

rc40 ROOM CONCEPT  
2013/2014

 burgbad



## THE NEW SPACE

First your dream. Then your bathroom.

# burgbad



**Jörg Loew**  
Executive board member

## A FEW STARTING WORDS

Many romanticise about the dream bathroom: in advertisements, brochures or in glossy magazines. I for my part am not a big believer in superlatives like that. As if there was such a thing as ready-made dreams and happiness to buy! Dreams don't come by the dozen, and they are as varied as the people who dream them. rc40 room concept focuses on these differences. It puts itself at the service of personal demands, desires and ideas, no matter how unconventional or eccentric they may be. And it goes even further than that: rc40 makes bathroom and furnishing solutions possible that have never been seen before.

Achievements like rc40 don't happen on their own. They are the result of a collaboration of many individuals – each of whom a top expert in their field – who believe in something and set out to accomplish it. I particularly want to thank the designers Ulli Finkeldey and Kai Uetrecht from nexus product design, who helped turn our vision into reality, in close cooperation with burgbad. And another expression of gratitude goes out to all those who will use rc40 in the future; because as endless as the possibilities of rc40 may be, they remain theory without the enthusiasm of those who put them into practice.

So consider the examples you will see on the following pages as an invitation to change the way you think, to leave old interior design solutions behind and replace them with your own dreams. It will be a journey of discovery, and I wish you bon voyage.

“Take  
your  
pleasure  
seriously.”

Charles Eames

## GO WITH THE FLOW

Who hasn't sung, whistled or hummed under the shower at one time or another, not caring about what others might think. People may make fun, but nobody wants to go without such moments. They are an expression of the love of life.

More than the bathroom itself, it is the contact with the flowing water that draws such responses from us, flowing from, shall we say, Lake Constance, over your body, to then end up on the Black Sea, or the North Sea or other oceans if the bathroom doesn't happen to be in Munich. The human is a being that feels best when it is “in the flow”, whether in the literal or figurative sense. We all know how it feels to be totally engrossed in an activity so that everything else around us seems to disappear. These are moments in which the sense of self, creativity and capabilities ignore all boundaries. They happen in sports, games, at work, in eroticism, in artistic endeavours and of course in the taking of pleasure, in letting go, in the art of dolce far niente.

A little more than 20 years ago, the psychologist Mihály Csíkszentmihályi used the word “flow” to describe situations like this. Since then it has also been brought together with the flowing of water. It is more than a simple metaphor. Water indeed seems to have the ability to put people into a state of flow, spontaneously and without their having to do anything to get there. Often we aren't even conscious of it. It becomes apparent to us in the fact that we have the best ideas while under the shower or cleaning our teeth, or suddenly find answers to questions we have been wracking our brains for. But let's get out of the bathroom for a moment.

You can experience flow in other places as well, and it is very interesting to discover which external conditions support it and which tend to block it. Flow is even of economic importance. That is why it has been examined in the working world. These experiments led to the rather unsurprising insight that in traditional offices built for one person like a monk's cell, the employee's creative potential dries up (to stick with the water analogy). The open-plan rooms that were meant to be the solution to this problem

didn't make things any better, though. Overly strict borders and no borders at all turned out to be two sides of the same coin. Neither promoted creativity or productivity. The better solution proved to be models that are very varied and highly configurable, that offer the possibility to withdraw or be sociable, and where employees of various departments and hierarchical levels can meet and talk.

These models – the prime example of which was the legendary Building 20 in the Massachusetts Institute of Technology (MIT) – share more similarities with a natural landscape than with the customary office concept. The keys to stimulating creative flow are enabling an alternation between working alone and sharing with others, and inciting coincidental encounters. Psychologists and sociologists speak of liquid networks – yet another water metaphor.

There are of course not only liquid networks in the world of offices. You could describe them as constellations that are tailored to individuals, in which they flourish and unfold all their potential. A famous example of large-scale liquid networks are the northern Italian Renaissance cities of Florence, Siena, Venice, Perugia, Urbino, Gubbio, etc.. Structural density, clear structures and numerous opportunities for meeting, sharing and working together led to an explosive development of art, culture, science, economy and politics. Taking in the atmosphere while sipping an espresso on a piazza after a stroll through the narrow lanes of the town, you today feel transported back to an age governed by another rhythm, and you won't be surprised to find yourself in that clear-sighted trance that is a state of flow.

Another, smaller scale example of liquid networks can be found in the Viennese coffee shops in the late 19th and early 20th centuries. They were also places of creativity par excellence: public meeting places of writers, scientists, artists and the "man from the street", a forum for discussion, debate and intellectual feuds, a retreat for literary, philosophical or scientific work. Some of these cafes have retained some of their flair and aura to this day as well.

What a contrast to the encapsulated ways of living that developed in the 20th century! Nothing is "in flow" anymore – the world is static and has rigid floor plans and carefully parcelled, separated, often standardised "functional areas". Their origins in the ideals of the division of labour and the perfect administration of the world and life are blatantly apparent in them. But these areas are more reminiscent of the tristesse of traditional offices and the efficiency of laying batteries than of the wealth of a landscape or the life-loving diversity of a 14th century Italian town. Of course, they are also less and less compatible with our feeling for life and our époque, in which borders are disappearing and the bridge between disconnected areas has turned into a key element of progress and societal change. At the same time, the classical ideals of living are losing their attraction. Today people dream more of breaking down borders and structuring the living space as a single whole, building a relationship between the areas and multiplying the options instead of giving them a predetermined place to stand. Sharing and networking instead of job allocation.

