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**SimplyU**  
Express yourself



# body & mind

At Ideal Standard, we believe that creativity is the catalyst to continuous evolution in your bathroom. As Europe's leading brand, Ideal Standard's goal is to create a living space that is truly like you. Sustainable and exclusively following 3 main philosophies: design, functionality and innovation.

Ideal Standard is the reflection of personalised well-being. Spirit and materials focused to create a universe where the body and mind are immersed in renewed pleasure day after day. Discover the new ground-breaking solutions that capture your desires.



# SimplyU Create your world

Simply U is the latest in cutting-edge bathroom design.

A panoply of seamless forms, this state-of-the art collection integrates effortlessly into any environment. Four architectural categories offer a range of options to reflect your personality. And with the easy-to-use configurator you can visualise every possibility.



## Design by

Artefakt industriekultur was founded in 1989 by Thomas Fiegl and Achim Pohl in cooperation with the international industry. The design team, with up to 12 designers, develops product lines within the overall development process.





# Playarchitect

25 ceramic masterpieces in four distinct categories offer a world of shapes and sizes. Plus, a diverse range of mirrors, accessories, taps and furniture provides the perfect complement to your selection. Equipped with the latest innovations such as soft closing, hidden overflow and in-built digital clocks, your every need has been answered.

**All you have to do is mix and match!**



**Mirror**  
55x80 cm

Mirrors & Accessories



**Clear**  
Basin 55 cm

Basins & Fittings



**Box**  
80x55 cm  
Glossy dark brown

Furniture

# Choose the mirror...

## Designed for U

Available in vertical, horizontal or square, the mirror fits to all styles of basin and vessel.



The lamp is easy to attach and has been designed to light you beautifully.



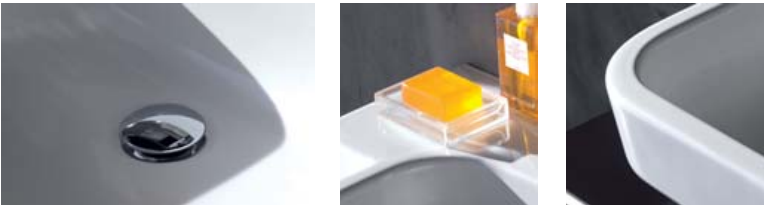
**Mirror**  
80x80 cm

Mirrors & Accessories

# Select your ideal basin...

## Clever and practical

All basins contain the Idealflow hidden overflow system, which means a smoother, more appealing surface and easy cleaning. All vessels have an open waste.



**Dynamic**  
Basin 65 cm

Basins & Fittings

# Hand-pick your favourite furniture...

## Smart boxes

Available in 55cm, 80cm, 100cm and 120cm, each box features a large storage capacity. Boxes come with drawers and an optional separator or choose a basin cabinet with a door.



**Shelf**  
120 cm  
Glossy white

Furniture

# Choose the mirror...

## One system

The mirror system combines lighting and accessories to create one singular element... a mirror that performs numerous functions while being simple to install and use.



**Mirror**  
100x50 cm

Mirrors & Accessories

# Select your ideal basin...

## Your favourite shape

25 pieces from 45cm to 120cm wide in four design archetypes...double basin, asymmetric, balanced.... Every possibility has been thought out to provide you with the perfect complement to your bathroom. See page 28-29.



**Intensive**  
Basin 65 cm

Basins & Fittings

# Hand-pick your favourite furniture...

## Clever storage

80cm or 120cm shelves offer an excellent surface to place your cosmetics and hygiene products while taking up minimum space.



Optional side columns contain shelves and drawers for extra storage.



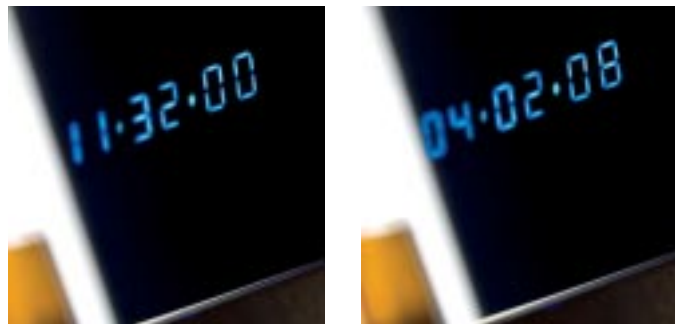
**Box**  
80x55 cm  
Walnut

Furniture

# Choose the mirror...

## Time for U

A digital clock displaying the date and hour lights up when you turn on the lamp to help you take the time to thoroughly enjoy yourself.



