



For more information:
Nora DePalma, O'Reilly DePalma
American Standard, DXV, GROHE
(770) 772-4726
nora.depalma@oreilly-depalma.com

FOR IMMEDIATE RELEASE

DXV 2017 Design Panel Reveal: A Stylish Reinterpretation of Diverse Global Cities

*Inspirational Bathroom Vignettes Evoke Distinct Eras, Celebrating Unique Design
and Architectural Styles of Four International Cities*

PISCATAWAY, N.J. (June 21, 2017) — Cosmopolitan cities around the world each celebrate a distinctive style of architecture and design that tells a powerful story about the past, present and future. Luxury brand [DXV](#), part of the global LIXIL Corporation, explores the world of architecture and design throughout the ages by unveiling “Journey The World. Arrive Transformed.,” created by the DXV 2017 Design Panel.

“Journey the World” takes inspiration from four cities with uniquely distinguishing building characteristics and design styles — Florence, Casablanca, Copenhagen and Toronto — and interprets them through exquisite bathroom settings that highlight timeless DXV fixtures and faucets.

In 2014, the DXV flagship portfolio of luxury bath and kitchen products launched to celebrate the distinguished 140-plus-year heritage of American Standard by [reimagining the most influential design movements](#) during that time: Classic (1890-1920), Golden Era (1920-1950), Modern (1950-1990), and Contemporary (1990-Today).

- more -

DXV selected this year's Design Panel members — Michele Alfano, Kati Curtis, Alison Habermehl and Corey Damen Jenkins — from an impressive field of gifted and experienced designers. The panelists have each distinguished themselves by earning recognition from influential design award programs, sharing their expertise in high-profile publications and directing successful design businesses.

The DXV 2017 Design Panel created the following bath vignettes:

Corey Damen Jenkins – “Classic Renaissance,” Florence (1890-1920)

Corey Damen Jenkins is the principal of the eponymous, award-winning Detroit-based design firm, Corey Damen Jenkins & Associates, with a focus on vibrant colors, layered patterns and strong architectural elements. “Clients have different tastes, different aesthetics,” Jenkins stated, explaining his appreciation for the DXV brand. “You need to have a go-to product line that can meet your customers’ many needs. DXV offers that versatility.”

Jenkins looked to Florentine architecture for inspiration for this DXV bathroom space, incorporating classic Corinthian columns, a dome ceiling and an intricate church window. Taking its cues from the curvaceous lines of the St. George freestanding soaking tub, this oval-shaped library offers a uniquely relaxing respite, placing both books and bathing accessories within easy reach. Echoing the stately shape of the freestanding tub are additional pieces from [DXV's St. George collection](#), including a sculptural one-piece elongated toilet and console sink.



Corey Damen Jenkins reimagined the “Classic Renaissance” city of Florence, choosing traditional Italian architectural elements including Corinthian columns, a dome ceiling, and intricate church window, and marrying them with the timeless design of the DXV St. George freestanding soaking tub, console sinks and one-piece elongated toilet. An oval-shaped library takes its cues from the curvaceous lines of the soaking tub to offer a uniquely relaxing bathing environment.

Vibrant lacquered paint, bright and abstract artwork, and toile wallpaper replete with unexpected whimsy complete this glamorous room. The result is a classic, yet fashion forward, celebration of the past with a vivid nod to the now.

For more on Jenkins and his designs, visit www.coreydamenjenkins.com.

Kati Curtis – “Golden Era Getaway.” Casablanca (1920-1950)

Based in Manhattan and Los Angeles, Kati Curtis, CID, founded Kati Curtis Design (KCD) in 2005 after 12 years of working with international architecture and engineering firms. With a style that’s unrestrained yet very refined, her work highlights the sophistication of New York with a twist of California.



Kati Curtis, CID, blended traditional Moroccan tile and artwork with clean, contemporary fixtures and fittings to represent a “Golden Era Getaway” in Casablanca. Curtis selected the DXV Fitzgerald freestanding soaking tub and Keefe widespread bathroom faucets, both of which feature modern design lines that pop brilliantly against the handcrafted elements of the room.

