KOHLER

CLEAN LUXURY

Da Chhin
Vancey Le

FALL 2013

DES 185

For the last 100 of years toilet technology and design has remained relatively stagnate in advancements to comfort and environmental sustainability. If people can control the amount of water used on a faucet or a shower head, why not have that same control in toilets? KOHLER is the national leader in making toilets that making your toilet experience more comfortable but also doing so without consuming so much of the earths resources.

Table of Contents

Exhibition Overview

PHASE 1

Client Outreach ~ 4
Exhibition Brief ~ 5
Object List ~ 6

PHASE 2

Concept Plans ~ 8-10
Scale model ~ 9
Floor Plan ~ 10
Object Identification ~ 12
Product Placement ~ 13
VIP/CIP ~ 14

Exhibition Details

PHASE 3

Furniture ~ 18
Object/Product ~ 19
Color ~ 20
Materials ~ 21
Lighting ~ 22

Exhibition Identity

PHASE 4

Typographic and Color Specifications ~ 26
Graphic Family ~ 27
Graphic Application ~ 28-35
Interior ~ 28-33
Exterior ~ 33-35

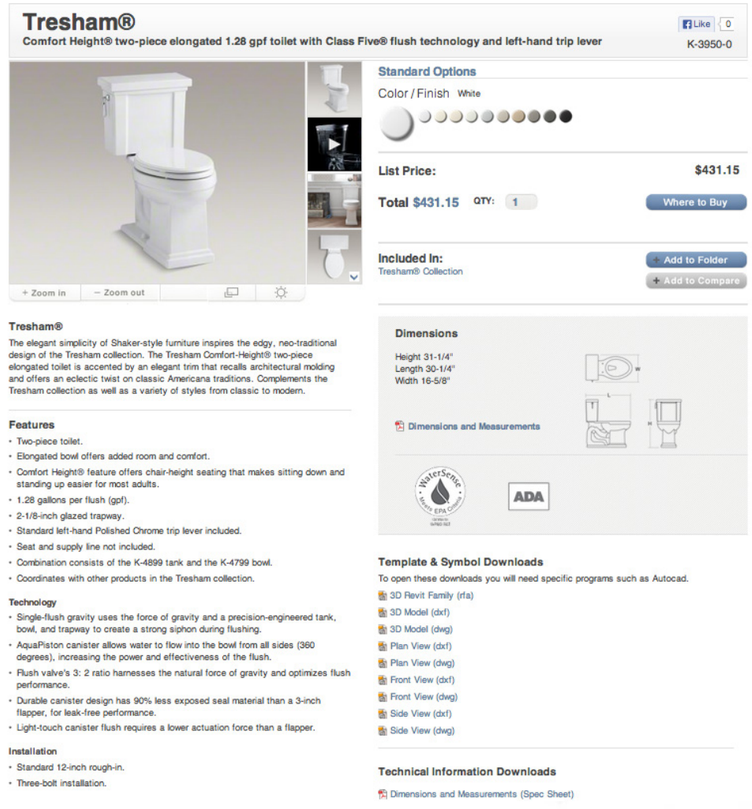
EXHIBITION OVERVIEW

This section reviews the research and design process in analyzing the company brand of KOHLER. From this section of the designing our approuch became to be more minimal and bold, in the way to represent KOHLER's bold look in their whole series of branding household appliances including toilets. In learning about the brand, we also changed the usual looks of KOHLER by adding subtle color while having a more abstracted area than their usual psuedo-kitchens and bathrooms.

Client Outreach

We were not able to make direct contact with them but the resources from the website was enough to understand the the reputation standards of the Kohler company.

The important information about sustainable certifications and water usage can be found in the specification of each toilet to support our presentation of Kohler's technology



Tresham®

Comfort Height® two-piece elongated 1.28 gpf toilet with Class Five® flush technology and left-hand trip lever

K-3950-0

Like 0

Standard Options

Color / Finish White

List Price: $431.15

Total $431.15 QTY: 1 Where to Buy

Included in:
Tresham® Collection

+ Add to Folder
+ Add to Compare

+ Zoom in — Zoom out

Tresham®

The elegant simplicity of Shaker-style furniture inspires the edgy, neo-traditional design of the Tresham collection. The Tresham Comfort-Height® two-piece elongated toilet is accented by an elegant trim that recalls architectural molding and offers an eclectic twist on classic Americana traditions. Complements the Tresham collection as well as a variety of styles from classic to modern.

Features

- Two-piece toilet.
- Elongated bowl offers added room and comfort.
- Comfort Height® feature offers chair-height seating that makes sitting down and standing up easier for most adults.
- 1.28 gallons per flush (gpf).
- 2-1/8-inch glazed trapway.
- Standard left-hand Polished Chrome trip lever included.
- Seat and supply line not included.
- Combination consists of the K-4899 tank and the K-4799 bowl.
- Coordinates with other products in the Tresham collection.

Technology

- Single-flush gravity uses the force of gravity and a precision-engineered tank, bowl, and trapway to create a strong siphon during flushing.
- AquaPiston canister allows water to flow into the bowl from all sides (360 degrees), increasing the power and effectiveness of the flush.
- Flush valve's 3: 2 ratio harnesses the natural force of gravity and optimizes flush performance.
- Durable canister design has 90% less exposed seal material than a 3-inch flapper, for leak-free performance.
- Light-touch canister flush requires a lower actuation force than a flapper.

Installation

- Standard 12-inch rough-in.
- Three-bolt installation.

Dimensions

Height 31-1/4"
Length 30-1/4"
Width 16-5/8"

Dimensions and Measurements

WaterSense — ADA

Template & Symbol Downloads

To open these downloads you will need specific programs such as Autocad.

- 3D Revit Family (rfa)
- 3D Model (dxf)
- 3D Model (dwg)
- Plan View (dxf)
- Plan View (dwg)
- Front View (dxf)
- Front View (dwg)
- Side View (dxf)
- Side View (dwg)

Technical Information Downloads

- Dimensions and Measurements (Spec Sheet)

Exhibition Brief

General Information

Company Name:
KOHLER

Activity:
Manufacturing

Product Category:
Home Appliances

Website:
http://www.kohler.com/corporate/index.html

Annual Expo Attendence:
Event attended ranges from 2-4 per year. The important one being the World Toilet Summit to show off their technology to house developers or business owners who want to incorporate efficent toilet technology in their buildings.

Objective:
To reveal the sustainable technology that can create more efficient ways to save water at home or in the office.

Exibition information

Trade show Title:
KOHLER:Clean Luxury

Location, TIme & Date:
McCormick Place Chicago, Il USA,
11am-5pm Oct 2-4

Exhibition Hall Number:
9059

Size:
50ft x 80ft

Built Type:
Build and Burn

Audience:
Home owners with high income to invest in the high tech toilets to be utilized in their homes. Small businesses that need efficient toilets that can save them capital. VIP guest are going to be the housing developers who can potentially mass produce the toilets in their project worldwide.

Object List

T1
Veil
Height 13-7/8"
Length 21"
Width 15-1/8"

T2
Reve
Height 28"
Length 26-3/4"
Width 14-1/2"

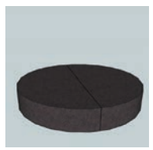
T3
Persuade
Height 33-3/4"
Length 28-5/8"
Width 14-3/16"

T4
Memiors
Height 31-1/16"
Length 30-3/8"
Width 18-7/8"

T5a
Numi
Height 17-7/8"
Width 14-1/2"

T6
Tresham
Height 31-1/4"
Length 30-1/4"
Width 16-5/8"

C1
Llusca Street Stacking Chair
22" W
22 3/8" D
31 7/8" H with seat



S1
Circle Stage
Height 1'
Width 40"

S2
Knoll Small Square Table
Width 30"
Length 30"
Height 19"

B1
Herman Miller Nelson Bench
Width 48.25"
Depth 18.5"
Height 14.5"

T5b
Numi Remote/Stand
Width 12"
Depth 48"
Height 12"

V1
Samsung Television
Width 70"
Depth 3"
Height 36"

H1
Toilet Vinyl Info
Width 50'
Height 10'