# Select your ideal basin...

## Featured extras

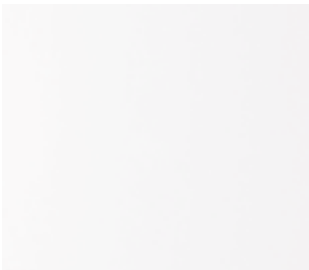
The clear range not only offers the possibility of a double basin but the optional addition of a stylish chrome siphon and pedestal. Two vessels can be placed alongside each other to create a double basin.



# Hand-pick your favourite furniture...

## Extra functionality

All components are of excellent quality. Boxes and side columns are equipped with a soft closing mechanism to avoid slams. Fixation of boxes to the wall is simple and invisible.



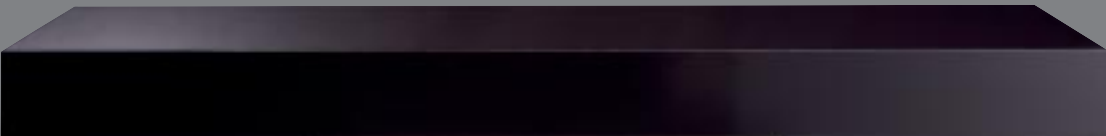
**Mirror**  
120x50 cm

Mirrors & Accessories



**Natural**  
Vessel 45 cm

Basins & Fittings



**Shelf**  
120 cm  
Glossy dark brown

Furniture



## Choose the mirror... Clever accessories

The horizontal mirror accessory system is composed of a glass shelf, a hook (for small towels), a glass and a soap dispenser all at hand's reach.



## Select your ideal basin... Fitted to U

Rim or deck-mounted, oval or rectangular spouts, round, oval or square escutcheons... 14 different fittings offer you the perfect shape to suit your taste.



## Hand-pick your favourite furniture... Trendy colours

All furniture is available in the latest colours to suit your taste. Choose from glossy lacquer in white or dark brown, or wood finishing. Each with ultra-fashionable aluminium trim.



