


WHITE WILLE
EXCELLENCE IN SANITARY WARE

IN COLLABORATION WITH



JONATHAN GUNNELL



SAM WESTBURY



KYLE HOPE

ETHOS

Bold dynamic designs crafted
without compromising on quality

Leading names in design to create
interesting products inspired by
the modern world

At the forefront of each design is
functionality and technology

Carefully consider out product
development and integrate
sustainable technologies where
possible

BRIEF

We would like each group
to create a minimum of two
pieces of sanitary ware with
accompanying furniture
and stylised accessories if
desired. This can be a range
of basins, a collection of
WC's or a bathroom suite,
we are open to all creative
ideas.

WHITEVILLE PRODUCTS



WING

The Wing collection combines edginess, smoothness, and roundness into one product. We appreciate the innovation and visual interest created by this product.



CONTINENTAL

The Continental is seemingly a design which originates from exotic roots. We particularly like this design as it appears to connect modern and vintage ideas.



F&A

The furniture and accessories available from WhiteVille are very interesting and a strong stylistic choice. We would use their furniture for referencing their own style and in turn would allow us to design something that could compliment their work.

CURRENT STYLES & TRENDS

Product Design Trends 2021

In 2021, consumers are embracing nostalgic designs for comfort. Alongside this, sustainability and eco-friendly products are more popular, and demanded, than ever.

REDUCE, REUSE, RECYCLE

Due to many resources and components becoming scarce, reducing, reusing and recycling have been very important.

MINIMALISM AND SIMPLICITY

Some of the more radical styles for this era are potentially very overwhelming, like Traditional Victorian. Simpler designs and minimalism are very popular, even beyond the world of product design.

OLD AND NEW SCHOOL COLLIDE

This combination, called "newstalgic", helps evoke positive emotions in consumers. Even though it may boost attraction to older consumers, the 'new' in 'newstalgic' offers a side which can be attractive to younger consumers.



MASSIMO IOSA GHINI

- Massimo Iosa Ghini is an Italian architect and designer.
- During his brilliant career, Massimo has developed his own specific and highly recognizable style.
- The characteristic curve and clearly modern tastes are found throughout his entire output.

FATHER OF BOLDISM

"A way of narrating the transition from materiality to drawing things in which the visual and media aspect prevails with respect to the objects functional purpose".

IMPACT IN BATHROOM DESIGN

The washbasin designed by Massimo, being the result of Devyn&Devyn's collaboration with this prominent figure in contemporary architecture, reinterprets sophisticated retro inspirations in a contemporary twist. The design, with its soft and sinuous lines, refers to the organic shapes of a flower corolla. A large circular mirror hangs naturally over the basin.

**CURRENT STYLES & TRENDS****FLUTED DESIGNS**

A big trend carrying forward into 2021 across tiles, wall panelling and cabinet details, is a fluted design or ribbed pattern. The look can be created using ribbed tiles or if you are looking to inject natural texture, wood panelling offers a great alternative.

**TERRIFIC TERRAZZO**

The nougat like pattern allows bathroom design to be playful, yet elegant. Terrazzo is a composite material, poured in place or precast, which is used for floor and wall treatments. It consists of chips of marble, quartz, granite, glass, or other suitable material.

**NEW NEUTRALS**

The neutral tones in 2020, are expanding into 2021. With many people looking for a neutral colour palette to carry throughout their entire home. The key to the overall look is combining colours that compliment each other.



SHINE ASSISTANT

Produces electrolyzed water. It takes tap water, adds a salt pod to it, and then zaps the water with an electrical current. Chemical-free cleaner. Detects whether you've got a leak in your bathroom pipes and sends an alert.



Numi 2.0 (KOHLER)

Toilet that has a heated seat, a bidet to clean your bottom, and built-in Bluetooth speakers. It also has ambient colour lights and an Amazon Alexa integration, so you can talk with your toilet.



TOUCHLESS (KOHLER)

Touchless Toilet from Kohler offers touchless flushing through a sensor in the flush lever of the toilet. The flush lever also features a nightlight, which you can adjust through the Kohler app.