Curtis created a serene Casablanca bathroom appropriately based upon a Hamman, a steam bath similar to a Turkish bath. The Fitzgerald freestanding soaking tub is a fixture from the [DXV Golden Era movement](#), inspired by a time when the handcrafted blended with the modern. “Moroccan culture is also focused on craft and doing things in a time-honored

way,” explained Curtis, “but at the same time adapting that into modern life.”

Highlighting chic lines and angular forms, faucets from the [DXV Keefe collection](#), in a special order matte black finish, pop against a background of Moroccan tile, contrasting a traditional art with contemporary design. “What translates so well with DXV is that you can create a historical space with a lot of ancient influences, but use very modern pieces in a way that works beautifully.”

For more on Curtis and her designs, visit www.katicurtisdesign.com.

Michele Alfano – “Mid-Century Hygge,” Copenhagen (1950-1990)

Michele Alfano is the founder and creative director of Michele Alfano Design, a collaborative studio focused on the nexus of interior design and technology. Suggesting life on a houseboat, Alfano’s DXV bathroom brings the city of Copenhagen indoors with the use of natural materials, like hewn beams, water-inspired colors, and a living moss wall.



To achieve a sense of Nordic coziness, Alfano balanced light-colored materials with the occasional geometric pattern and pop of color.

The DXV bathroom designed by Michele Alfano suggests life on a houseboat in the chic city of Copenhagen. The design flexibility and sleek curves of the DXV Modulus collection, scheduled to launch this November, emphasize thoughtful design and lend an air of Nordic coziness to the space.

The design flexibility and cool curves of the complete DXV Modulus collection, scheduled to launch this November, were a natural fit for this aesthetic, from the striking soaking tub to the unique, wall-mounted drawer unit, countertop slab and vanity tray. “The DXV Modulus collection’s user experience is impressive,” Alfano noted. “The vanity tray fits perfectly on top of the lavatory, on top of the floating drawer, or even inside it. There’s thoughtfulness to the design.”

For more on Alfano and her designs, visit www.michelealfanodesign.com.

Alison Habermehl – “Contemporary Penthouse,” Toronto (1990-Today)

Alison is the principal at Habermehl Design Group in Waterloo, Ontario; Canada, and editor of the blog [HD Stylestudio](http://HDStylestudio). Over the past two decades, Alison’s portfolio has evolved into an impressive collection of stunning, high-end, carefully articulated and customized projects.

In her sleek Toronto bathroom, Habermehl selected a rounded shower and dark tiles to create a gracious and soothing atmosphere. Strategic lighting and soft colors add warmth and quiet drama to the room’s clean lines.

“In the future, I think we’re going to see a softer, more feminine style—curvaceous design, no sharp corners, everything is very sensuous,” Habermehl predicts. A perfect expression of this approach to design: the cool, sloping shape of the [Lyndon freestanding tub](#) is set before an oversized mirror, providing a focal point for the room.



[Percy widespread cross handle faucets](#) perch above two different sizes of undercounter lavatories from the [Pop collection](#), increasing usability without threatening the room’s minimalistic origins. “The Percy

Inspired by the striking contemporary architecture in Toronto, Alison Habermehl created this DXV “Contemporary Penthouse” bathroom that highlights pure form and precision in a gracious and soothing space. The room’s elements celebrate clean but curvaceous design lines, typified by the exquisite Lyndon freestanding soaking tub.

faucet has a wonderful tactile nature,” said Habermehl. “I think this encourages you to think a little more about both the faucet and the water you’re using, and appreciate it more, because you use it so often.”

For more on Habermehl and her designs, visit www.habermehldesigngroup.com.

DXV luxury kitchen and bath products are available through an [exclusive network of showrooms and dealers](#) across North America. For more information, please visit www.d xv.com or call (800) 227-2734.

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](#), 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/dxv, twitter.com/DXV, youtube.com/DXVLuxury, pinterest.com/dxv, instagram.com/dxvluxury.

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 brands including LIXIL®, GROHE®, American Standard Brands, DXV®, INAX® and Permasteelisa® are leaders in their 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.

Fitzgerald®, Lyndon®, Keefe®, Percy®, Pop®, and St. George® are registered trademarks of American Standard Brands.

DXV Modulus™ is a trademark of American Standard Brands.

###