

HOTEL
GUEST
EXPERIENCE
REPORT
2023

HOTEL GUEST EXPERIENCE REPORT 2023

FOREWORD by Ruth Slavid

04

STIMULATING WELLBEING:
RITUAL, SENSORY RICH
EXPERIENCES AND SOCIAL
SUSTAINABILITY IN HOTEL
DESIGN

by Wren Loucks

08



A DIGITAL AGE:
HOW TECHNOLOGY
IS SET TO SHAPE THE
HOSPITALITY INDUSTRY

by Jane Pendlebury

26



**DESIGNING FOR THE
FUTURE:** TACKLING THE
SKILLS SHORTAGE BY
RE-IMAGINING THE GUEST
EXPERIENCE

by John Mullen

38



**THE STORIES
WE TELL:** THE
SIGNIFICANCE OF GOOD
STORYTELLING IN THE
AGE OF INFORMATION

by Alon Baranowitz

50



ABOUT GEBERIT

66



Ruth Slavid is an architectural writer, editor and published author of nine books. An experienced journalist, her industry insight has been featured by a host of publications including *The Architects' Journal*, *AJ Specification*, *The Architectural Review*, *Architecture Today* and *Building Design*.

FOREWORD BY RUTH SLAVID

Think back to just how hot the summer of 2022 was. For many of us, it was unbearable. And surely I wasn't the only one who dreamed of spending just one night in an air-conditioned hotel? This idea of the hotel as a refuge from home is becoming increasingly important, and not only in a heatwave.

With us all feeling the impact of the cost of living crisis, the idea of escaping to a tropical paradise isn't on the cards for many this year. However, a holiday in the UK could be an option where it's still possible to enjoy the relaxation, indulgence, and comfort of a hotel. For those of us who value experiences over material things, escaping for a few days is still a top priority.

There is a paradox in the increasing attraction of hotel stays. Traditionally, we have valued service as part of the package, but there is a growing shortage of staff across the service industries. As John Mullen points out: *"The pandemic meant that 121 million of the 330 million jobs tied to tourism around the world would be lost in 2020, leading to nearly one in three jobs needing to be rehired when travel returned."* He also highlights the fact that, while going away may be more attractive, most people have less spare cash. Price is important.

What role can automation play in the guest experience? And how can we ensure that it is intelligent, directed automation? Some French budget chains have used automated check-ins for decades, but it is only fairly recently that more upmarket hotels have experimented with 'robot receptionists'. As Jane Pendlebury writes, *"It's important to recognise that not everyone wants to chat and not everybody wants to interact digitally. The same guest might want different things on different days which is why choice is paramount."*

CONTINUED OVERLEAF>



Geberit VariForm basin and cabinet with Geberit Acanto and Geberit Soana bath

The trick is to provide automation where all, or some, guests welcome it, and to maintain service where it is most appropriate. This may be everywhere for some guests, and scarcely anywhere for others. While some guests welcome human interaction, for others it is an annoyance, or even a source of stress. As we become more aware of the need to respect the neurodiversity of our community, so it is increasingly important to offer everybody an experience with which they are comfortable. As Wren Loucks writes, "Differences in sensorial, cognitive, and physical abilities can be catered to, by intentionally designing facilities to suit a range of needs, such as wheelchair accessibility, neurodiversity and an ageing population."

This is true of bathrooms. They need to cater for everybody – the able and the physically less able, those who like lights and stimulation and others who are in search of peace and familiarity. One area where we will all agree, however, is that we want our bathrooms to be simple and straightforward to use. Nobody wants to struggle to understand their bathroom.

In some ways this has become more difficult. A bathroom from the middle part of the last century, with a central ceiling light, a washbasin, a simple flush loo and a bath with two taps marked hot and cold, was not sophisticated. It may not have offered the luxury that we expect as the norm today, but it was easy to understand. Now we have more choice; with that choice comes complexity.

Much of the simplicity that we need in the face of this complexity comes from designing with care, and from making things as instinctive as possible to use. Who has never been flummoxed by the complicated lighting in an unfamiliar hotel room? I can't have been the only one to climb into bed only to find that one light remains stubbornly on, and that I have no idea where the switch is.

It takes design intelligence, some psychology and probably a dose of technology to get these things right. The guests, of course, may scarcely notice. We are only aware when things go wrong. When they work easily, we just feel happy and relaxed.

We are increasingly used to using apps in our daily lives and they can help here. If hotels standardise on certain elements it should be possible to learn the settings that you prefer for your lighting or your Geberit AquaClean toilet. This not only enhances visitor experience; it also encourages brand loyalty.

Baranowitz + Kronenberg stress the importance of storytelling in their piece. Wouldn't it be lovely if the story that hotel guests told was, 'It was just like home, but so much nicer.' Designing with care, enhanced by appropriate automation, should help to achieve just that. And those happy guests are the ones who are most likely to return.



Geberit AquaClean Sela with wall mounted control and Geberit ONE washbasin



WREN LOUCKS
CEO & CREATIVE DIRECTOR, BE-KIN

Wren Loucks is the CEO & Creative Director of Be-kin. Be-kin is an award-winning interior design studio, that weaves together science with creativity, to create spaces that stimulate wellbeing. The studio is based in London, UK.

Wren has a long-standing and award-winning background in mental health advocacy, inclusive design, and interior design. She studied Fine Art & Art History at Queen's University, Canada, followed by a Post Graduate Diploma in Architectural Interior Design at the Inchbald School of Design in London, UK. She has worked for some of the top interior design studios, including the world-renowned Studio Indigo. Wren is an MBA Candidate at University College London, where she is focusing on entrepreneurial leadership, data-driven design, and sustainability.

In 2020, Wren launched Be-kin. Fuelled by research in wellness and sensory design, Be-kin aims to not only create beautiful interior designs, but to educate their clients on how they are affected by spaces across their senses. They find this process life-enhancing. For commercial clients, Be-kin aims to create spaces that support social sustainability - designing for a range of cognitive, physical, and sensorial differences. The studio is currently working on workplace designs, private residences, and a Pilates studio.

STIMULATING WELLBEING:

RITUAL, SENSORY RICH
EXPERIENCES AND SOCIAL
SUSTAINABILITY IN HOTEL DESIGN

BY WREN LOUCKS



Geberit ONE washbasin with cabinet and mirror cabinet

HOTELS INSPIRE

THEY LEAVE IMPRESSIONS WITH THEIR GUESTS, WITH DESIGNERS AND OTHER HOTELIERS—INSPIRING NEW WAYS OF THINKING ABOUT AND INTERACTING WITH SPACE.



