

# WATERMARK

MADE IN BROOKLYN, NEW YORK

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## **Watermark Designs Wins Hospitality Design Product Award 2018**

*Elements' Elegant Custom Capability Takes Top Bath Prize for HD Product Award*

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**NEW YORK** — Watermark Designs, the designers and manufacturers of innovative, Brooklyn-produced plumbing fixtures for the contract/hospitality and residential markets took home *Hospitality Design* magazine's coveted HD Award 2018 in the Bath category for their Elements collection.

Hospitality Design (HD) magazine announced project and product winners during their 14th annual HD Awards ceremony in New York at Cipriani 25 Broadway. In the project category, approximately 700 submissions were submitted across 23 categories, including Luxury and Upscale Hotels and new categories including Restoration and Wellness. In the products section, nearly 300 products were submitted in 11 categories ranging from Flooring to Casegoods + Furniture to Bath.

"We are honored to have won this award from the Hospitality industry," said Avi Abel, president of Watermark Designs. "As a smaller manufacturer, we know that our strength is our ability to take risks and invest in completely original and customizable products and we're thankful that architects, designers and specifiers have embraced us – their feedback continues to drive our designs."



**Elements can be customized with more than 380,000 possibilities**

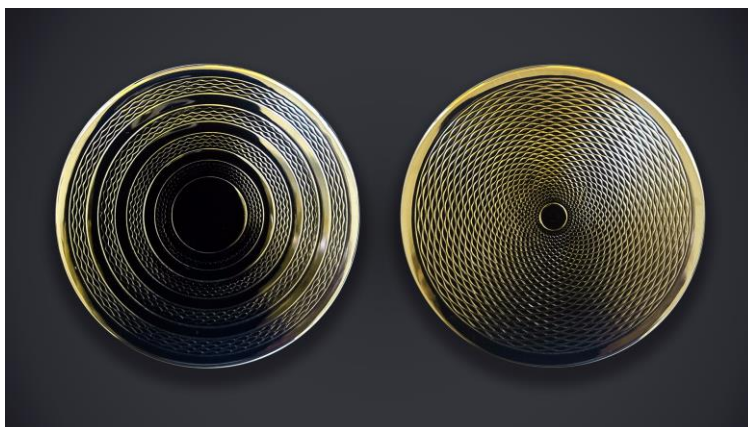
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Watermark Designs' faucet collection, Elements, offers the ability to play with color, form and texture, in the creation of a unique design statement. Elements is the first self-designed faucet collection; redefining custom designs by giving the consumer an endless possibility of faucet choice combinations. The Elements collection is comprised of 16 handle styles, which are called Covers, and which were designed by the Watermark Designs Studio, are grouped into four material categories: Raw, Rock, Lumber and Forged. RAW was created by JM Lifestyles, USA. The cover features hand poured, sealed and reinforced concrete and is available in Chalk, Military and Poured & Screed. ROCK was created by Marmi Serafini in Italy. The cover features uniquely hand-finished natural stones and marbles and is available in Cararra, Exquisite Rose and Jungle & Volcano. LUMBER was created by WoodForm in the US. The Cover features real wood grain and texture captured and sealed into concrete and is available in Charred, Ground and Smoked & Teak. FORGED, created by Anaka in the UK features handworked and lacquered liquid metal in Oil Slick and Oxblood.



**From left to right: Elements collection with Oxblood, Charred and Jungle Covers**

Recently, Watermark Designs has begun offering additional Covers using the fine art of Guilloche. Guilloche is a decorative technique in which a very precise, intricate and repetitive pattern is mechanically engraved into an underlying material via engine turning, which uses a machine of the same name, also called a rose engine lathe. Examples of Guilloche are seen on fine timepieces and, most famously, the Faberge eggs designed in the 1880s for Russian royalty.



**Guilloche Handles**

The decorative inserts are offered in two styles: Bridge style and Scallop style. Both the Insert and base are available in Watermark Designs' 24 finishes.

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The actual number of combinations is well over 380,000, so to help people design their own combination, Watermark has developed a Configurator which allows users to visualize the innumerable choices. You can visit the Configurator here: <http://www.watermark-designs.com/configurator/>

No other faucet manufacturer can offer this level of customization. This is Watermark Designs.

New this quarter are additional handle options designed using the process of Guilloche; a decorative technique in which a very precise, intricate and repetitive pattern is mechanically engraved into an underlying material via engine turning, which uses a machine of the same name, also called a rose engine lathe.

### **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)

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