You dream of it, and the dream is becoming a reality. Ever more interior design solutions are leaving traditional ideas behind. Many are fascinating. An entirely pleasing development, one could say. With one exception: the bathroom still hasn't reached the internet age yet for the most part. Its origins as the "wet cell" remain evident. With more space, perhaps, modern technology, precious materials and all other kinds of luxury, but a cell nonetheless – separated and splintered off from the rest of our living space. And that although it is the bathroom: one of the key sources of the flow we dream of. Is that a paradox? More than that, it is an anachronism. Today, there is nothing that speaks against integrating the bathroom into a holistic, though differentiated living space. From discreet to imposing – the possibilities are endless. Some progressive architects and builders have already succeeded in doing it, as have luxury hotels, but they are – as I said – the exceptions as yet.

According to burgbad, the exception deserves to become the rule. That is what System rc40 was designed for. It doesn't want to replace one dogma with another, it allows the greatest range of solutions, in accordance with desires, needs and the constraints of the room in question. Each a whole, and none like another. The following pages give a first impression of this, while at the same time making it clear that it isn't about creating a new "dream bathroom", it is about what people really dream about, and that is as individual and unique as the person dreaming it.



## HEAD AND HAND

"You cannot foresee the future, but you can shape it."

J.B.S. Haldane







## IF YOU CAN THINK IT, YOU CAN MAKE IT

Perfect craftsmanship, exemplary design and avant-gardist room concepts; not a combination you will find often, but one with a long tradition at burgbad.



The secret to burgbad's success lies in being even more interested in people than in bathrooms. Their demands on how they live, and consequently the value they place on their bathroom, have risen constantly in recent years. It is a point of honour for burgbad to respond to these needs and to repeatedly surprise with fantastic solutions. Let's call it customer focus and pride in the craft.

But there is more to it than that: one thing is being open to technical progress and the opportunities it offers; the other is the passion for finding an unmistakable, functional and aesthetic form for the best solutions.

The results go far beyond the traditional limits of the bathroom, and in return they extend and enrich the way we live. rc40 is a shining example of this. Is it avant-garde? It is. But it is also proof that excellent handicraft is also always mind work. And the mind produces the best results when it understands its craft.





## FROM SPACE FOR A BATHROOM TO A BATHROOM SPACE

rc40 invites you to break with the customary ideas of what a bathroom is. This rethinking is rewarded with tangible benefits and an abundance of fascinating opportunities.

Bathrooms that radiate beyond the bathroom and enrich the entire living space – interior solutions you'll never forget. But what really makes rc40 great is most apparent when space is more of a premium. It structures and utilises the available space ingeniously, be it with individual modules or with a complete, customised interior, and it creates

storage space and shelves, while also opening up free space. And if you add to that its ability to enter into a fascinating dialogue with other pieces of furniture and the most varied of architectural visions, one has to say that the more you expect of rc40, the more it has to offer.



## FREEDOM IS THE GREATEST LUXURY

The real strength of a furnishing system lies in the combinations it enables and inspires. Because when it comes down to it, there is only one true solution to each interior design problem: yours.

The whole is more than the sum of its parts. True. But on the other hand, the love of detail gives the whole its character and radiance, to say nothing of the practical added value. Two ways of looking at the same thing – and with rc40 both are similarly fascinating. Those who love unpretentious design won't notice until later that almost nothing can be seen of the mechanics of a bathroom. Whereas those who are interested in the functional options are astonished at the innovative design solutions burghard has found: Technology and design in perfect harmony.

The following pages give you an impression of how the wealth of practical details joins up into irresistible complete solutions: from wash basin commodes that seem to float on the wall, to storage doors and no-glare LED lighting integrated flush into the mirrors. This is the same way that flat screens or touch displays are built into mirror walls – very elegantly, and invisible when switched off. So many components. Uncountable combinations. And at the end it all comes together to a whole that is as distinctive as your signature.



All the technical installations and an astonishing amount of storage space are hidden behind the attractive surfaces of the panels. That is beauty with inner values.

Apart from everything you can store in it, the commodes are also perfect for sitting on.

Wall modules divide the room into different zones or function areas and make a wide range of insular solutions with integrated plumbing and engineering possible.

Thin edges lend even large solutions a weightless appeal and great comfort.

The glare-free lighting is integrated flush with the surface and makes mirrors look twice as nice.



The mechanics of the drawers of the wash-basin and other commodes are so precise and smooth that they would make a watchmaker jealous.

With the siphon built into the wall, "floating washbasin tables" made of mineral cast are a complete picture uninterrupted by plumbing, and they are available with large tabletops on either side or both.

The storage space in the wall-mounted cupboard is very welcome – but it is just one example of what rc40 has to offer. From the mirror cabinets to shelves, consoles, niches, cupboards with storage doors and walk-in wardrobes, all sorts of things are possible that you never thought were realistic.





**TIME**





"BUT WHAT IF THE TIME SAVED CAN NEVER BE ADDED UP TO A CREDIT BALANCE? WHAT IF MANAGING IT TURNS INTO STRESS AND EXACTLY THE HECTIC THAT THE TIME MANAGEMENT WAS SUPPOSED TO PREVENT?"

## PRESENT THAT CREATES FUTURE

When speaking of a way of living that is up with the times, one should carefully consider what that actually means: The time on the clock, the time of the economic forecasts or the time of creativity.



The term "time management" is very popular nowadays. But stressed people shouldn't get too carried away. When a word becomes too common, it is generally a sign that something is awry. We live in an age when time is a problem. There is hardly anyone who doesn't have the feeling that time is running away from them. And there simply isn't the time to catch up. A downward spiral, and a golden age for time-management gurus.