OPTIMAL SEATING POSITION

SIT OR SQUAT?

First, the rectum contracts as it fills up with stools. This causes the smooth muscle of the anal canal to relax. The puborectalis muscle, which loops around the rectum like a sling, normally pulls the rectum forward to create a tight angle - known as the anorectal angle. During defecation, the puborectalis muscle will relax and the anorectal angle will widen.

"Soaring numbers of people claim using a footstool has changed the way they use the loo".

Squatting widens the anorectal angle even more to allow a clearer and straighter passage for stools to pass through the anal canal.

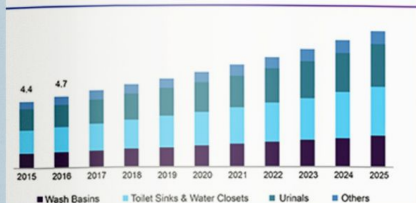


M A R K E T

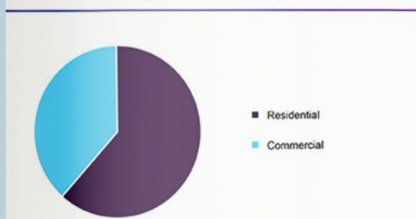


- Ages 30+
- Homeowners
- Appreciates high quality designer items
- Doesn't like to spend a fortune on them
- Modest Expenditure

U.S. ceramic sanitary ware market size, by product, 2015 - 2025 (USD Billion)



Global ceramic sanitary ware market share, by application, 2018 (%)



Market trends show that toilets and urinals are the two biggest areas in sanitary ware. However, with residential being the biggest sanitary ware application, we can ignore the urinal section. Therefore, our focus should be on wash basins and toilets, both of which Whiteville design and manufacture. Both areas also are expanding year by year in market size, which gives us reason to pursue both options.

CP Hart



Although a distributor, they provide similar works to Whiteville. They have got similarities, but they offer unique selling points, like space saving and current Japanese styles
£100-£4000+



Award winning luxury bathroom brand
Their work isn't very similar to Whiteville with exceptions; however, their work has a very wide range of styles, creating unique designs. This could push us into creating something interesting for Whiteville
Prices unknown, but very expensive from the accessory cost

Ripples

Keswick

Although their style isn't very similar to that of Whiteville, researching them is wise to get insight into their success
£90-£900+



Another distributor but offer a very wide range sanitary ware and furniture pieces, many comparable to Whiteville in design and price
£40 - £1200+



Victoria Plumb

Primary:

- Overflow to UK regulation (no less than 19mm internal diameter) [sink]
- Must be manufacturable to Whiteville's current techniques (High pressure casting for example) [all]
- Must functionally and aesthetically align with Whiteville's current brand identity [all]
- Must be primarily constructed from MDF [furniture]
- Must suitably fit into a modest home's bathroom [all]
- Must have adequate storage space for a range of bathroom items [furniture]
- All products in the collection must share an aesthetic
- Must have easy maintenance access [all]
- Must fit within Whiteville's current price range [all]
- Spare parts must be available for at least five years after the product line is discontinued [all]
- Product life span must be 5-10 years [all]
- Must be easy to clean and put emphasis on hygiene [all]
- Must include current Whiteville technology (e.g., water saving, vortex and rimless) [sink & toilet]
- New USP technology

SECONDARY

- Should use standard parts (within reason) [all]
- Dimensions should be around the average for those specific products [sink & toilet]
- Little no maintenance within its life span [all]
- Should be manufacturable using standard material stock [Furniture]
- Standard joints and fixtures should be used [Furniture]

OPTIONAL

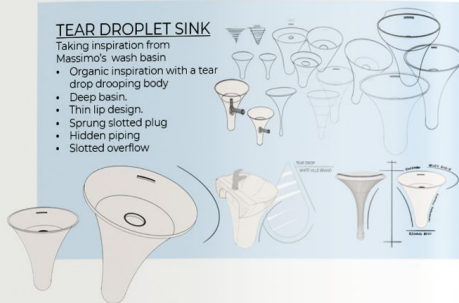
- Customization
- His & hers
- Functional options e.g., hanging or standing
- New USP technology
- Toilet stool

