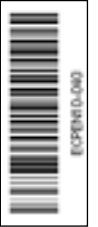


FORM & FUNCTION



DAIKIN BRINGS YOU THE LATEST IN DESIGN EXCELLENCE

PHILIPPE STARCK
& HENRY SEYDOUX
DESIGN 3

DESIGN TRENDS
KEVIN McCLOUD

ICONIC DESIGN
EVOLUTION OF
AIR CONDITIONING



CUTTING-EDGE
TECHNOLOGY MEETS
ELEGANT DESIGN

 **DAIKIN**
emura

FORM & FUNCTION

REDEFINED

The balance between form and function has fascinated the design world for well over a century. Where functionality used to dictate certain elements of product design, digital technology has liberated modern designers. They can now squeeze so many functions into such small spaces that the appearance of digital products no longer has to bear any relation to what they do.

Take the iPod shuffle for instance. There are no clues to suggest that this small but perfectly formed box stores and plays hundreds of songs. In the 21st Century, complex, high performance products can appear simple and pure.

This quest for simple and pure design, and the balance between form and function is a recurring theme throughout our new magazine. Inspired by the design story of Daikin Emura, in the following pages we explore the minds of some of the most respected designers in Europe, admire a selection of the most iconic chairs of all time and whisk you away to some of our favourite Design Hotels.

It is our hope that as you read on we will give you an insight into the Daikin philosophy, our latest innovations, and introduce you to a world in which form and function balance beautifully.



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AIR CONDITIONING WITH HOT LOOKS AND COOL STYLE



ABOVE: DAIKIN EMURA SANDBLASTED ALUMINIUM FINISH
LEFT: DAIKIN EMURA IN MATT CRYSTAL WHITE FINISH



The Daikin Emura wall mounted air conditioning unit is a remarkable blend of iconic design and engineering excellence. Its ultra-thin profile and elegant finish in matt crystal white or sandblasted aluminium mean it will complement any stylish interior. And those good looks certainly don't compromise its performance. Designed in Europe for European climates, you can rely on Daikin Emura to create the optimum comfort zone all year round.

THE VISION BEHIND THE DESIGN

BY MR MASATSUGU MINAKA,
PRESIDENT OF DAIKIN EUROPE N.V.

Daikin Emura is the company's first European design project. Masatsugu Minaka, President of Daikin Europe, shares his thoughts on Daikin's potential to design and produce more products in Europe.

WHY THE NEW EMPHASIS ON EUROPEAN DESIGN?

M. MINAKA: "Daikin has a reputation for manufacturing top quality products. We have always been first in terms of performance. But all market segments are important, including niche markets. After all, today's aspirational products could well become tomorrow's mainstream. Unlike Asian consumers, Europeans tend to choose products based on quality and design, as well as price.

"Until now, our air conditioners have been designed in Japan. Ten years ago, the demand for air conditioning in Europe was two million split units compared to seven million in Japan. Since then, the European market has caught up with Japan. So the time is right to develop a number of desirable products that are designed and produced in Europe. And by design we mean the interior design and specifications as well as the exterior."

WHAT DOES THIS MEAN FOR THE FUTURE OF DAIKIN EUROPE?

M. MINAKA: "The engineering is now taken care of in house. The exterior design of new units such as Daikin Emura is being handled by external design professionals here in Europe. This fits the natural direction that many manufacturers are heading in – to manufacture products designed and built for their local markets."

WHY DO YOU THINK A DAIKIN EMURA IS RIGHT FOR EUROPE?

M. MINAKA: "The most desirable car brands like Audi and Mercedes-Benz for example have been able to maintain their market share in Europe, proving that European consumers are driven by more than price alone. There is room for brands to develop several market segments, including the luxury segment. Which is why we want to go for this new market and expand it."

MASATSUGU MINAKA,
PRESIDENT OF DAIKIN EUROPE

EUROPEANS
TEND TO
CHOOSE
PRODUCTS
BASED ON
QUALITY AND
DESIGN

SIDE VIEW OF
DAIKIN EMURA
IN OPERATION



EUROPEAN DESIGN COMES TO DAIKIN

Daikin Emura is designed to be mounted high on the wall, for optimum air distribution and whisper-quiet operation. And it is as easy to operate as it is to install and maintain. Just as importantly, its 'A' rating for energy efficiency will make it as attractive to the cost-conscious as the style-conscious. Daikin Emura represents a perfect marriage of style and substance, of form and function, of intelligent heating and efficient cooling.

Daikin Emura is a split unit air conditioner, which consists of an outdoor unit and an indoor unit. The outdoor unit can be installed

DAIKIN EUROPE'S STRATEGIC MARKETING TEAM



on the roof, terrace or against an outside wall and can be connected to one indoor unit or a multiple room application with a maximum of nine indoor units.

THE JOURNEY

Traditionally Daikin has always designed its products in Japan and made small modifications for the European and overseas markets. However, two years ago sales of split unit air conditioners in Europe reached a level that justified a new European concept.

This is the first time that an air conditioning unit has been designed in Europe for the European market, using European technical and design standards.

Manabu Katou, an industrial design engineering graduate from Chiba University and project manager for Daikin Ltd, explains the vision: "We were looking for a style that would set us apart from the competition and make us recognisable. At the same time, we wanted the design to say something about us as a company. Reliability and simplicity are values that Daikin nurtures, and we wanted to recognise these core values in the design we chose.

The project entered by design agency Design 3 best met this criterion and received our unanimous approval.

"In a mass volume industry like ours, it is vital that large quantities can be manufactured without too many complications. Still, we had epic discussions between engineering and manufacturing before coming to a consensus on how to best roll out the design from a technical point of view."

