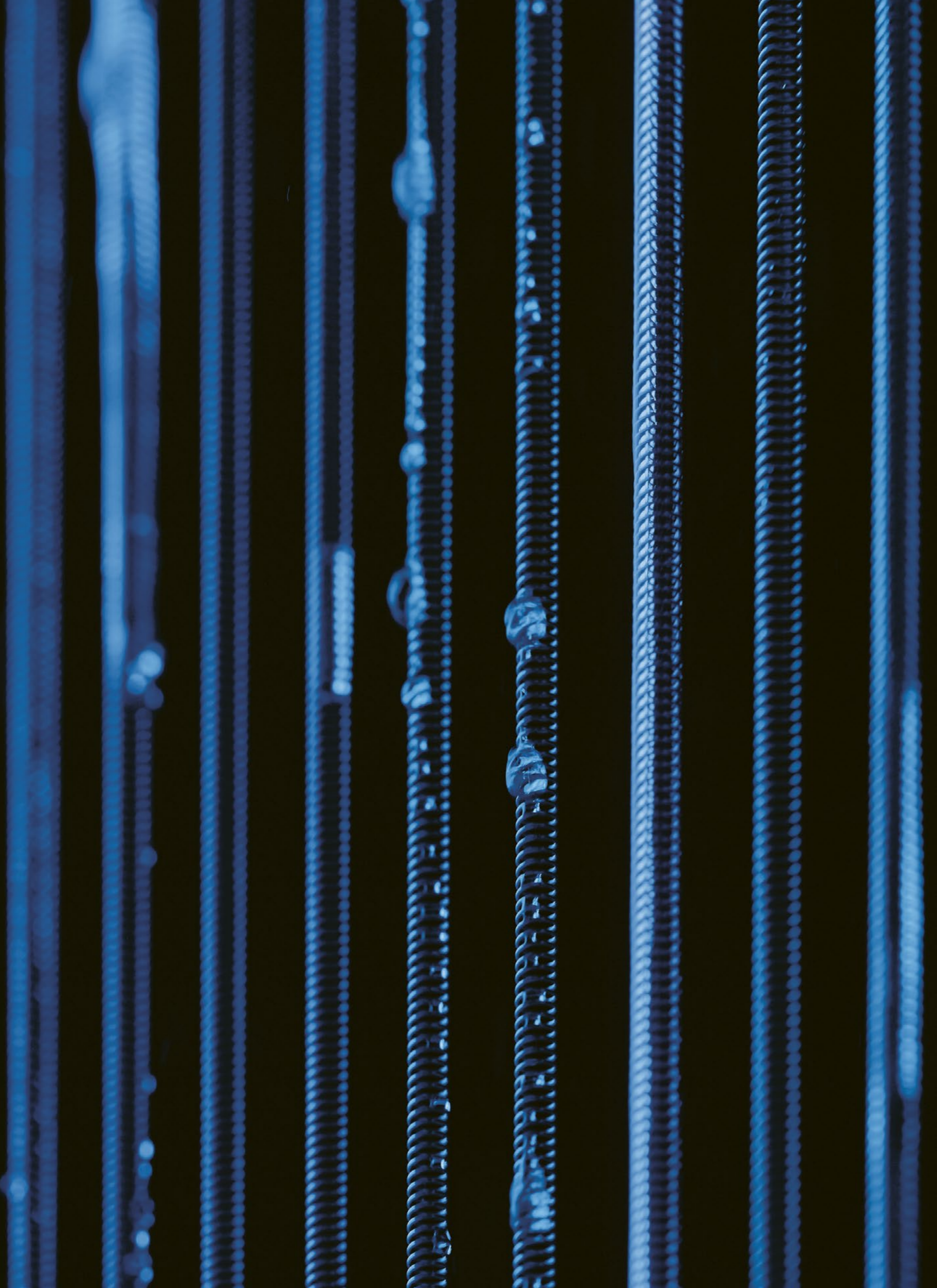


*The Milan
Design Week
2026 Issue*

**FLOW.FORM.
FUNCTION.**



FLOW.FORM.FUNCTION.

