

# SINGULAR SOLUTIONS

▲  
CONCA  
Mirror

▼  
CONCA  
Vessel

◀  
CONCA  
Basin mixer

▲  
CONCA  
Furniture unit

○ Singular™  
from Ideal Standard

  
Ideal Standard

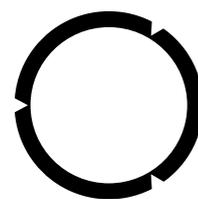
# Singular™ is where it all comes together

From inspiration to installation, Singular is our end-to-end journey for creating endless cross-category washroom and bathroom solutions for all of our customers.

Whether you're an architect, a specifier or a tradesperson, Singular offers a seamless journey to that one, perfect cross-category solution.

**Yours.**





Singular™  
from Ideal Standard



Joy Neo



Linda-X



Calla



Joy



i.life B



# A PALETTE OF CREATIVE POTENTIAL



CHROME — AA



BRUSHED GOLD — A2



SILVER STORM — GN



MAGNETIC GREY — A5



SUNSET ROSE — J4



SILK BLACK — XG



GLOSS WHITE — AC



ROSÉ — RO



SILVER — SI

Let your bathroom be the expression of you. Our vibrant range of colour finishes will inspire you to avoid the cliché and bring colour back into your home.

Offset traditional white ceramics with contrast fittings or go bold with a colourful basin and brassware combination. With these shades available consistently across our taps, showering products and accessories, there's no compromising your design vision.

# RECOMMENDED COMBINATIONS

A carefully considered range of finishes,  
selected to offer you freedom of creative expression.

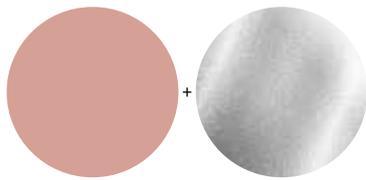
## CERAMICS

Ten new ceramic colours join White Gloss and White Silk to offer a complete palette that brings a sense of emotion to bathroom interiors. Some colours hark back to historical Ideal Standard designs but with a contemporary and elegant finish, while others are entirely new and have been designed to complement popular modern materials, such as marble and stone.

## BRASSWARE

The finishes within our brassware palette can be combined with our ceramics and furniture to create strong visual statements – the perfect synergy between shape, material and colour. PVD-finished taps from Ideal Standard are so durable, they are still free from scratches and abrasion marks after 10,000 use cycles<sup>1</sup>.

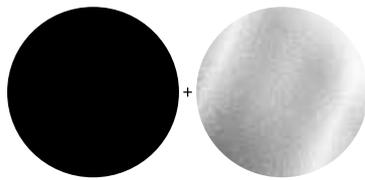
<sup>1</sup> Result of a hand abrasion test commissioned by Ideal Standard and conducted by Tribotron AG to international standard IEC 68-2-70 which provides a standard method of determining the resistance of surfaces and materials to abrasion arising from manual operation, such as rubbing by fingertips and hands.



