

yellow design | yellow circle designed the trade show presentation an the new SensaMare bath of Hoesch/Sanplast

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The design agency yellow design | yellow circle designed the trade fair presentation of Hoesch/Sanplast at the ISH 2007 in Frankfurt am Main. The venerable company stands for design-oriented bathroom products and consummate expertise in processing sanitary acrylics.

With the Hoesch-Gates as generous gesture, the 850 m2 stand invites the visitor to stay awhile and take a good look at the high-quality bathroom and wellness products. Here the effect of the Hoesch exhibits is reinforced by the architectural and purist style of the design elements.

The gates are connected through a continuously lit streamer on which the successful bathroom products of the past decades are displayed next to pioneering wellness worlds in symbiosis with each other. Illuminated thread curtains as a metaphor for water divide the stand into a lounge, meeting and presentation area.

The new complete SensaMare bath set was also completely conceived and designed by yellow design | yellow circle and presented to the public for the first time at the trade fair stand. The series currently consists of bathtub, washstand, mirrored cabinet and rectangular shower cabinet and will be expanded in future. The complete bath set continues the successful SensaMare concept with its multi-sensual elements. A mix of high-quality materials such as wood, acrylics and stainless steel generates a sensual minimalism that is captivating in its naturalness and harmony.

yellow design | yellow circle | yellow too

yellow design | yellow circle | yellow too is a network of agencies offering a comprehensive range of design services in Cologne, Pforzheim and Berlin. As a full-service agency, yellow develops brands and supervises design projects from conception to implementation. yellow design | yellow circle has been working successfully for international corporations, mid-sized businesses and institutions in various sectors for more than 30 years. Many customers have a longstanding business relationship with yellow design | yellow circle, making it possible to implement the customer's vision in a joint effort.

Our activities always focus on comprehensive consultation with respect to user- and market-oriented solutions. Highest design quality is achieved through strategic planning and interdisciplinary working methods. The results – whether corporate design, product design, packaging or website – convey the brand's philosophy and contribute to the unmistakable image of the brand. Because design, as a distinguishing feature, plays an important part in a changing global economic situation. We at

yellow design | yellow circle understand our activities as providing support during the process: from planning the product range, product development and communication measures to the product launch.

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