Geberit VariForm basin and cabinet with Geberit Acanto and Geberit Soana bath

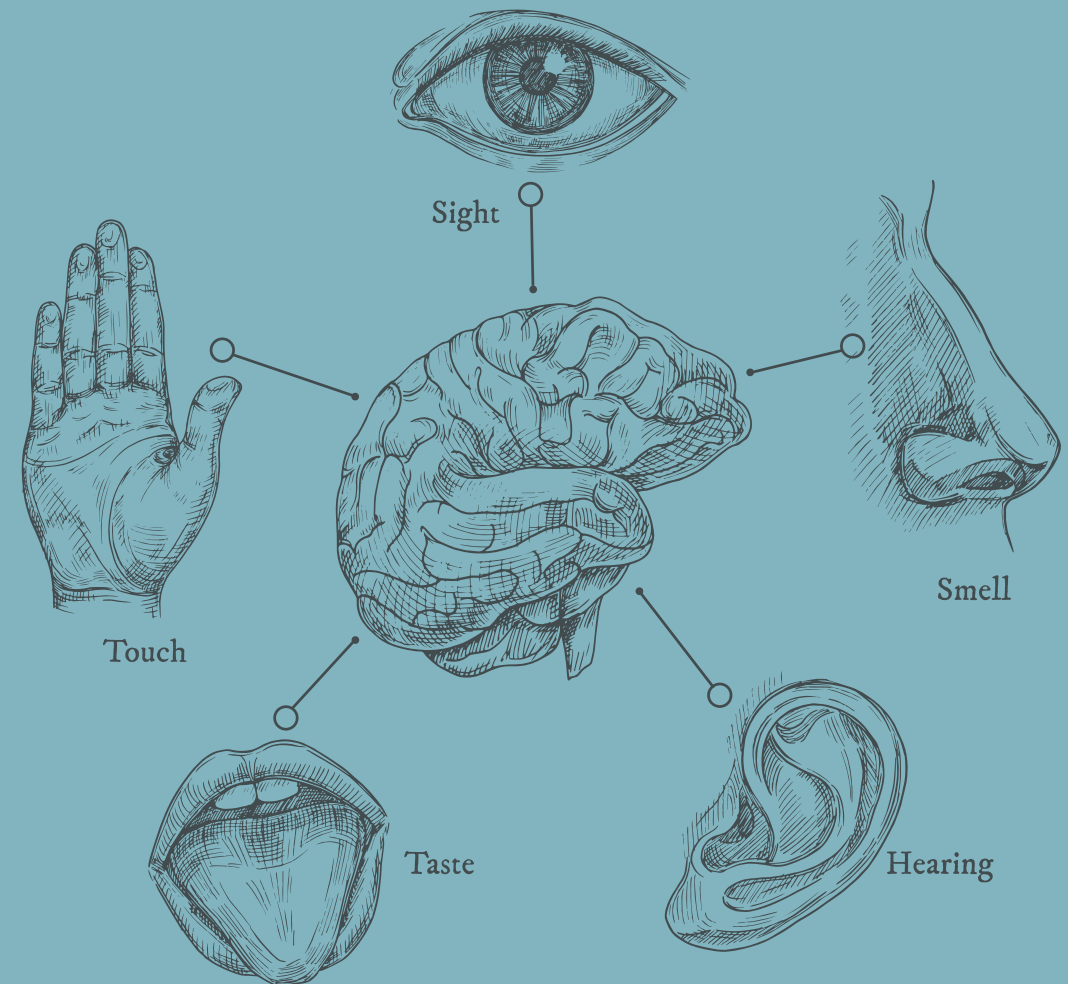
A hotel is an invitation to step away from the familiarity of the home, and experience something new. I think of hotels as a sensorial design playground, where you get to play and explore how the design makes you feel across your senses:

How do the tiles feel under barefoot?

How do the colour palette, lighting and acoustics affect your sense of rest?

Do you enjoy the brassware?

How is the water pressure in the bathroom?





Geberit ONE mixer tap and mirror cabinet

Many of us 'take home' these experiences - we buy the bedsheets, hand-lotion and seek out the sanitary ware. We recreate aspects of hotel within our home, anchoring our memories of that experience within our own space. This inspires new rituals, routines and can foster a deeper understanding of how spaces affect our sense of wellbeing.



Geberit Soana bath



Geberit VariForm basin and cabinet with Geberit Option mirror

GEBERIT AQUACLEAN

As the trend for selling 'experiences' and creating an escape for customers continues, there is an increasing value in helping to build stronger memories through positive and unique experiences to ensure guests keep coming back. From odour extraction technology that purifies the air to an automatic lifting seat that rises when the user approaches, Geberit's AquaClean range of shower toilets incorporate a range of features that have been carefully designed to improve guest experience. At the touch of a button, the integrated spray function provides guests with a fresh-out-of-the-shower feeling, with premium models also offering cutting edge features such as orientation lighting and heated seating.



Geberit AquaClean Sela wall mounted remote control, black glass



Geberit AquaClean Sela shower toilet



THE RITUAL OF BATHING

"I NEVER FEEL
SO MUCH
MYSELF AS
WHEN I'M IN A
HOT BATH."

PLATH, 1963

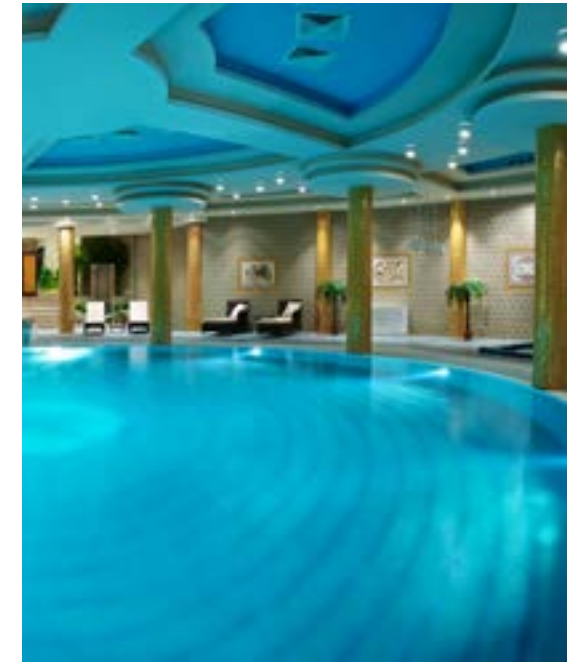
"TO BATHE IS TO FALL INTO STEP WITH YOUR
BIOLOGICAL RHYTHMS: IN AND OUT BREATHING, THE
SPEED OF BLOOD COURSING THROUGH YOUR VEINS,
THE SLOWNESS OF TIREDNESS... THE MECHANICAL
WORLD OF OBJECTIVE TIME - SECONDS, MINUTES,
HOURS - IS IRRELEVANT HERE."