V7 – Nude

+

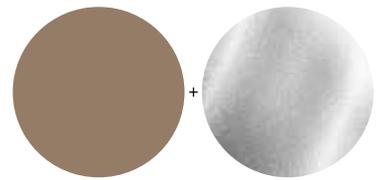
AA – Chrome



V2 – Black Gloss

+

AA – Chrome

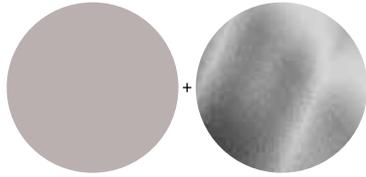


V4 – Kashmir

+

AA – Chrome

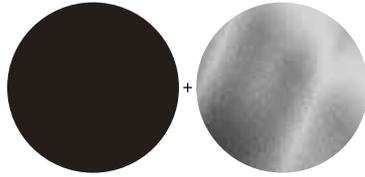
**CERAMIC + CHROME BRASSWARE**



V9 – Concrete

+

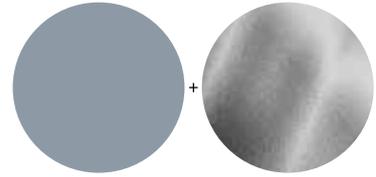
GN – Silver Storm



V3 – Silk Black

+

GN – Silver Storm

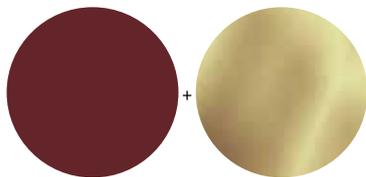


X9 – Powder

+

GN – Silver Storm

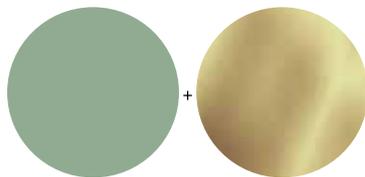
**CERAMIC + SILVER STORM BRASSWARE**



V6 – Pomegranate

+

A2 – Brushed Gold

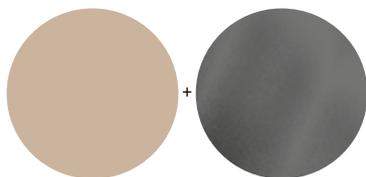


X8 – Sage

+

A2 – Brushed Gold

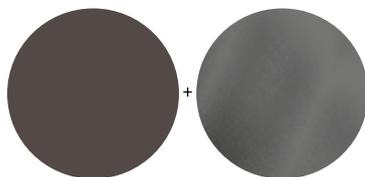
**CERAMIC + BRUSHED GOLD BRASSWARE**



V8 – Mink

+

A5 – Magnetic Grey

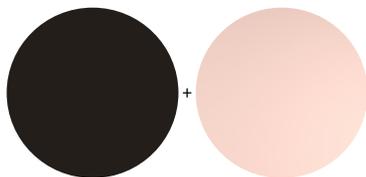


V5 – Slate Grey

+

A2 – Magnetic Grey

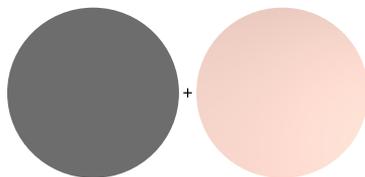
**CERAMIC + MAGNETIC GREY BRASSWARE**



V3 – Silk Black

+

RO – Rosé

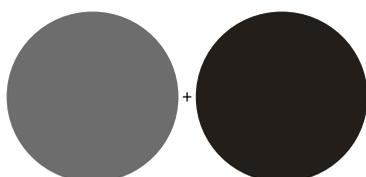


58 – Glossy Grey

+

RO – Rosé

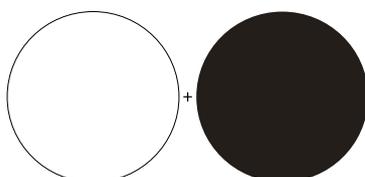
**CERAMIC + ROSÉ BRASSWARE**



58 – Glossy Grey

+

V3 – Silk Black



01 – Glossy White

+

V3 – Silk Black

**CERAMIC + SILK BLACK BRASSWARE**



◀ IDEALRAIN  
Shower head



◀ IDEALRAIN  
Hand shower



▲  
LINDA-X  
Bathtub





Mirror ▶

JOY  
Wall mounted  
basin mixer ▶

LINDA-X  
Vessel ▶

▲  
CONCA  
Furniture unit

## LINDA-X

### Re-energised for a modern era

DESIGNED BY LUDOVICA + ROBERTO PALOMBA, THE LINDA-X COLLECTION CELEBRATES THE ICONIC LINDA RANGE, ORIGINALLY CREATED BY ACHILLE CASTIGLIONI.

IT PERFECTLY REPRESENTS THE TIMELESSNESS AS WELL AS THE SEAMLESS FUSION OF AESTHETIC BEAUTY AND INNOVATIVE DESIGN. THE FINE, CURVED LINES OF THE LINDA-X WASHBASINS ARE ACHIEVED WITH DIAMATEC®, A PATENTED MATERIAL THAT PUSHES THE BOUNDARIES OF CERAMICS TO OFFER THIN, YET EXTREMELY STRONG AND DURABLE PIECES.