CONCEPT 1

TEAR DROPLET SINK

Taking inspiration from Massimo's wash basin

- Organic inspiration with a tear drop drooping body
- Deep basin
- Thin lip design
- Sprung slotted plug
- Hidden piping
- Slotted overflow



- Overhang tear drop design
- Massimo teardrop inspiration
- Ceramic sink countertop
- Deep basin
- Circular overflow
- Sculptural Design
- Dark wood accompanying furniture
- Options for storage compartments



CONCEPT 2

CONCEPT 3

SPHERE SINK

- Organic Design
- Angled inner body
- Slotted overflow
- Drainage inner shelf for toothbrush soap storage
- Push Plug

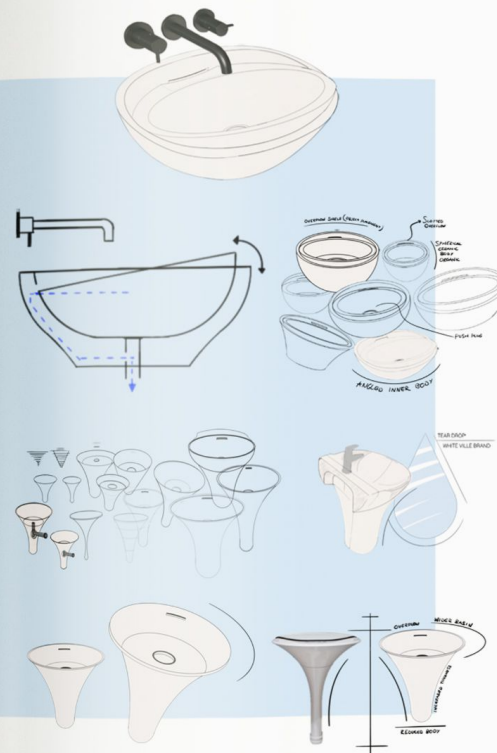
JEAN-MARIE ORGANIC DESIGN

- Organic inspired design
- Deep sink basin
- Thin lip basin (5mm slim edge)
- Thin slotted overflow
- Whiteville inspired plug
- Removable drainage board for toothbrush, soap etc.

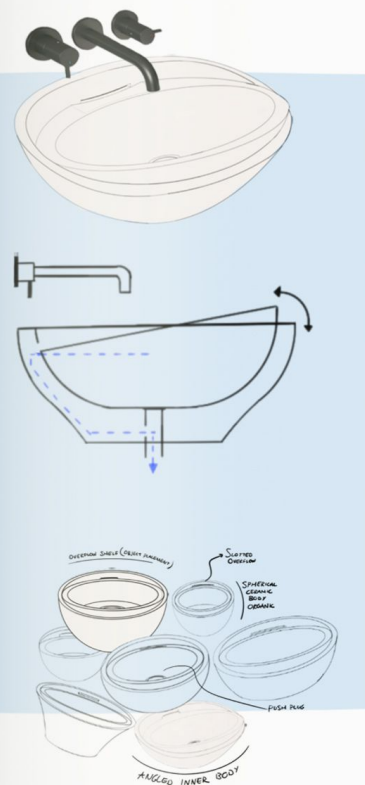


CONCEPT 4

Selection Criteria	Concepts			
	1	2	3	4
Modern Design	+	+	+	0
Italian Inspiration	+	+	0	0
Impact of USP	0	0	+	+
Ease of Manufacture	-	-	0	+
Aesthetic Uniqueness	-	-	+	-
Ability to belong to a set	+	+	+	-
Access for Maintenance	-	-	0	0
Potential "Whiteness"	+	-	+	0
Pluses	4	3	5	2
Sames	1	1	3	4
Minuses	3	4	0	2
Net	1	-1	5	0
Rank	2nd	4th	1st	3rd