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FLOW.FORM.FUNCTION.

OW

Geberit excellence both in front of and behind the wall.

Water is a big part of our everyday life – it usually goes unnoticed, yet is omnipresent. Inside buildings, we drink it, use it for personal hygiene, and wash away dirt and deposits with it. It is a prerequisite for comfort and hygiene and also poses one of the biggest technical challenges in a building. That is why Mastering Water is fundamental to good bathroom design.



“

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*Mastering
the flow
of water
opens up
room for
design*

*Martin Baumüller,
Chief Marketing Officer
at Geberit*

”



Photos: Joan Minder

Martin Baumüller, water is one of the most basic resources in our everyday life. Geberit has dedicated itself to mastering it. The company's core is "Mastering Water – because people need excellent sanitary products". What does this mean? Water is a dynamic element that is usually in motion. Our job is to develop and manufacture products that control this motion. Mastering Water not only represents our cultural and technical identity, but also our core competence: at Geberit, everything revolves around guiding the flow of water safely all the way through a building and using its power as efficiently as possible – from water supply to the point of use and all the way through to drainage. This holistic view is what sets Geberit apart from other companies and forms the basis for everything we do.

Water often remains unnoticed within the building, yet we experience it directly at the washbasin, in the shower, or in the toilet. How does Geberit master this transition from invisible system to visible design? Our know-how in hydraulics is found not only in pipes and cisterns but is also applied to where it meets visible products. The water flow in our WC ceramic appliances, washbasins, and shower solutions is optimised so that water can be used in a controlled, efficient, and quiet way. The invisible shapes the visible – and vice versa. All components in front of and behind the wall are crucial for optimal water flow within the building.

How important is this systematic approach for architects and designers? Our system approach creates reliability and planning safety. When the technical foundation works, design becomes easier: architects and designers can concentrate on the space, proportions, and atmosphere – with added design freedom.

During the Milan Design Week 2026, Geberit is inviting visitors to the new Geberit Experience Center in the Tortona district under the motto "Flow.Form.Function.". Exactly. As a company that is dedicated to providing the highest quality, we believe that good design is only possible once you have really explored and understood the core of your tasks and duties. Only those who understand the basics – in our case the Flow, or how water moves – can develop a suitable Form, which is not only attractive but also offers real added value: it works more efficiently, has a quieter flush, is easier to clean or improves hygiene. This is Function and represents the user experience that we work towards every single day.

Why is the Milan Design Week an important event for Geberit when it comes to demonstrating this interplay of water flow, design, and technical functions? Because design is celebrated and discussed here as part of everyday life. The Milan Design Week brings together users – particularly from architecture and design – with product manufacturers who look at how design, function, and technology interact with each other. With this in mind, we can show that our work does not end with technology. Technical precision and emotional design are not contradictions – they mutually reinforce each other.

“Technical precision and emotional design reinforce each other.”

Precision meets poetry

The Swiss design studio atelier oï embodies Mastering Water, Geberit's core competence, as a poetic spectacle made of water, light, sound, and movement for Milan Design Week 2026. A look behind the scenes.

*Aurel Aebi, co-founder
of atelier oï, and interior designer
Timo Heiniger*





Photos: Joan Minder

From afar, it appears as a graphic artwork suspended in the room – all lines and shadows. As you move closer, you recognise a dynamic water feature. Droplets glide along tensioned springs – sometimes quickly, sometimes slowly. Sometimes they stop; sometimes they join together. And sometimes they stick to the spirals like dewdrops. A gentle lapping sound provides the soundtrack. The artwork named RÖS, which captivates visitors at the Geberit Experience Center during Milan Design Week, started out in a former motel in the Three Lakes Region of Switzerland.