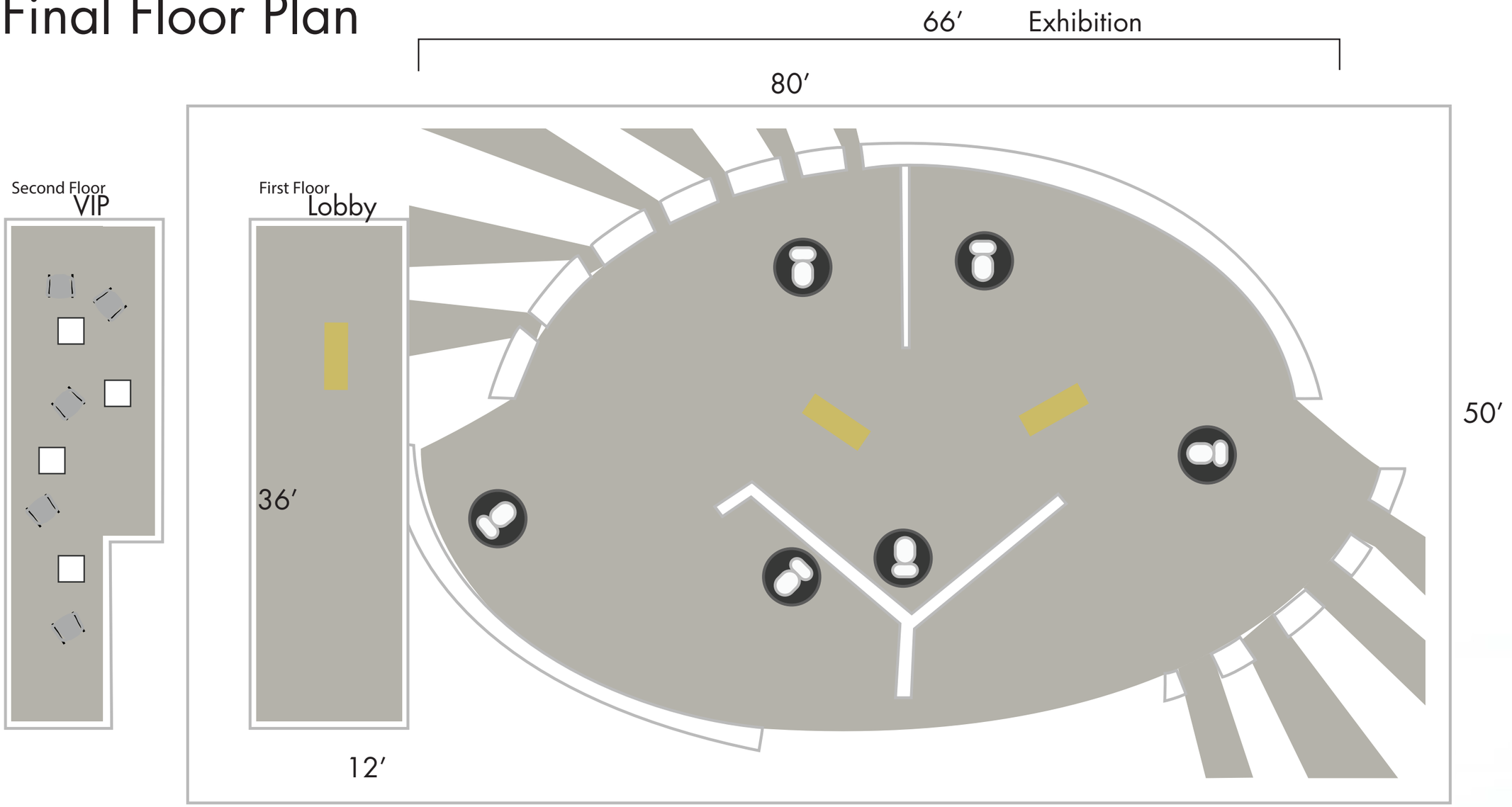
H2
Toilet Vinyl Info
Width 20'
Height 10'

H3
Toilet Vinyl Info
Width 16'
Height 8'

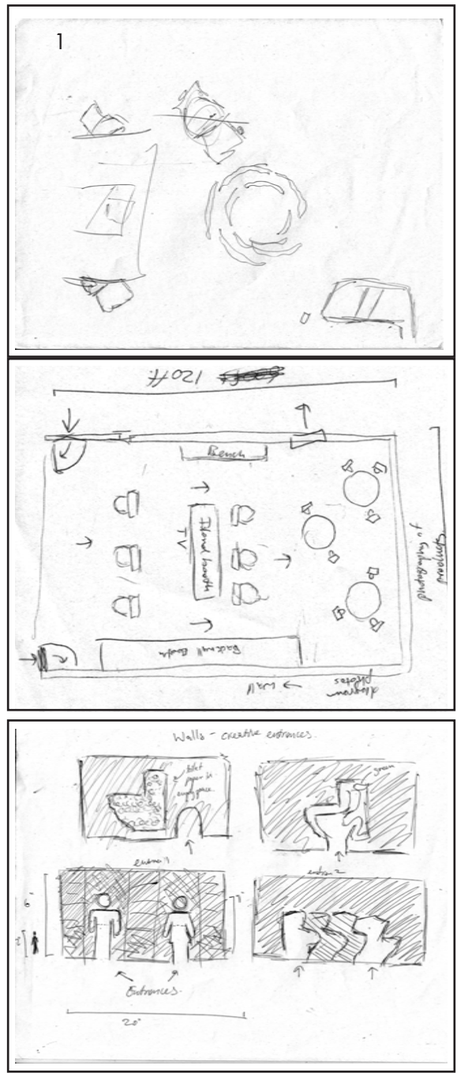
H4
Toilet Vinyl Info
Width 22'
Height 8'

H5
Toilet Vinyl Info
Width 18'
Height 8'

Final Floor Plan



Concept Plans



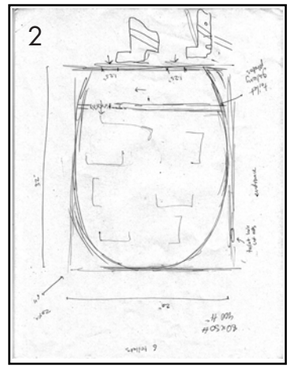
1. Sketches to explore spatial flow, theme, and unique concepts for construction.

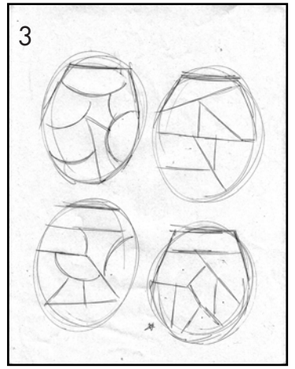
2. Potential placement of objects in a redeifined area and shape of the exhibition

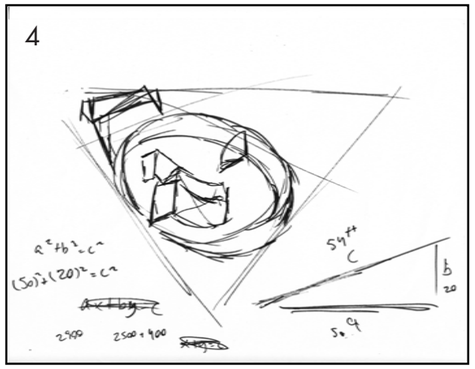
3. Exploration of sections and area possibilities for each object or area.

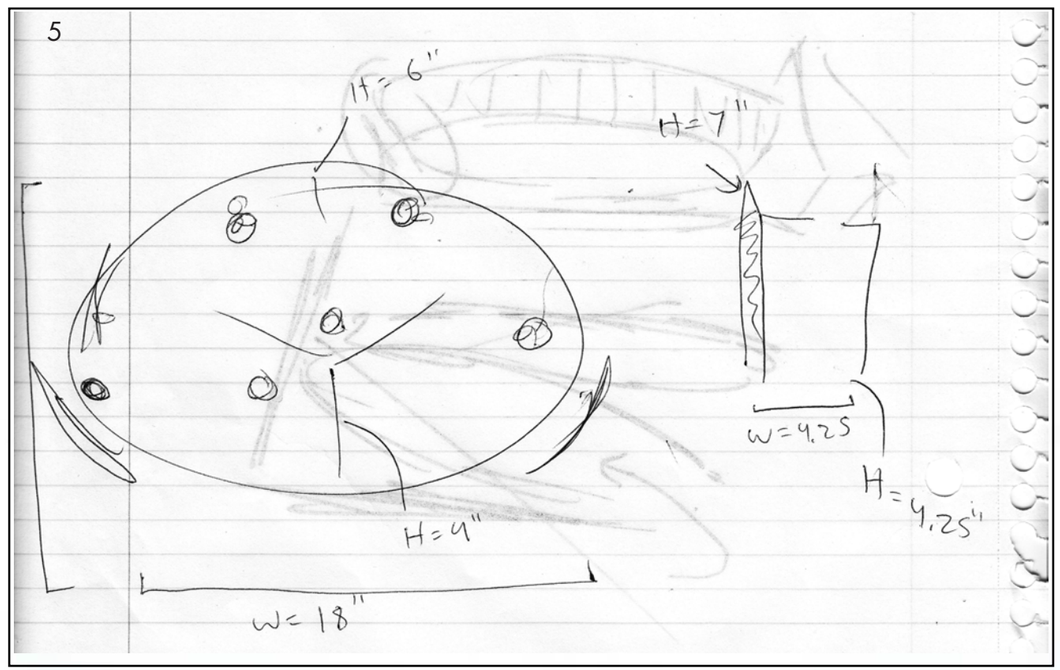
4. 3D sketch of a perspective view on how the exhibition structure may look like.