But the question is whether the ever craftier time-management strategies can help relieve the time shortage. It is definitely doubtful if the time saved can never be added up to a credit balance, and managing it turns into stress and exactly the hectic that the time management was supposed to do away with.

**The alpine panorama:  
breathtaking.  
The lake: a jewel.  
The villa: a dream.  
And: Culture as far  
as the eye can see.  
What an atmosphere  
for devoting oneself  
to dreams of interior  
design.**



"FORTUNATELY THERE ARE – ESPECIALLY WHEN SHAPING ONE'S OWN HOME – OTHER WAYS TO RISE UP AGAINST THE TYRANNY OF THE TREND."





A bathroom system programme that is not only convincing, but enchanting in a place like this, has what it takes to become a true classic. But who even thinks of bathroom furniture when looking at this picture?

Fortunately there are – especially when shaping one's own home – other ways to rise up against the tyranny of the trend.

First of all the ability to distance oneself from fashion and fads and to surround oneself with things like architecture and design in which our time has found a language and a form that keeps its validity over time. Secondly the will to combat the ideal of a managed and scheduled life with open forms of living without the strict corset of rigid classifications and packaged functions.









"HE WHO LIVES IN ABUNDANCE GROWS RICHER, NOT POORER."

The space we live in reflects our lifestyle, and it remains the same regardless of what the individual rooms are for. rc40 knows this and leaves conventional ideas of what a bathroom should be behind it. For example, the "floating wash commodes" made of mineral cast and the fittings that grow out of the mirror are unconventional; the lighting integrated into the mirror is fascinating.

And thirdly the readiness to forget the appointment book from time to time and devote oneself to the own internal clock, to letting thoughts and associations run free, to strokes of luck and chance encounters. The reward is that intense, a relaxed present from which the future is born as new thoughts, creative breakthroughs, personal growth. He who lives in abundance grows richer, not poorer.

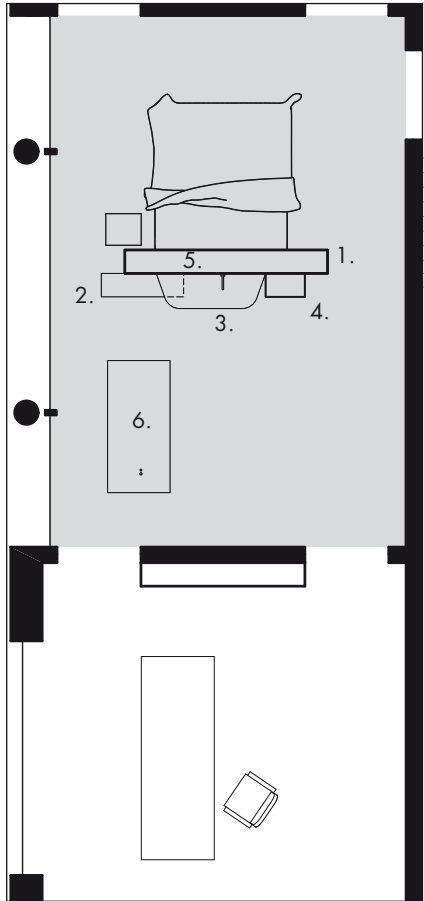
But the internal clock also has its periodic rhythms and pauses, and throughout the ages and cultures humans have celebrated these in rituals. The luxury of taking a bath is one of these: relaxation, pleasure, regeneration, refreshment and revitalisation. A true feast, one could think, and that is exactly what many wish for.







“YOU JUST NEED THE WILL TO COMBAT THE IDEAL OF A MANAGED AND SCHEDULED LIFE WITH OPEN FORMS OF LIVING.”



THE COMPONENTS

- 1. Wall dimensions:**  
H 2400 mm, W 2920 mm, D 400 mm
- 2. Sideboard:**  
H 270 mm, W 1600 mm, D 425 mm
- 3. Mineral cast wash commode:**  
H 210 mm, W 1600 mm, D 505 mm
- 4. Tall units:**  
H 2000 mm, W 400 mm, D 320 mm
- 5. Mirror:**  
H 1540 mm, W 1600 mm
- 6. Bathtub:**  
H 661 mm, W 1950 mm, D 990 mm



A bedside table in a bathroom furnishing system? Surprising maybe. But even more surprising is probably the fact that the wash commode stands back to back against the bed. But who would want to do without particularly the former?







... but which they only get in a limited, imperfect form. The reason for this lies in a paradox that is actually an anachronism: as central as bathing is to life, so separate the bathroom is generally kept from the rest of the living space. As if it didn't belong – and as if it didn't deserve exactly the contrary.

rc40 room concept is not the first solution that frees the bathroom from this unnatural isolation. But no other system does it better, and none offers so many design, variation and combination options. In all modesty; that is no small merit, because time is one of the most precious things we can have – and time in the bathroom one of the best.



“BECAUSE TIME IS ONE OF THE MOST PRECIOUS THINGS WE CAN HAVE –  
AND TIME IN THE BATHROOM ONE OF THE BEST.”



**The “floating wash commode” with large bench; the panel with its three drawers and freely configurable interior, which also serves as a bench to sit on. Add to that the stand-alone tub, also in noble mineral cast. That’s how easily rc40 connects space with useable space.**





**Intermezzo:  
Time given**







"PERHAPS A LONG-LOST CULTURE IS AWAKENING TO A NEW HEYDAY – A CULTURE IN WHICH IT IS COURTEOUS, BUT ALSO THE ART OF LIVING TO RECEIVE AND WELCOME GUESTS."