A WONDERFUL WORLD OF CREATIVITY

In early February 2026, thick fog is hovering over Lake Biel. On its shore rests the Moitel – a 1960s motel that is now the home and headquarters of the atelier oi design studio. Behind the building, you can see the gently rolling hills along the base of the Jura Mountains and vineyards lying dormant through the winter. The fog makes it seem as though the outside world is fading away. But your senses are brought sharply back into focus when you step into the Moitel.

Inside, you are welcomed by a vibrant atmosphere: forms, colours, and textures everywhere you look. A true creative ecosystem. At the drawing tables, conversations are in full flow, with ideas moving freely between different disciplines. “We never work in a linear way,” says Aurel Aebi, one of the three co-founders of atelier oi, leaning over a sketch. “Everything we create is the result of bringing different perspectives together. This is what drives us forward.”

THE STUDIO'S COLLECTIVE MEMORY

Plans, sketches, and material samples cover the walls and tables, visually representing the studio's expanding collective memory – “a living archive” is what Aurel Aebi calls it. Small alcoves open up into showcases of the studio's past work: furniture and accessories for Louis Vuitton, a delicate paper lamp for a Japanese fashion brand, and, on a table, the architectural model of the cultural centre for the relief organisation Smiling Gecko in Cambodia. Put together, all these pieces demonstrate the immense range of the Swiss design studio's work – and they capture the inspiring energy that fills every corner of the Moitel.

A DESIGN TAKING SHAPE

In a tall, almost theatrical space draped in dark curtains stands the prototype for Milan Design Week. Nine long, delicate springs stretch from the ceiling to the floor. They shimmer, they guide droplets, yet they are only a fragment – in Milan, they will become an immersive experience filling the entire room: around 300 springs are set to hang there like a floating curtain in the centre of the space.

Aurel Aebi and interior designer Timo Heiniger study the prototype. When the team were tasked with interpreting Mastering Water in spatial form, they asked themselves one key

question: How can we bring to life something that usually happens behind the scenes? Water in pipes, water flowing, water within a system – and at the same time water as a living, wilful element. “We didn't want to just create an engineering display,” explains Timo Heiniger. “We were interested in exploring the tension between freedom and control – and the poetry within it.”

TRIAL, ERROR, AND DISCOVERY

The process of creating the installation began with in-depth research into materials. With nylon threads, the water droplets fell too irregularly; with cotton, they vanished altogether. Metal, meanwhile, proved too rigid – until it was twisted. “When we bent the metal strips into spirals, everything suddenly sprang to life,” explains Timo Heiniger. “The springs were the next logical step since they give us structure but also allow freedom.”

The delicate springs are reminiscent of the principle behind Geberit SuperTube – a flow-optimised drainage system that directs waste water through the pipes in a spiral. With the springs, atelier oi is offering a symbolic glimpse inside the pipe, shining a light onto something that usually goes unseen. Drops of water find their way – being guided but not forced. And it is exactly this idea of balance that is at the heart of the installation – precision and poetry, control and release.



atelier oi and Geberit
**A SHARED
 MINDSET**

Aurel Aebi, what most appealed to you about working with Geberit?

Geberit treats water with the utmost respect. And that impresses me. It's all about fundamentally understanding water as an element and using that deep understanding to create intelligent products and systems. This approach is surprisingly close to our own way of working.