5. Floor plan sketch that will be constructed for scale model.

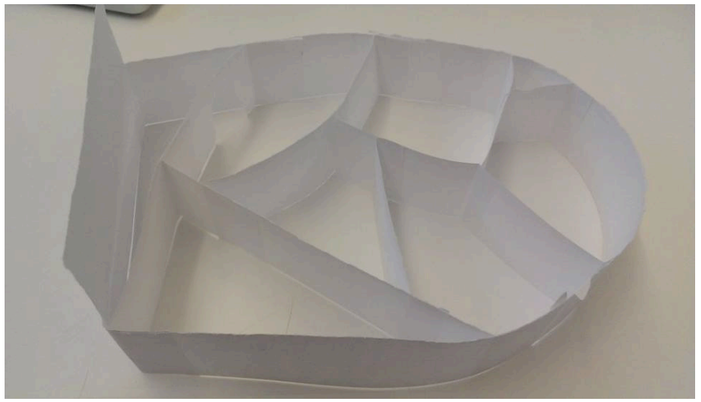


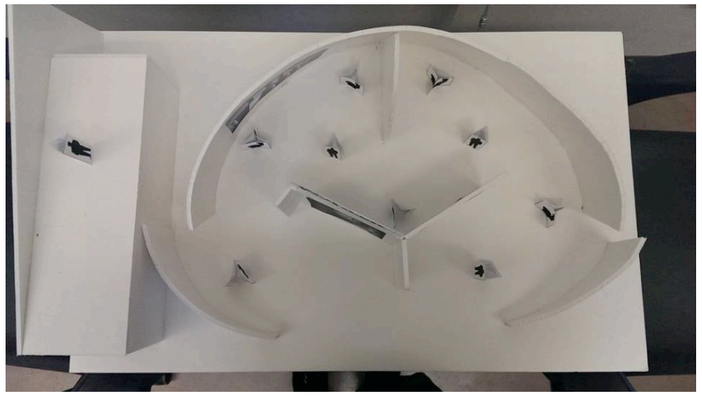


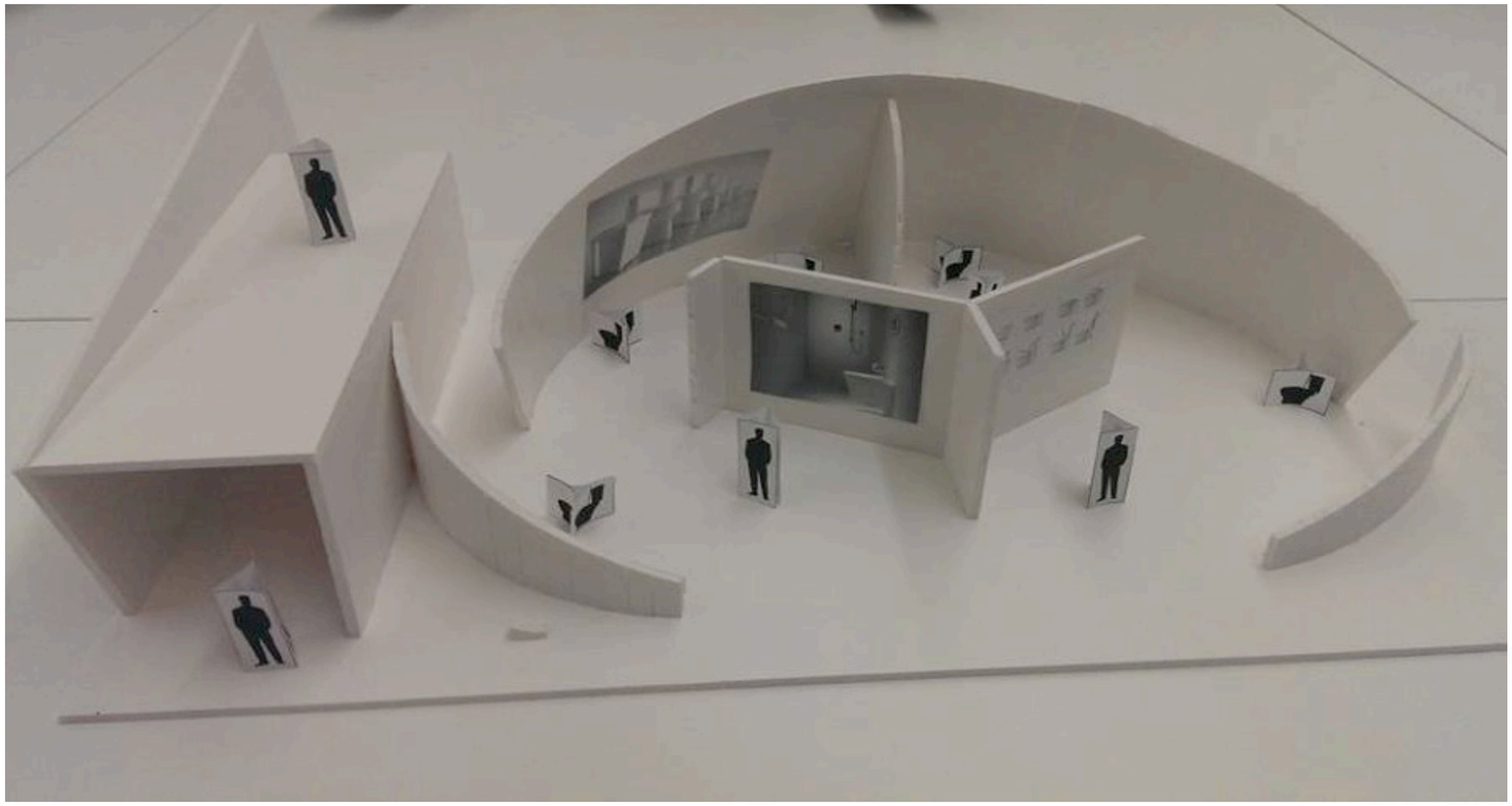




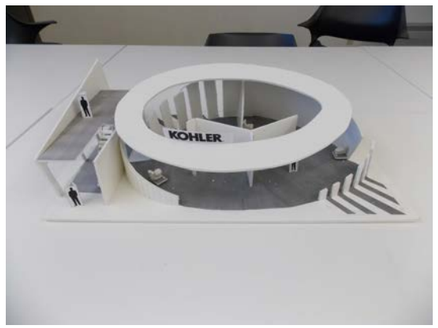
After exploration of abstract shapes for areas of the floor plan we started to divide the space into the amount needed. The area inside becomes more simplified, getting rid of more walls and just have free standing walls to make the environment feel more open for walking around to observe.

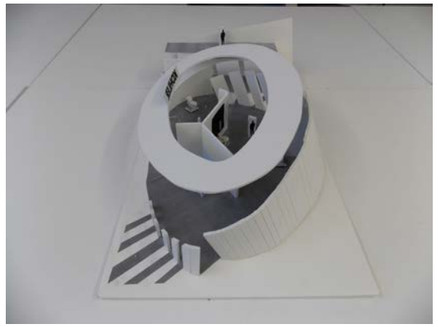






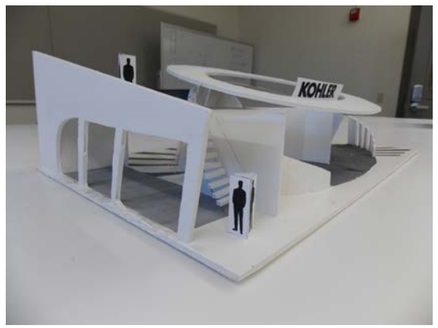
Scale Model

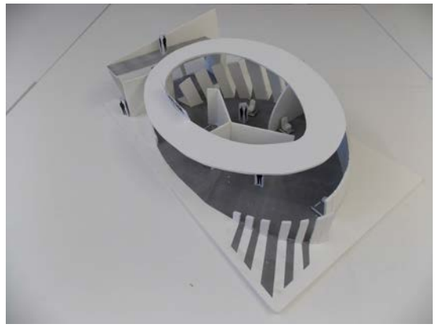




Our first critiqe of our scale models revealed to us that the solid walls were dividing up the space but also isolating areas too much.To fix this problem we started to deconstruct the free standing walls from certain angles that we felt were isolating the exhibition too much.

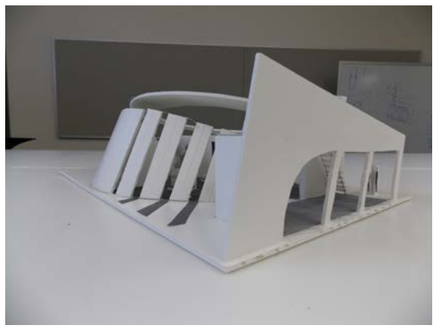
To make the make the toilet more literal, we tries added a toilet seat canopy that would be suspended from inside the convention center. This canopy help convey the toilet object more while also being a way to control the lighting alot more easily from a higher angle.

