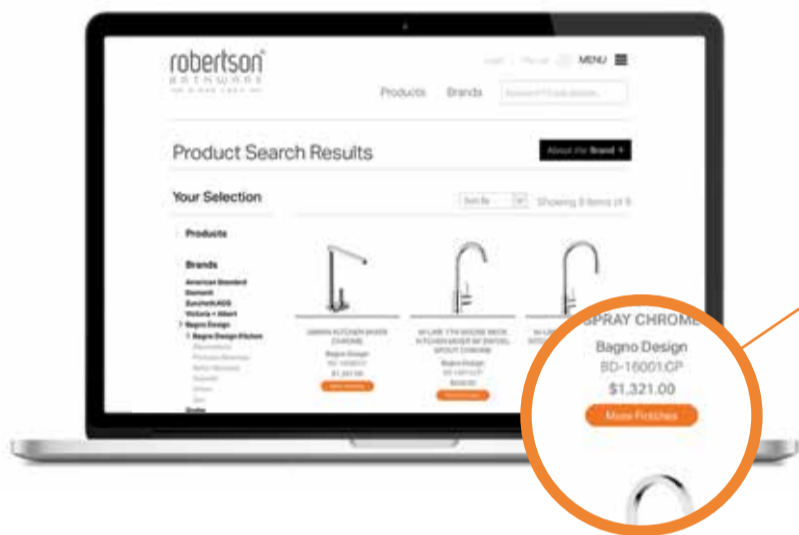
CHROME

BRUSHED NICKEL

BLACK

## Find Your Finish

Robertson Bathware has a wide selection of tapware available in a range of finishes, and it's easy to find online.



## PUZZLED?

Found the brand or collection you are looking for?

A G F U N O U G A U G I O G J A Z Z G  
 G E R G B G N J Z T J L I N E A R E Y  
 A S C E N T G F U G J I N G L E K L S  
 D R A Y T O N O L K S H A M A F D M H  
 L G N B E I K U E G F A R O M B O G A  
 O E O G R O H E Y O A C A C I A N H M  
 Z L T S R Y K Q G P K I S O H O B G A  
 V E I C O G A D T E O H I D R A S E F  
 A T O R S H L G E L E M E N T I I S J  
 D E N J O B L Y G C H E S H I R E S K  
 O C H W H O U W F T U I R E L G H E E  
 G H D G O G R E K Y N O T I O N Y N L  
 C L O S E R E B H K G N F P O G U C D  
 A R T C E R A M G D U O L O F T L E O  
 A M E R I C A N S T A N D A R D Z G N  
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 T H G K V I C T O R I A + A L B E R T  
 N O V A R A G D H L Q G A G O R A D F  
 W A J L G B D I A L J H U P G O P I L  
 A M A L F I R G D B G C O G N A C G I  
 Z U C C H E T T I L K B E L L A G I O

GROHE  
Allure  
Concetto  
Essence  
Lineare

AMERICAN  
STANDARD  
Acacia  
Concept  
Milano

ELEMENTI  
Ion  
Uno  
Novara  
Eletech

VADO  
Ascent  
Notion  
Soho  
Shama

ARTCERAM  
Azuley  
Jazz Romb  
o Cognac

ZUCCHETTI  
Agora  
Bellagio  
Closer  
Jingle

HIDRA  
Dial  
Gio  
Loft  
Wire

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+ ALBERT  
Amalfii  
Cheshire  
Drayton  
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SHOWROOMS

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Our latest IDEAS brochure is a treasure trove of innovative product and great design, while our GROHE brochure features the finest tapware from the masters of design and technology. Request your FREE copy now!

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