## THE WELCOME PRINCIPLE

Hospitality has always been sacred, in all époques and cultures. There must be good reason for that.



Good fortune and glass combine well with this wash commode – for it is made of glass. And yet nobody need fear that it could break.



My home is my castle, says the old adage, and like all sayings, there is some truth in it. But the new open-plan interiors that have come into being in recent years and decades, the desires they arouse speak another language. Is it not that the openness inside reveals a desire to open up to the outside – the willingness and desire to share one's own good fortune, values, joy of living with others? Good fortune alone is all well and good, but when being alone degenerates into isolation, that fortune can all too easily turn out to be a shortcoming.

A glance at history confirms this. Invitations, parties, meeting with people on all manner of occasions have always been the highlights of social life. Keeping an "open house" was good for one's standing, even if the openness was often only towards a rather elite group. The salons of the 18th and 19th centuries are legendary and their reputation radiated across all of Europe.

Right into the first decades of the 20th century, celebrities like Pablo Picasso, Henri Matisse, James Joyce and Ernest Hemingway came and went in the Paris





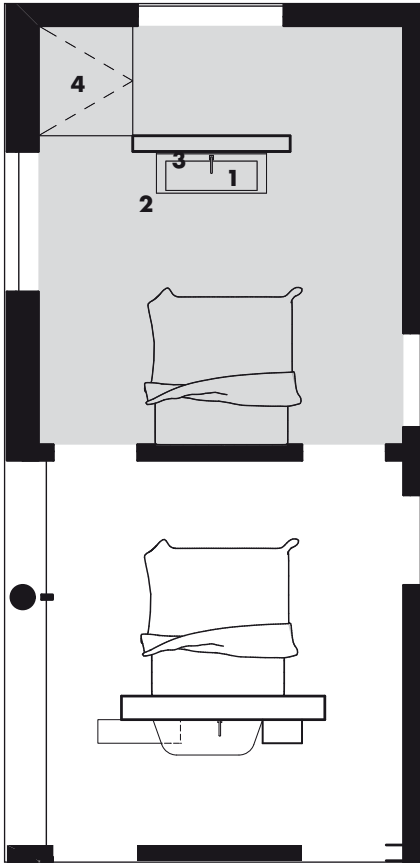


Space is a valuable commodity in guest rooms and guest bathrooms. Good to know that even the mineral cast wash commodes can be made to order – like almost all the components from rc40. In this way, customised interiors that would in the past have required a specialist carpenter are now almost child's play.

salon of Gertrude Stein. Paradoxically the salon has lost its glamour in this age of communication. Not too long ago, futurologists prophesied full of hope that personal meetings would become almost entirely superfluous due to global networking.

In the meantime, the omniscience of digital communication is turning out to be something of a tyranny – being available around the clock a nightmare. A countertrend has developed. Being together face to face is becoming more valued. So hospitality is more important than it has been for a long time. Perhaps a long-lost culture is being reawakened, a culture in which it is again good manners and part of the art of life to receive and welcome guests. The numbers prove it: those with enough space often include guest bedrooms and bathrooms in their plans. How much

they value their guests is reflected in the design of these rooms. It is just this mutual appreciation that can best unfold in a personal encounter. Because in contrast to digital communication, the time that one gives a guest is time that enriches the host as well.



### THE COMPONENTS

- 1. Mineral-cast washbasin:**  
H 10 mm, W 1200 mm, D 505 mm
- 2. Vanity unit:**  
H 400 mm, W 1190 mm, D 500 mm
- 3. Wall-mounted cabinet:**  
H 1350 mm, W 1200 mm, D 80 mm
- 4. Shower trays:**  
H 45 mm, W 900 mm, D 900 mm







**SPACE**



## BEYOND GEOMETRY

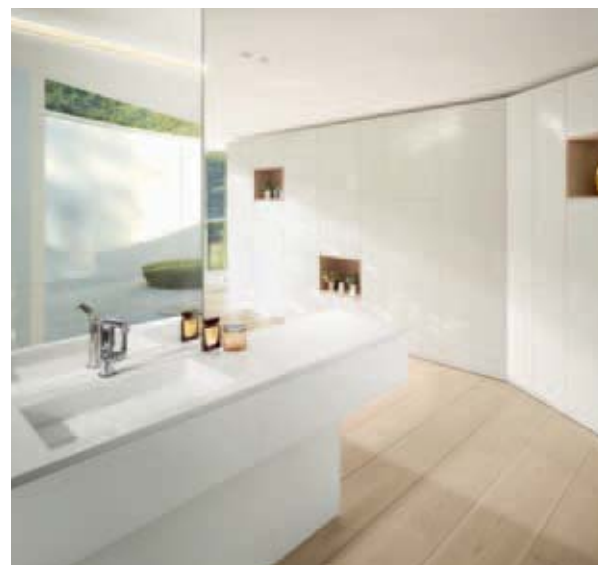
Many say that a bathroom has to suit the home.  
But that is not enough: it should enhance it.



**A perfect synthesis: Transparency in the architecture and openness and lightness in the interior design. rc40 is in its element here. And the result is a unique experience.**

Do doors make us stupid? This headline made it onto the front pages recently. The kind of thing journalists write when they haven't entirely understood something or think it is too complicated for their readers – or both. And that is a shame, because what it was about was more interesting and inspiring than the headline suggested.

In an experiment, the American cognitive researcher G.E. Radvansky showed two groups of students a number of objects. He then asked the first group to go to the opposite corner of the room and the other into the next room, where they were then to state the objects they could remember. The students that had



“THE PROGRAMME’S GOAL IS TO CREATE SPACES, NOT TO FURNISH A SPACE.”



gone through the door to the other room couldn't remember nearly as many objects.