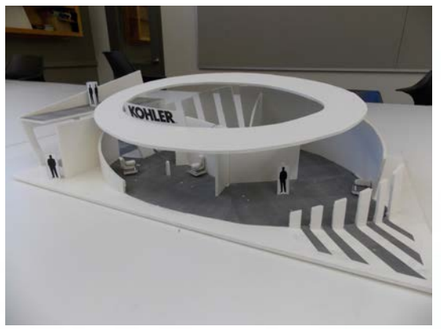




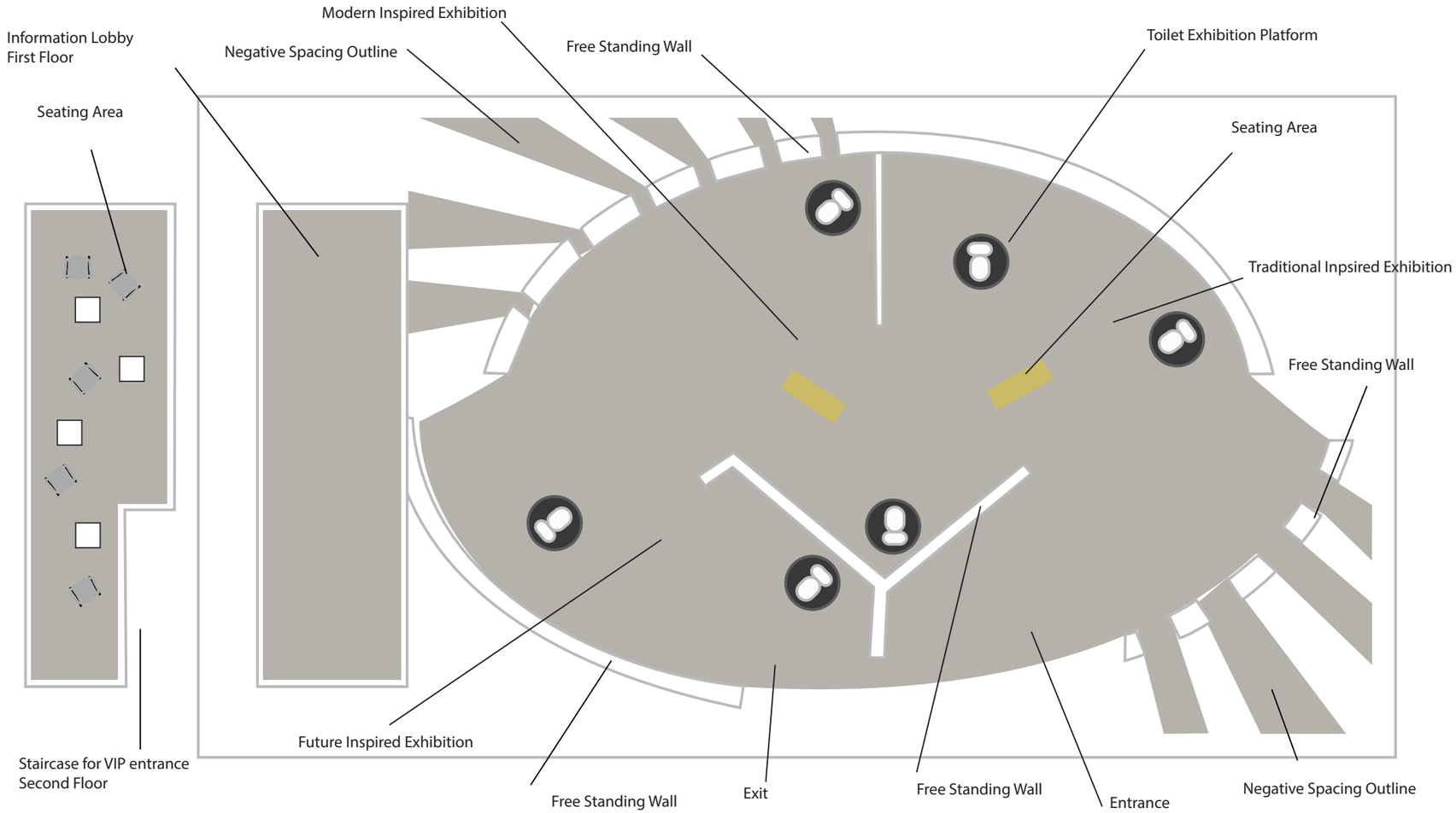
There were some perspectives that you weren't able to see anything inside which we thought was a problem because we wanted thee exhibition space to feel more inviting or give enough visuals to catch the audiences attention and interest to come inside.

The walls of the exhibite is meant to almost guide the exhibition going while also seperatiing them to be more intimate with each toilet without moving on to hastily to the next.





Concept Floor Plan



Object Identification

Traditional Inspired

Tresham T1
Memiors T4
Bench B1
Stage S1

Future Inspired

Veil T1
Numi T5a
Stage S1
Numi Remote T5B

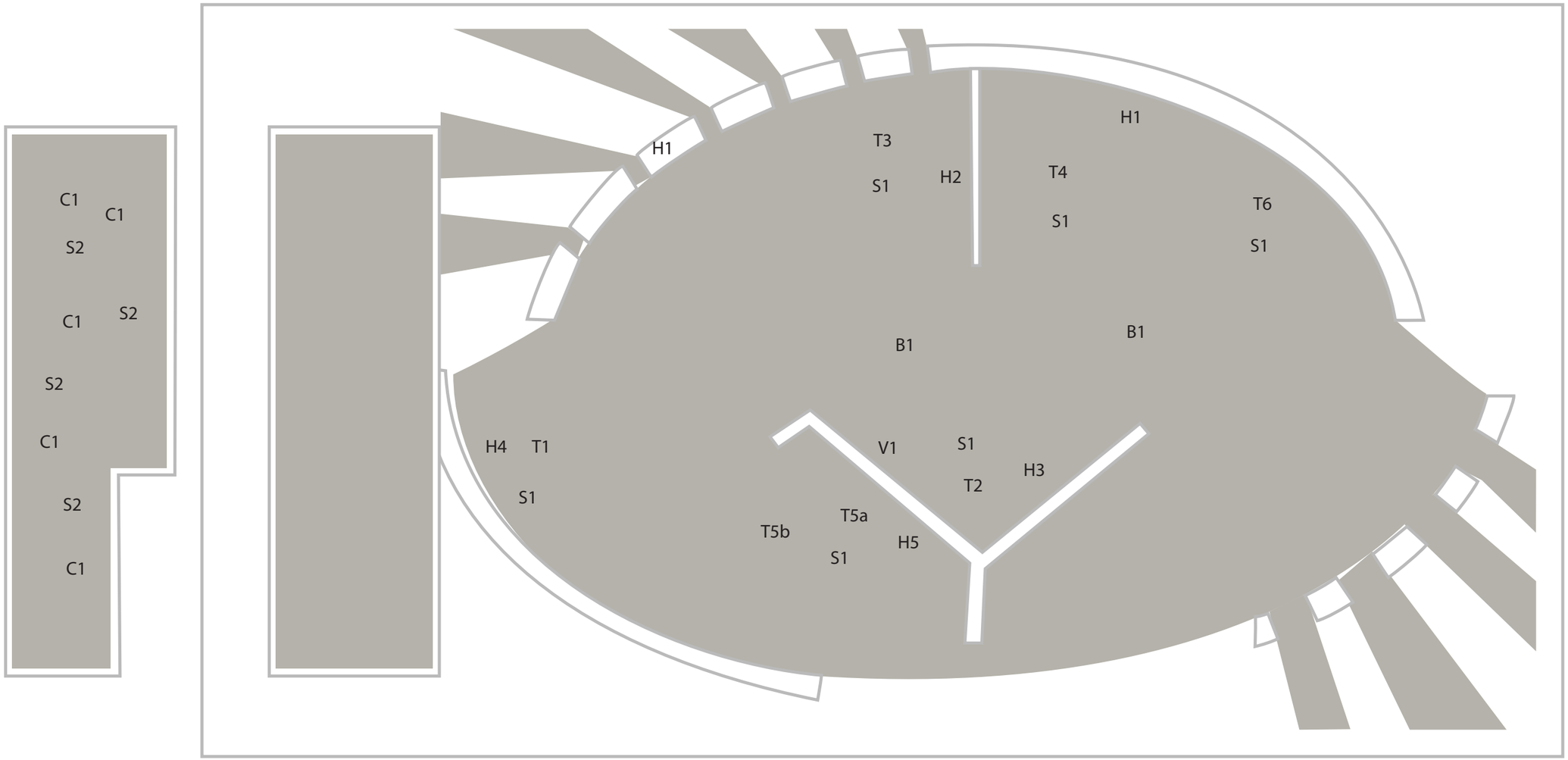
Modern Inspired

Reve T2
Persuade T3
Bench B1
Television V1
Stage S1

VIP

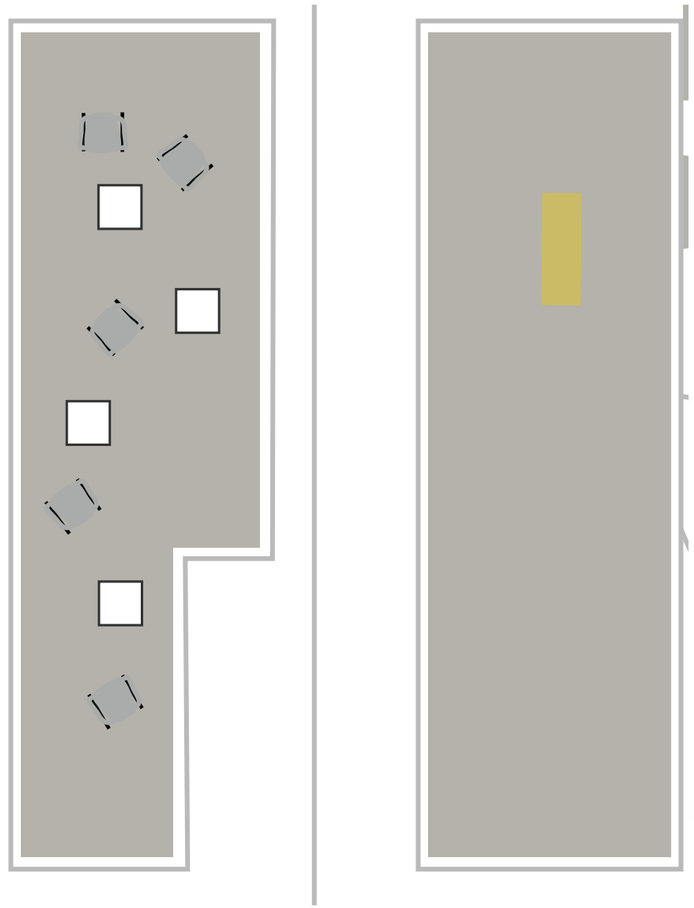
Knoll Table S2
Llusca Chair C1

Product Placement



VIP

The VIP section is reserved for mainly special customers or company representatives for business. This area is on the second floor, upper level, and is designed to be more comfortable and provide an interesting view. The area is evenly supplied with steel stacking chairs where each group also has a small table. The wall edge facing the exhibition is made out of plexiglass so that VIP audiences can have a full view into the exhibition and able to see all, if not most, of the toilets.



