



SIEGER DESIGN

Brothers Christian (left) and Michael Sieger run their world-renowned agency from their studio in Germany. Their award-winning designs, from sleek taps and spa-style showers to full bathroom collections, combine innovation with a feel for contemporary luxury

WHY DO YOU LIKE DESIGNING PRODUCTS FOR THE BATHROOM?

The kitchen and bathroom are the two most important rooms in our homes. Staying healthy is such an important issue these days so, just as the kitchen is about cooking healthy food, the bathroom is now important for cleanliness, fitness and well-being. We have a great opportunity to design products that meet those needs.

CAN YOU TELL US MORE ABOUT THE BATHROOM'S MODERN ROLE?

Our lives have become so much more dynamic. We used to receive post once a day and perhaps take a few phone calls. Now distractions are constant; from the moment we get up, we start looking at emails, Facebook and so on. People are always re-charging devices – but where are our re-charging stations? Where do we go to recover? Space, especially if you live in a city, is increasingly difficult



to find. That's why the bathroom is now so important: it's somewhere we can retreat to when we want to relax, calm down and have some tranquil time. It's so much more than a place for a quick wash. It truly is a room for well-being.

WHAT INSPIRES YOUR DESIGNS?

As Paul Smith famously said, "You can find inspiration in everything." Something as simple as a beautiful window on a walk through the city can be just as inspiring as a visit to the theatre, ballet or a museum, or things we see in magazines or online.

WHAT CREATES A SENSE OF LUXURY? It doesn't have to be gold and sumptuous carpets. For us, it's about understated simplicity, clean lines and often something that pushes technical elements to the limit – that's what creates a refined elegance which makes real luxury.

SHOULD FORM FOLLOW FUNCTION?

Most of the time. Functionality is extremely important, especially in a bathroom, so our designs have to achieve a balance between looking good and working well.

WHAT TECHNOLOGICAL BATHROOM INNOVATIONS ARE YOU ENTHUSED ABOUT? Developments in electronic shower controls are creating excitement,

and rightly so. However, sometimes the advantages need to be explained. People often say, "Why do I need that?" But once you've tried the latest shower controls, you won't want to go back. You can set the water to heat up to the perfect temperature before you step under it, so there is no shock of an icy cold first few seconds. Programming also allows you to set changing flow rates and styles, so you can simply relax and enjoy the experience. But it's not just about comfort: this can have a profound effect on your mood and general well-being, too.

ARE THERE ANY OTHER TRENDS YOU'D LIKE TO MENTION? While

around 90 per cent of taps sold are still chrome plated, we are seeing a lot of interest in new surfaces, such as our Cyprum finish, dark matt metals and brass. Perhaps it's because we work with shiny, flat, tech devices all day and we want to have a cosier, warmer environment in our homes.

WHAT MAJOR ENVIRONMENTAL ISSUES DO BATHROOM DESIGNERS

FACE? It is extremely important that we create designs that last. If you buy one product, say a tap, like it and use it for years, it really helps to save the world's resources.

All products available at C.P. Hart, cphart.co.uk.





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