# Created

## by U

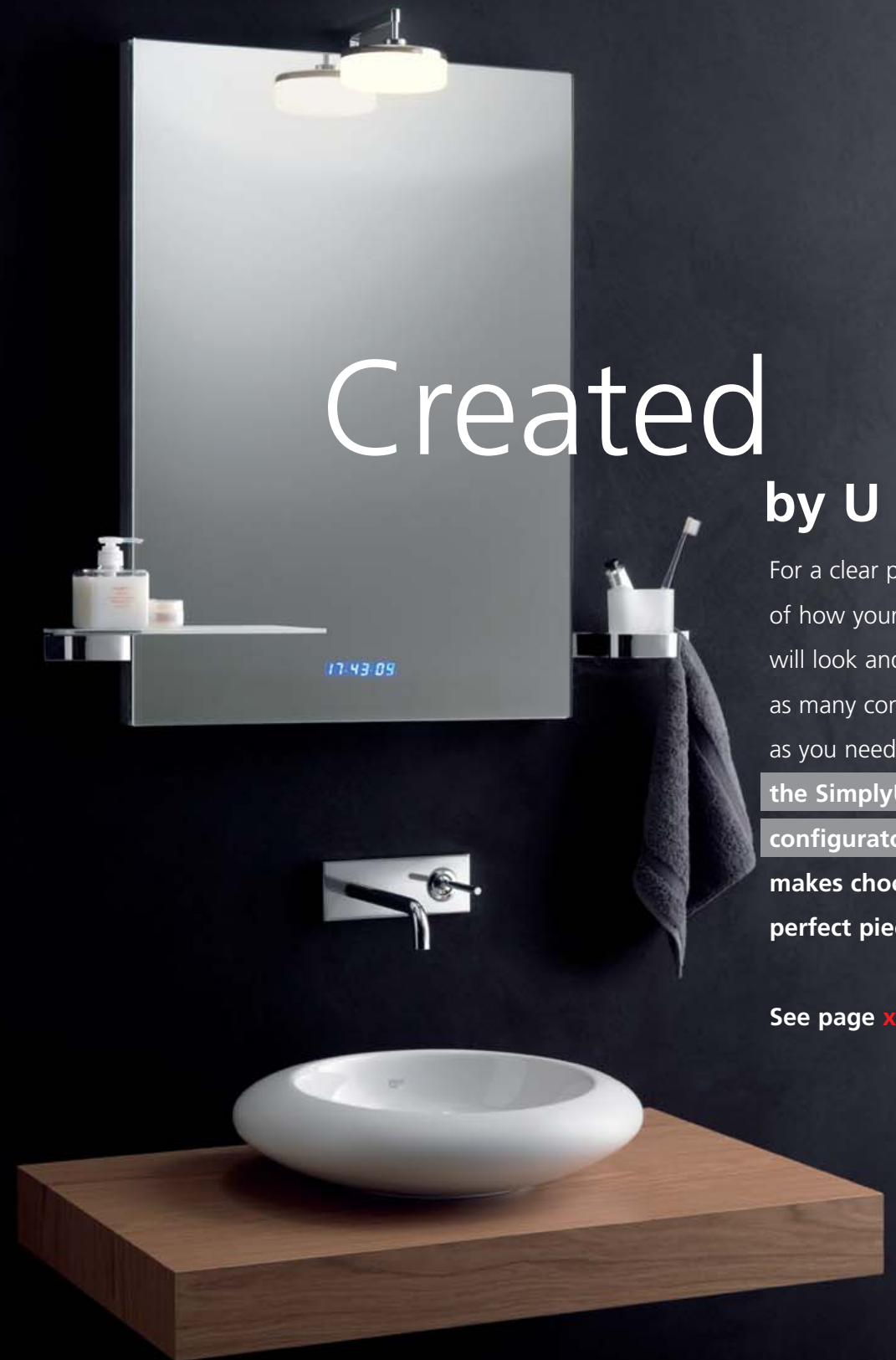
For a clear picture of how your bathroom will look and to try as many combinations as you need,

**the SimplyU**

**configurator**

**makes choosing the perfect pieces easy.**

**See page xx.**







# Clear

Streamlined beauty meets functionality. A wide shelf and wash area makes for easy cleaning and maximum enjoyment. Geometric edges, fluent surfaces and sensible proportions provide balance and harmony.





# Natural

A touch of gentle elegance.  
Shaped like a pebble, the  
smooth, organic form illustrates  
progressive architectural design.  
Sensual, inviting and minimalist,  
for sensations of peace and  
tranquillity.







#### Choose your fittings

The perfect, top-quality fitting is simply a matter of your choosing with an extensive range of possibilities. Mounted or free-standing, oval or rectangular, angular, rounded...the list goes on...

## design



#### Enjoy more U time...

Relax and enjoy your bathroom moments as a digital clock integrated into the mirror shows you the hour and date. No more looking at your watch...

## innovation



# Dynamic



A statement in straight-edged sophistication. Reflecting a trend towards pure minimalism in contemporary architecture, powerful lines and definitive proportions evoke strength, charisma and rationality.