		Concept 1		Concept 3	
Selection Criteria	Weight (%)	Rating (out of 5)	Weighted rating	Rating (out of 5)	Rated Weighting
Uniqueness	10	1	0.1	4	0.4
Impact of USP	15	2	0.3	4	0.6
Ease of Manufacture	20	3	0.6	4	0.8
"Whiteness"	20	4	0.8	4	0.8
Ease of Maintenance	10	3	0.3	4	0.4
Ease of Cleaning	10	3	0.3	5	0.5
Ergonomics	15	5	0.75	5	0.75
Total Score		21	3.15	30	4.25
Whiteness?		No		Yes	



CONCEPT 1

TRIPPLE SHELF DESIGN

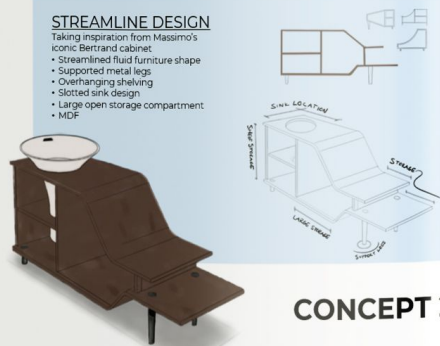
- Slotted Furniture
- Open shelving to display sink body
- Petal added mirror
- Shelves and closed-door storage
- MDF with a dark wooded appearance.



STREAMLINE DESIGN

Taking inspiration from Massimo's iconic Bertrand cabinet.

- Streamlined fluid furniture shape
- Supported metal legs
- Overhanging shelving
- Slotted sink design
- Large open storage compartment
- MDF

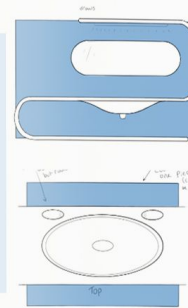


CONCEPT 2

CONCEPT 3

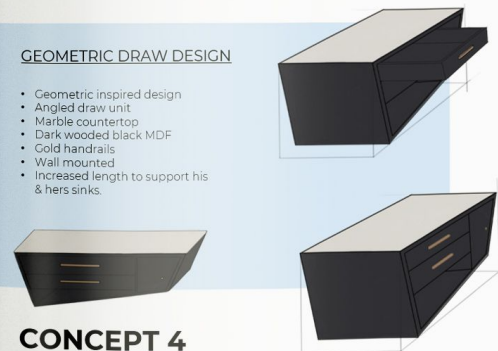
ONE PIECE DESIGN

- One singular, free flowing design
- Lighting along the top
- Under sink storage
- Sink is apart of the furniture
- Large countertop space
- Storage space on top
- Space for a mirror in between



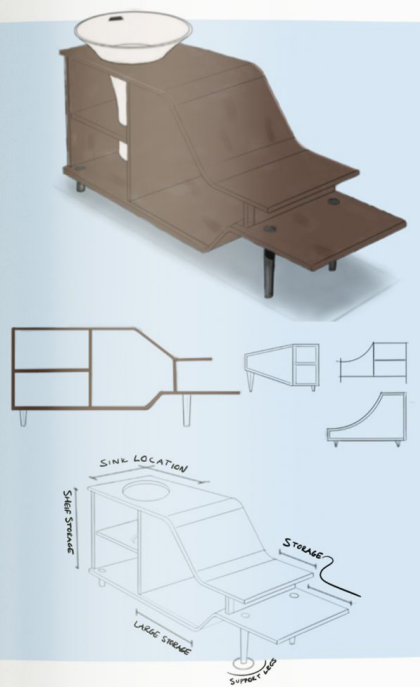
GEOMETRIC DRAW DESIGN

- Geometric inspired design
- Angled draw unit
- Marble countertop
- Dark wooded black MDF
- Gold handrails
- Wall mounted
- Increased length to support his & hers sinks.



