

*American
Standard*

DXV

PART OF **LIXIL**

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FOR IMMEDIATE RELEASE

American Standard and DXV Showcase Chic, Innovative Design at Modernism Week 2017

PALM SPRINGS, CALIF., MODERNISM WEEK (February 16, 2017) — Leading kitchen and bath brands [American Standard](#) and [DXV](#) proudly highlight a stylish collection of home design innovations as a Grand Sponsor of Modernism Week 2017, being held in Palm Springs, Calif. through February 26, 2017.

With a goal of celebrating and fostering appreciation of midcentury architecture and design, Modernism Week is an annual celebration consisting of more than 250 events encouraging education, preservation, and sustainable modern living as represented in the Palm Springs area.



The urban-inspired DXV Modulus bathroom collection from this luxury brand is on display at 2017 Modernism Week in Palm Springs, Calif.

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“The classic lines and smart architectural inspiration of the modern design movement are important influences on many product offerings from American Standard and DXV,” said Maha El Kharbotly, chief marketing officer of LIXIL Americas, the division under which American Standard and DXV operate. “We are delighted to sponsor this event, and participate as an exhibitor to share our progressive technologies and avant-garde portfolio with the attending design professionals”.

Presenting at Modernism Week’s inaugural Learning Lab educational program will be Gray Uhl, brand education director at LIXIL Americas. Uhl will discuss the impact of plumbing on bathroom design, highlighting the different design eras, the influence of technology, the impact of ergonomics and performance, and offering insights into future safety, water efficiency and style needs for clients. This certified course for design professionals qualified for Continuing Education Units (CEUs).

American Standard and DXV are showcasing a stunning selection of contemporary kitchen and bath products at 2017 Modernism Week, as part of the Ferguson exhibit at CAMP, the Community And Meeting Place, which is an ideal location for beginning the week’s events:

- Distinguished by an urban point of view, the **DXV Modulus modern luxury suite** presents minimalistic, yet functional, design elements. High-style countertop lavatories are offered in a choice of sizes and configurations, in marble, concrete and solid surface materials. An artistically discreet vanity – available as either wall-hung or with contemporary metal legs – features a unique tray system for organizing and storage. Customizable faucet choices are a highlight of the collection, along with a striking, angular freestanding tub with tray that provides a focal point to the suite. Both wall-hung and floor-mounted toilet models are available, along with a backlit mirror and accent lighting to complete this luxury bathroom collection.



- DXV will exhibit its revolutionary and award-winning collection of **3D printed metal bathroom sink faucets**. While this manufacturing technique has been used to create plastic faucet models and concepts for years, the [Vibrato, Trope, and Shadowbrook 3D faucets](#) are the first ready-for-market working residential faucets to be printed in metal. These three initial designs celebrate the thrilling new possibilities that 3D printing opens up for the design and function of faucets, in particular the avant-garde ways to present water and redefine the user experience.



- Showcasing striking, contemporary design and superb performance, the **Beale pull-down kitchen faucet collection** from American Standard features a [Selectronic touchless model](#) that provides the unique option of switching to manual operation by simply sliding a movable door to cover the sensor. Delivering effortless wave-on/wave-off functionality, this Beale touchless faucet helps reduce the risk of cross-contamination in food preparation. In addition to this hands-free model, the Beale collection also includes a [hand-operated pull-down kitchen faucet](#) and a design-matched [manual bar faucet](#).



- An intriguing blend of sleek, geometric styling and impressive functionality, the **Edgewater collection of pull-down kitchen and bar faucets** from American Standard accomplishes kitchen tasks with ease. Beneath sleek curves and strong design lines, [these striking kitchen sink faucets](#) offer an intuitive 4-function sprayer, plus a useful pause feature, that put even the most demanding home chefs in full control. Users can efficiently manage any kitchen sink task by simply toggling down into spray mode and rotating the dial to select the desired spray pattern.



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For additional information about American Standard products, visit www.americanstandard.com or call (800) 442-1902. To learn more about the DXV luxury portfolio, visit www.d xv.com or call (800) 227-2734.

ABOUT AMERICAN STANDARD BRANDS

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ABOUT DXV

DXV is a portfolio of luxury bath and kitchen products that celebrates the distinguished 140-plus-year heritage of American Standard. DXV [reimagines the most influential design movements](#) during that time: Classic (1890-1920), Golden Era (1920-1950), Modern (1950-1990), and Contemporary (1990-Present). DXV is part of [LIXIL](http://www.lixil.com), a global leader in housing and building materials products and services. The [DXV Showroom at Flatiron](#) is open to explore our luxury products and collections. Learn more at www.d xv.com, or follow us at facebook.com/d xv, twitter.com/DXV, youtube.com/DXVLuxury, Pinterest.com/d xv, instagram.com/d xvluxury.

ABOUT LIXIL

LIXIL is the most comprehensive and connected global company in the housing and building industry, delivering human-centric innovation that enhances people's living spaces – we call this Living Technology. Delivering core strengths in water, housing, building and kitchen technologies, our brand portfolio including LIXIL[®], GROHE[®], American Standard Brands, DXV[®], INAX[®] and Permasteelisa[®] are leaders in the industries and regions. Operating in more than 150 countries and employing more than 80,000 people, we bring together function, quality and design to provide better living solutions to the world today and for future generations. Learn more at www.lixil.com and follow us at facebook.com/lixilgroup.

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