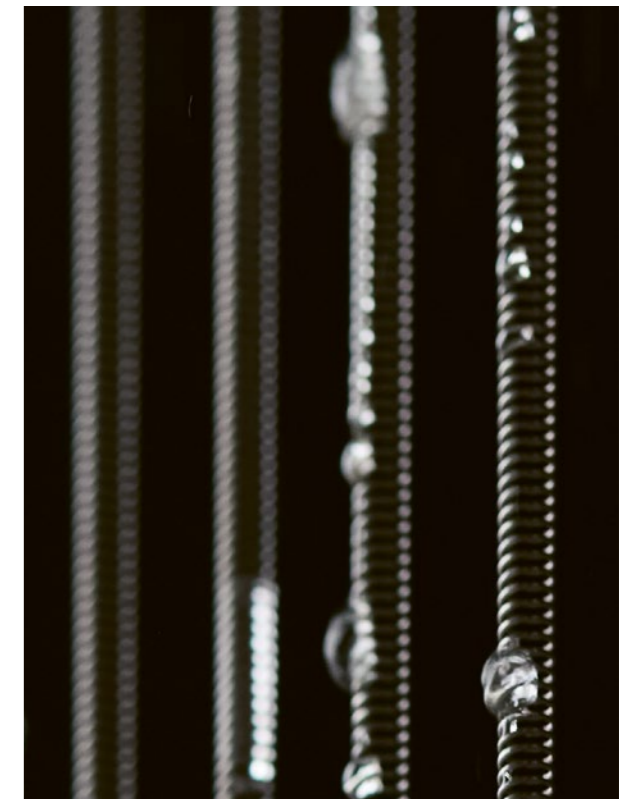
How's that?

What connects us both is the focus on the material and the need to truly understand it. We always start with the fundamental element too, observing, listening, and truly grasping it. This is how precise, often surprisingly simple and highly functional solutions emerge – be it in product design, in architecture, or in an installation, as we have here.

What do you hope to give visitors at Milan Design Week?

Perhaps a moment to stop and stare. To be amazed by what they are seeing. The realisation that something we might take for granted in our everyday lives – water that flows, drains away, and disappears – is actually a bit of a miracle. And that there is more to nature behind this particular miracle. We mustn't forget the people who understand it and handle it responsibly.

“What connects us both is the focus on the material and the need to truly understand it.”



atelier oi turns the flow of water into a work of art.



MASTERCLASS

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17



Christoph Behling has made a name for himself as a designer of Swiss luxury watches. However, he and his team in London have also designed many Geberit design classics – from flush plates to shower toilets. He sees parallels between the two.

*Christoph Behling,
Head of Design at Geberit,
in his studio in London*

*“No room
for short-
lived trends”*

It has been a good 20 years since Christoph Behling first stood at the gates of the Geberit headquarters. In front of an unassuming industrial building on the edge of the picturesque town of Rapperswil-Jona on Lake Zurich. He remembers how doubts crept into his mind at the time. He and his team had made a name for themselves with their London office in the design of Swiss luxury watches, mobile phones, glasses, and sports shoes – and now he was standing in front of a company whose products are mostly installed invisibly behind the wall and revolve around the toilet. Could design really make a contribution here?

During his visit, Behling discovered that Geberit cultivates its product world with the same attention to detail and pursuit of perfection that he knows from the watch industry. "They are Swiss inventors who pay attention to every nuance and invest everything in the highest quality," he says. He was speechless when he heard that Geberit offers decades-long guarantees – "50 years of spare parts for toilet systems, that's more than even the top watch manufacturers offer." Behling quickly realised that this was a good fit.

AS THE CLOCK, SO THE TOILET

What fascinates him about the watch industry, he finds again at Geberit: desirable products that do not follow trends and fashions but focus on durability. He had encountered exactly the opposite in the mobile phone industry. Shortly after the turn of the millennium, he was hired by a large manufacturer that deliberately focused on constantly changing designs with a short lifespan. "Trends come and go – but products that end up in the bin after a year just didn't feel right to me." It was in this area of tension that Behling's own design philosophy took shape: products should be developed as well as possible so that they last as long as possible.

This attitude found a home at Geberit. His first project was the Sigma actuator plate: "It's the place where the Geberit world behind the wall becomes visible. I wanted to make this perfection tangible in front of the wall as well." For Behling, the flush plate is still the "dial for the perfect Duo-fix clockwork".