# Intensive



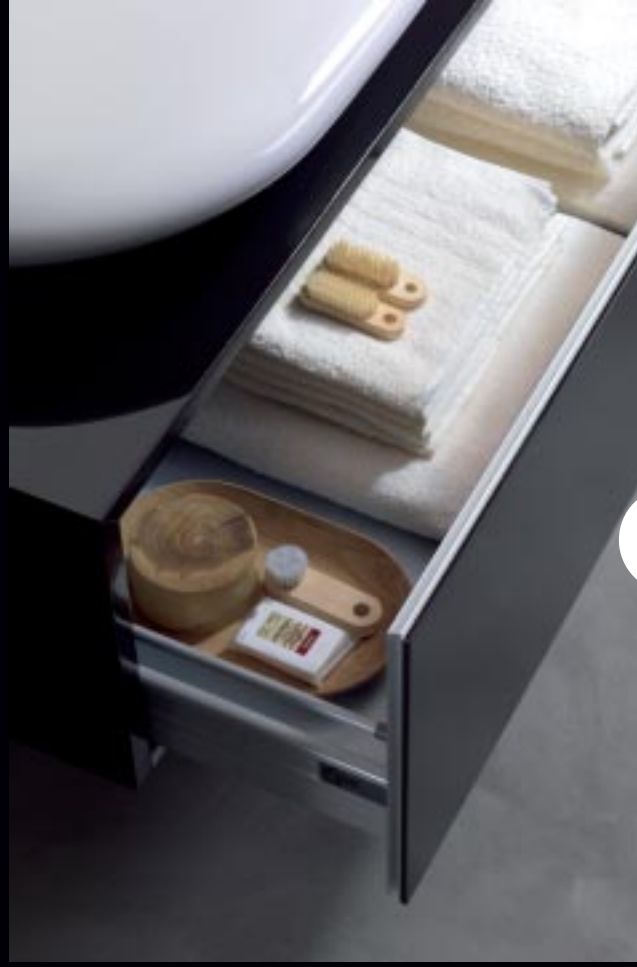
Sculpted for maximum impact, this unconventional form brings a touch of extroversion to your bathroom. Distorted geometry and stretched surfaces make for an asymmetry to reflect your bold personality.





**design**

**Forget overflow**  
Idealflow means the overflow is hidden from sight.  
This clever system produces a smoother, more appealing  
surface which is easy to clean .



**Love your space**  
Create the bathroom of your dreams with your choice of  
modern finish, different designs, alternative storage, clever  
mechanisms... the perfect reflection of your individual style.

**functionality**

Clear

Smooth  
and streamlined



Natural

Refined  
and confident



Dynamic

Gentle  
and organic



Intensive

Daring  
and unique




























Assert your individuality...

# Pick the perfect match

Check the compatibility of your choice of basin and furniture at a glance.

All mirrors are compatible with all basins and vessels. The vessel can only be combined with wall-mounted fittings. References in blue indicate furniture which can accommodate the double vessel to create a double basin configuration.

				Box 55	Box 80	Box 100	Box 120	Shelf 80	Shelf 120
				550x520 x350	800x520 x350	1000x520 x350	1200x520 x350	1200x520 x350	1200x520 x350
T0126		clear vessel	550x300x143		T7203	T7206		T7214	T7217
T0127		clear	500x500x143	T7200	T7202			T7213	T7216 T7219
T0128		clear	550x300x143	T7200	T7202			T7213	T7216
T0129		clear	650x500x143		T7201	T7205	T7208		T7215
T0130		clear	800x510x143		T7202			T7213	T7216
T0131		clear	1000x510x143			T7205	T7208		T7215
T0132		clear	1200x510x143				T7208		
T0133		dynamic	1200x520x135				T7212		
T0134		dynamic	800x520x135			T7205	T7208		T7215
T0135		dynamic	650x500x135		T7201	T7205	T7208		T7215
T0136		dynamic	550x500x135		T7201	T7205	T7208		T7215
T0137		dynamic	500x350x135					T7213	T7216
T0138		dynamic vessel	600x350x100		T7203	T7206		T7214	T7217
T0139		natural	600x500x100	T7200	T7202			T7213	T7216
T0140		natural	750x525x134		T7202				T7216
T0141		natural vessel	d 450x115		T7203	T7206		T7214	T7217 T7220
T0142		natural vessel	600x450x116		T7203	T7206		T7214	T7217
T0143		natural	850x525x135			T7207	T7210		T7218
T0144		natural	1000x525x134				T7209		
T0145		natural	1200x525x135				T7211		
T0146		natural	1000x525x135						
T0147		intensive vessel	550x517x115		T7203	T7206		T7214	T7217 T7220
T0148		intensive	650x517x120		T7204	T7207	T7210		T7218
T0149		intensive	850x517x120			T7207	T7210		T7218
T0150		intensive	1100x517x120				T7210		T7218

All mirrors are suited to every basin and vessel.

All fittings are compatible with every basin and vessel except the A4487AA and the A4468AA which only fit the 55cm Clear basin.



# The configurator

## Created for... U

Create your perfect bathroom with this easy-to-use tool, designed to help you see how your combination will look. Including additional items such as baths, showers and toilets, simply mix and match until you find the perfect solution.

Go to **[www.idealstandard.it/SimplyU](http://www.idealstandard.it/SimplyU)** to discover your ultimate bathroom.