CIP

The CIP area is mainly designed for any type of visitor what walks into the exhibition area. In this section they can find the Information graphics of the Kohlers brief history. Also Kohler representatives will be present who are willing to explain what the company is and what sets them apart from a standard bathroom company.

EXHIBITION DETAILS

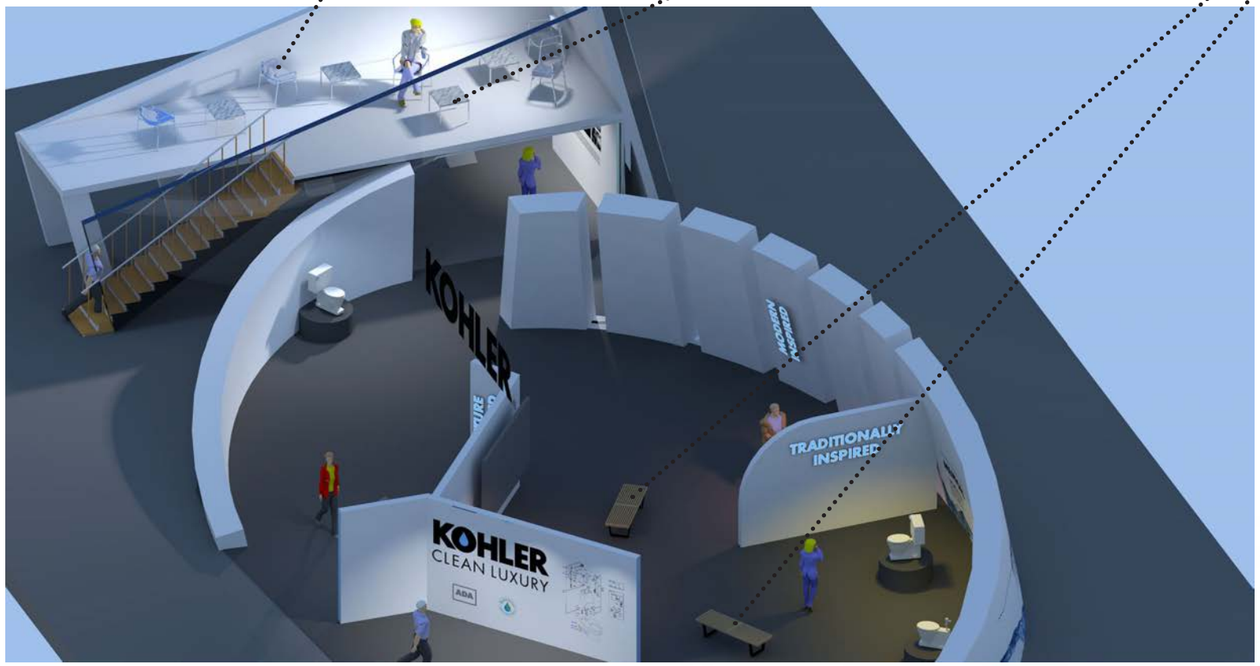
In this area of our design, we began to layout all of the physical components together in detail for the exhibite. Here we analyzed what meterials, objects, lighting, and furniture worked well with the exhibition to enhance the experience without being detracting the interactions with the toilets. Having these elements cooperate in one space made the exhibition more of a reality from the ideas we conceived during the phase 1-2 of the process.