"ENGINEERS ARE THE REAL STARS"

A personal favourite of his are shower toilets. He first encountered them in Tokyo in the late 1990s – for him, the logical evolution of the WC. When he learned that the shower toilet had been invented in Switzerland and that Geberit was the innovation and market leader, he was thrilled. With this enthusiasm, he ultimately developed the design for his first Geberit shower toilet. It became the benchmark for new European shower toilets: the technology disappeared inside the ceramic, so that it looked almost like a normal toilet. For Christoph Behling, however, there is more to it than just an ingenious design idea. "The Geberit engineers are the real stars. They develop quality for decades in the smallest

of spaces. The designer only creates the shell that connects people, architecture, and technology. As with any top product, it is developed from the inside out."

His aspiration remains to this day: to create products that are desirable, exciting, and timeless at the same time. He considers the fact that his designs are often copied to be a compliment. For him, originality does not mean chasing trends, but creating substance. And that is particularly important, given that bathrooms in Europe are only renovated every 23 years on average. "There is simply no room for short-lived trends."

Today, Christoph Behling sees Geberit in a special role: as a manufacturer that consciously opposes fast-paced change – and thus represents an attitude that goes far beyond design. "As a society, we have to ask ourselves how much importance we want to attach to trends and fashions," he says. For him, it is clear that timelessness is not a sacrifice, but a quality. "And that's exactly what Geberit stands for."

"As a society, we have to ask ourselves how much importance we want to attach to trends and fashions."

Christoph Behling is a London-based product designer known for his work as Lead Designer at TAG Heuer and his focus on sustainable, minimalistic design. Since 2006, he has collaborated closely with Geberit, creating products like the AquaClean Mera, Sigma actuator plates, and parts of the ONE series.



Photos: Glen Burrows

Always on the lookout for design that is both timeless and exciting: Christoph Behling.



Turkish interior architect Aslı Arıkan Dayıoğlu, founder of the studio Designist

“A space needs a soul”

Interior of the InterContinental Hotel Istanbul shaped by tactile materials and coordinated colours.

Turkish interior architect Aslı Arıkan Dayıoğlu believes that design is not merely about aesthetics or function – it is about emotion, memory, and meaning. In this interview, she explains why every space must have a soul and why the future of interior design lies in emotional intelligence.

What inspired you to become an interior architect?

When I was 18, I travelled to Venice and encountered the works of Italian architect Carlo Scarpa. Visiting one of his historic buildings was a transformative moment for me. His architecture was poetic yet precise: the geometry, the choreography of light, the dialogue with water, and the seamless fusion of Venetian tradition with modern materials. The space was speaking. That experience awakened my desire to create spaces that move people – not just visually, but emotionally.

Your education took you from Italy to the United States. How did that shape your design language?

Studying at Rhode Island School of Design profoundly shaped my perspective. Our education extended far beyond interior design. We were immersed in a wide range of art and design disciplines, approaching creativity as an integrated whole. The belief that a designer should draw inspiration from all creative fields has proven invaluable throughout my professional career. Design, to me, is never isolated. It is always part of a larger artistic and cultural narrative.

How do you achieve this?

My goal is to create emotional depth through interior design. A space without soul remains interchangeable. When you embed it with a narrative, it becomes tangible and singular. To achieve this, I focus on the people who will inhabit the space and think about what emotions they should experience. From there, I construct the experience like a story – layer by layer – so the atmosphere unfolds emotionally rather than simply appearing decorative.

How can a space be given a soul?

By creating an exciting rhythm with highs and lows. Every project needs tension and release. We orchestrate this through materiality, light, proportion, and texture. One surface might be deeply tactile and expressive, while another remains calm and minimal. Interior design thrives on contrast, yet it demands balance. A soulful space is not loud, it is intentional. It breathes.

Many of your projects are for international hotel brands with clear design guidelines. How do you ensure that a brand is recognisable yet unique?