KOREN, 1996

Bathing can be performed as a ritual - an opportunity to step away from the speed of the digital world and slow down and connect with your physical body.

As we turn on the hot water tap and steam begins to dance through the bathroom - the stimulus of everyday life dissolves. We have a moment to connect with our body, to be embraced by the heat of water, and to enjoy the texture of sponges and soaps on our skin. We breathe in the scent of aromatic lotions and oils, and feel the soft texture of bath linen on our skin and underfoot. This provides a rich sensory experience that is very grounding. In this sense, the bathroom becomes a refuge, a sacred space to come back home to.

Communal bathing is also an ancient ritual, which our ancestors have practiced for many hundreds of years. This has evolved today to the modern day spa where guests take time out to explore this mind-body-spirit connection collectively. Hot tubs, cold and hot baths, eucalyptus infused steam rooms, pools with underwater soundscapes and exterior pools all provide different sensory landscapes for guests to explore. When done well, these can create such wonderful, relaxing memories - ones that guests daydream about until they return.



SOCIAL SUSTAINABILITY & INCLUSIVE DESIGN

Hotels also have an opportunity to innovate the market - through inclusive designs that support social sustainability.

In the UK, nearly one in five working adults has a disability - that's 20% of the population. The value of accessible domestic tourism in the UK is estimated to be worth £12 billion per year¹. Hotels that are designed inclusively can not only support social sustainability, diversity, and inclusion, but can unlock market share and revenue.

Differences in sensorial, cognitive, and physical abilities can be catered to, by intentionally designing facilities to suit a range of needs, such as wheelchair accessibility, neurodiversity and an ageing population.

Whilst inclusive design needs to be considered throughout the entire hotel and the journey into the hotel, bathrooms and spa facilities are particularly important spaces.

1. Blue Badge Access Awards, 2022



SOCIAL SUSTAINABILITY IS DEFINED
BY THE UNITED NATIONS AS "...**ALL
ABOUT IDENTIFYING AND MANAGING
BUSINESS IMPACTS, BOTH POSITIVE
AND NEGATIVE, ON PEOPLE.**"



Geberit ONE washbasin and WC



Geberit AquaClean Mera with remote control



Geberit AquaClean Mera and Geberit VariForm washbasin

Amenities like stylish grab rails and a level access shower can be incredibly supportive to those who use mobility aids or a wheelchair. Shower toilets, too, promote wellbeing and offer guests an independence that is harder to achieve with a traditional WC.

Designing for the mind and neurodiversity is also very important. The use of biophilic patterns, utilising natural light and circadian lighting wherever possible - and avoiding strong synthetic smells often found in toiletries or cleaning products - are just some ways to design for the

mind. Furthermore, a hotel that takes time to build out an inclusive design strategy should publish these design features on their website, providing guests with specific travel requirements clarity and peace of mind.

There is a real opportunity for hotels to disrupt the market, by creating designs that truly stimulate wellbeing through social sustainability and inclusive, sensorial design.



JANE PENDLEBURY
CEO, THE HOSPITALITY PROFESSIONALS
ASSOCIATION

Jane Pendlebury is CEO of The Hospitality Professionals Association (HOSPA). Her relationship with HOSPA was first as a sponsor and member, then - after volunteering her time assisting with the annual conference HOSPACE - she was taken on to run the Membership and Events office before being promoted to CEO in early 2016.

Kickstarting her career with a degree in hotel management, Jane worked with both chain and independent hotels. Thereafter, she spent many years assisting hotels and restaurants with their technology decisions around Property Management, Point of Sale and Revenue Management. This culminated into a role as VP and General Manager covering Europe for a global hospitality software house.

Jane is an enthusiastic supporter of hospitality and always remains a positive advocate for the industry!

A DIGITAL AGE:

HOW TECHNOLOGY IS SET TO SHAPE THE HOSPITALITY INDUSTRY

BY JANE PENDLEBURY



Remote control for the Geberit AquaClean shower toilet

Technology is an ever-changing sphere of opportunity for the hospitality industry and remains a central piece of the jigsaw when it comes to guest satisfaction. From back-of-house solutions to guiding the front-of-house experience, there really is no ceiling for innovation. In light of this, the sector must keep up with this increasingly digital age and explore new ways to utilise technology.



STRIKING THE RIGHT BALANCE

Of course, in hospitality, there is no substitute for old fashioned customer service. Therefore, in many cases, to optimise technology we need to view it more as a supplementary tool. With the ongoing staffing crisis, streamlining processes can help alleviate pressure on staff and we have already seen some amazing products available on the market successfully doing just that. From driving direct bookings to managing staff and HR - there are a multitude of platforms that digitalise and automate these traditionally time-consuming processes that are essential to the running of a hotel or restaurant.

There are certain businesses, such as self-serviced apartments and some of the budget brands, where an entirely technology-led approach is appropriate; yet this is not always the case and many hotels, particularly in the luxury sector, have built their reputation upon personable face-to-face interactions. The pandemic certainly accelerated the adoption of guest-facing technology due to the need to limit physical touch points. However, I think now, more than ever, it's essential to find the right balance for your business.

It's important to recognise that not everyone wants to chat and not everybody wants to interact digitally. The same guest might want different things on different days which is why choice is paramount. We see this a lot with the check-in process, whereby hotels offer the opportunity to check in digitally and also via the reception desk. It's this level of choice that illustrates the value of technology as it is able to cater for differing needs and preferences, rather than a one size fits all approach.



ARE WE MOVING TOWARDS A FULLY AUTOMATED INDUSTRY?

The systems that we are all so familiar with continue to see enhancements and grow ever more capable and sophisticated. There is no doubt that hospitality seems to be taking faster and more significant steps towards full automation, with some even using robots in the main reception. However, with traditional hospitality built upon relationships, something as simple as being greeted by a member of staff at reception by your first name and being handed your favourite drink on arrival in the bar or restaurant can encourage repeat custom and recommendations.