Furniture

Llusca street stacking chair

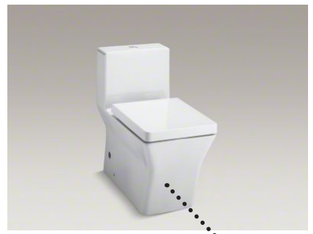
Knoll small square table

Herman Miller Nelson platform bench



Object/Product

Reve

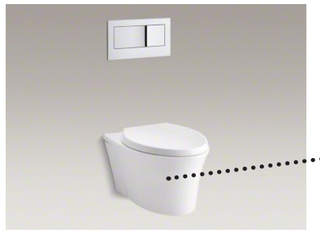


Persuade

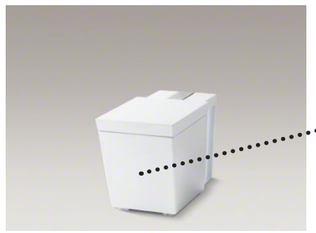
Memiors

Tresham

Veil



Numi



Color

Benjiamin Moore
AC-40 Glacier White

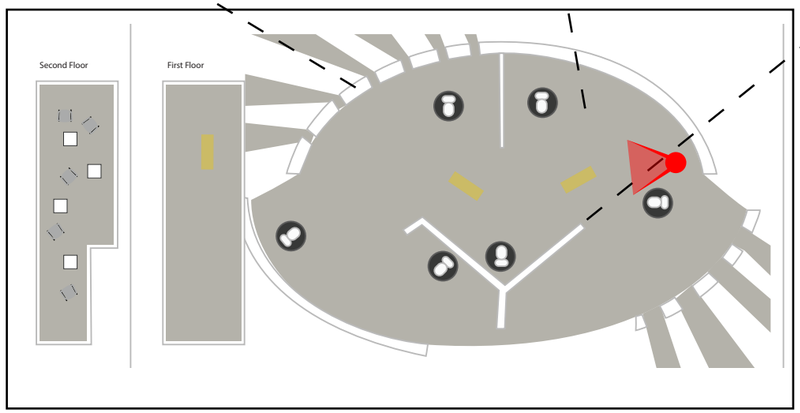
for walls, stairs
Glossy Plastic Paint

Benjiamin Moore
AC-26 Ozark Shadows

for interior flooring

R: 114
G: 186
B: 255

C: 48%
M: 16%
Y: 0%
K: 0%



Materials

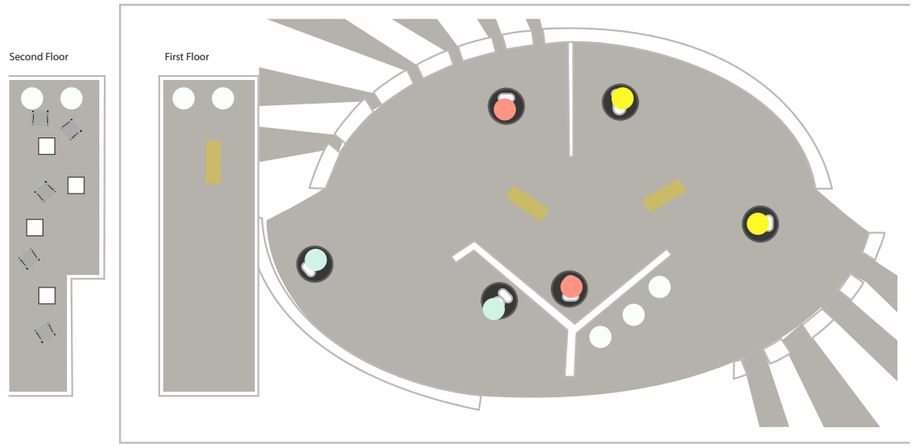
P1
Plexiglass

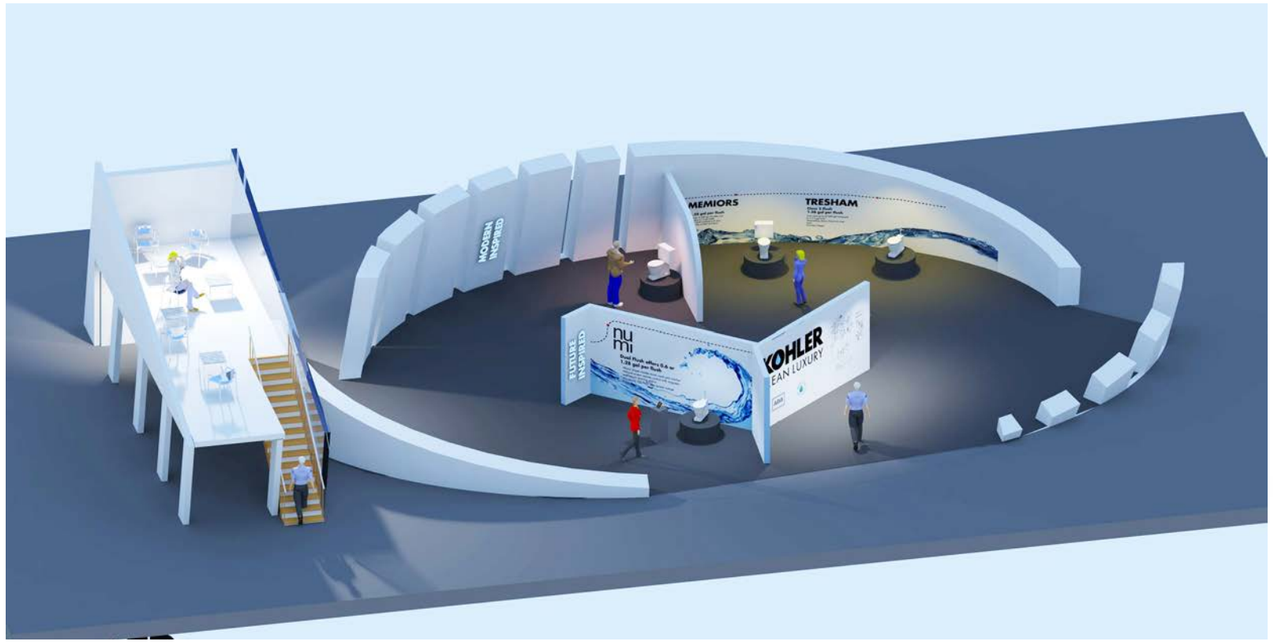
H1
High Density Foam

F1
Aluminum Frame

Lighting

1000 lumins of
Halogen light





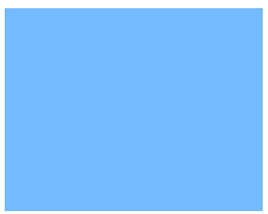
In our lighting we tried to convey the wide spectrum of toilets KOHLER has from the very luxurious to the more common.

EXHIBITION IDENTITY

Most of the identity we created for KOHLER was already strong in their current existing brand. In ways we tried to keep the exhibition cohesive and unified but being minimal in the color scheme. At fisrt our typography had alot of variation but in the end we decided to just go and keep to one typeface and change up the color.

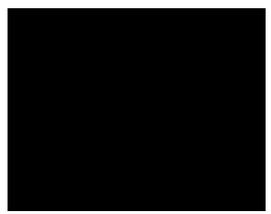
Typographic/Color Specification

Color:



R: 114
G: 186
B: 255

C: 48%
M: 16%
Y: 0%
K: 0%



R: 0
G: 0
B: 0

C: 75%
M: 68%
Y: 67%
K: 90%

Type:

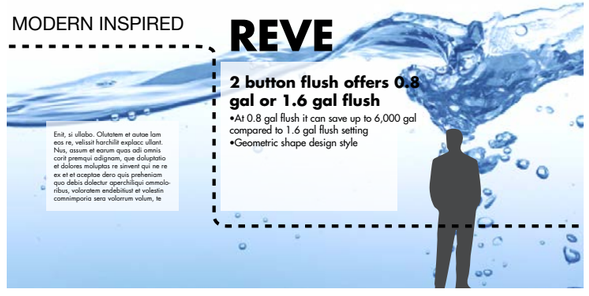
Futura Std Bold:

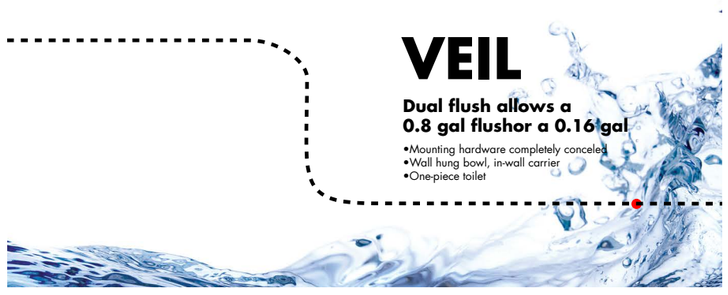
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

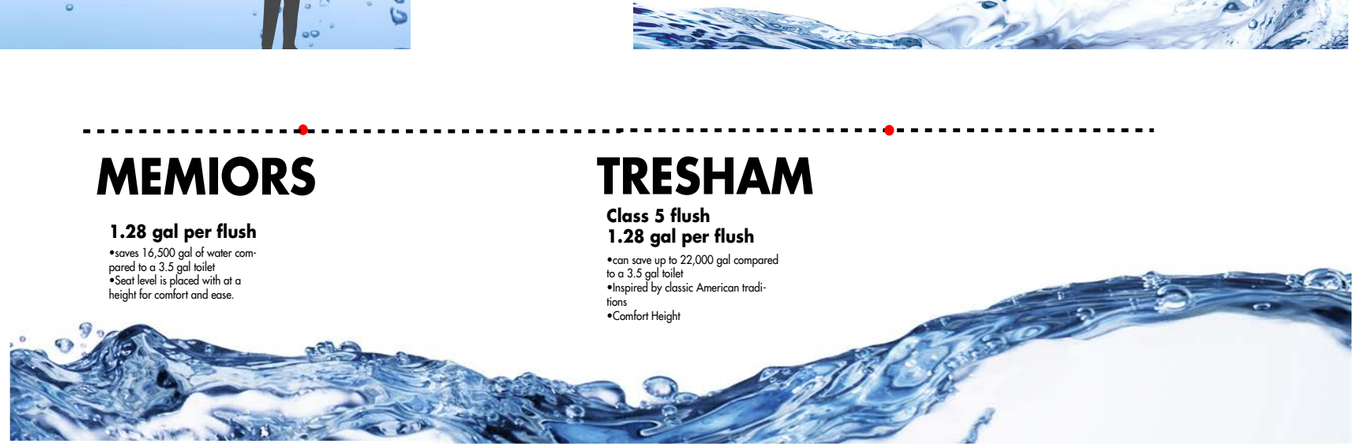
Futura Std Medium:

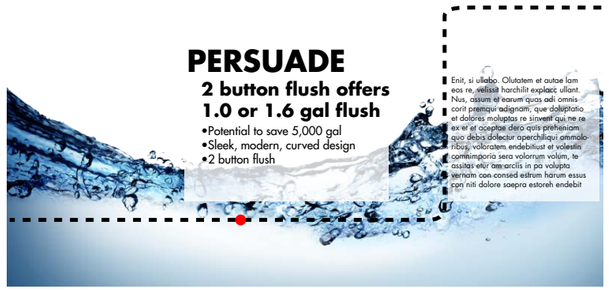
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Graphic Family