I don't see brand guidelines as a restriction, but they provide a framework within which creativity can evolve. I want to create something new and make every project unique. Within that structure, we develop bespoke textures, custom-designed furniture, carpets, wallpapers, and layered surfaces specific to each project. Handcrafted, locally rooted elements allow a space to anchor itself culturally without compromising brand identity. The result is a project that feels both globally coherent and locally authentic – never generic.

In the bathroom, function and technology are paramount. How can you maintain the design rhythm in these rooms?

Even highly functional spaces can tell stories. By integrating objects with history. When renovating the InterContinental Hotel in Istanbul, for example, we left the handmade old wooden doors in place. Their presence introduced continuity and memory. In combination with three-dimensional surfaces, tactile materials such as travertine, porcelain, and carefully coordinated colours, the bathroom became part of the narrative. I like to combine products from Geberit: they are reliable, durable, and simple in design. The technology remains in the background. This allows a room to unfold its full effect.

How will interior design continue to evolve?

The spaces of the future must be emotionally intelligent. Design should enhance human well-being through light, acoustics, materiality, and colour psychology. We will need to research and understand people more deeply – so that environments can respond to our moods. Imagine a room that senses stress and gently softens its lighting. Or a space that intuitively adjusts acoustics to support focus or relaxation. The future of interior design is empathetic. It will listen.

“Design, to me, is never isolated. It is always part of a larger artistic and cultural narrative.”

Aslı Arıkan Dayioğlu is an award-winning interior architect and founder of Designist, established in 2007. Based in Istanbul with a second office in Berlin, her studio delivers national and international projects across hospitality, residential, and commercial sectors.



Photos: InterContinental Hotel Istanbul

Bathroom rhythm flows through materials, light, and texture, while sanitary technology remains discreet in the background.

FUN

*Rays of
timeless—
ness*

*Geberit products
around the world*

TI

C

MILAN *Teatro degli Arcimboldi*

Artists can relax before their performances in the backstage area of the Teatro degli Arcimboldi in Milan. The Italian architectural firm Calvi Ceschia Viganò renovated the first dressing room and designed a semicircular room in contrasting colours with a make-up and living area, kitchen, and bathroom. Sound insulation was a priority in the "quiet room": "curtain-up" for the simply designed and sound-insulating sanitary products from Geberit.



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MADRID

Casa Decor

For the second time in three years, a Geberit project has been awarded the top prize at Casa Decor. The room installation "The Shape of Water", designed by Zooco Estudio, brings the element of water to life. Round mirrors and semicircular glass block walls suggest the flow of water in the light through shimmering reflections. An inspiring immersion in different bathrooms, designed with Geberit products.



Photos: Asier Rua, Casa Decor 2025 Geberit-Zooco



Photos: Bruno Jakobsen



AARHUS

Studie 5

Studie 5 is a joint showroom run by nine leading players in the fields of design, materials, and construction. Designed by designer and architect Bruno Jakobsen, the showroom represents cutting-edge Nordic design. Here, architects, interior designers, and private builders can find inspiration for their projects. Jakobsen's goal was to bring together materials, colours, and solutions in new combinations, enabling well-considered decisions. Geberit is a key partner in the bathroom.



Photos: DAR Global

DUBAI

Da Vinci Tower

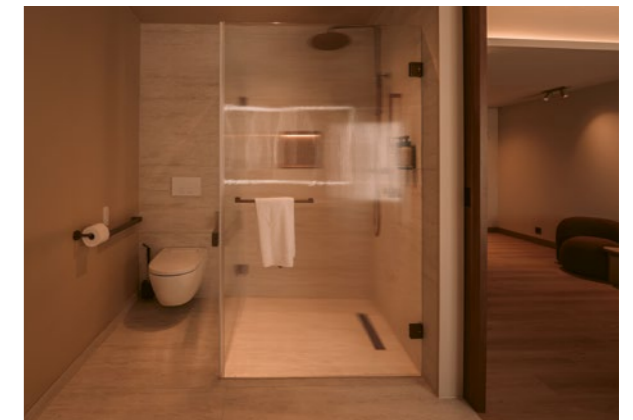
The architecture of the Da Vinci Tower in Dubai is iconic: two 19-storey residential towers rise up in a horseshoe shape, creating a captivating visual effect. At their centre is the "Pearl", a sphere that appears to float. The interior design is by Horacio Pagani, known as the designer of Italian luxury sports cars. He combines aesthetic form and function: high-quality materials, precise details, and sophisticated technology harmonise – even in the bathroom: with cisterns, shower solutions, and up to 125 shower toilets from Geberit.