THE GEBERIT APP

THE GEBERIT APP IS A SIMPLE AND STRAIGHTFORWARD WAY OF OPERATING THE AQUACLEAN AND DUOFRESH TECHNOLOGY. ALONG WITH A REMOTE CONTROL FUNCTION, THE APP FEATURES OPTIONS THAT ALLOW YOU TO USE THE APP TO TAKE YOUR PERSONAL SETTINGS WITH YOU ON YOUR TRAVELS AND APPLY THEM TO OTHER AQUACLEAN TOILETS. THE APP IS AVAILABLE AS A FREE DOWNLOAD.





WILL WE BE HOLIDAYING IN THE METAVERSE IN THE FUTURE?

The metaverse is a daunting and relatively unexplored concept: to put it simply, this is nothing more than another version of the internet that looks to bring together people, places and things.

At this year's HOSPACE conference, Ted Horner led Peter Gould from RendezVerse and Jon Davis from the Ivy Collection in exploring the metaverse during a panel discussion, which proved a particular talking point on the day. They concluded that, although we are a long way off the metaverse being used in everyday life, the question remains in hospitality whether you can replicate a holiday, resort, room and beach via the metaverse? This is likely to be a bit too ambitious, but has already proven very effective in the way guests can interact with museums, games and other similar experiences.

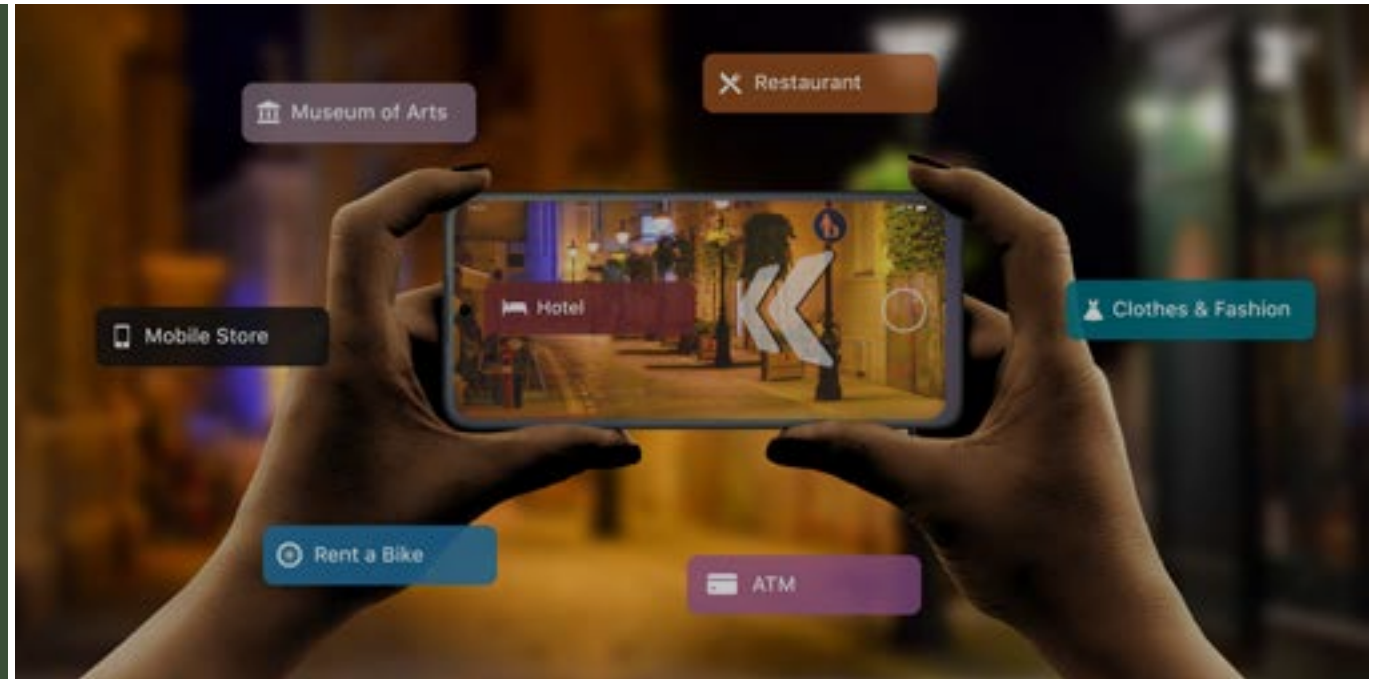


Hotel Topaz Vienna



Hotel Mama Thresl

Nevertheless, we are likely to see more interaction between the metaverse and hospitality, with technology such as virtual reality (VR) headsets bridging the gap between the two different dimensions. An example of this could be when booking a holiday and having the opportunity to visit the hotel via VR and make the reservation at the front desk - potentially even touring the hotel first. Of course, not everyone has a relatively expensive VR headset to hand but, like the evolution of the smartphone, this may well be the case in the future.



Geberit AquaClean Mera



Geberit ONE

My final comment is that technology should be driven by demand and recruited to make a meaningful difference to your offering. In order to achieve this, it's essential to take time to review your existing technology and work out what is actually needed and what is missing. This way, you are optimising the use of technology to create a guest experience that remains sensitive to how you want to position yourself as a business.



JOHN MULLEN
SENIOR TERRITORY SALES MANAGER UK & IRELAND, REVINATE

John Mullen has worked in the hospitality industry for over 20 years and has experience of working across the globe with luxury hotels, independent brands and international hotel chains. Over the last decade John has worked within the hospitality technology space, ranging from back office solutions, front-of-house operating tools and customer facing technologies. As a self-confessed tech geek, John has helped many independent hotels and hotel groups navigate the sometimes choppy waters of hotel 'tech-stacks'.

John's main strengths are to help hotels achieve operational efficiencies, empowering their teams to enhance the guest experience by helping them to deliver the best in class service their guests deserve.

DESIGNING FOR THE FUTURE:

TACKLING THE SKILLS SHORTAGE BY RE-IMAGINING THE GUEST EXPERIENCE

BY JOHN MULLEN





Rates and occupancies have rebounded to galactic levels and pre-pandemic numbers are being surpassed around the globe. However, now a new challenge arises: staffing.

Finding and keeping staff is proving to be a monstrous challenge, and few hotels seem to be immune. The pandemic meant that 121 million of the 330 million jobs tied to tourism around the world were lost in 2020, leading to nearly one in three jobs needing to be rehired when travel returned.



THE IMPACT ON THE GUEST EXPERIENCE

Hiring challenges have far-reaching effects, most notably the negative impact this can have on the guest experience. We are paying more for our rooms at a time when we have less in our pockets. Hotels should adopt some of the cost-efficient technologies in the marketplace and reimagine the guest experience, which in turn, could have astounding impacts not only on the hotel's operational efficiencies but on each and every customer.