Had they really become less intelligent? Not at all. Indeed, the contrary is closer to the truth. Crossing a threshold tells the brain that the environment has changed and that a new challenge awaits. The brain reacts by creating space for new impressions. The new things took precedence over unimportant things stored in the short-term memory. And it even worked when the students only changed rooms in a computer simulation. Even varying light zones in the same room, or niches, or looking at a wall of a different colour had the same effect.



**This effect even has a name when it comes to bathrooms. Experts call it an “insular solution”. Sounds interesting, and as the following pages show, it is even more fascinating than you would think.**



“IT’S NOT ABOUT THE FEW EXTRA SQUARE METRES THAT THE BATHROOM ADDS TO THE LIVING SPACE, IT IS ABOUT THE WORLDS THAT IT OPENS UP TO THE INHABITANTS.”





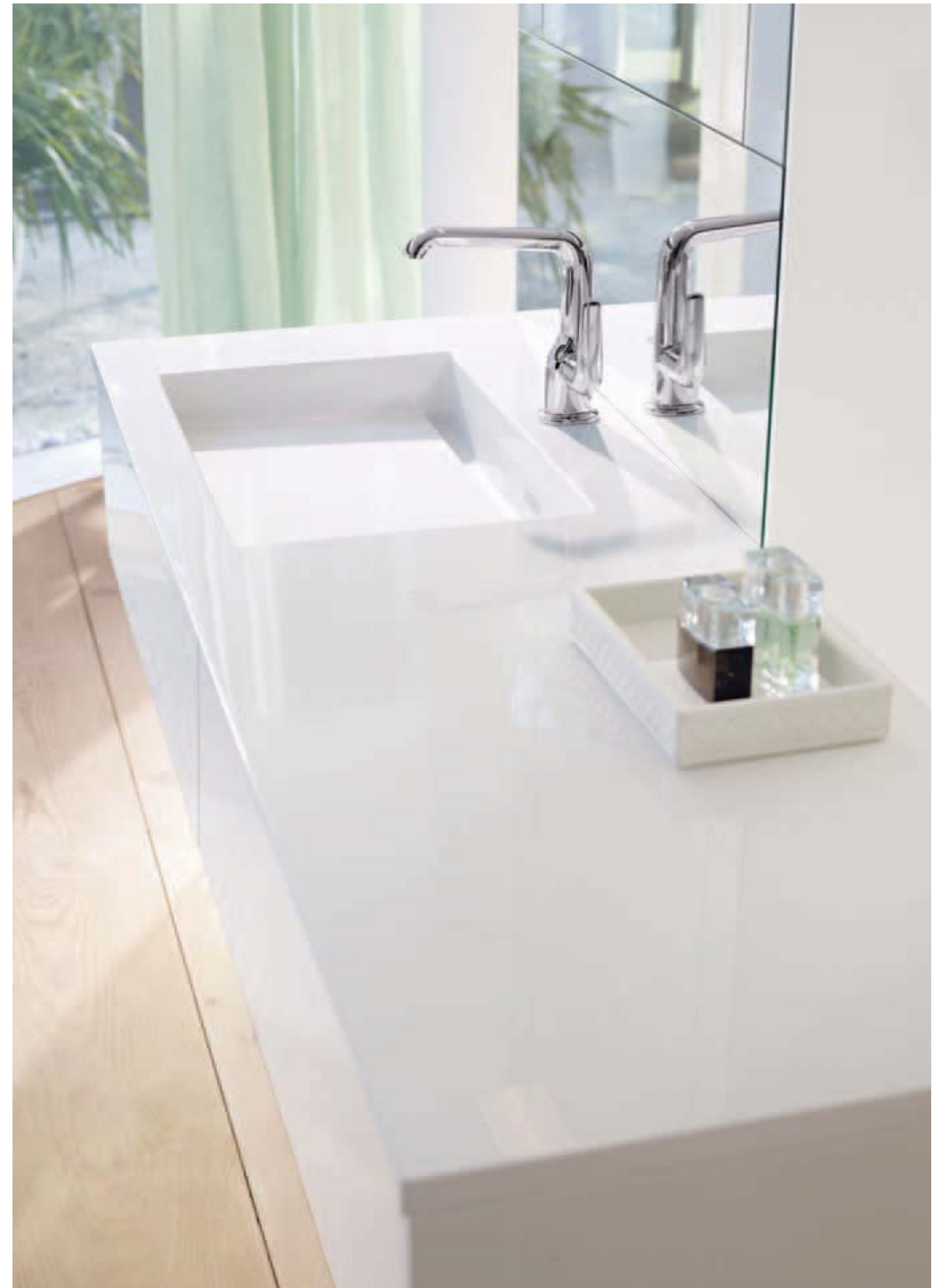








"THE ART OF INTERIOR DESIGN IS TO MAKE THE ROOMS SPEAK."



"SPACES THAT LEAVE THE TRADITIONAL IDEAS OF WHAT A BATHROOM SHOULD BE BEHIND AND MAKE THEM A PLACE OF INSPIRATION."



