

Design is our DNA

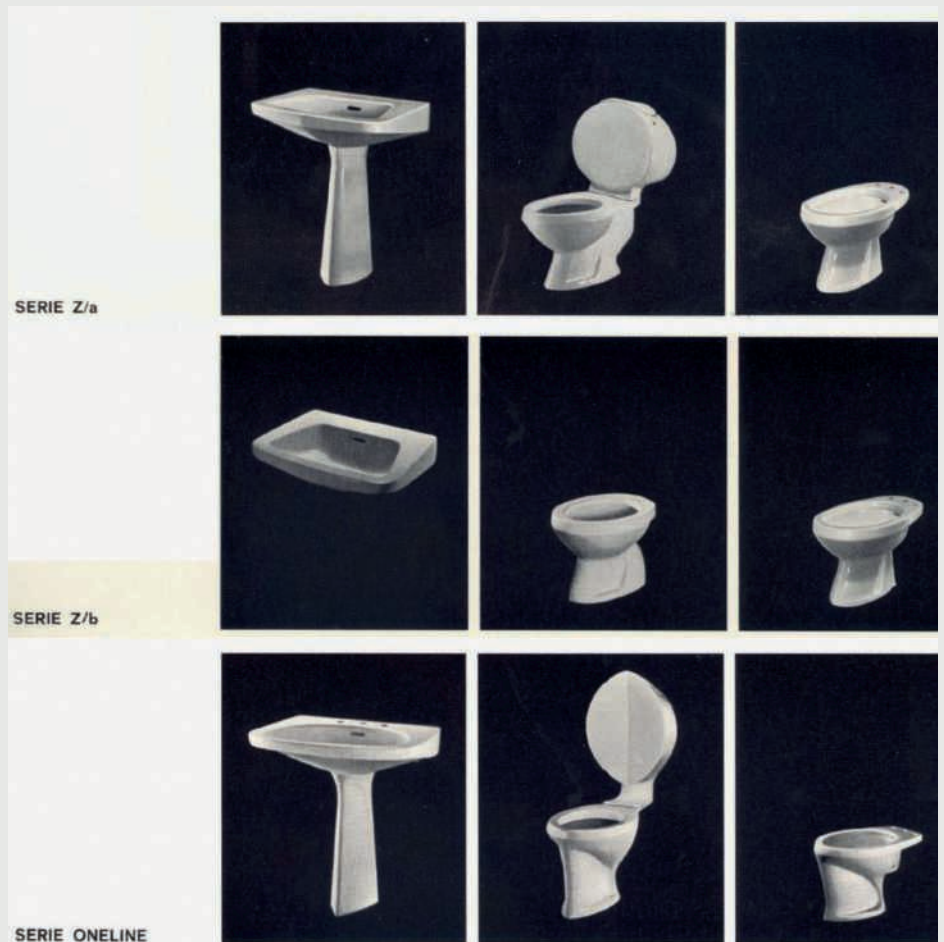
At the heart of Ideal Standard is a passionate belief in the 'eternal value of design.' A belief in its power to change lives for the better. It's a belief founded on our daily experience, and informed by our long heritage of Italian design. By looking and learning from this heritage, we build on the most outstanding elements of successful collections, and reimagine them for today's world.

By tracing our past and reflecting on the talents of old masters such as Gio Ponti

and Achile Castiglioni, we are able to forge the future. In our collaboration with multi-award winning Palomba Serafini Associati, we work to create a seamless synergy of functional perfection blended with aesthetic beauty, embracing innovations and improving design standards as we navigate the constant changes of modern life.

For us, design is vital, craft is essential, experience is everything and quality is second to none.

"THE SIMPLICITY AND THE PURITY OF THE SHAPES ARE SYNONYMOUS OF THE BALANCE BETWEEN FUNCTION AND EMOTION; AN ESSENTIAL BEAUTY..."



Ponti Z, an iconic shape of the fifties and sixties. The basin is smooth and without reliefs, is trapezoidal: a shape that follows the movement of the arms when washing.