**HUG *Life Caring Design*, THE BATHROOM SPACE SEEN THROUGH NEW EYES!**

**SAFE, intiMATE, coMFORTABLE, coloURED, funCTIONAL, multitasking.**

Safe, intimate, comfortable, coloured, functional and multitasking, this is what the bathroom should be like according a survey carried out by Instituto Piepoli in Milan on behalf of Ponte Giulio.

This is the context where it was brought to life the contemporary project of Ponte Giulio, **HUG** ***Life Caring Design,*** a collection designed by ***Daniele Trebbi*** where the ***main element is the functional GRAB RAIL in stainless steel.***

Manufactured with wall fixing brackets in aluminium, it comes in modern colour finishes such as **Lime, Copper, Aubergine** and stylish **red and black dotted** patterns to fulfil the desire of care for oneself in the bathroom space.

Grab rails were once used as supports for aged and less-abled people. Nowadays thanks to new finishes and different uses they are offered in **horizontal and vertical versions and equipped with polyurethane or Corian shelfs and combined with opaque lacquered pieces of FURNITURE with Mid blue, Silk grey and Pure white finishes.** These are contemporary grab rails which become:

 - safe supports for seats, mirrors and washbasins

 - complement for containers, shelfs and towels

 - accessories that are incorporated in the furniture which provide an extremely safe grip

Many are the products that populate the collection and which were designed with comfort and *Life Caring Design* in mind **with a spotlight on safety. The WASHBASINS have generous dimensions** and are manufactured in Corian and Marmite materials both offering soft to the touch, smooth and durable surfaces. They also provide a wide counter top to place body care products or to be used as baby changing station. The integrated support rail is also a towel holder and completes the design and safety of the washbasin

The **CHAIR and STOOL** are manufactured in **polyurethane with a texturised surface** and aim to provide maximum comfort in the bathroom. They are available in finishes and **colours which are modern, such as Coral red, Graphite grey and Warm white.**

The collection is completed by the folding **SHOWER SEAT**, the safe, anti-slip **SHOWER TRAY** which is extremely pleasant to the touch and the **SHOWER ENCLOSURE** that is designed to provide assistance also to elders and children without getting wet.

**Pay off:**

* ***Life:*** goes beyond its literal meaning and embraces the concepts of Comfort, Wellbeing and self-fulfilment
* ***Caring:*** will and desire to care for the loved ones. It means to look after, protect and provide physical and psychological wellbeing
* ***Design:*** the company mission to design innovative solutions to safeguard the health and wellbeing of its customers

**Quote:** *“We got to HUG starting from the concept of safety in the bathroom. We have invested in both quantitative and qualitative research” (focus group) which highlighted a new vision of the bathroom space and a different attitude towards safety. The bathroom is one of the most dangerous rooms in a house where it is easy to slip and fall and thus to get severely hurt. The majority of us believe that we are not involved directly in such accidents and aged people think this way too” says Enrico Carloni, CEO of Ponte Giulio S.p.A.*