CONCEPT 4

Selection Criteria	Concepts			
	1	2	3	4
Modern Design	+	+	+	+
Italian Inspiration	-	+	+	0
Impact of USP	0	+	+	-
Ease of Manufacture	+	0	-	-
Aesthetic Uniqueness	0	+	+	+
Ability to belong to a set	0	+	+	+
Access for Maintenance	+	+	0	0
Potential "Whiteness"	+	+	-	+
Pluses	4	7	5	4
Same	1	1	1	2
Minuses	3	0	2	2
Net	1	7	3	2
Rank	4th	1st	2nd	3rd



CONCEPT 1

SPHERICAL DESIGN

- Spherical organic aesthetic.
- Vortex technology
- Rimless easy clean
- Hygienic



SLOTTED BODY DESIGN

- Kohler inspired nightlight technology
- Safely locate toilet in the dark. Suitable for elderly or uses with impaired vision.
- Light intensity designed to provide enough light to see the toilet without disrupting night-time vision.
- Incorporated Vortex technology
- Inserted side design

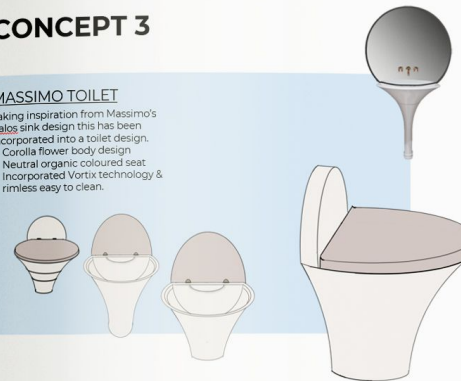


CONCEPT 2

CONCEPT 3

MASSIMO TOILET

- Taking inspiration from Massimo's Kalos sink design this has been incorporated into a toilet design.
- Corolla flower body design
 - Neutral organic coloured seat
 - Incorporated Vortex technology & rimless easy to clean.

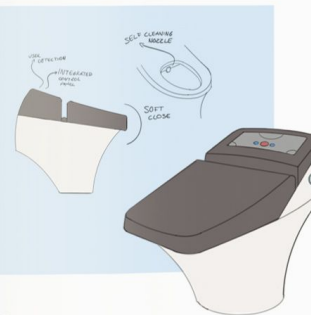


SMART TOILET

- Futuristic smart toilet concept. Features an LED controlled panel.

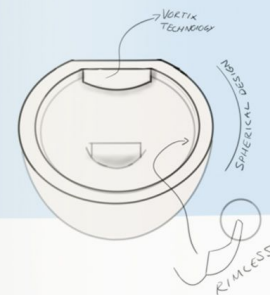
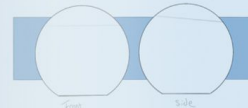
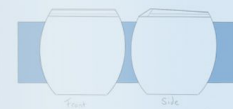
- **Eco Friendly:** Optimized water usage. Sensing how much water is needed to flush the exact amount.

- **Hygienic:** No contact automatic flush by hovering over LED sensor. Self-cleaning built-in bidet nozzle. Soft close self opening and lowering toilet seat.

