

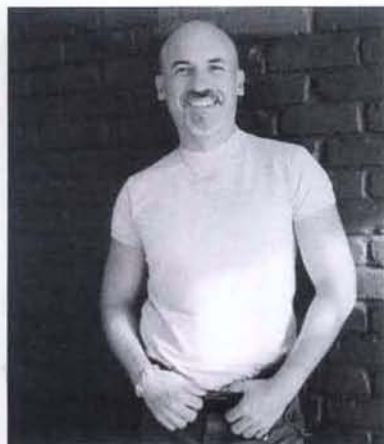


Above: Exterior of The KOHLER Store ■ Below: Some collections are exhibited in vignettes



DESIGN IN THE BATH

The Kohler Store in Chicago offers out-of-box ideas in the Designer Series portfolios as well as showcasing product in a modernist space by Janson Goldstein LLP



Benjamin Noriega-Ortiz, Benjamin Noriega-Ortiz, LLC, New York, NY has produced a range of work that travels seamlessly from traditional to modern, capturing an unusual sense of openness and light through the use of color, materials, architecture and the unexpected integration of fashion in a timeless style. Inspiration for Benjamin Noriega-Ortiz' "Trouble" design: Three boys share one bathroom in a beach house. But what a bathroom! It sounds like Trouble



Above top: The color palette of background materials has been kept neutral so the products can command center stage. Above: Many of the products are functioning, such as these showerheads in a product focus area. Left: Kitchen products offered by Kohler, such as these sinks, are also displayed



Designer Series serves as a wonderful jump start on a project," says Clodagh. "People can hand the plans to an architect or builder as a tear-sheet reference for what they want. Even the materials are specified."

Ann Sacks, maker of tile, stone and plumbing, and a subsidiary brand of Kohler Co., has an adjoining 4,000-square-foot show space adjacent to The KOHLER Store.

There are plans to open two more The KOHLER Stores in the Chicago area in late 2006 or early 2007. If the concept proves successful, the idea is to roll out the opportunity to distributors to invest in. **D**

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