Daikin Emura is a radical change for Daikin and could herald the beginning of a new series of products that will be entirely designed and manufactured in Europe. Mr Minaka, Daikin Europe's President, expresses his hopes for the future: "With Daikin Emura and its distinctive European design, Daikin intends to consolidate its market leading position and enhance its image as a premium quality manufacturer of heating and cooling systems."

DESIGN FOR LIFE

SIMPLICITY AND CLEAN, PURE SHAPES FORM THE SIGNATURE STYLE OF DESIGN 3, THE HAMBURG-BASED AGENCY BEHIND DAIKIN EMURA



WE AIM FOR SIMPLICITY, TO FIND ONE BIG IDEA RATHER THAN GATHERING LOTS OF SMALL IDEAS THAT DON'T MAKE UP THE STORY. THIS KIND OF APPROACH, CREATING SOMETHING THAT HAS A VERY SIMPLE FORM BUT MAINTAINS THE HIGHEST LEVEL OF FUNCTIONALITY, IS NEARLY ALWAYS THE HARDEST TO ACHIEVE

WOLFGANG WAGNER



Wolfgang Wagner, principal/owner, believes in the qualities of classic German design: "Attention to detail is very important. We aim for simplicity, to find one big idea rather than gathering lots of small ideas that don't make up the story. This kind of approach, creating something that has a very simple form but maintains the highest level of functionality, is nearly always the hardest to achieve. But isn't life complex enough? In the end we want to make life simpler for people."

And whilst the quest for simplicity is not easy, it certainly appears to be a successful formula for Design 3. The agency has notched up an impressive 85 international design awards in recent years, including an iF gold award, red dot award 'best of the best' and a prestigious design prize of the Federal Republic of Germany (Gold) as well as several ID Awards (New York) and G-Marks (Tokyo).

Mr Wagner explains the process: "When we approach a new design project we speak to the client and make sure we have all the technical background information, and then our first step is to really try and understand how people use and experience the product. For Daikin Emura we spoke to sales people and installers to understand their perspective and then visited Italian and German consumers at home to observe them and talk to them to get some real in-depth feedback."

"We quickly realised that people absolutely depend on the functionality of an air conditioning unit, especially during a hot summer, but nearly all dislike the way their unit looks on the wall. Generally the feedback was that air conditioning units look really ugly and stand out like a household appliance rather than blending in with the interior."

"We decided not to look at how air conditioners look today, or coffee makers, or toasters. Instead we explored the interior world, and that gave us the push to develop the exterior design."

The result is that Design 3 made the unit as simple and unobtrusive as possible, hiding the vents and openings to create one simple, softly shaped surface. This is what makes Daikin Emura so special. The soft and pleasant contour expresses the function of the unit: to make people feel good. At the same time it is quiet and withdrawn enough to ensure that it does not dominate any environment.

The design of the handset received just as much care and attention from Design 3 in order to match it perfectly to the unit. The idea was to create something so beautiful that it would never be put away. As with the main unit design, much of the functionality of the handset is concealed by a sleek exterior in white, to complement the look of Daikin Emura.

Mr Wagner concludes: "I think that when you look at the interior world, the balance between form and function is really important. We all want the latest technology and high performance goods but we also have much higher expectations from design. If you look at TVs for example, most of them are big black objects and appear quite alien in a nicely designed interior. Now there are many more with softer shapes and subtle colours so that they become part of the environment. The more premium market is really about simplicity and allowing individuals to develop their own lives and ideas."





WWW.HONKY.CO.UK

ROOM WITH A VIEW

HAVING WORKED IN INTERIOR DESIGN FOR 15 YEARS, CHRIS DEZILLE SET UP HIS OWN CONSULTANCY, HONKY DESIGN, IN 2001.



Based in Balham, London, thirty-seven year old Dezille specialises in stunning property refurbishments and has spent the last two years working on several major projects in the Belgravia area – including award-winning duplex penthouse apartment, The View.

Situated in Victoria, London, the fully furnished 3,500sq ft, three bedroom apartment, has been designed with precise detail, to achieve an effortlessly chic interior. Having been previously inhabited over the years by Sir Laurence Olivier, Jackie Collins and Peter Sellers, the property is rich in 1960's period features and history. Of course, it also has all the finishing details that could be expected for such a high-end project.

Shadow gaps and recessed lighting create a floating effect with the property's walls. Form and function plays a key role in the look and feel for the property. White resin and glass finishes highlight the property's key features, including a glass balustrade and circular lightwell overhead, combining new modernism with the property's original charm.

The most prominent feature of the apartment is the indoor winter garden enclosed on three sides with sliding glass doors. "I wanted the feature piece for the apartment to comment on the lack of rural space within central London. The glass fixtures bring a sense of calm and enclosed serenity that's so rare within busy cities. By using solid materials the space doesn't compromise usability over style – instead it combines the two." Furniture throughout is modern, Italian and cutting-edge. With meticulous detail being paid to every nook and cranny of the development, there isn't anything brought into the design layout which compromises the space or ideals behind it.

Looking toward the future, Dezille commented: "We have a number of diverse projects in progress. As a

practice we still handle decorative projects and appear to be attracting more interest from clients, who are starting to understand the benefits of speaking to an interior designer, almost as the first port of call when considering the refurbishing or building of a project. As trained professionals we are constantly exposed to new technologies and sustainable products. Through our



role as designers we are ideally placed to both impart and educate our clients to new and 'smart technologies'. Specifying from these, we can ensure that we have done all we can to future proof the building, reduce the impact to the environment, and invest in the world's future."