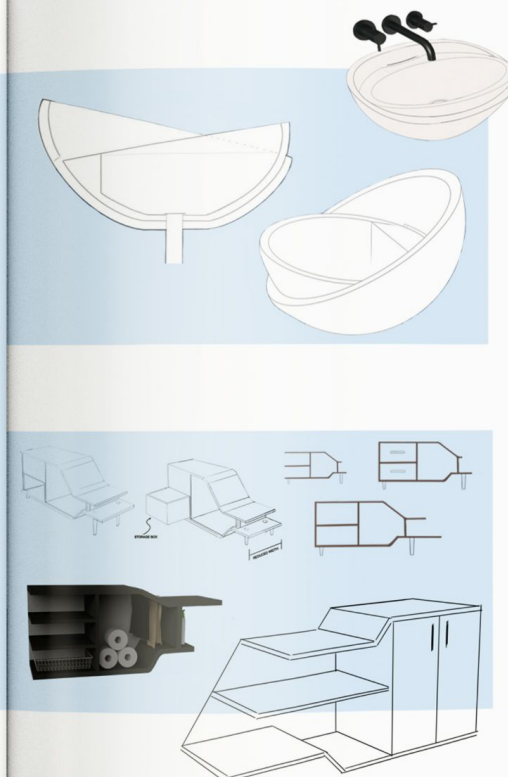


CONCEPT 4

Selection Criteria	Concepts			
	1	2	3	4
Modern Design	+	0	+	+
Italian Inspiration	0	-	+	-
Impact of USP	+	+	-	+
Ease of Manufacture	+	+	+	0
Aesthetic Uniqueness	+	0	0	+
Ability to belong to a set	+	+	+	0
Access for Maintenance	0	0	0	-
Potential "Whiteness"	+	0	+	-
Pluses	6	3	5	3
Saves	2	4	2	2
Minuses	0	1	1	3
Net	6	2	4	0
Rank	1st	3rd	2nd	4th