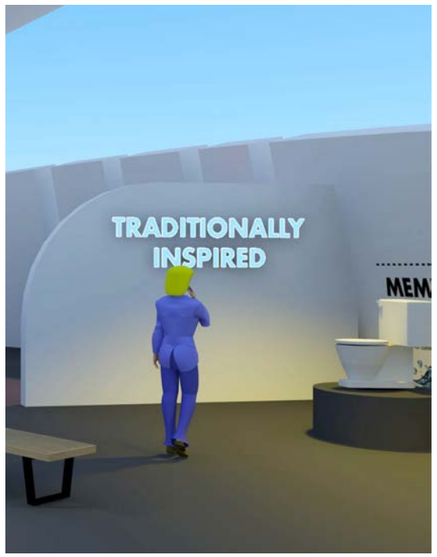


Section Headers

3′

TRADITIONALLY INSPIRED

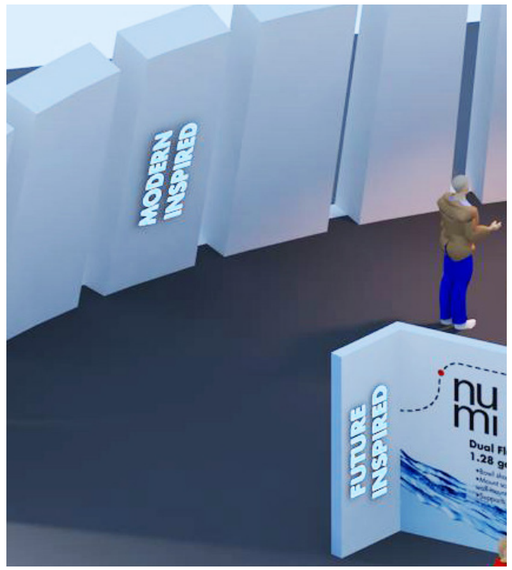
10′



3′

10′

MODERN INSPIRED

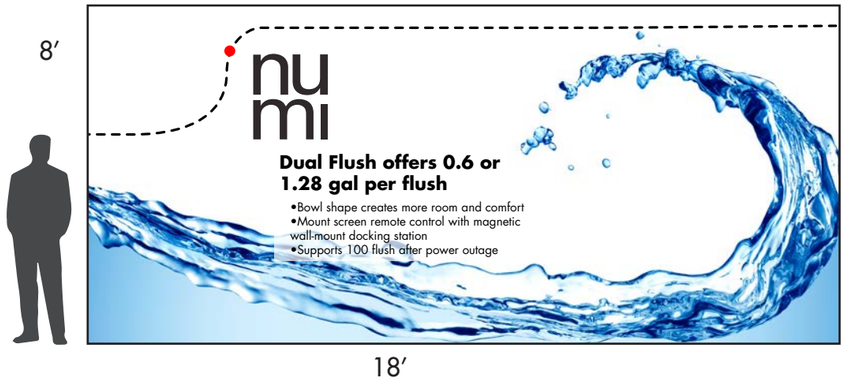


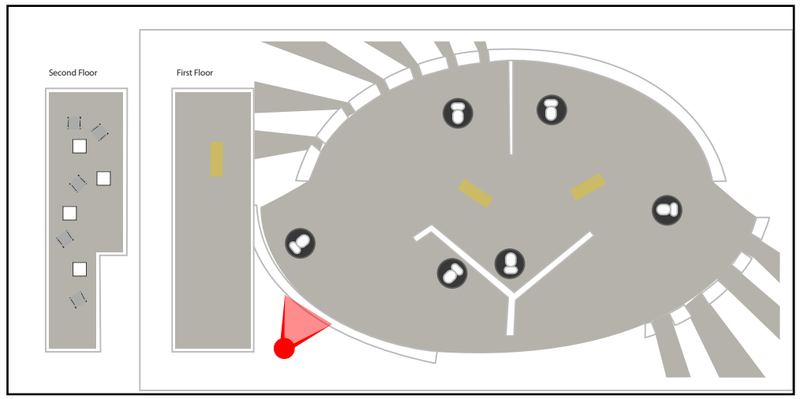
3′

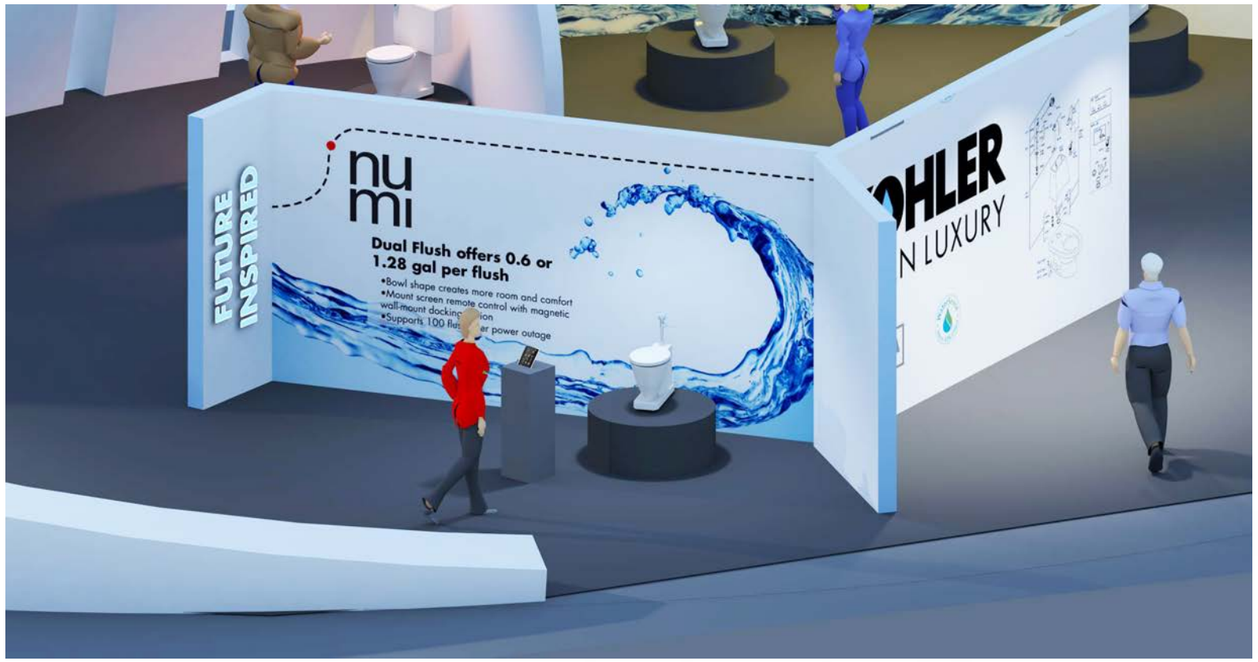
10′

FUTURE INSPIRED

Graphic Application - Interior



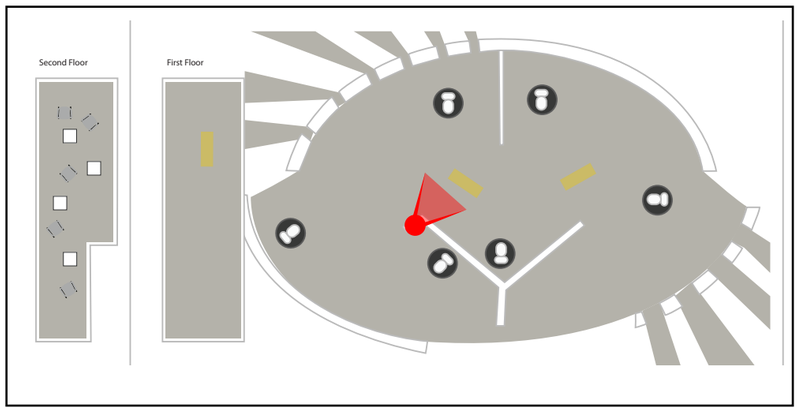




50′

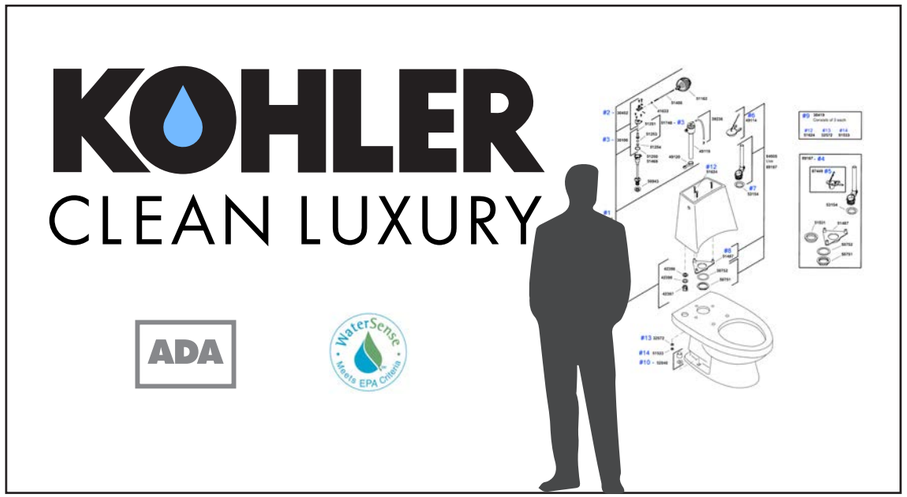
10′

MEMIORS
1.28 gal per flush
•saves 16,500 gal of water compared to a 3.5 gal toilet
•Seat level is placed with at a height for comfort and ease.
TRESHAM
Class 5 flush
1.28 gal per flush
•can save up to 22,000 gal compared to a 3.5 gal toilet
•Inspired by classic American traditions
•Comfort Height

