

SMOOTH MOVES

One of the new kids on the block in bathroom design is Aussie company Paco Jaanson, offering smooth lines and a modern palette. We spoke with director Ari Zorlu to see what these new trends are all about



What is Paco Jaanson?

It is synonymous with designer bathrooms. While it is a brand name at its most basic level, it represents a freshness, an avant-garde approach to bathroom products.

Where does the name come from?

The name Paco Jaanson resulted from a couple of pleasant glasses of red during a boardroom dinner trying to come up with a name that best represents the identity of the company.

How did Paco Jaanson start?

Our creative director (John Gulbenkoglou) identified a need for the bathroom industry in Australia to be more contemporary. In 2002, looking around at the existing products in the market and talking to architects and designers about their expectations, John saw a large gap. Coupled with his own experience as an avant-garde architect and considering products available in continental Europe, John and the team started

adapting these products to the particular settings and requirements of the local market.

You have a lot of colours in your Kong sink range. Is this something you have been developing?

Yes, colours are definitely the “freshness” element of the bathrooms to come. When you think about it, why should all sanitaryware be white? Maybe it’s a little bit of history and the bathroom’s association with hygiene. Just perceptions really. Why not have colours to warm up the bathroom’s feel or to make a statement, or radiate a particular feeling? Colours will do any or all of these.

Do you think this is something we can expect to see more of in the future?

The Australian market is definitely more conservative than our experiences in Europe. But Paco Jaanson believes it’s a future trend and we will promote it as we would like to be known as leaders in trend.

What are some of the other upcoming trends in bathrooms for 2009?

Colour is a big highlight in Europe at the moment, along with Only One tapware, which has taken Europe by storm. This particular collection won best new product at DesignEX Melbourne and we feel this will be a big seller in Australia. Another big up-and-coming bathroom trend at the moment is Complete shower columns with body jets, as well as multi-function shower outlets.

For more information contact Paco Jaanson on 1800 006 260 or visit www.pacojaanson.com.au

Bathroom veteran Ross Cass, of the renowned Cass Brothers, gives us a little inside information on bathroom interiors

Cass Brothers is renowned as one of the places to go for cutting-edge, world-class bathroom fittings. What are some of your new and exciting products for 2009?

We are introducing some amazing products to our showrooms, with some ground-breaking designs for bathroom interiors. Some of these include a new tapware range called Tattoo, which features unique design work within the chrome plating. We have some very exciting sanitaryware to be released in store, using some incredibly interesting shapes and some ranges incorporating a striking use of colour.

What makes Cass Brothers special?

We pride ourselves on our attention to detail when dealing with our clients, from the initial consultation through to our after-sales service. On average, each staff member has been with us for more than 10 years, therefore they have knowledge and expertise on the products we sell, and also make the whole experience a pleasant one.

In all your years in the bathroom industry, what do you feel has been the most significant piece of technology or design for the bathroom?

The wall-hung pan with concealed cistern not only was a technological breakthrough for flushing systems, but also gave a whole new look to toilet design. Visually you only see the pan.