

Devon&Devon

CREATED IN FLORENCE. INSPIRED BY THE WORLD.

Devon&Devon and Gensler introduce modular bathtubs Holiday and Dove
Paying homage to the American Art Deco,
Holiday and Dove challenge the convention of traditional bathtub design



Holiday



Dove

*I hate straight singing
I have to change a tune to my own way of doing it.*
Billie Holiday, in “Lady Sings the Blues”, 1956

The Holiday and Dove bathtubs, designed by the historic Florentine company Devon&Devon, in collaboration with one of the most important architecture and design firm Gensler, are heralding a radical change in the traditional approach to the design, production, and personalization of bathtubs. The unique and completely original bathtub system embraces a modular approach: four elements can be combined to offer a variety of aesthetic and performance solutions.

The sophisticated elegance of Holiday, inspired by the Art Deco movement, combines a rimmed tub that nests inside of the outer tub shell. The rim, with its top flat surface, allows taps to be mounted directly onto it. The inner module can be used not only with the tub shell, but also with semi-built-in installations.

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VIA ARNO 26 - 50019 SESTO FIORENTINO - FIRENZE

T. +39 055 308350 - M. +39 335 6985280 - PRESS@DEVON-DEVON.COM

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Dove Freestanding

Dove is equally versatile and is available in two versions. The first, with a distinctly contemporary look, combines the rimless tub with the same tub shell used for the Holiday. The second version uses a standalone rimless tub insert and offers a playful reinterpretation of claw-foot tubs.

"We worked from a point of view of finding a design solution that is both classic and contemporary," explains Daniel Stromborg, Product Design Director at Gensler. "The collection was inspired by Streamline Moderne, pulling from it the decidedly American twist on this Art Deco movement. We retained the memory of it – reinterpreting simple shapes, refined materials and subtle details – while consciously moving towards meeting the requirements of contemporary interior design. The modular nature of the collection is oriented towards offering customizable solutions in shape and material."

The system, based on two different tub inserts that are available in both rimless and rimmed, nests into a universal tub shell with an optional decorative marble sleeve. The bodies of tub inserts and universal shell are made of White Tec Plus, an innovative compound that balances high design performance and sustainability.

"Our entire group – explains Graziano Verdi, CEO of Devon&Devon and Italcera Group – is making considerable investments in the research and development of eco-sustainable raw materials and processes. White Tec Plus is not only aesthetically appealing and extraordinarily velvety to the touch. Certified Greenguard Gold, it is also durable, recyclable, 100% restorable, non-toxic and non-allergenic".

In addition to the tub shell shared by both tubs, Holiday and Dove also provide the option of adding a Calacatta Oro marble sleeve to the plinth, smooth or moulded. Further base personalization is available by request. With its remarkable resilience to knocks and marks, as well as the ease of maintenance, Holiday and Dove are suitable for bath design in hotels and contract furnishings.

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Holiday - with plinth



Dove - with plinth



Holiday - without plinth



Dove - without plinth



Holiday - semi-inset



Dove - freestanding

Holiday and Dove can also be coordinated with Devon&Devon's collection of taps, where essential design is expressed with classical, retro, or contemporary touches. Dove relies on taps that can either be wall or floor-mounted, while Holiday can also integrate tap controls, mixers, and spray handset in the optional five holes on top of the rim. Holiday is the first deck-mounted tub without requiring an inspection panel. The internal tub module incorporates all the hoses and connecting elements, as well as the taps.

I'm in no hurry.

I'm just beginning to really relax and enjoy life

Billie Dove, 1930

Devon&Devon

Founded in Florence in 1989, Devon&Devon produces exclusive collections for the home and bathroom, supplying them around the world: their timeless style renews and reinterprets the best of 20th century European tradition and design. Created by an internal team with the collaboration of some of the greatest designers, all Devon&Devon products are designed to offer the best solutions to meet the needs of their customers, as well as professionals in the architecture and contract furnishing fields, for whom the company offers an exclusive tailored design service.

Gensler

Gensler is a global architecture, design, and planning firm with 50 locations and more than 6,000 professionals networked across Asia, Europe, Australia, the Middle East, and the Americas. Founded in 1965, the firm serves more than 3,500 active clients in virtually every industry. Gensler designers strive to make the places people live, work, and play more inspiring, more resilient, and more impactful.

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