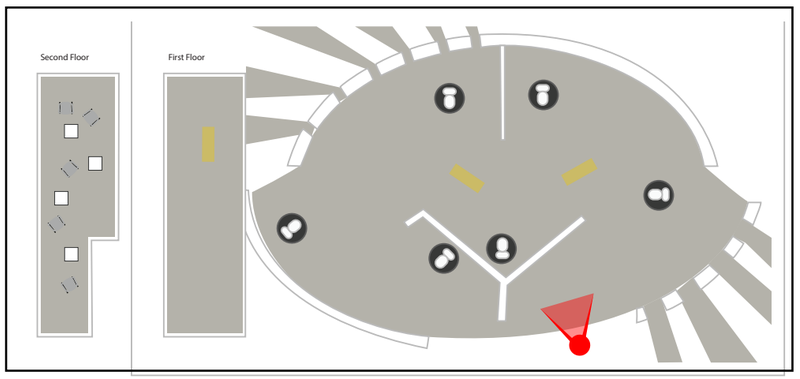

Second Floor
First Floor

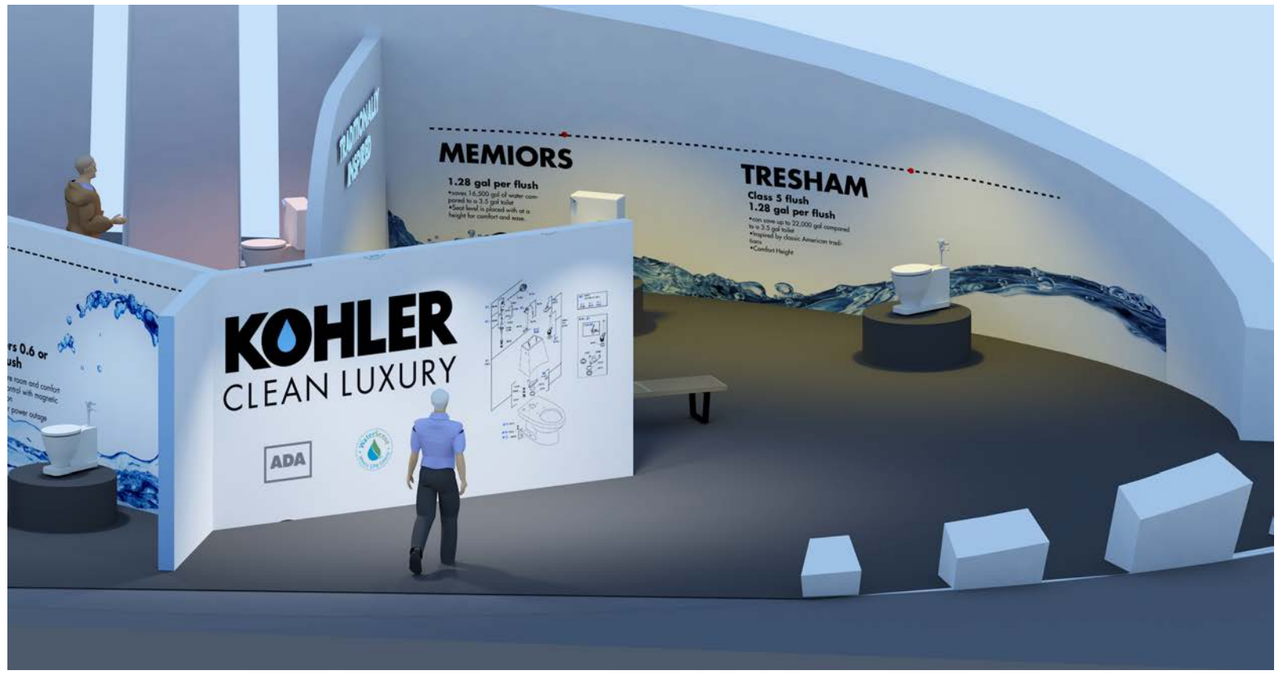
MEMIORS
1.28 gal per flush
TRESHAM
Class 5 flush
1.28 gal per flush
TRADITIONALLY INSPIRED

8′


KOHLER
CLEAN LUXURY
ADA
WaterSense
Meets EPA Criteria

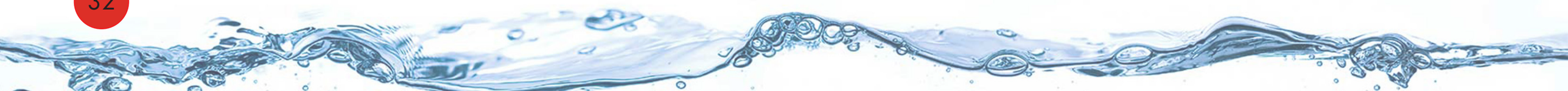
16′


Second Floor
First Floor

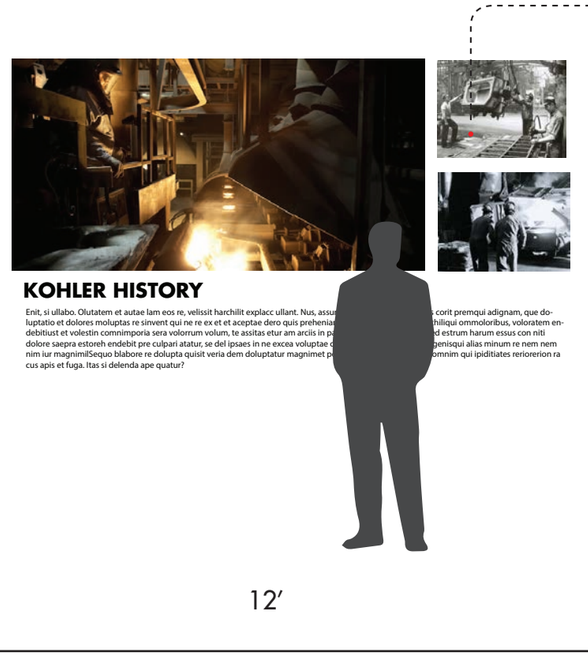

MEMIORS
1.28 gal per flush
TRESHAM
Class 5 flush
1.28 gal per flush
KOHLER
CLEAN LUXURY
ADA

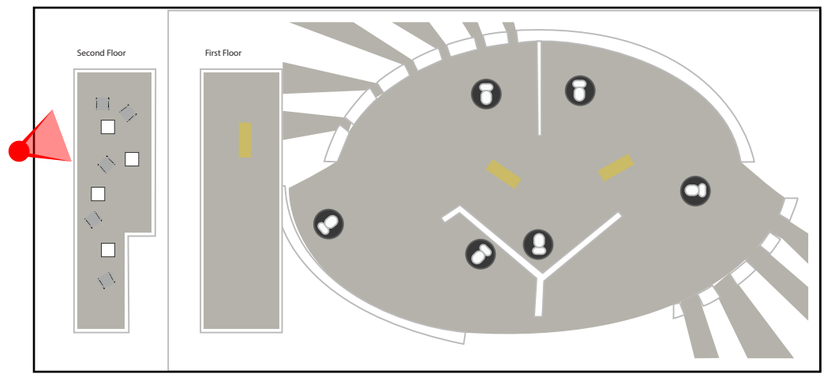
Scale Graphic

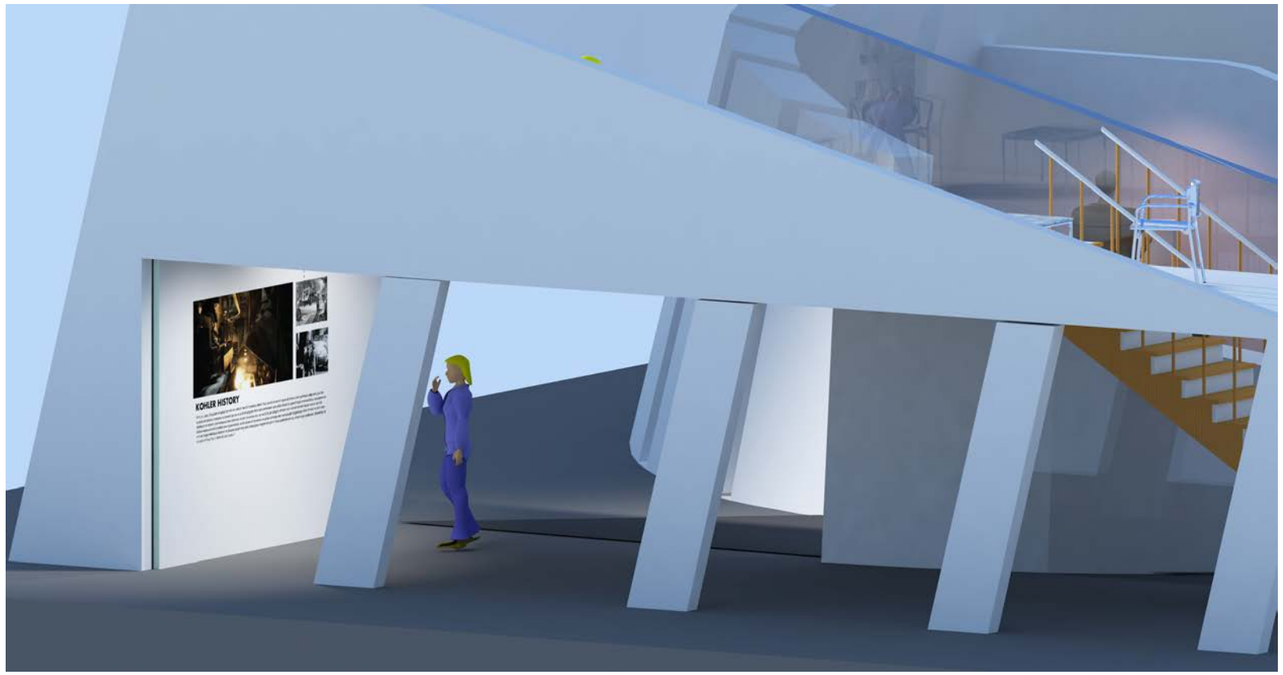
LUXURY



12’


KOHLER HISTORY
Enit, si ullabo. Olutatem et autae lam eos re, velissit harchilit explacc ullant. Nus, assu
corit premqui adignam, que do-
luptatio et dolores moluptas re sinvent qui ne re ex et et aceptae dero quis prehenia
hiliqui ommoloribus, voloratem en-
debitiust et volestin comnimporia sera volorrum volum, te assitas etur am arciis in pa
d estrum harum essus con niti
dolore saepra estoreh endebit pre culpari atatur, se del ipsaes in ne excea voluptae d
genisqui alias minum re nem nem
nim iur magnimiSequo blabore re dolupta quisit veria dem doluptatur magnimet p
omnim qui ipiditiates reriorerion ra
cus apis et fuga. Itas si delenda ape quatur?
12’


Second Floor
First Floor


KOHLER HISTORY

Graphic Application - Interior

MORE
COMFORT
LESS WATER
KOHLER
CLEAN LUXURY
McCormick Place Oct 2nd-3rd

MORE
COMFORT
LESS WATER
KOHLER
CLEAN LUXURY
McCormick Place Oct 2nd-3rd
the
CORNER
DELI