FORM AND
FUNCTION PLAYS
A KEY ROLE IN
THE LOOK AND
FEEL FOR THE
PROPERTY



ROOM TO BREATHE

The trend is evident throughout history. Items that initially have a purely functional design are gradually improved to include an aesthetic element that fulfills our need for elegance and simplicity.

Looking good is part of feeling good, so we surround ourselves with beautifully designed objects that now also include household appliances, furniture, and a whole variety of functional items.

Comfort and design have become closely interwoven in our everyday life. Even cooling and heating appliances have not escaped our aesthetic needs.

From a functional perspective, we demand cooling and/or heating systems that provide just the right temperature when and where we want it, and quiet, efficient operation.

When it comes to form, our expectations are equally high, and Daikin has recognised this early on, pioneering an element of style to match its expertise in performance.



WITH ITS TIMELESS AND ELEGANT
DESIGN DAIKIN EMURA HARMONIOUSLY
BLENDS WITH ANY INTERIOR

CUTTING-EDGE TECHNOLOGY SLEEK DESIGN

Like most ingeniously designed objects, the Daikin Emura wall mounted air conditioner looks deceptively simple. It's hard to believe that underneath the smooth contours of its sandblasted aluminium* casing, this smart room air conditioning unit houses so much advanced technology.

As well as offering cooling, heating, ventilation and dehumidifying, Daikin Emura combines sleek design, extreme energy-efficiency and user friendliness, adding a touch of refinement and stylish sophistication to your interior.

Daikin left no stone unturned in integrating all of its leading-edge technology in this single-room air conditioner.

*Daikin Emura is also available in white.

SMART COLOURS

Without having to check the remote controller, you can identify the operation mode by looking at the LED light at the bottom of the unit. When red, the unit is in heating mode, blue stands for cooling, green for dehumidifying and orange means the unit is in timer mode. Smart thinking and a smart look.



IT'S ALL ABOUT DESIGN

Daikin Emura's most obvious asset is its looks. The sober but stylish appearance adds an additional dimension to Daikin's well-known brand values of superior comfort and quality.

YEAR-ROUND COMFORT

From Malmö to Malaga, Daikin Emura provides year-round indoor comfort, whether you want to cool down in a hot summer or warm up through the chilly winter months.

ECO-FRIENDLY DESIGN

When in heating mode, Daikin Emura uses a renewable energy source – air – and therefore is more energy-efficient than fossil fuel based heating. By reducing CO₂ emissions, Daikin heat pumps contribute to preserving our environment.

Inverter technology also varies the heat pump's compressor speed – the engine of the unit – to use only the amount of energy needed to heat or cool a room. Thus, unnecessary energy-consuming starts and stops are avoided. Besides providing more stable temperatures, this technology can yield energy savings up to 30% over non-inverter systems, and reduce the start-up time of an installation by a third.

In an era where energy is becoming scarcer, consumers now have the luxury of opting for energy-conserving and elegant heating systems.





**NEVER BEFORE HAS SO MUCH
ATTENTION BEEN PAID TO THE DESIGN
AND FINISH OF AN AIR CONDITIONER**

**INTELLIGENT EYE HELPS
SAVE PRECIOUS ENERGY**

High-tech functionality and stylish design go hand in hand with Daikin Emura. Pushing the operation button on the remote control causes the front panel and flap to open, revealing one of the unit's energy-saving features: the intelligent eye. This built-in sensor detects the presence of people in the room and automatically switches to energy-saving operation when the room is unoccupied.

Another energy-saving feature is the programmable timer. These clever features help Daikin Emura exceed the A-Label for energy efficiency.

**OPTIMAL COMFORT AT
THE PUSH OF A BUTTON**

With the easy to use remote control, you can sit back, relax and adapt the room temperature from the comfort of your chair. A large display provides an overview of the unit's operation mode, and user friendly buttons give you easy access to Daikin Emura's built-in intelligence. Want to prevent purified fresh or hot air from blowing in the direction of your guests? Just press the 'comfort airflow' button. Want to save energy? Use the system's intelligent eye or set the timer to optimally condition your room for any time of the day or night.



IN PURSUIT OF PERFECTION

WHEN TWO STARS COLLIDE: PHILIPPE STARCK AND HENRI SEYDOUX MARRY THE BEST IN DESIGN AND TECHNOLOGY.

The design world has a strong history of successful collaborations between manufacturers and household names. Over the past 40 years, one creative force in particular has gained renown for bringing poetry to functionality – Philippe Starck.

Philippe Starck is a tireless and rebellious citizen of the world, who has a reputation for creative brilliance and a passion for sharing his ideas with as wide an audience as possible, or 'democratic design'.

With a career spanning more than four decades, Starck has created a host of unconventional objects, from furniture to mail-order homes, motorbikes and mega-yachts.

Whenever we discover an object designed by Starck, we enter a world of wall-to-wall imagination, surprises and fabulous fantasy, yet every creation's purpose is to be 'good' before being beautiful.

Now he has joined forces with Henri Seydoux, CEO of Parrot, one of the founders of the luxury goods company Christian Louboutin, and a pioneer of 3D imaging and wireless technology.

Henri Seydoux is a self-taught, unconventional, rebellious, self-made entrepreneur. He has a flair for innovation, draws all products himself and personally supervises the hundreds of engineers working in his Research & Development centre.

Together they have created a collaboration between the latest technology and the highest design – Parrot by Philippe Starck 'Zikmu' speakers.

Zikmu represents a unique combination of design, acoustics and the power of digital and wireless technology. The result of this vision is an object that is both unusual and beautiful, delivering exceptional sound quality. As Philippe Starck commented, "What we designed is not a loudspeaker. What we designed is vibrating air."