ANTWERP

Skipr Hotel

At the Skipr Hotel in Antwerp, Belgium, guests enjoy comfort and design at an affordable price. Natural materials in warm, earthy tones create a simple interior with a feel-good atmosphere. This principle is also continued in the 53 guest rooms. The Geberit AquaClean Alba shower toilets installed in the bathrooms are cost-effective and impress with their high-quality functionality and simple, timeless design.



Photos: lysmedia



*Interior expert and designer
Büşra Qadir in her country house
near Bremen, Germany*

Old house new life

In the North German artists' village of Worpswede, interior expert Büşra Qadir and her husband have transformed an 1887 villa into a modern family home. She calls her style "fusion living" – and chose Geberit products to support her style in the bathroom.

"A construction project requires making an average of 30,000 decisions," says Büşra Qadir. For the interior expert and her husband Ehsaan, many of those decisions involved compromise – but not when it came to choosing the toilets. The couple – she with Turkish roots, he from Pakistan – grew up with cleaning with water. "In my parents' house, there was always a small watering can next to our toilet. It was a bit unusual to use, but cleaning with water is still very important to me."

In their search for a convenient solution, the family discovered Geberit shower toilets. "The AquaClean Sela model ultimately won us over. You can adjust the position and strength of the shower spray at the touch of a button. Since moving in, we couldn't imagine life without it."

WELL PLANNED

Together with her husband, the founder of the home textile label Nindyaa has breathed new life into an 1887 villa: the historic building has been completely renovated and extended with a modern annex. Büşra Qadir's design philosophy,

Büşra Qadir calls her interior style "fusion living", combining cultures, styles, and colours.



"The Geberit brand, for me? Timeless, high-quality, and durable product solutions."



The Geberit iCon washbasin cabinet in walnut hickory stylishly ties the rooms together.

"fusion living", blends cultures, styles, and colours. Each bathroom even has its own name: in the old villa, the "beige bathroom," featuring a striking arched niche for the washbasin and a level-access shower with a Geberit wall drain; in the new wing, the "red guest WC" and the "green guest bathroom." Throughout, lime plaster mixed with natural pigments regulates humidity while giving each room a distinctive look.

For the green guest bathroom, Büşra Qadir used the free Geberit bath-room planner. The centrepiece is the Geberit ONE washbasin combination with a bowl-shaped lay-on washbasin and a CleanDrain outlet, which makes cleaning easier thanks to its removable comb insert. "The warm oak colour of the bathroom furniture grounds the room and creates a cosy atmosphere, which is harmoniously complemented by the expressive marble accents and white ceramics," says the lady of the house.

DESIGN MEETS FUNCTIONALITY

Büşra Qadir placed particular emphasis on comfort and functionality: drawer inserts in the base cabinet keep everything neatly organised, while the Geberit Option Round illuminated mirror creates a hotel-like feel. The Geberit Setaplano shower surface in matt white also impresses – both aesthetically and in terms of ease of cleaning. "The Geberit brand has an excellent reputation and, for me, stands for timeless, high-quality, and durable product solutions," says Büşra Qadir. "Our bathrooms show that modern living can be beautiful and practical at the same time."

The centrepiece of the bathroom: the Geberit ONE washbasin combination.