The pandemic digitalised almost every touch point of the customer experience with 60% of consumers reporting higher expectations of their digital experience since 2020. Automation is a scary word in hotel speak, but it must be used to benefit the back office and customers alike. Hospitality is a people business, I get it. But automation frees up staff to deliver those moments of astonishment and can place those friendly, familiar faces where they can have the biggest impact.

Our whole world is on demand, from boarding an aircraft to checking our bank balance. Our mobile phones are our lives, we simply cannot live without them. Sustainability is heavily playing its part in consumer practice.

Your guests are placing a greater emphasis on considerations to the environment during their hotel experience, this is a huge win for hotels and customers alike. Replacing clunky old school ways (paper, paper, paper) with game-changing technology is a must. Customers demand you embrace it.

Let's take messaging. The open rate of WhatsApp messages is 99% - of which it takes an average of three minutes before a message is read. If we have an issue with staffing, why not let automated, AI-led messaging lead the way? It's cheap, easy to use, and very, very effective.



Sending automated messages to your customers has become the norm in most industries, hotels are late adopters, but they needn't be. Utilising a stay enhancement product, that allows guests a 'room-clean free stay' - no charge of course - not only allows hotels to staff their housekeeping teams accordingly, it reduces their footprint, fewer room-cleans results in less use of a washing machine! All parties are happy. Think about it, do those towels really need changing daily? Do you really need that turn-down in the evening?



Geberit AquaClean Sela with remote control

Marry this digital enhancement with a mobile door key straight to the guest's mobile wallet and suddenly costs are being saved all around. No more replacement of lost keys and less need for staff. Manual key cuts are dead. Born is a frictionless contactless experience: from the airport to the room within minutes.



Utilising this guest-facing technology is being stretched to the online check-in. Not only does this allow the hotel to capture customer data (data drives revenues) but it also reduces queuing at 3 pm check-in times and reduces the workload on the front-of-house teams. Implementing such a seamless system also allows for a fully automated and fool proof user experience



Geberit ONE

Once your customer is in their room, don't let the digital revolution stop there. There are many pieces of software out there that can control room lighting or temperature control-easing the energy crisis that is hitting homes and hotels alike.

A boutique hotel in Amsterdam recently stated that due to climate change and the crazy temperatures we have all just witnessed, their air conditioning bill alone increased by €20k in just one month.

Remember the use of automated WhatsApp messaging? Message those in-stay guests to remind them to shut off their room electricity when they leave their room, and in return, they get 10% off in the bar. This also helps drive incremental revenues whilst saving unnecessary costs and helps towards a greener footprint.

I mentioned earlier that technological enhancements have to work both ways, otherwise it shifts one problem in one area of the business to another area. Some technologies are not so obvious. Smart bathroom technology is probably not front of mind, but it should be.

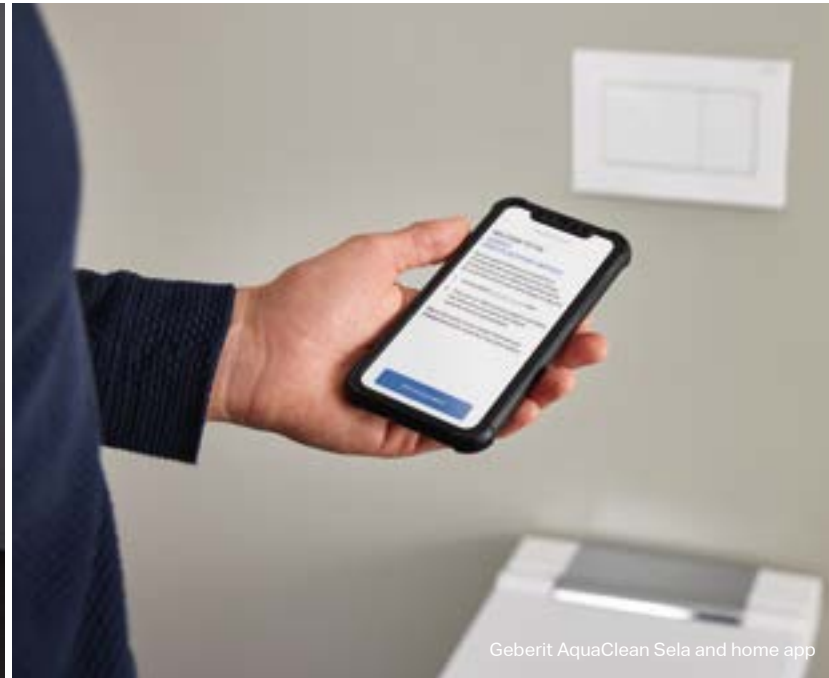




Geberit ONE washbasin and cabinet with Geberit AquaClean Sela and Option Plus mirror



Geberit AquaClean Mera with remote control



Geberit AquaClean Sela and home app

Connecting smart home devices is not only convenient but it reduces resources and frees up cash. The Geberit App is a piece of game-changing technology not just for the hotel but also for the ever-aware and ever-conscious sustainable traveller. For example, switching on the Geberit AquaClean's night light from a mobile charging next to the bed is not only user-friendly but saves waking the rest of the family with a floodlit room due to nature's call. What's more, the App's intuitiveness also allows customers to operate the shower toilet with their smartphone and take their personal hygiene settings on the road with them.



ALON BARANOWITZ
FOUNDING PARTNER

Baranowitz + Kronenberg Architecture is the interior design and architecture studio of Irene Kronenberg and Alon Baranowitz based in Amsterdam and Tel Aviv. For the past twenty years the studio has become renowned for creating hotels, restaurants, and public and commercial spaces that attract modern nomads and locals alike. B + K Architecture has proven able to turn historical landmarks and rough, sometimes inaccessible, spaces into instant design classics that are open and welcoming, drawing on stories of the past. With their unique contextual awareness, they are not only keeping local history relevant but are also serving the needs of global cities of the 21st century.

Irene Kronenberg and Alon Baranowitz have developed a narrative driven mode of developing their designs which give context and meaning to what would otherwise be a collection of easily forgettable facts, things and places. They are storytellers. Drawing implicitly on the sensuous connection between life, selves, history, memory, craftsmanship and experience, the choices B + K Architecture make in every act of design embody this connection in a fresh way.