WWW.PARROTSHOPPING.COM



I LIKE TO OPEN
THE DOORS TO
PEOPLE'S BRAINS

PHILIPPE STARCK



FORM &
FUNCTION



A JEWEL IN THE DESIGN CROWN: KEVIN McCLLOUD SETS OUT TO FEMINISE BATHROOM ACCESSORIES.

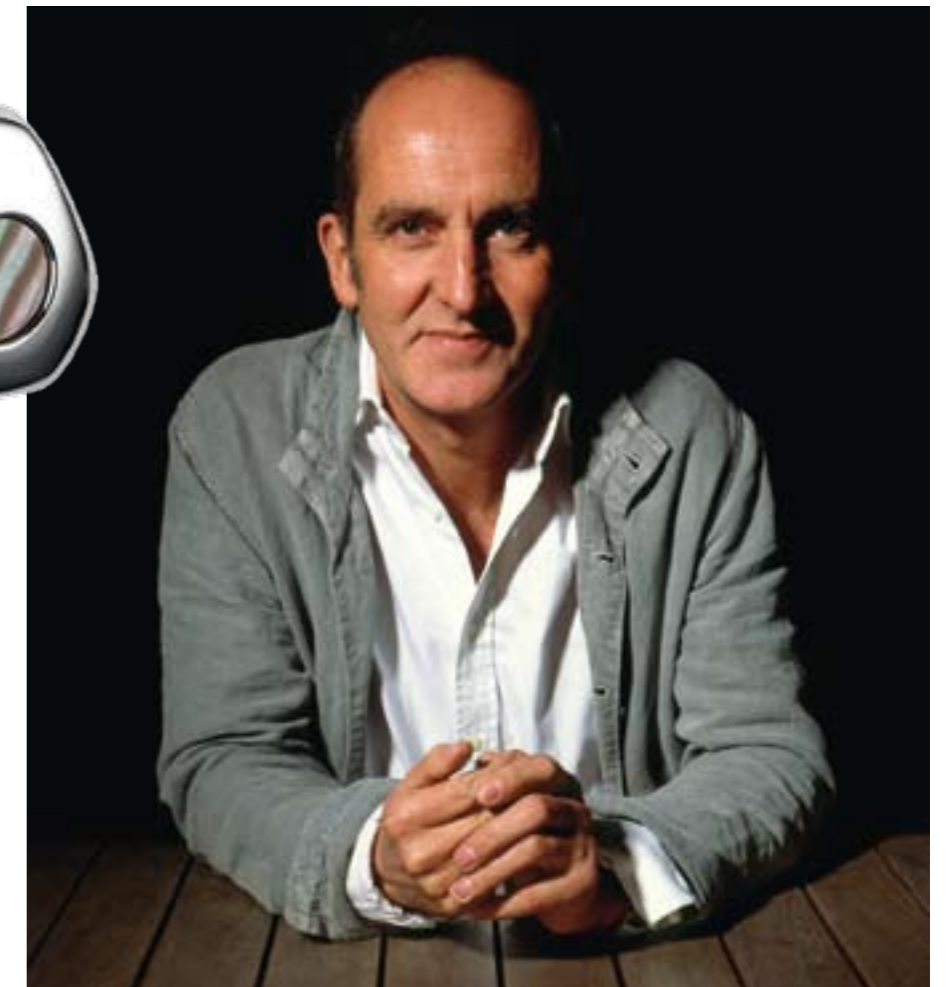
Kevin McCloud, famous for casting a critical eye over other people's designs on the British television series, *Grand Designs*, has long been a respected furniture and lighting designer in his own right.

His design credentials include producing lighting for some of the finest buildings in Europe – Ely Cathedral, Edinburgh Castle, two European palaces and The Savoy and Dorchester hotels in London to name but a few.

Now, Kevin McCloud has launched a nine piece collection of bathroom accessories in collaboration with British manufacturer Samuel Heath.

The new range effortlessly unites form, function and durability. Crafted from the purest European brass, hand polished and chrome-plated, and with mother of pearl embellishment, yet created to withstand the demands of everyday, modern living.

Right from the outset McCloud wanted to create a range which didn't look as though it was assembled from a kit of engineering parts. He didn't want a 'masculine' range. In his own words: "I wanted the range to feel



like jewellery for bathrooms in the way that traditional chandeliers are jewellery for living rooms."

McCloud's approach was to design and detail the pieces like a polished silver pendant or earring. That's why he replaced the traditional 'hot and cold' indices with small circles of mother-of-pearl, an exquisite, glamorous detail that feels good when touched.

The pieces are softer and fluid as though extruded from one piece of metal or teased out of some weird kind of elastic chrome.

Kevin McCloud commented, "I wanted to work with Samuel Heath because I felt only they could do this. Only they could produce joints of hairline widths in complex forms and chrome polishing which appears to have the depth of glass."

"They've got a skilled in-house engineering design and prototyping facility, a group of people who have been an utter joy to work with. It's been a fascinating process and a true collaboration, with drawings, sketches and CAD images flitting backwards and forwards between my studio and theirs. In essence, Samuel Heath understands design."

WWW.SAMUEL-HEATH.COM

I WANTED
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KEVIN McCLOUD

ICONIC CHAIRS

AUTHOR CARA GREENBERG COINED THE TERM MID-CENTURY MODERN FOR HER GROUND-BREAKING BOOK, MID-CENTURY MODERN: FURNITURE OF THE 1950s (RANDOM HOUSE, 1983). THIS STYLE IS NOW RECOGNISED BY SCHOLARS AND MUSEUMS WORLDWIDE AS A SIGNIFICANT DESIGN MOVEMENT, CHARACTERISED BY SIMPLICITY, DEMOCRATIC DESIGN AND NATURAL SHAPES. FUNCTION WAS AS IMPORTANT AS FORM IN MID-CENTURY FURNITURE, GIVING BIRTH TO DESIGN CLASSICS THAT HAVE ALREADY STOOD THE TEST OF TIME AND WILL REMAIN STYLISH FOR DECADES TO COME.