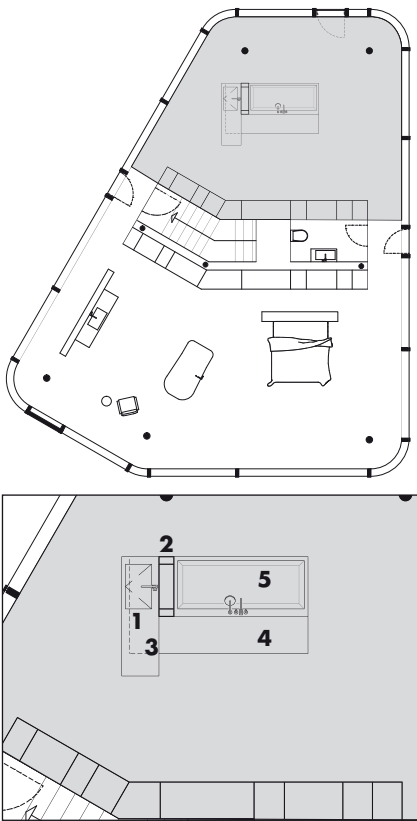


**One don't talk about style, one has it. What it is worth talking about is the comfort, the functionality, the minimalist aesthetic, which is then cleverly enhanced by the niches in the wardrobe.**

The important thing to remember here: the emptying of the memory has a positive side: Rooms with subdivided and differentiated spaces, with clearly defined zones but permeable borders lead to greater alertness, receptiveness and presence of mind. That can also be seen in the experiment. If the subjects are suitably distracted and exposed to changing impressions, they become more creative and can solve problems better – to an astonishing degree.

Of course, designing bathrooms or a home's interior in general is not about a cognitive top performance, but it is about the inspiration and prosperity that are born when the ordinary geometric space meets up in a stimulating way with the diversity of human perception: rooms for experiencing, feeling, associations, thinking, moving, possibilities, remembering and a lot more besides. That is the appeal and the challenge, but also the reward of a good interior design.

There are no panaceas for this. Human perception is too diverse and individual. But there are some things that have been learned with experience, and worthwhile pieces of advice that can be derived from them. For example, it is very helpful to imagine the furnishings, or better the space itself, as a kind of language. Anonymous rooms don't interest us, personal ones speak to us. It is a language that appeals not only to the ear, like the spoken language, or to the eye as does the written word, it addresses all the senses. And when it does, the senses themselves often enter into a dialogue with one another and influence each other. Warm colours raise the felt temperature by two to three degrees. Brusque contrasts make us shiver with cold. Soft light massages the soul.



- THE COMPONENTS**
- 1. Mineral-cast washbasin:**  
H 20 mm, W 1550 mm, D 505 mm
  - 2. Panel**  
H 240 mm, W 1550 mm, D 500 mm
  - 2. Mirror cabinet:**  
H 800 mm, W 600 mm, D 170 mm
  - 3. Seat console:**  
H 610 mm, W 2100 mm, D 500 mm
  - 4. Bathtubs:**  
H 610 mm, W 1800 mm, D 800 mm



**Malicious tongues say that some people only have eyes for their own reflection in their bathroom. That can't really happen with rc40; unless you consider the room itself to be a reflection of the own personality...**





And that is not all. Rooms that appeal to us have something to say, and expressionless ones do not. That is why dreaming is so important for interior design. Dreaming means drawing a picture in your mind of the effect of a room, of what people think of it, of what it has to say. The language of the room and the language of the dream have a lot in common. Both captivate the whole person.

So interior design is not just a question of the right furnishings. The art of designing a room lies in allowing the rooms to speak. A room that has something to say celebrates the people that spend time in it – moving, speaking, working, resting or taking a bath. It celebrates their sense of beauty, their intelligence, their inventiveness, their feeling for rhythms and proportions, their desire to be with other people and their love of distance. It celebrates their humanness and their individuality. It celebrates the people, not itself.



**Freedom means there is another way. With rc40 you have more than one option for each room – be it in the combination of the elements or the choice of colours.**





**With all its brilliance, however, rc40 is by no means egotistical. It gets along swimmingly with components from other burgbad programmes. Here, for example, with the wash commode Max1.**

So consider the components and options of rc40 as words and letters that enable you to make your dreams become rooms. Bathrooms? That too. But more than that, rooms that leave the traditional view of bathrooms behind them and become places of inspiration. It is no coincidence that "rc" stands for "room concept". It's not about the few extra square metres that the bathroom adds to the living space, it is about the worlds that it opens up to the inhabitants.



**Some want lots of space for everything. Others want everything to have its place. Each to his own. What both agree on, however, is the perfection with which the drawers open and close. That is something you just can't get enough of...**



"THE WEALTH THAT ARISES WHEN THE GEOMETRIC SPACE ENTERS A DIALOGUE AND RESONATES WITH THE DIVERSITY OF OUR SPATIAL PERCEPTION: ROOMS FOR EXPERIENCING, FEELING, ASSOCIATIONS, THINKING, MOVING, POSSIBILITIES, REMEMBERING AND A LOT MORE BESIDES."





The minimalistic external appearance masks astounding inner values: for example the chest wardrobe with five-sided mirroring on the inside without seams in the mirrored area and with no-glare LED lighting integrated flush into the mirrors. And the storage trays in the doors ensure an enviably uncluttered bathroom as soon as the doors are closed.



"A ROOM THAT HAS SOMETHING TO SAY CELEBRATES THE PEOPLE WHO SPEND TIME IN IT. IT CELEBRATES THEIR HUMANNESSE AND THEIR INDIVIDUALITY. IT CELEBRATES THE PEOPLE, NOT ITSELF."







**FREEDOM**









## I THINK, THEREFORE I RETHINK

It is easy to dream of the ideal interior, but the art of it begins when you take reality not as it is but as things could be.



