



International Bathroom Exhibition 2018 The new comfort zone is digital, responsible and sustainable

Space is completely sold out at the biennial international benchmark bathroom exhibition in Pavilions 22-24 at Fiera Milano, Rho, from 17th to 22nd April, featuring a huge range of new products combining ethics, technology and relaxation.

The **International Bathroom Exhibition** is an expanding and dynamic exhibition. The 7th edition will see **228 exhibitors** ranged over **20,600 square metres**. A larger-than-ever exhibition area will showcase the best of the international manufacturing, from **furniture and accessories to shower cubicles and saunas, sanitaryware and radiators, coverings, taps, bathtubs and hot tubs**.

The prestige of this biennial exhibition is attested to by the return of leading companies and the advent of new exhibitors and by the attention to quality of the displays, which capture the concepts, philosophy and history of their manufacturers, enhancing product experience.

The new products featured at the International Bathroom Exhibition reflect the ongoing evolution of this particular space. Bathrooms have gradually moved from being strictly utilitarian and functional places to areas geared to wellbeing and relaxation, and are now taking on new connotations, becoming digital and **green-oriented** while retaining their power to excite the emotions.

With today's firm standpoint on ecology, **the need to drive down environmental impact** is paramount. **Ethics and responsibility** have become the sector's new buzzwords. **Water saving, energy efficiency, use of recyclable materials and antibacterial finishes that cut down on the use of detergents** are now possible, because the requisite technology is already in place. Sectoral manufacturers are thus looking to a better future and investing in innovation.

This is confirmed by the increasingly **pervasive and invisible** use of technology as a valid means of improving the domestic experience. Not just smart showerheads and taps that help drive down water and energy consumption but also **domotics and digital devices for integrating and transforming** rooms as needed, adjusting bathroom temperature, music or coloured lights, for example, as well as the height of sanitaryware.

The latest bathrooms have lost none of their power to **excite the emotions**, they remain areas dedicated to self-care, to restoring the balance between body, mind and spirit. They represent an evolution of the spa concept, laying greater stress on the holistic and private dimension, with **designs, materials, colours and technology** all chosen to boost the feeling of relaxation.

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