1. CHARLES & RAY
EAMES, 1950: RAR

Plastic armchairs were first presented by Charles and Ray Eames as part of the famed New York Museum of Modern Art competition, 'Low Cost Furniture Design'. Their organically shaped seat shells made of fibreglass-reinforced plastic were later combined with various different bases, such as RAR's rockers and manufactured in their millions. In their latest version made of polypropylene the armchairs now offer even greater sitting comfort.

RAR = Rocking Armchair Rod Base
www.vitra.com

2. VERNER PANTON,
1968: PANTON CHAIR

The last version of the Verner Panton chair was authorised and produced in collaboration with the renowned designer at the end of the 1990s.

www.vitra.com

3. PHILIPPE STARCK
FOR KARTELL:
MR IMPOSSIBLE CHAIR

Designed by Philippe Starck with Eugeni Quitlet, the Mr Impossible chair has a wonderful 'floating-in-mid-air effect'. While the design for Mr Impossible was conceived years ago, the technology needed to weld two transparent shells together did not exist until recently. Kartell was created in 1949 producing products that are immediately recognised worldwide for the excitement they create, their durable functionality and undisputed quality.

www.arredo.co.uk

4. ARNE JACOBSEN,
1955: 'SERIES 7' CHAIR

Arne Jacobsen's classic 'Series 7' is now available in seven new colours from Fritz Hansen.

www.fritzhanzen.com

5. ARNE JACOBSEN,
1958: SWAN™ CHAIR

In 1958 one of the world's most recognized designs; the Swan™ chair was created by Danish architect Arne Jacobsen. To honour this remarkable design, the original manufacturers of the Swan chair Fritz Hansen created 1,958 limited edition Swans.

www.fritzhanzen.com

MONOCHROME

IN THE ART WORLD, MONOCHROME PAINTING IS SOMETIMES SEEN AS A MEDITATIVE EXPLORATION OF ONE COLOUR, THE EXAMINATION OF VALUES CHANGING ACROSS A SURFACE, OF TEXTURE AND NUANCE, EXPRESSING A WIDE VARIETY OF EMOTIONS, INTENTIONS AND MEANINGS. NOW THE WORLD OF INTERIOR DESIGN IS EMBRACING SUBTLE COLOUR PALETTES WITH BRUSHED ALUMINIUM, SHIMMERING STAINLESS STEEL AND PURE WHITE.



The Melitta® Linea Unica® filter coffee maker by Design3

MELITTA® LINEA UNICA®
FILTER COFFEE MAKER
BY DESIGN 3

The Melitta® Linea Unica® filter coffee maker is beautifully designed by Design 3. Its clean lines and high-quality brushed stainless steel and glass finish fit seamlessly into any modern kitchen.

A transparent water fill level display makes it easy to add exactly the right amount of water, and a warm plate with separate heating element keeps coffee hot while preserving the aroma.

With its high-quality design and high-quality materials, the Melitta® Linea Unica® filter coffee maker is truly the elegant way to enjoy coffee.

www.melitta.de

PORSCHÉ 2
FROM SIEMENS

Siemens has just introduced a futuristic looking set of matching kettle, toaster and coffee maker designed by Porsche.

The Porsche 2 breakfast set is finished in brushed aluminium and boasts a number of clever innovations in addition to improved design and function across the range.

The kettle can be opened using only one hand by pressing the integral button at the top of the appliance. The matching coffee maker has the same device on the handle of the jug.

FORM &
FUNCTION

The new toaster offers an integrated dust lid, which opens by gently pressing a button and closes with a twisting movement to fully enclose the opening at the top of the appliance. This prevents any dust from entering the toaster.

The Porsche 2 breakfast set by Siemens comes with a 2-year guarantee and makes a real style statement in any kitchen.
www.siemens-home.co.uk

EVA SOLO

Designers Claus Jensen and Henrik Holbæk have designed a variety of products for Eva Solo over the past six years. The Eva Solo Knife magnets are enclosed in stainless steel with non-slip rubber fronts and offer simple, beautiful design and a practical way to store knives.

The award-winning Eva Solo bread bin, also designed by Holbæk and Jensen, provides just the right microclimate in which to keep your bread fresh. Bread must not be stored in a place which is too damp or too dry.

The bread bin, which consists of a metal box with a wraparound plastic cover, allows the slow release of moisture from the bread, keeping its crust crisp and crumb moist for as long as possible.

The bread bin is now available in black, grey and mother-of-pearl. Its shape harks back to traditional bread bins, while boasting a more contemporary style thanks to the steel and plastic combination – all you need to do is decide which colour best matches your kitchen!
www.evasolo.com

THE FINISHING TOUCH

Brabantia® has launched a new colour matching service for its 45 litre kitchen Touch Bin®. Now you can choose from over 200 international standard colours to give your kitchen the perfect finish.
www.brabantia.com

EUREKA MOMENTS: WHERE INTELLIGENT
DESIGN MEETS BEAUTIFUL BATHROOMS

TAPPING INTO
ARCHITECTURAL DESIGN

The Kitchen and Bathroom Triflow taps by Zaha Hadid exhibit a marriage of unbridled signature creativity with impeccable quality, peerless engineering and exacting attention to detail. Inspired by the movement of water, the designs reflect the continuous flow of liquid – merging tap spout, body and handle in a seamless trajectory of curvilinear geometries.