**Some things we don't notice until we take a second look – but when we do they make an all the more lasting impression. For example the mineral cast headrest integrated into the bathtub. A detail that couldn't be a more obvious invitation to reverie.**

It isn't easy to explain. Most children, but also most adults initially protest against the claim that black and white aren't actually colours. Whether a physicist could convince them of the contrary remains to be seen. Much more convincing and fascinating is the conclusion that can be drawn from this: that there is not just grey between the two poles of total light and total darkness, but a wide range and diversity of colours. Goethe called it "polarity and intensification", and he knew what he was talking about.



"THE QUALITY OF AN INTERIOR DESIGN CAN BE JUDGED LARGELY ON HOW MUCH FREEDOM AND SCOPE FOR INVENTIVENESS IT OPENS UP, NOW AND IN THE FUTURE."





**Especially the best solutions often present themselves with refreshing modesty. Here, for example, the full-glass shower cabinet between the two room-high folding-sliding-door wardrobes. And they in turn inspire with their freely configurable interiors.**

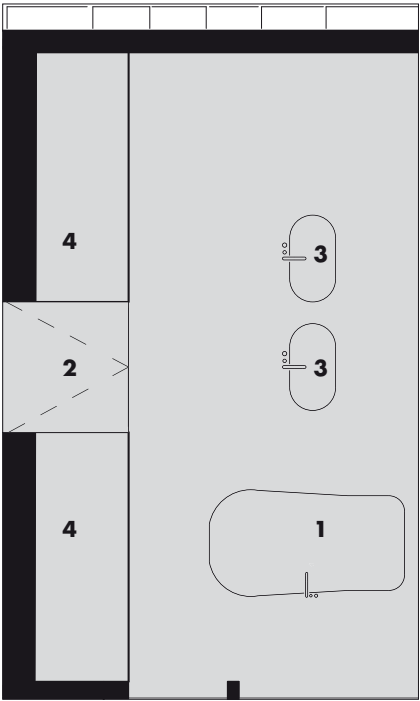
Absolute freedom and the absolute lack of freedom are quite similar in many ways. They are both fictions that do not exist in their purest form. The world of freedom is colourful and everywhere a spontaneous idea solves a problem or eliminates a difficulty, where a discussion leads to interesting perspectives or an innovation opens up new markets. In all of these instances a new colour comes into the world and contrasts with the "cruelty" of routine and the never-changing same-old.

That is not the rule, but especially in the personal realm, more and more people are saying no to triste grey in grey and second-hand homeliness. This confronts the specialist for bathroom and interior design solutions with a number of precise tasks and challenges. A broad, carefully composed palette of surfaces, materials, colours and other furnishing options. The development of modular systems that are just as ideal for small, large and difficult rooms. And the ability to question outdated dogmas and to give the feelings of living and of comfort new dimensions.





“FREEDOM, AS BURGBAD SEES IT, MEANS GAINING SPACE IN THE MOST COMPREHENSIVE SENSE OF THE TERM. THIS WAS A KEY CRITERION WHEN DESIGNING RC40.”



THE COMPONENTS

- 1. Bathtub:**  
H 661 mm, W 1950 mm, D 990 mm
- 2. Shower tray:**  
H 45 mm, W 1200 mm, D 1000 mm
- 3. Wash commode pillar:**  
H 850 mm, W 710 mm, D 385 mm
- 4. Wardrobe:**  
H 2500 mm, W 2000 mm, D 600 mm



Love at first sight, or the beginning of a life-long friendship? Possibly both, if the bathtub is there waiting for you with such style. It's not even necessary to know that it is made using the polymer casting process that makes such complex forms possible at this level of perfection. (Bathtub: Camia by burgbad)



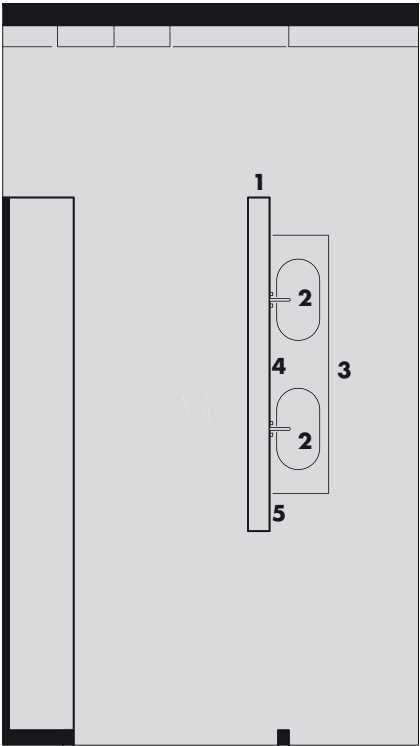




But where is the plumbing in all this? Some might be asking. Quite simple: it disappears in the rc40 behind the smooth surfaces or in the panel walls. Difficult to imagine that anyone will miss it.

But that is not all and at best one side of the coin. Even more important than the freedom to structure one's living space is the freedom that it then offers. Does it serve to incite, entertain, regenerate? Does it animate its inhabitants to throw parties if they feel like it and does it offer a feeling of security in moments of retreat, contemplation and meditation? Does a bathroom waken the spirits and the desire for action in the morning, and does it in the evening help to wash away the travails of the day? Does it stay that way when the initial enthusiasm has ebbed? Is it a living space that not only delights its inhabitants today, but also offers them opportunities to develop tomorrow?

The quality of an interior can be measured to a considerable extent by the freedoms it offers – now and in the future. When developing rc40, that was a key criterion. Freedom, as burgbad sees it, means gaining space in the most comprehensive sense of the term. And everyone profits from that, even those for whom the choice of surface colours is between black and white. Nothing wrong with that.



