

## **PRESS RELEASE**

### **A return to the basics**

*Let the natural world into your bathroom with a nature-inspired bathroom makeover. Jasmin Kraneveldt from Bathroom Bizarre shows us how.*

29 September 2014, Johannesburg: Maybe it's because of a newfound desire to return to the basics, or perhaps it's a rehabilitated appreciation for the beauty of nature or all the hype around environmental sustainability that has caught our attention – whatever it is, increasingly more homeowners are opting to incorporate soothing and comfortable elements found in nature into their bathroom design.

Says Jasmin Kraneveldt from Bathroom Bizarre: "From countertops, cabinets, wall and floor coverings, to window treatments, sanitaryware, lighting and décor – the trend of using materials and taking design inspiration from Mother Nature has never been stronger. This trend has been around for quite some time, but the difference today is that people are actually looking to include the 'real thing', or something that closely resembles it. It is no longer just about earthy tones and textures, but today, it is also about designing from a holistic point of view and letting nature inspire every aspect of the design – from water conservation, through to the materials that are being chosen, energy-saving towel rails and lighting, and so on."

### **Creature comforts**

When it comes to our homes, people are naturally drawn towards what feels familiar, real and comfortable, and natural materials such as wood, stone, metal and glass for example, have all these qualities in abundance. Their textures, colour palettes and form naturally blend seamlessly in an organic and straightforward manner. In nature, colours and textures are naturally balanced – by echoing what you find in nature in your home's décor, you will automatically find something that works and create a more comfortable, more natural place to live in, and one that reflects a natural sense of balance and harmony.

"Nature provides the perfect design and colour inspirations for any room in the home, especially the bathroom. You can take inspiration from any natural landscape, fauna or flora. Take a beach scene for example: the beige sand blends so well with the turquoise colour of the sea, grey driftwood, and small pops of coral. There are so many landscapes to analyse and interpret – when you start looking, you will realise that Mother Nature has actually done all the work for you," says Jasmin.

### **Material evidence**

Honed surfaces, such as granite and marble for example, are a popular choice for countertops says Jasmin: "Natural stone is a great choice for bathroom countertops – it is exceptionally durable, it doesn't scratch, it is easy to clean, it is

water-resistant and it looks gorgeous! Take the Naturo Rust vanity from Bathroom Bizarre for example, which stands pride of place in the featured bathroom. It amalgamates the organic richness inherent in the Grey Oak timber finish, with the natural lustre of honed Rustenburg granite – it is really a match made in heaven.”

Currently, there is a plethora of bathroom products and finishes in nature-inspired colours and textures to choose from, including realistic stone-like finishes, or faux wood finishes that boast the beauty of wood with the waterproof benefits of tiles. A prime example of this are the Rock Siberia glazed ceramic tiles that have been used to create feature walls in the showcased bathroom. Available from Bathroom Bizarre, these tiles offer the appearance of natural stone cladding, yet they are more affordable and much easier to install. They also boast all the benefits of glazed tiles, such as being stain-proof, non-porous, easy to clean, durable, scratch-resistant and entirely water-proof – making them an even better choice for wet areas when compared to the real thing.

Never underplay the importance of good lighting design in a bathroom composition, says Jasmin: “Of course, a bathroom has to be a functional area, so you need good task lighting, which is best supplied in the form of bright downlights. However, having said that, just because it must be practical, doesn’t mean you have to compromise on style. In the featured bathroom for example, there is a cluster of various glass pendant lights available from Bathroom Bizarre, which have been grouped together to great effect. The use of glass in this bathroom adds its own sleek natural feel and a glamorous focal point to the space.”

### **Luxury comes naturally**

Bathrooms designed with an organic-inspired foundation provide the best platform for achieving a space that exudes an inviting sense of luxurious calm and natural relaxation. This is important, as after all, your bathroom should be your retreat from the outside world – a private space in which to unwind and de-stress. Says Jasmin: “If you need a respite from the stresses of everyday life, there is no better way of finding it than to transform your bathroom into a nature-inspired personal spa-like retreat. The natural influence will allow you to enjoy your bathing or showering experience visually, tactically, functionally and from a mental perspective as well.”

Add a touch of luxury wherever you can to enhance the enjoyment of the space, which is easy to achieve if you source all you’re your bathroom needs from Bathroom Bizarre – from heated towel rails for dry and hygienic towels such as the featured Loft Twin 6-bar stainless steel heated towel rail, through to deliciously large free-standing bathtubs, such as the truly indulgent Ottawa skirted bath featured in this bathroom, and the ML7078 Chrome Shower Consul that provides jets of water for an all-over body hydrotherapy massage whilst showering.

Be sure to take care of the little things in order to create a truly indulgent space, says Jasmin: “A little addition that seems insignificant, but makes showering for ladies so much more comfortable, is the inclusion of seating in the shower. The SS Shower Stool from Bathroom Bizarre for example, provides a comfortable, non-slip place where ladies can sit and comfortably shave their legs. The stool offers a soft seat and it is 100% water- and rust-proof.”

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