



DesignFile 002: Newform Samurai Shower



The Japanese Samurai often gave names to their swords, believing it was the soul of their warriorship.

With the innovation of its Samurai Shower, The Italian bathroom and kitchen designshop 'Newform' is as close as Italy will ever get to fulfilling the Japanese legend.

Launched in October at this year's Cersaie, The International Exhibition of Ceramic Tile and Bathroom Furnishings, Bologna (Italy), designEX 2008 will be the first time Australasian design fiends will be able to revel in the sweeping contours and touch-panel operated genius of Newform's Samurai Shower.

Made from rust-proof DR brass with a stainless steel finish, Newform's invention is primarily intended for outdoor use. The broad twin arches of its intertwining 'swords' makes for a style-savvy solution for those seeking a chic, pool-side rinse.

The only thing left to ponder is whether Newform's Samurai Shower is best admired with a Sake or Cinzanno in hand. Some would daresay both.

Image: Newform Samurai Shower, starting from \$12,000 and standing at 2.5 meters.
Note: front-view available.

See the Newform Samurai Show exclusively at stand 1340, designEX 2008 (April 10 - 12), Australasia's premier design forum. www.designEX.info

For further information, including high resolution images, please contact Lauren Fragapane at Red Agency, lauren.fragapane@redagency.com.au, +61 3 9670 8350.

About designEX

Celebrating 20 years, designEX 2008 returns to Sydney 10 – 12 April to showcase the latest trends and innovations in contemporary design and architecture. A 20 year commemorative feature, The Design Tunnel, will celebrate memorable interior design products from the past two decades while the new D4S will be a drawcard for those looking towards the future of sustainable design. designEX favourites like Latitude, the Outdoor Room, Seminar Series and more will compliment the 20 year festivities, which will see some 20,000 visitors converge on the Sydney Convention and Exhibition Centre for three days. Form & Function, the premier exhibition for the building industry is co-located with designEX. designEX is a trade-only event. For registrations and further information, visit www.designEX.info

Media accreditation

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