

KOHLER showcases Modernism at India Design

- Products under the theme of *Spectrum of Modernism* – Maximalism to Minimalism to be displayed at India Design from 12-15th February 2019
- Kohler India are Symposium partners enabling forward thinking conversations on the future of design

New Delhi, 9th February 2019: KOHLER, the global lifestyle brand announces its association with the best luxury design week, India Design (ID) 2019. The brand will display its range of products under the theme of “Spectrum of Modernism –which is an oeuvre of two contrasting themes—Maximalism and Minimalism and a seamless interplay of products across the two. The two ends of the spectrum are expressed through varying manifestations in technology, materials, patterns, and choice of colors.

Beyond this, KOHLER is the ID Symposium partner at ID 2019 where **Theresa Millard**, WasteLab Project Manager at KOHLER Kitchen & Bath, and **Bikram Mitra**, Head of Industrial Design – KOHLER India will be covering topics such as Sustainability and the Journey of Design. Theresa & Bikram will also be conducting workshops on 13th and 14th February 2019 at the KOHLER Booth for design aficionados around the two concepts.

The KOHLER pavilion is being designed by the award-winning Visarg studio and will display products ranging from Artifacts and Component Faucets, artist editions like Dutchmaster, Marrakesh, Derring, Gilded Meadow and Veil Intelligent Toilet. Alongside, several state-of-the-art and innovative new products such as the Kensho vessel, Verdera Voice Lighted Mirror, Veil Lighted Mirror, India Inspired colours, and the- world’s-most-advanced-toilet Numi will also be put on display.

Speaking on the occasion, **Mr. Salil Sadanandan, President, Kohler K&B India, Middle East, and Sub Saharan Africa** said, “For a company that has believed in staying at the leading edge of design and technology for over 145 years building a close relationship with the design fraternity is very important. Associating with ID 2019 as symposium partners provides us the platform to continue a dialogue with the people that inspire us most, architects, designers and creative leaders from India and around the world. Our booth this time will showcase some of our most innovative and technologically advanced products that will give a glimpse of our vision for the future of bathroom design.”

India Design ID is the country’s best luxury design week which covers everything from new launches, exclusive showcases to signature collections, stunning installations, and personalized walkthroughs. This year they bring 135 exhibitors from India and across the globe under one roof.

About KOHLER Co.

Founded in 1873 and headquartered in Kohler, Wisconsin, KOHLER Co. is one of America’s oldest and largest privately held companies comprised of more than 30,000 associates. With more than 50 manufacturing locations worldwide, KOHLER is a global leader in the manufacture of kitchen and bath products; engines and power systems; premier furniture, cabinetry, and tile; and owner/operator of two of the world’s finest five-star hospitality and golf resort destinations in KOHLER, and St Andrews, Scotland

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