Among their projects are the Sir Joan Hotel in Ibiza, The Sir Albert and W Hotel and Spa in Amsterdam, the Mad Fox Club and the Duchess Restaurant in Amsterdam, and award winning restaurants Topolopompo, Jaffa-Tel Aviv and Pastel Brasserie in Tel Aviv.



THE STORIES
WE TELL:

THE SIGNIFICANCE OF GOOD STORYTELLING
IN THE AGE OF INFORMATION

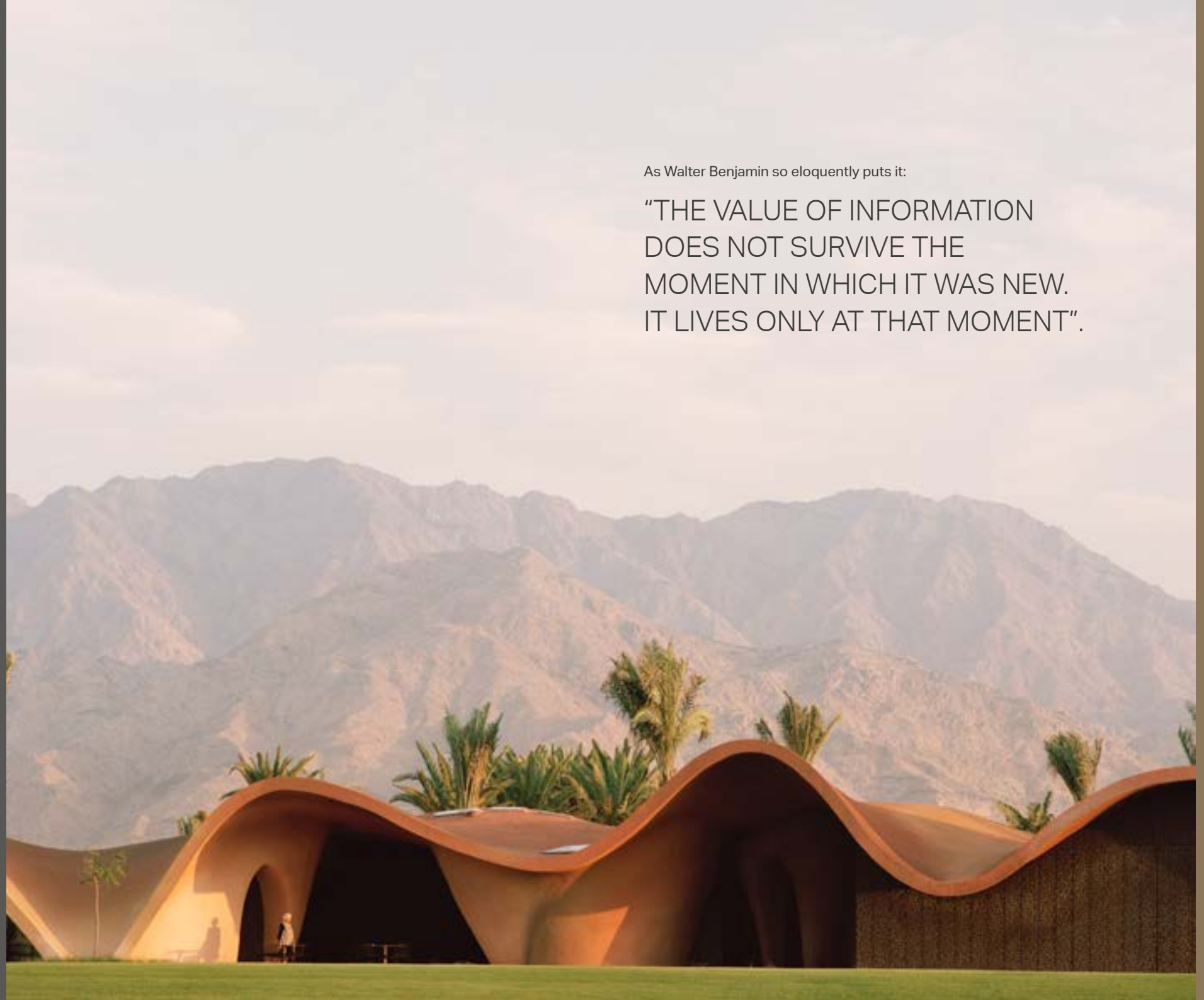
BY ALON BARANOWITZ

We may ask ourselves what the relevance of stories and storytellers is in the age of information - a time where we are constantly fed with information streaming at us with unprecedented volume and speed, while we hopelessly try to follow and make sense of it all.

Well, information doesn't nourish emotions, experiences, or meaning - which are essential components to our wellbeing. Information expands itself instantly.

As Walter Benjamin so eloquently puts it:

“THE VALUE OF INFORMATION DOES NOT SURVIVE THE MOMENT IN WHICH IT WAS NEW. IT LIVES ONLY AT THAT MOMENT”.



SETTING THE STAGE

Stories are different. They preserve and concentrate their strength for a very long time. They give context and meaning to what would otherwise be a collection of easily forgettable facts, things, and places. They do not force themselves upon us. They leave your guests to interpret things as they may understand them and, therefore, stories achieve an amplitude that information can never achieve.

When stories resonate with guests' values, beliefs and aspirations, they allow them to affirm and express their identity - they touch, inspire and move us to a higher dimension of being and experience to a point where we embrace them and they become part of us.



Geberit AquaClen Sela



INSPIRING GUESTS

Every story is a world in itself which requires digging into the essence of cultures, people and places. Any story should start with people, then spaces and, eventually, design. Great stories set the stage for the emergence and display of a cosmopolitan, plural lifestyle, for modern shifting selves. They transcend their obvious functional purposes to the point where they become landscapes for emotions, drawing implicitly on the sensuous connection between craftsmanship, objects, life, selves, history, memory and experience.

A great story is, therefore, powerful: it can inspire your guests and quenches both their mind and soul. Going back to it or, in our case, revisiting it, reveals new insights that touch uncharted cords of our mind and emotions leaving us with a spatial experience that resonates for a very long time.

A paraphrase of Heraclitus' observation would cement such spatial qualities:

"NO MAN CAN NEVER STEP INTO THE SAME SPACE TWICE, FOR IT'S NOT THE SAME SPACE AND IT'S NOT THE SAME MAN".

INNOVATION

Geberit resonates with such stories. Digging into its essence, you will find innovation engraved on its cornerstone. It was the first - and still is in so many ways - regardless of a plethora of competitive platforms sprouting like mushrooms after the rain. Isn't it wonderful to collaborate with a legacy, with a team that doesn't rest on its laurels and has coined progress and wellbeing in its products since 1874.