Singular™  
from Ideal Standard

# CONCA

## The embodiment of elegance

DESIGNED BY PALOMBA SERAFINI ASSOCIATI, CONCA'S PHILOSOPHY IS INFORMED BY THE FUNCTIONAL AND AESTHETIC VALUE OF THE GEOMETRICAL STRUCTURE IN ARCHITECTURE, IN DESIGN AND IN THE FIGURATIVE ARTS.

THE COLLECTION'S SIMPLICITY DRAWS ITS INSPIRATION FROM IDEAL STANDARD COLLECTIONS OF THE 1970S - THE COLLECTION THAT INTRODUCED CONSIDERED DESIGN TO THE WORLD OF THE BATHROOM. THE NEW CONCA IS A CONTEMPORARY DESIGN, LIKE NATURAL BASINS CARVED BY WATER, ITS ORGANIC CURVES COMBINE DEEP GEOMETRIC AND SENSUAL DETAILS, REACHING A NEW LEVEL OF PURITY.



red dot award  
winner

IDEALRAIN  
Shower head



CONCA  
Bathtub

Mirror ▶

◀ CONCA  
Basin mixer

◀ CONCA  
Basin

CONCA  
Console ▶



Singular™  
from Ideal Standard



## CALLA

### A playful blend of past and present

THE CALLA COLLECTION, DESIGNED BY LUDOVICA AND ROBERTO PALMOBA, BALANCES CLASSIC FEATURES AND SUBTLE, CONTEMPORARY TOUCHES. AS AN ELEGANT PROTAGONIST THE RANGE CONVEYS TRUE SOPHISTICATION, EVEN IN THE SMALLEST SPACES.



Mirror ▶



JOY NEO  
Basin mixer ◀



CALLA  
Vanity basin ▶



Towel Ring  
▼



CONCA  
Frame ◀



Singular™  
from Ideal Standard

# CONNECT AIR

## Freshness and lightness

TAPERING AND CURVED; FRESH AND LIGHT. CONNECT AIR IS CHARACTERISED BY THESE QUALITIES, FUSING CLASSIC GEOMETRY WITH SHAPES THAT TRANSITION ORGANICALLY FROM EACH OTHER. THE AESTHETIC IS OF CONTEMPORARY ELEGANCE, MINIMALIST STRAIGHT LINES COMPLEMENTED BY HINTS AT SOFTER, ROUNDED EDGES. ALL WITH A SENSE OF WEIGHTLESSNESS. BEYOND ITS LIGHT APPEARANCE, CONNECT AIR HAS BEEN ENGINEERED TO LAST.





Connect Air  
Basin mixer



Ipalyss  
Vessel



Singular™  
from Ideal Standard

# JOY

## Simplicity is the essence of true elegance

JOY FUSES ELEGANCE AND STRENGTH INTO A MINIMAL AESTHETIC. A SINGLE CAST PIECE INSPIRED BY BOTANICAL GRAFTS, JOY WAS BORN TO BE UNDERSTATED AND FLEXIBLE. THIS VERSATILE RANGE WILL QUIETLY ALLOW THE BASIN TO TAKE THE SPOTLIGHT OR WILL ITSELF STAND OUT WITH A RANGE OF FIVE FINISHES TO COMPLEMENT AND CONTRAST WITH THE CERAMIC.



reddot award  
winner





◀ Mirror



◀ JOY  
Basin mixer



▲ LINDA-X  
Basin



▲ CONCA  
Basin unit



Singular™  
from Ideal Standard

TIPO-Z

## Contemporary Vintage

TIPO-Z IS A SINGLE MONOLITHIC PIECE, SENSUAL, ELEGANT AND WITH A DELICATE SILHOUETTE THAT RESEMBLES A TRUE PIECE OF ART.



red dot award  
winner

◀ Mirror

◀ JOY  
3-hole basin mixer

▲  
CALLA  
Vanity basin

▲  
TIPO-Z  
Totem basin



# JOY NEO

## Classic meets contemporary

THIS COLLECTION'S NEOCLASSICAL AESTHETIC PERFECTLY COMBINES EXTRAVAGANCE AND MODESTY. THE SIMPLE GEOMETRIC SHAPES AND SYMMETRICAL DESIGN PROVIDE AN AURA OF INCONSPICUOUS LUXURY AND UNDERSTATED ELEGANCE.