Photos: Büşra Qadir



*Dutch architect Jan Pesman
at his Villa Meijendel
in the Netherlands*

Bringing the outdoors in

Nestled in a dune reserve, Villa Meijendel blurs the lines between inside and out. Expansive glass façades invite nature in, while prefabricated components make the building “circular-ready” – built to be dismantled and reused. Welcome to the dream home of Dutch architect Jan Pesman and his wife.

“The location in Meijendel is truly unique, we live in the middle of a nature reserve,” says Jan Pesman. His wife stumbled upon the site north of The Hague by chance during a drive through the dunes. The old summer house that once stood here was in poor condition, which made it the perfect opportunity for the architect to start from scratch.

MERGING INSIDE AND OUTSIDE

“I knew immediately that the house needed to fit seamlessly into its surroundings.” And it literally does: the villa is embedded into the dune. The living room has glass walls with sliding doors on three sides. “So if I want to take a walk in the garden, I don’t even need to step outside,” says the architect with a twinkle in his eye.

The concept of “bringing nature into the home” is one Jan Pesman brought back from the Caribbean island Curaçao, where he once discovered a beautiful garden. “The people there lived under a canopy, in fact, they basically lived outdoors – a fantastic idea. I tried to translate that concept into Dutch conditions, with triple-glazed walls, of

Minimalist interior design, maximum comfort – with the Geberit AquaClean Mera Comfort shower toilet.



“It was built to be ‘circular-ready,’ meaning almost everything is fully demountable and reusable.”

Where inside and outside merge: Jan Pesman in his office.



course.” The steel construction of his villa allows for large areas of glazing – and unobstructed views of nature.

FULLY PREFABRICATED

Architect Jan Pesman is co-founder of the cepezed office, which specialises in modular architecture and is a pioneer in the use of prefabricated building elements. “At cepezed, we aim to assemble, not construct.” Every component of Villa Meijendel was prefabricated and delivered to the site. Because they were made under optimal factory conditions, the quality is significantly higher. Villa Meijendel was awarded the Dutch Steel Award in 2024.

“We strive to create buildings that are lightweight but have a high IQ per kilogramme,” says Pesman. This means that components perform multiple functions simultaneously. “The Geberit mirror cabinets with LED lighting in the bathroom fit this approach seamlessly. All the necessary functions are neatly integrated into one cabinet. I love that.” In addition, the architect installed two AquaClean Mera Comfort shower toilets in the villa. “My wife is especially happy with those,” he laughs. “What I find particularly clever is how you can remove the toilet seat for easy cleaning.”

Sustainability played a crucial role in the villa’s design. “It was built to be ‘circular-ready,’ meaning almost everything is fully demountable and reusable”, says Jan Pesman. If his house is ever dismantled, the construction elements – steel, glass, prefab floor slabs – can be repurposed. But that would be a shame!

Jan Pesman’s home: the strict, minimalist architecture contrasts beautifully with the wild natural surroundings.



Photos: Lucas van der Wee



INSPIRATIONS

Curated bath- room essentials



*By Sofia Lekka
Angelopoulou,
Editor-in-Chief of
designboom*

- 01 Tekla Terry towels in white
- 02 Soeder Natural soap Herbal Garden
- 03 Geberit Sigma40 actuator plate in brushed stainless steel
- 04 Muuto Dots metal towel hooks in aluminium
- 05 Ferm Living Sama bin in brushed stainless steel
- 06 Bocci 28s wall light
- 07 Cassina Tabouret Berger by Charlotte Perriand, Cassina
- 08 iMaestri Collection Ancient Greek Sandals slipper in black
- 09 RiRa Objects Addled tall vase clear light
- 10 NM3 NM35 tray
- 11 Le Labo Laurier 62 classic candle

Bathroom visualisation with Geberit iCon washbasin, Option Oval mirror, AquaClean Alba shower toilet, CleanLine30 shower channel