Take the original Geberit shower toilet, the 'Geberella,' launched back in 1978, and which brought groundbreaking technology to the market, with an innovative WC enhancement solution and built-in spray functionality. Its revolutionary toilet seat

was designed to fit virtually any ceramic bowl and came in a range of on-trend, bold colours, so could be perfectly matched to the bathroom furnishings of the day. Geberit's AquaClean shower toilet as we now know it was introduced back in 2011 and continues to pave the way for the washing with water revolution today.

These stories are the ones we wish to belong to, they inspire and allure us to return for more. At the end of the day, we are storytellers. We wish to develop holistic stories, captivating, memorable and seamless at every touch point; such that they materialise into the essences of our time; the unique desire for originality and authenticity. And one that can entice your guests to return.



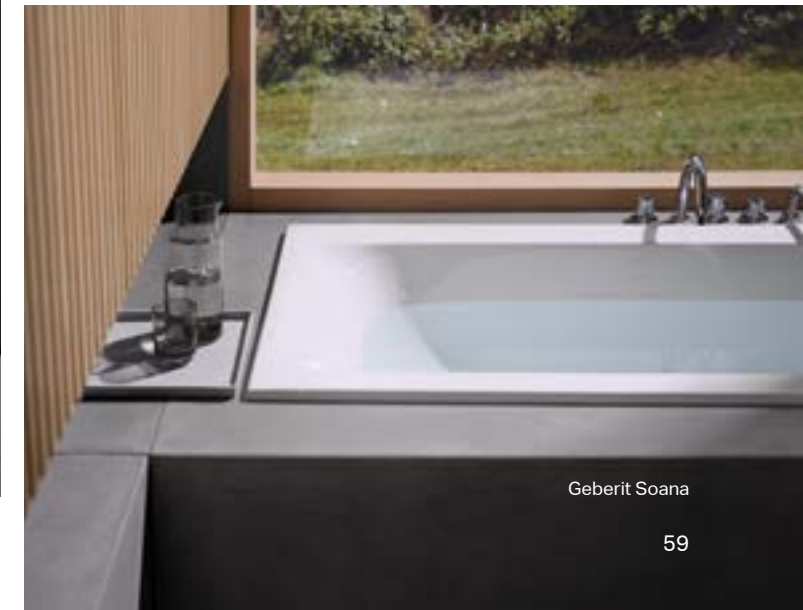
Geberit AquaClean Mera



Geberit iCon square wall hung toilet and bidet



Geberit ONE mirror cabinet and washbasin



Geberit Soana

BRINGING STORIES TO LIFE: ANTASIA

Restaurant and Beach Club, Sodap Beach, Paphos, Cyprus

Exploring the island's history, culture and the architecture of the building, we came across a few contextual milestones that inspired us while developing the story of Antasia.



Interior design – Baranowitz Kronenberg Architecture Ltd. Building Architecture – Psomas Architecture.
Photographs - Aymana Ganina and Stelios Antoniou



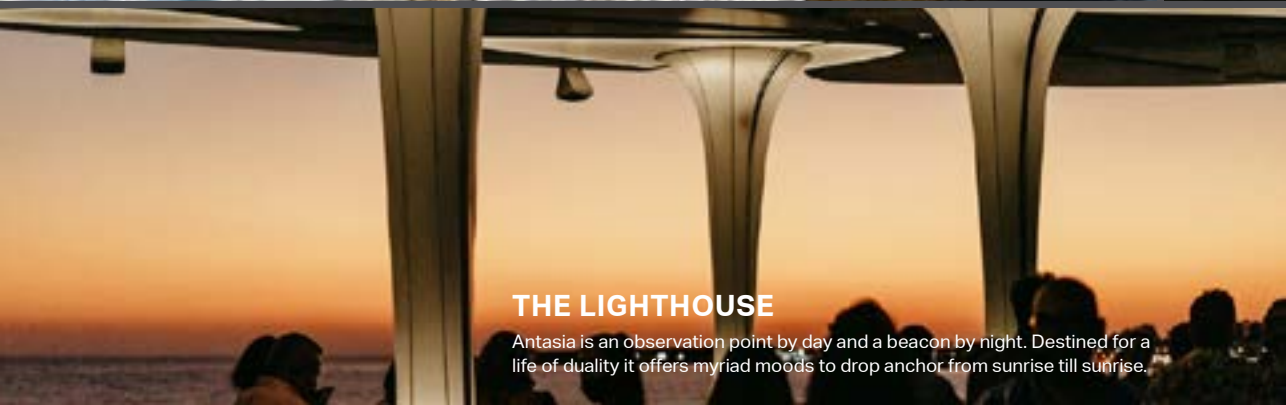
MYTHS OF FOAM

Cyprus is the island of myths which are as ephemeral and fickle as Aphrodite's foam.



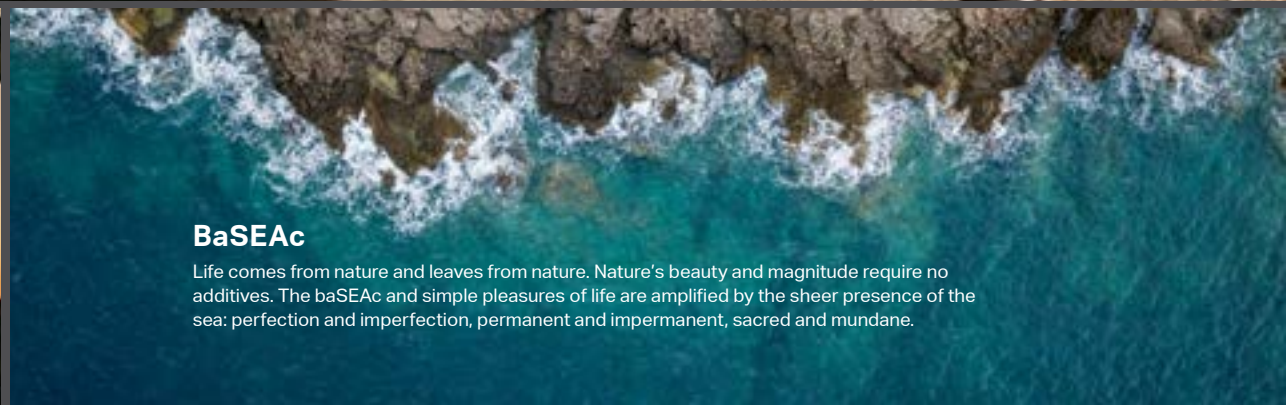
INFUSED NATURE

The edifice of the restaurant is beautifully infused into nature. The juxtaposition of the manmade and nature is a delicate balance of great potential.