- STUNNING RETRO-FUTURE DESIGN
- TWO HANDLE DESIGNS AVAILABLE
- VERSATILE RANGE OF FINISHES AND STYLES



reddot award  
winner

◀ JOY  
3-hole basin mixer



Singular™  
from Ideal Standard

# BLEND CURVE

## Simple is beautiful

SIMPLICITY IS ABOUT REMOVING THE UNNECESSARY AND FOCUSING ON THE ESSENTIAL. EVERY ANGLE OF BLEND HAS BEEN CAREFULLY CONSIDERED TO DELIVER ABSOLUTE DESIGN PURITY.

JOY  
Vessel mixer

LINDA-X  
Vessel

CONCA  
Console

JOY  
Bidet mixer

BLEND CURVE  
Toilet & bidet



◀ Mirror

CERATHERM NAVIGO®



CONNECT 2 ▶  
Shower panel

ULTRA FLAT S  
Shower tray



Singular™  
from Ideal Standard

# I.LIFE B

## Where life just flows

CRAFTED IN COLLABORATION WITH PALOMBA SERAFINI ASSOCIATI, I.LIFE B FEATURES A CONTEMPORARY, MINIMALISTIC DESIGN WHICH IS SOFTENED BY GENTLE CURVES AND FLOWING LINES. THE RANGE HAS SOFT, GEOMETRIC SHAPES THROUGHOUT ITS BASINS, WCS AND BIDETS, WITH A WIDE VARIETY OF MODELS AND SIZES. IT ALLOWS USERS TO ENJOY THE GRACEFUL DESIGN NO MATTER WHAT THE REQUIREMENTS OF THE SPACE ARE.



IDEALRAIN  
Head shower

IOM  
Robe hook

IDEALRAIN  
Hand shower

CONNECT 2  
Shower enclosure

CERATHERM  
T50

CERAPLAN  
Bidet mixer

I.LIFE B  
Wall hung bidet

I.LIFE B  
Wall hung toilet

ULTRAFLAT S  
Shower tray



◀ Mirror

CERAPLAN  
Basin mixer ▶



I.LIFE B  
Vanity basin ▼



IOM  
Towel ring ▼



▲  
I.LIFE B  
Vanity unit



Singular™  
from Ideal Standard

# SILK BLACK

## Dare to be different

SILK BLACK IS A COLLECTION OF CONTRASTS. IT IS POWERFUL YET SUBTLE; STRONG YET SMOOTH. THESE CONTRADICTIONS WORK TOGETHER TO CREATE AN UNMATCHED EFFECT ON THE SENSES.



▲  
OLEAS  
Flush plate



▲  
CONNECT AIR  
Toilet



◀ Mirror

CERAFINE O ▶  
Basin mixer

CONNECT AIR  
Vanity basin ▼

▲  
TESI  
Vanity unit



Singular™  
from Ideal Standard

IDEAL STANDARD GULF FZCO

idealstandardgulf@idealstandard.com | +971 4 804 2400  
P.O. Box 261559 - Dubai, UAE

Ideal Standard Dubai Design and Specification Centre | + 971 4 309 6000

[www.idealstandardgulf.com](http://www.idealstandardgulf.com)



Part of:  
Ideal Standard International Group  
Belgium



Ideal Standard

Ideal Standard follows a policy of continuous and consistent improvement on the design and functionality of the products. Thus, it reserves the right to change its manufacturing prescription at any time and discontinue or withdraw any product during the year of validity of this catalogue, without any prior notice.



IDEALSTANDARDGULF



IDEALSTANDARDGULF



IDEAL STANDARD MENA



IDEAL STANDARD GULF