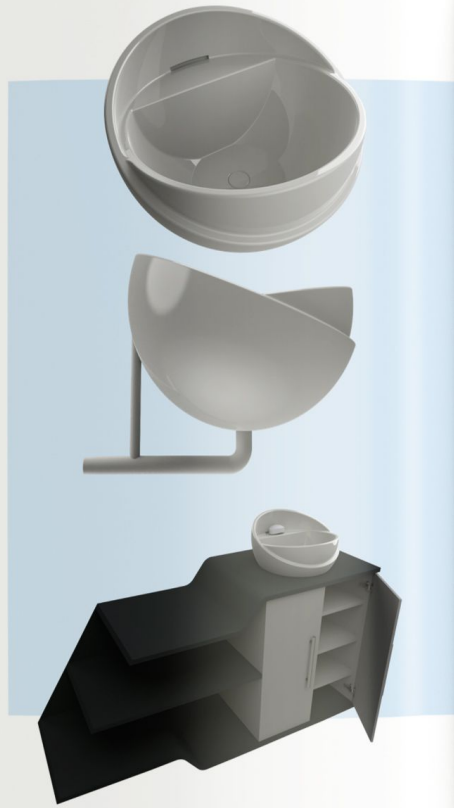
DEVELOPMENT



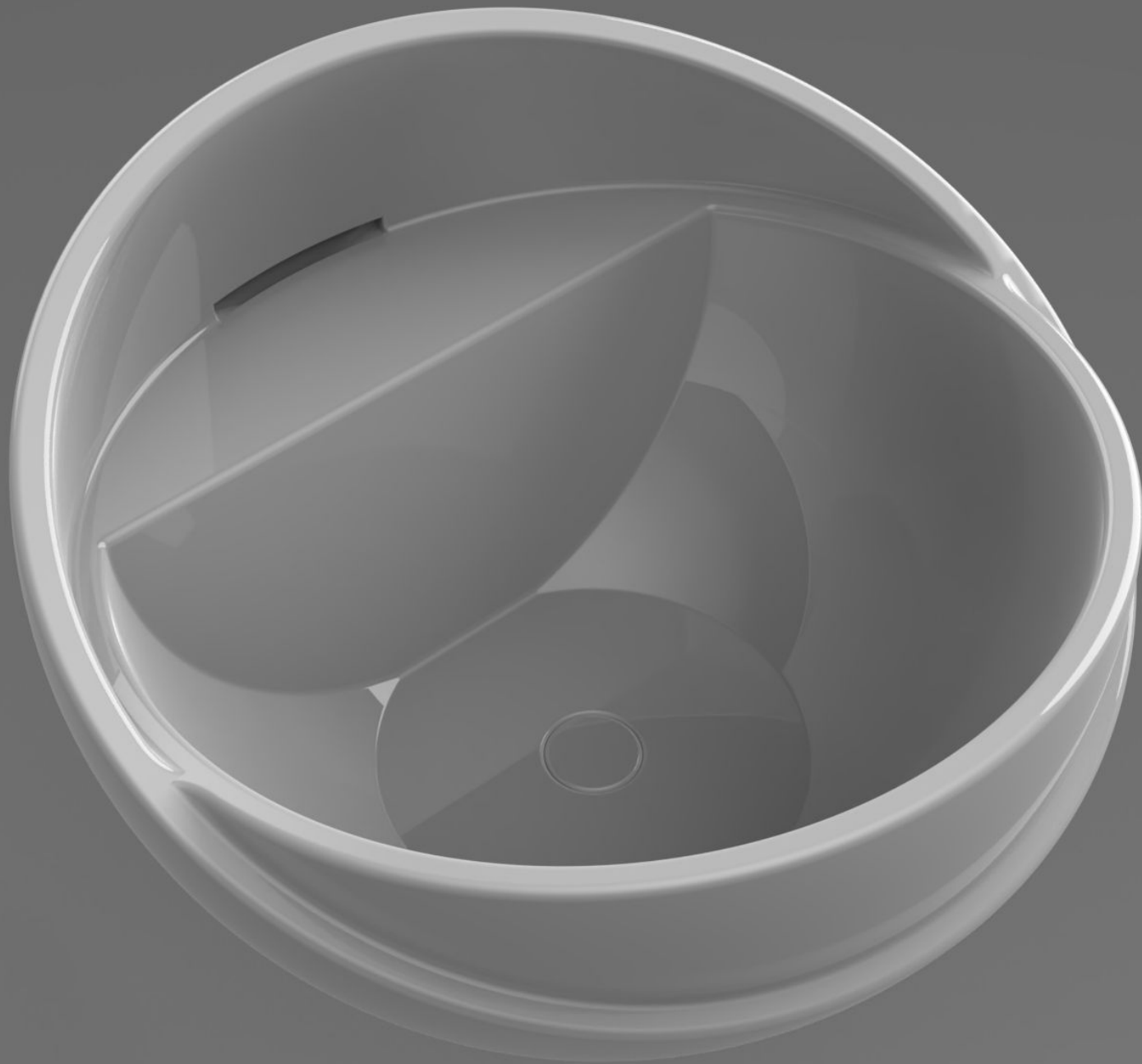
DEVELOPMENT

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MASSIMO COLLECTION



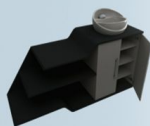
MASSIMO COLLECTION





Sink

- 22kg Ceramic Porcelain
- Average 19kg to 22kg
- By weight, we worked it out to be around €45 in material cost



Furniture

- 60kg MDF
- Material cost will come to around £102 from what we have found
- We don't know how much Whiteville pay so they might get it cheaper



Toilet

- 50kg Ceramic Porcelain
- Average 22kg to 55kg
- By weight, we worked it out to be €91 in material cost

JEAN MARIE - MASSAUD



Jan Marie Massaud is a French architect, inventor and designer. His visionary work spans architecture and the full spectrum of object design from bespoke furniture and industrial products.

ADVOCATE OF ORGANIC DESIGN

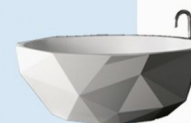
- A volcano, clouds, waterfalls. Jean Marie is inspired by nature to an unparalleled degree. His organic design is famous all over the world.
- His unique style is reflected throughout. From the product design through to the architecture. His creations are intended to influence people.
- His designs are heavily influenced by the beauty and usefulness of the natural world.



Kelly Hoppen is a renowned interior designer. Kelly made astonishing career and is now one of the biggest names of interior design worldwide.

THE BIJOUX BASIN

This striking range is the second collaboration between Kelly Hoppen and apaiser. Drawing inspiration from faceted diamonds, the exteriors play with light and shadow to create a dynamic surface resulting in a visual masterpiece. Kelly Hoppen's award-winning and signature style of clean lines and sleek simplicity is at the heart of the Bijoux range's architectural design.



KELLY HOPPEN

EXISTING PRODUCTS



WHITE VILLE

