



The Lab Miami



Eldon Bath



Barcelona Tub in Gloss Bath



Harvey Dapa, LUXE Architecture + Design Magazine; Laurie Doherty, Jennings & Company and Eric Phelps, Victoria + Albert

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ROADSHOW MIAMI

Victoria + Albert takes their newly launched products on the road!

(North Charleston, SC – May 17, 2017) The Lab Miami Wynwood was the perfect venue for the local VIP Miami press and leading retail showrooms in South Florida to experience the newly launched Victoria + Albert products. Known for their exquisite freestanding bathtubs and basins, the Miami Pop-Up featured the latest Victoria + Albert Collections.

Victoria + Albert chose the location to showcase art deco influences in bath design with their Road Show Event at the Lab Miami located in the Wynwood Arts District. This former warehouse district has reinvented itself as the art and design mecca of South Florida home interior design studios, Art Galleries, Shops, Eclectic Bars, and one of the largest open-air street-art installations in the world. Victoria + Albert brought their latest introductions along with an evening of snacks, cocktails and fun directly to some of the most influential designers and showrooms in the area.



Headlining the products on display was the new Eldon bath, designed by leading British Architecture and Interior Design Studio, Conran + Partners. The contemporary back-to-wall design is endowed with the curvaceous lines of a freestanding bath but utilizes the smaller footprint of a built in tub. “In designing Eldon we set out to address the pragmatic challenges of creating a contemporary bathroom space, while envisioning an atmosphere of indulgence normally associated with freestanding baths,” said Tim Rundle, design director and industrial designer at Conran + Partners.

“The Eldon checks a number of boxes on the must-have list – it’s beautiful and chic, it’s practical, it’s easy to install in different settings and space constraints,” said Jonathan Carter, Marketing Director of Victoria + Albert. “It’s really a wonderful option for those who want all the style of the freestanding look without giving up the convenience and flexibility of a wall-mounted tub.”



Charlie Tull demonstrates K40 "Intelli-waste"



Sales Team from Millers Elegant Hardware



Barcelona Basin & Staffordshire Faucet in Unlacquered Brass



Victoria + Albert Sales Team

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Also unveiled was the new Intel Waste system that guarantees flood protection. With its sleek and unobtrusive design, the Kit 40 is perfect for freestanding tubs. It works just like a standard "click clack" drain, but the ingenious concealed system uses water pressure to sense rising water levels. When the depth reaches 15 ¾", the patented technology triggers the plug to open, allowing water to escape and avoiding a flood. Once the faucet has been safely turned off, the water depth continues to drain to 11 ¾" and then automatically reseals, allowing the bather to enjoy a deep and luxurious soak. "We are incredibly proud to introduce the Kit 40 Intelli Waste system to America and Canada," said Eric Phelps, President of Sales for Victoria + Albert. "It's the first time a product like this has been available in the market, and it gives our customers one less thing to worry about in today's busy world. This is smart solution to a common problem and brings a little more serenity to the ritual of bathing."

Adored by consumers across the globe, and featured in distinguished five-star hospitality projects, Victoria + Albert sets the trend in bathing. The company is an avid supporter of the architectural and design community and sponsor of continuing education courses throughout North America. This is the second roadshow – following a successful Pop-Up in San Francisco in April.

About Victoria + Albert

Victoria + Albert is a global brand with a worldwide reputation for creating beautiful baths. The ultimate statement in quality and sophisticated style, their award-winning collections are packed with inspirational designs made from 100% ENGLISHCAST®, a unique blend of Volcanic Limestone® and high performance resins. Naturally white, each tub is individually hand-finished by craftsmen and tested by IAPMO to UPC and cUPC standards with a 25 Year limited consumer warranty.

Recipients of the prestigious RED DOT Award for their Amaita tub, IIDA/HD (International Interior Design Association/Hospitality Design) Award for their Eldon Tub, and the Chicago Athenaeum GOOD DESIGN Award for their Pescadero, Napoli and Ionian tubs, Victoria + Albert raises the bar on exceptional product design. Adored by consumers across the globe, and featured in distinguished five-star hospitality projects, Victoria + Albert sets the trend in bathing. The company is an avid supporter of the architectural and design community and sponsor of continuing education courses throughout North America.

For more information about Victoria + Albert's products, visit vandabaths.com or call 1-800-421-7189.