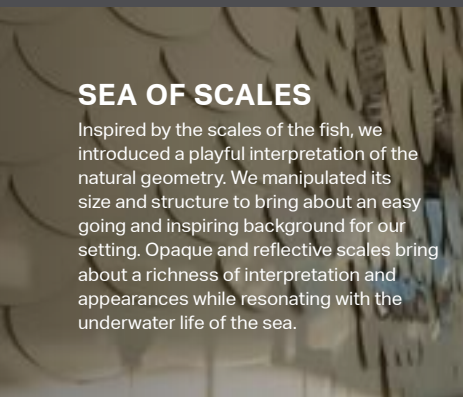
THE LIGHTHOUSE

Antasia is an observation point by day and a beacon by night. Destined for a life of duality it offers myriad moods to drop anchor from sunrise till sunrise.



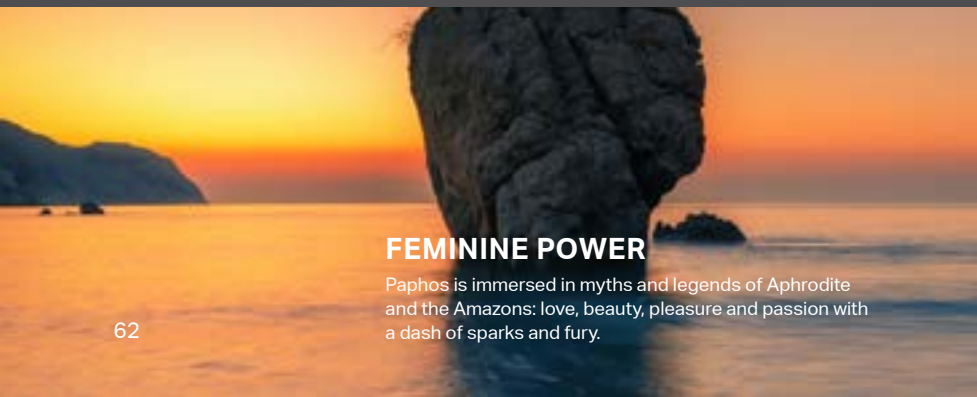
BaSEAc

Life comes from nature and leaves from nature. Nature's beauty and magnitude require no additives. The BaSEAc and simple pleasures of life are amplified by the sheer presence of the sea: perfection and imperfection, permanent and impermanent, sacred and mundane.



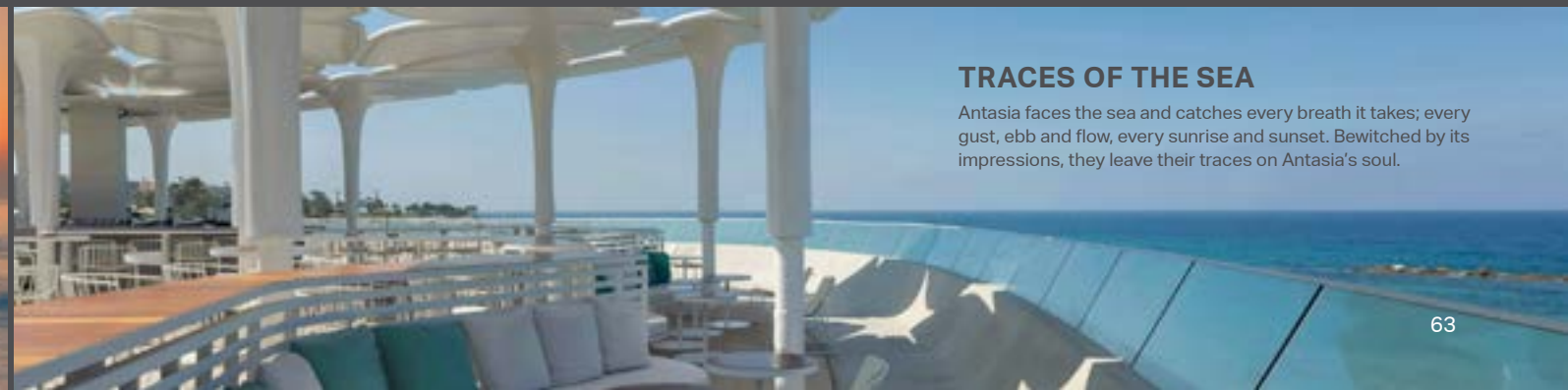
SEA OF SCALES

Inspired by the scales of the fish, we introduced a playful interpretation of the natural geometry. We manipulated its size and structure to bring about an easy going and inspiring background for our setting. Opaque and reflective scales bring about a richness of interpretation and appearances while resonating with the underwater life of the sea.



FEMININE POWER

Paphos is immersed in myths and legends of Aphrodite and the Amazons: love, beauty, pleasure and passion with a dash of sparks and fury.



TRACES OF THE SEA

Antasia faces the sea and catches every breath it takes; every gust, ebb and flow, every sunrise and sunset. Bewitched by its impressions, they leave their traces on Antasia's soul.

THE GEBERIT ASPIRE COLLECTION

The Aspire Collection is the new name for our premium offering, formerly known as the Geberit Bathroom Collection. This exclusive collection includes well-known ranges such as Xeno², iCon and the Geberit AquaClean shower toilet.

Find out more at geberit.co.uk/aspire



THE GEBERIT SELECT COLLECTION

With 11 ranges, the Select Collection embodies the very essence of Geberit. It benefits from a host of functional, affordable and on-trend design solutions for the mid-market.

Find out more at geberit.co.uk/select



ABOUT GEBERIT

The Geberit Group is the European market leader for sanitary products. A respected Swiss brand, it has a well-established reputation for delivering premium quality products, inspiration and innovation across every aspect of its business.

For years Geberit has maintained a very strong presence

within Europe, offering unique added-value within both the sanitary technology and the bathroom ceramics sectors.

Sustainability has long been part of the Geberit identity, for example, in its pioneering work in water-saving products, new logistics solutions, energy-efficient production plants and its delivery of responsible training within the industry.

Find out how we can support your next project at [geberit.co.uk](https://www.geberit.co.uk)



**Geberit Sales Ltd
Geberit House
Edgehill Drive
Warwick
CV34 6NH**

**T 01926 516800
F 01926 400101
E enquiries@geberit.co.uk**

Literature 0800 007 5133

www.geberit.co.uk