

KEY TRENDS UNVEILED AT 2010 KITCHEN AND BATH INDUSTRY SHOW

Rounded, Organic Shapes Soften a Bathroom's Style

*North Olmsted, Ohio...*The Kitchen and Bath Industry Show (KBIS) is not only the launching pad for a number of new kitchen and bath products; it's also the place where key trends are announced. At this year's spring event in Chicago, the National Kitchen and Bath Association (NKBA) held its annual design competition, at which ten key trends were revealed. A major concept unveiled this year in bath design was "Soft Geometry" – using rounded, organic shapes in room structures and products to soften a bathroom's style. Learn how you can use this top trend, as well as others, in your next remodeling project.

Soft Geometry

"We started seeing the introduction of softened geometries over the last few years. It actually began with soft modern products, and has evolved from products to overall room architecture," said Judy Riley, vice president of design, Moen. "Soft geometry can be seen in the edge of a counter, an arch over an entryway or in the lines of a light fixture or other bath product. It's really about softening the angular features of a room, which are especially prevalent in bathrooms."

To incorporate the Soft Geometry concept in your bath décor, Riley suggests beginning with products that are traditionally very linear – such as faucets, bath accessories and lighting. Moen has a new bath collection, which launched at KBIS and falls directly into the Soft Geometry trend. Blending clean lines and soft curves, the Method™ suite makes a modern statement with its minimalist styling, available in either a single- or two-handle faucet option. To complete the look, the Method collection also has a number of coordinating accessories – including towel bars, robe hooks, a pivoting paper holder and even a toilet tank lever – which feature the same Soft Geometry styling as the faucets.

Scaling of Elements

Another trend introduced at the show is all about scale. According to NKBA, "Scale is an important consideration in the overall composition of a kitchen or bath. Shapes, textures (both

actual and implied) and thoughtful placement of fixtures are all elements that can be used to create focal points, functionality and visual appeal.”

The bathroom is the perfect room to test the “Scaling of Elements” trend, even if you’re not in the midst of a remodeling project. Experiment by placing traditional objects in non-traditional places. For example, instead of placing a single towel ring or bar next to the sink, create a visual display of three towel rings, placed at uneven heights, on the wall directly across from the sink. Not only will it allow you to inexpensively create a focal point in the room, but it also gives you a spot to display beautiful hand towels – and change them with the seasons, or as often as a new color or pattern strikes your fancy.

Color with Energy

Gone are the days when neutral tones and muted shades ruled bathroom décor. Instead, NKBA reports that bold colors are creating a vibrant splash in room palettes for 2010, with rich blues, purples, greens and citric yellows making confident appearances. Colors that act not merely as a passive backdrop for the room, but bring life to the space through lighting, wall colors and wood tones.

Incorporating bold colors is simple to accomplish in a bathroom, since it is typically a smaller place where colors can really pop. Try accent colors first – with vibrant vases, candles and hand towels. If you have a bit more time on your hands, use paint and wallpaper to quickly add a brilliant splash of color to the room.

Art Integration

Finally, another trend outlined by NKBA is “Art Integration” – the concept of personalizing your bath space as a reflection of your own personal style to create an immediate sense of intimacy and originality. According to NKBA, many of today’s designs start with one piece – perhaps a framed painting or an antique sculpture – which becomes a springboard for colors, fixtures, finishes and theme elements.

“We’ve seen this concept quite a bit, as well – it’s a macrotrend we call ‘fingerprinting’,” said Rebecca Kolls, senior director, consumer strategist of home and garden at Iconoculture, a global consumer research and advisory company. “It’s all about self-expression and being empowered to make your own personal statement in your home décor. That might mean

anything from shopping garage sales and on Craigslist to attending in-store design classes or working with virtual interior designers.”

And using art-inspired items doesn't have to be expensive. Today, more and more homeowners are turning to artisans on websites like etsy.com, where you can select hand-made items that often have more character and style than similar store-bought items. From glassware and art to paintings and photographs, etsy has something for virtually every taste.

For more information about the Method collection from Moen, call 1-800-BUY-MOEN (1-800-289-6636) or visit moen.com. Additional information on the 2010 NKBA trends can be found at NKBA.org.

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About Moen

Moen offers a diverse selection of thoughtfully designed, on-trend [kitchen faucets](#), [bathroom faucets](#), [showerheads](#), and stainless steel [sinks](#) for residential and commercial applications. As the #1 faucet brand in North America, customers have come to rely on [Moen](#) to deliver dependable products and service. Moen is part of Fortune Brands, Inc. (NYSE: FO, www.fortunebrands.com), a leading consumer brands company.

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