

# WATERMARK

MADE IN BROOKLYN, NEW YORK

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## **Watermark Designs' Brooklyn Faucet Collection Celebrates 10 Years of Design**

*Namesake Faucet Ushered Industrial Design Trend to a New Generation*

**BROOKLYN, NY** — Watermark Designs, the Brooklyn-based designers and manufacturers of faucets and fixtures for both residential and commercial projects, is kicking off a year-long celebration in honor of one of their most popular and brand-defining products: the Brooklyn faucet collection.

When Avi Abel met with Drew Stuart and Adam Rolston of Incorporated Architecture & Design (Inc.) about a project in New York, they weren't fully aware of the significance that their collaborative design and resulting collection would ultimately have. As the faucet celebrates its 10th year, it has become symbolic of everything that Watermark Designs represents; designed and manufactured entirely in Brooklyn, there was never a doubt as to what the collection would be named: Brooklyn – the original.

Inspired by mid-century gate valves and the garden hoses used throughout New York City, the Brooklyn collection remains the finest example of Watermark Designs' uncanny ability to manufacture industrial artifacts that emulate the artisanal borough from which they hail. Emblematic of its namesake city, the faucet was part of a display in the "Made in New York" installation at the Museum of the City of New York's South Street Seaport Museum. Installed in thousands of residences and hotels worldwide, the Brooklyn collection radiates a distinct, historical style treasured by urban loyalists.



**Brooklyn faucet celebrates 10 years of design**

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While there might be many Brooklyn look-alikes, Watermark Designs is the original designer and creator of the product. In July 2017, Watermark Designs became a member of Be Original Americas, a non-profit organization committed to informing, educating and influencing manufacturers, design professionals and individuals on the economic, ethical and environmental value of authentic design while preserving and investing in its future. Members are approved by a membership committee that reviews each applicant's product designs and manufacturing history.

Be Original Americas understands that the value of authenticity cannot be underestimated or taken for granted in the marketplace.

"We've seen many of our designs 'reworked' and produced by larger manufacturers over the years, so aligning ourselves with an organization like Be Original Americas is important. It's tremendously helpful to have them helping educate people about the value of authentic design, no matter the industry or product type," said Avi Abel, president of Watermark Designs.



**The Brooklyn faucet comes in a variety of finishes**

As Brooklyn turns 10, Avi Abel decided to honor the faucet by teaming up with *Watering Minds*, an organization whose sole mission is to provide clean drinking water to children in Haiti. Throughout 2018, Watermark Designs will be donating a portion of Brooklyn collection proceeds to this important charity.

Sadly, 18% of all childhood deaths in Haiti are due to diarrheal disease. On average, Watering Minds prevents 5 deaths for every 10,000 people served who would otherwise not be drinking treated water. By making clean water available to students in poor communities, Watering Minds contributes to a decrease in school truancy.

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“We take many things for granted in the United States, clean water being one thing, and when I learned about the critical need for clean water for children in Haiti, I knew I had to help. I have teamed up with Watering Minds and their charity, which gives back to the community by providing essential clean water to schools,” says Avi Abel. “For \$10.00, we can provide a schoolchild with access to clean drinking water for an entire school year. That’s basically the cost of lunch for one day for us.” He goes on, “The global water crisis affects many developing countries and Haiti is not an exception. Without clean water, children experience diarrhea, become dehydrated and die. It’s that simple, and it’s very sad. So much of it can be prevented with access to clean water.”

During the 2016-2017 school year, Watering Minds funded 19,842 students at 146 schools with clean water delivered everyday. Overall, 1,276,528 liters of clean water were delivered to students at schools that were previously unable to provide clean water for their students. The rates of school attendance improved greatly when the school became capable of providing water. Education is vital to Haiti being able to help itself, and offering this necessary resource supports students’ learning.

The celebration of the Brooklyn’s 10-year reign as an innovative and quintessentially New York product is coupled with Watermark Designs’ commitment to design authenticity and charitable giving. Their partnerships with Be Original Americas and Watering Minds position them as faucet forerunners and human rights conscious manufacturers as their characteristic collection hits the decade mark.

### **About Watermark Designs**

For more than three decades, Watermark Designs has been a leading manufacturer of decorative plumbing fixtures, bathroom accessories, lighting and elegant hardware for the luxury commercial and residential markets. Based in the independent design hub of Brooklyn and made in the USA, Watermark’s designs are a reflection of the creative melting pot from which they hail. As a true manufacturer, their distinctive product quality is achieved using a combination of hands-on design and development combined with state-of-the-industry equipment. Combining sustainable product design with an eye towards architectural detail, Watermark has worked with some of the world’s finest architects and designers, including the renowned Clodagh Design Studio and more recently MarkZeff Studio on their H-Line collection. The ability to customize and create original product collections to meet client’s exact specifications has made the Watermark ID program one of the industry’s most successful. Watermark Designs’ elite collections have been incorporated into some of the world’s most exclusive residences, hotels and high-rises including the Ritz-Carlton, Shanghai and The Eden Roc Hotel, Miami Beach, FL. Their Brooklyn collection, which was designed in collaboration with INC New York even made its way to the South Street Seaport Museum, where it stood as a timeless piece of Brooklyn-inspired art. With their strong commitment to the environment, Watermark Designs aggressively invests in and develops new products with water-saving features while implementing environmentally-safe manufacturing practices. In 2014, they unveiled a collection called Elan Vital; a completely customizable collection that harks back to New York’s industrial days combined with the best current technology. In 2015, Watermark won the Brooklyn-Made Award presented by the Brooklyn Chamber of Commerce for manufacturing outstanding, high-quality products to consumers, and in 2016 their Elan Vital faucet with telescopic spout won Interior Design Magazine’s Best of Year award. In 2016, Watermark introduced Sutton, a collection designed again in collaboration with INC New York. This year, Watermark Designs raised the bar on custom design by introducing Elements, the first self-designed faucet and became a member of the Be Original Americas Trade Organization. For the second year in a row, Watermark also won Interior Design Magazine’s Best of Year award for their Elements collection. Visit Watermark Designs at [www.watermark-designs.com](http://www.watermark-designs.com)

To learn more about Watering Minds, please visit their website: **WATERINGMINDS.ORG**

For additional information, contact DRS and Associates at 818.981.8210 or [www.drsandassociates.com](http://www.drsandassociates.com).