As described by Zaha Hadid: "Our starting point was a series of formal studies on the conceptual terms of 'fluidity' and 'seamlessness' as we wanted to generate the fluid geometries of water in motion. By applying advanced 3D software to our experiments into the viscosity of liquids, we were able to explore complex forms and their productivity for domestic environments.

"A major benefit of this design language is that you can create something that not only appears continuous, but it also blends seamlessly with the ergonomic needs of a tap."

INNOVATION = W+W

Designed by Roca with Gabriele and Oscar Buratti, W+W is a truly exciting product, which recently won the International Design Plus Award at ISH 2009.

W+W is an all-in-one washbasin and WC designed to maximize space and conserve water.

This ground-breaking idea uses waste water from the basin to fill the WC cistern, thereby reducing water usage by up to 25% compared to a standard 6/3 litre dual-flush WC. For safe hygiene there is a double filtration system to filter particle debris and chemically treat the used water before being applied to flush the WC, which eliminates bacteria.

Through W+W, Roca has created a unique product that combines functionality, sustainability and aesthetic design.



DESIGNER DESTINATIONS

HERE WE TAKE A LOOK AT FOUR OF THE FINEST DESIGN HOTELS™ –
SYNONYMOUS WITH DISTINCTIVE ARCHITECTURE AND INTERIOR DESIGN
BALANCED WITH FUNCTIONALITY AND EXCEPTIONAL SERVICE



THE VINE HOTEL FUNCHAL, PORTUGAL – MADEIRA

Design meets wine in this contemporary, elegant hotel, located in the heart of the picturesque capital of Madeira.

Generous space and pared-down sophistication are the trademarks of The Vine, which takes its name and inspiration from the island's world-famous Madeira wine.

Grey, green, purple and brown are the dominating colours of the hotel, representing the four different seasons and the maturation of a grape throughout the year. The interior design reflects the vision of award-winning Portuguese designer Nini Andrade Silva, the architecture is led by Ricardo Bofill.

SANCTUM SOHO HOTEL LONDON, UNITED KINGDOM

Paying homage to Soho's history as a centre of artistic activity and bohemia, London's Sanctum Soho Hotel is a celebration of edgy glamour that fluidly integrates art and individuality into its design.

The lobby is decorated with paintings and vintage light fittings, and two elegant fireplaces provide a touch of welcoming warmth. Once the sun sets, the hotel transforms into a local hotspot, complete with bustling members' bar and exclusive in-house cinema. For guests who prefer a relaxing retreat, there is also a rooftop bar, secret garden and hot tub.

Each of the hotel's 30 rooms, designed by Lesley Purcell of Cando, is based on one of four mood schemes – Silver Bullet, Espresso Deco, Naked Baroque and Purple Haze. The architecture is by Smith Caradoc of Hodgkins.

BASED ON ONE
OF FOUR MOOD
SCHEMES –
SILVER BULLET,
ESPRESSO
DECO, NAKED
BAROQUE AND
PURPLE HAZE





LA RESERVE RAMATUELLE
HOTEL, SPA & VILLAS,
RAMATUELLE, FRANCE

It's hard to compete with the stunning natural beauty of Provence, especially in Ramatuelle, where the setting sun kisses pine-topped hills and the sparkling Mediterranean Sea. Rather than compete with such a dazzling landscape, architect Jean-Michel Wilmotte chose to embrace it.

Wilmotte selected natural materials and a soft colour palette of ochre, white and sandy beige. His stone floors are bedecked with woven rugs by Paola Lenti and Tai Ping, his giant windows are hung with linen and cotton drapes by Marc Geisen and Kieffer, and his rooms are filled with contemporary furniture.

Designer Remi Tessier took a similar approach in La Reserve's twelve private villas, maximising the pleasures of the Provençal sun and salty sea breezes with spacious open areas.

Together, the simple lines and understated designs of Tessier's villas and Wilmotte's hotel-spa create a fresh and relaxing space that gracefully mirrors its serene environment.

GERBERMÜEHLE
FRANKFURT, GERMANY

Marrying medieval and contemporary Frankfurt, the Gerbermühle, which was a flourmill in the 1500s, intersperses cosy architecture with sleek modern accoutrements.

Positioned on the banks of the breathtaking River Main, the hotel also contrasts masculine exposed beams and mezzanines with feminine magenta lighting in the rustic stairwells and upper space.

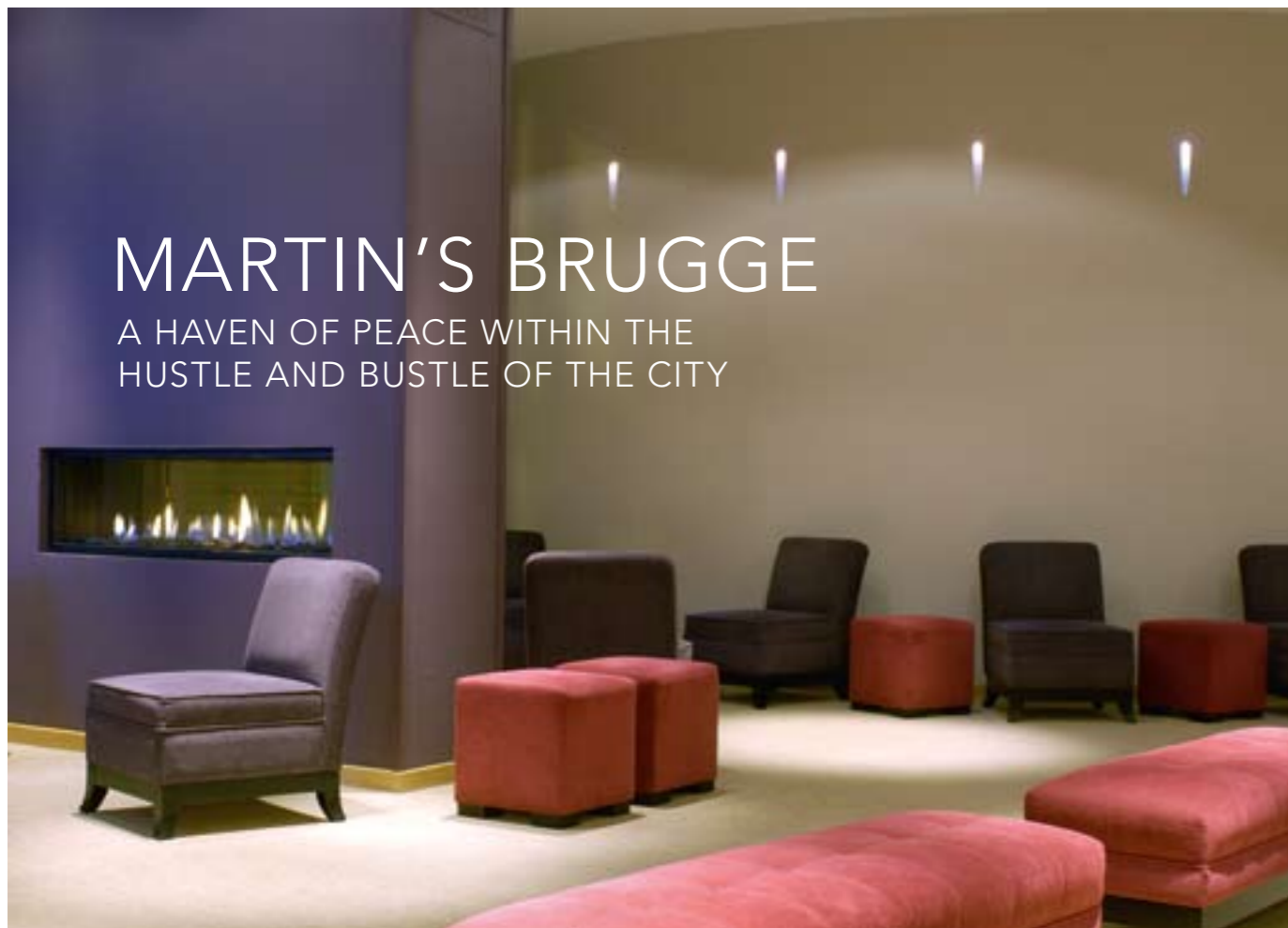
The modern, comfortable guest rooms and bedroom suites evoke the best of European hospitality with handsome leather furniture and glossy parquet floors. A smart king-size bed is placed squarely in the centre of each room, framed by subdued décor in autumnal hues.



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MARTIN'S BRUGGE

A HAVEN OF PEACE WITHIN THE HUSTLE AND BUSTLE OF THE CITY



In the heart of the city lies Martin's Brugge, a breathtaking hotel designed by Huguette Martin to reflect the soul of the city intra muros. The view from the hotel takes in the Belfry of Bruges and a wonderful landscape of tiled roofs, stepped gables and historic steeples, spires and turrets. Here, the full attraction of the unique location of Martin's Brugge becomes clear, revealing the ambience of the city.

In the evening, lighting gives a magical, bewitching touch to the warm and welcoming décor and drops of light sculpted into the walls of the reception areas, diffuse (through tiny LED beams) soft, amber-coloured sparks of light.

Every little detail is taken care of in the hotel's rooms, from the bedside lamps at just the right height to cast a pool of reading light onto your pillow to the purified air and perfect temperature provided by the highly efficient Daikin air conditioning.

With 178 rooms, eight meeting rooms, and underground private car parking with 50 spaces, Martin's Brugge is the biggest conference and hotel centre in Bruges. Its seminar rooms have an elegant

exposed structure framework and white painted period brick walls, with plenty of natural daylight, air conditioning and black-out curtains. Everything is superbly well planned so that tradition and modernity, a climate of well-being and state-of-the-art equipment combine to serve guests, partners and friends of Martin's Brugge.

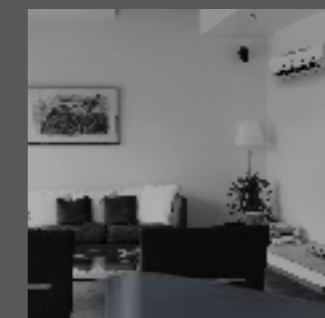
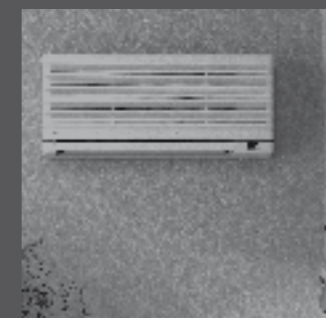
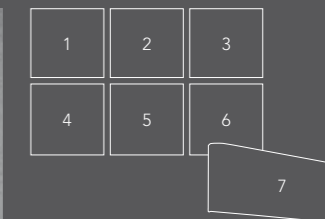
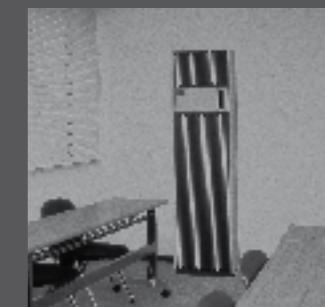
You can recognise 'the hallmark of the house' anywhere: clean, refined lines, bold chromatic harmonies, lighting effects and combinations of materials. As a past master in the art of breathing new life into stones and giving them heart, Huguette Martin clearly 'enjoys giving enjoyment' by sharing her beautiful interior design ideas.

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FORM & FUNCTION



TRENDS & EVOLUTIONS IN DAIKIN DESIGN

DESIGN ALWAYS REFLECTS THE SPIRIT OF THE TIMES, SO THEY SAY, AND THE SAME GOES FOR AIR CONDITIONERS. WHILE IT MAY HAVE TAKEN SOME TIME BEFORE MANUFACTURERS RECOGNISED THE IMPORTANCE AND VALUE OF DESIGN IN AIR CONDITIONERS, DAIKIN UNDERSTOOD THE IMPORTANCE OF DESIGN EARLY ON, AND OVER THE DECADES HAS GIVEN AESTHETICS AN INCREASINGLY IMPORTANT ROLE. HERE WE TAKE A BRIEF LOOK AT THE VARIOUS TRENDS AND EVOLUTIONS IN DAIKIN DESIGN.

1_

In the 1970s, Daikin launched the first room air conditioners in Europe. Floor, ceiling and wall mounted models were installed, primarily in countries with warm climates (Africa, the Mediterranean region) and in offices and hotel rooms. While impressive in size, Daikin's first residential models – mainly for cooling only – were functional and built to last.

2_

The air conditioner really gained a foothold in European homes in the 1980s. The design of Daikin's room air conditioners was less imposing, but still far removed from today's subtle refinement. Remote controllers were not yet wireless.

3&4_

The 1990s saw the advent of tower-like floor models, mainly for use in large office patios or hotel lobbies. Here, Daikin was a pioneer and developed a revolutionary design: a 4-way blow air conditioner, whose top section also included lighting. This innovative design was one of Daikin's first attempts to move design to the foreground, alongside functionality and quality.

5_

The beginning of the new millennium saw increased focus on environment and energy conservation. Daikin also strived to make air conditioners more attractive and less conspicuous. Numerous features for improving comfort were introduced but it would be a few more years before style itself would become a theme for Daikin's designers.

6_

Daikin's most recent models – apart from providing the ultimate in comfort – also featured improved user friendliness and convenience. Remote control gave easy access to numerous functions, allowing effortless comfort. This generation also witnessed a significant shift towards a more holistic solution, combining design excellence and technological expertise to provide the most elegant and efficient air conditioning units that you see today.

7_

Daikin Emura. An inspired new look at air conditioning.

DAIKIN WORLD OF EXCELLENCE

SINCE ITS CREATION IN 1924, AIR CONDITIONING AND HEAT PUMP MANUFACTURER DAIKIN HAS CONTINUALLY EXPANDED ITS HORIZONS: GEOGRAPHICALLY, TECHNOLOGICALLY AND CULTURALLY.



air conditioners. Heat pump based air conditioners were introduced in the early 1950s.

Having mastered the technology to produce all the mechanical, electronic, hydraulic and chemical components in-house, Daikin's emphasis on quality and R&D remains assured.

WORLD-FIRST TECHNOLOGY

Daikin is the brand behind a number of world-first inventions such as VRV® in 1982. Daikin's VRV® systems circulate just the required amount of refrigerant volume – hence the name 'Variable Refrigerant Volume' – so different rooms can simultaneously enjoy different temperatures.

Other world firsts include Ururu Sarara, the first split air conditioner

to humidify and dehumidify without an external water source, and Daikin Altherma, Daikin's revolutionary ultra-efficient heat pump based heating system.

ENVIRONMENTAL CARE ROOTED IN COMPANY CULTURE

As a Japanese company, environmental care is deeply rooted in Daikin culture. In 1998 the company implemented an Environmental Management System to reduce its environmental footprint using the internationally recognised ISO 14001 standard. In 2002 Daikin introduced an environmental symbol with its slogan 'In all of us, a green heart'. This symbol depicts the earth as a green heart, and reminds all who work at Daikin – at all levels of the company – that it is their moral

obligation to always act with the future of the planet in mind.

The introduction of residential heat pump based heating systems has heralded a new era of environmental performance: by extracting energy from the ambient air, it is now possible to reduce energy costs – and CO₂ emissions – by 30% to 50% compared to gas or fuel burners.



AWARDS

Throughout its history, Daikin's numerous world firsts and technological innovations have been rewarded for their technological and environmental achievement. Recent awards include:

VRV® II – Daikin's ultimate technology in climate comfort and energy efficiency for small to large-sized offices, hotels and other commercial facilities

Green Apple Environmental Award (UK, 2006)

URURU SARARA – Residential split air conditioner for humidification, dehumidification, ventilation, heating and cooling

Home Appliance Environmental Prize (Japan, 2006)
Eneo d'Or (France, 2006)
Eco Hitech Award (Italy, 2007)

UX – Heat pump based residential air conditioner for heating, cooling and ventilation

HVAC&R Technical Innovation Awards (Italy, 2007)
Nan Arquitectura y Construcción Awards (Spain, 2007)
Good Design Award (2004)

DAIKIN ALTHERMA – Residential air-to-water heat pump for heating, cooling and ventilation

Golden Installer Award (Poland, 2007)

DAIKIN AIR CONDITIONING UK – Voluntary end-of-life takeback scheme

Green Apple Environmental Award (UK, 2007)

CONVENI-PACK – Total heating, cooling and refrigeration solution for convenience stores

Environmental product of the year Cooling Industry Awards (UK, 2007)

For more information on Daikin headquarters and affiliate companies please visit www.daikin.eu

DAIKIN HAS MAINTAINED
AN INNOVATIVE MINDSET
& A PIONEERING SPIRIT



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You need it to be comfortable all year round.
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