### THE COMPONENTS

- 1. Wall dimensions:**  
H 2600 mm, W 2600 mm, D 280 mm
- 2. Ceramic washbasin:**  
H 100 mm, W 710 mm, D 385 mm
- 3. Panel:**  
H 150 mm, W 2000 mm, D 500 mm
- 4. Mirror:**  
H 640 mm, W 2000 mm, D 86 mm
- 5. Side cupboard:**  
H 2600 mm, W 300 mm, D 280 mm



Of course wall modules cannot really make a room bigger, but they can make it feel bigger with the areas they create. What to call that? Spacious describes it best.





BEAUTY





## MELODIES NEVER BEFORE HEARD

The more beautiful an interior the better, but if it doesn't add value, it is simply not beautiful enough.



"WHAT DOES THE EYE NEED TABLES, CHAIRS AND BEDS FOR; WHEN DOES IT EVER FEEL LIKE IT NEEDS A SHOWER, TO LIE IN THE TUB OR CLEAN ITS TEETH?"



The trouble begins as soon as you try to define it. Beauty is in the eye of the beholder, they say. In the eye? Really? What does the eye need tables, chairs and beds for; when does it ever feel like it needs a shower, to lie in the tub or clean its teeth? It may have some say as a third party in such matters, but not more.

Unfortunately, the reality of things is different. The eye has risen to become the highest instance. How something looks is almost the only benchmark for whether a thing is of aesthetic value or not. It is an abbreviated concept of beauty that architects and interior designers and others have been fighting against for years; and with good arguments. We perceive the room itself, which surrounds us and gives us a feeling of security, with our entire being and not just with the eyes. Numerous factors play a role in deciding whether a room feels cosy or not, if it is homely or cold, friendly or severe, playful or elegant. The look is just one of these factors, and by no means the most important. You can feel beauty.



The mirror on the room-high wall panels with the LED lighting integrated flush with the surface; the bathtub placed like a sanctuary in the room – a little taste of what is to come on the following pages.





"A ROOM AND ITS FURNISHINGS PLAY ON THE STRINGS OF HUMAN POSSIBILITIES."



"NOT THE OLD TUNES OF YESTERYEAR, BUT NEW CHORDS AND HARMONIES."



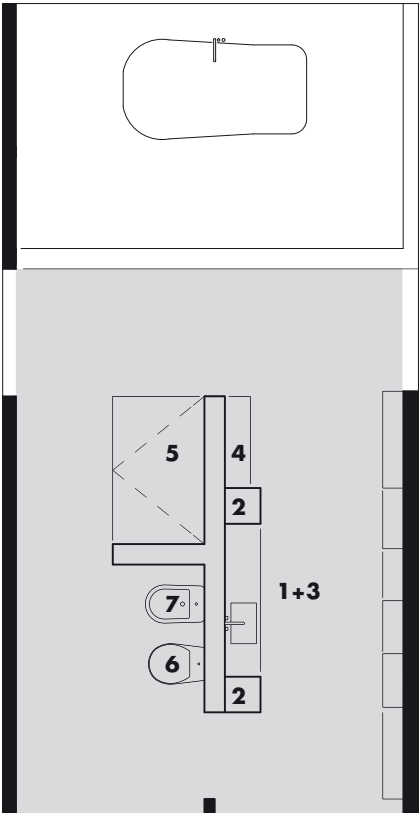


If you thought the picture on the previous page was more like a living room than a bathroom, you are not entirely wrong. But how many living room walls can be configured and changed so easily, or are made precisely to order if necessary?

For example: how does your own voice sound in a room, and those of the others? What does the fabric of a sofa feel like – rough and warm, or smooth and soft? How important is a carpet that dampens the sound of footsteps, or a stone floor that whisks us away to an Italian piazza? How does the sense of touch perceive the difference between various surfaces – stainless steel, plastic, ceramic or natural stone, a bathtub made of wood or enamel? We only perceive many of these factors subliminally, but they add up to what we call *ambiance*. We experience a room with all our senses.

It is even more fascinating to consider this from the reverse perspective: a room and its furnishings play on the strings of human possibilities – the entire range of our ability to feel and perceive. The

quality of a room’s interior design is shown in the melody that it produces. This is one of the reasons for the almost old-fashioned love of detail that is so typical of rc40 (and all the other solutions from burgbad) – the perfect interplay of form and material – the flexibility with which the system adapts to different situations and requirements. The result? Not the old tunes of yester year, but new chords and harmonies that have never before been heard. Their beauty is not an end in itself, it serves life, enjoyment and personal well-being. Performance over form is how architect Rem Koolhaas put it. So beauty not only touches the eye, but gets under your skin and makes life more enjoyable. The traditional aesthetic that concentrates on the eye and the form doesn’t understand this. But human perception does all the more.



THE COMPONENTS

- 1. Mineral-cast washbasin incl. vanity unit**  
H 520 mm, W 2000 mm, D 545 mm
- 2. Pull-out cupboards:**  
H 2200 mm, W 300 mm, D 540 mm
- 3. Mirror cabinet:**  
H 1000 mm, W 2000 mm, D 150 mm
- 4. Panel:**  
H 2200 mm, W 1100 mm
- 5. Shower trays:**  
H 45 mm, W 1000 mm, D 1400 mm
- 6. WC:**  
H 385 mm, W 380 mm, D 540 mm
- 7. Bidet:**  
H 330 mm, W 380 mm, D 540 mm



Speaking of made to order: there is very little that isn’t possible with rc40: and what is possible generally has more than one possibility. That is freedom à la rc40.







**ENCOUNTER**





"HOLISTICALLY STRUCTURED SPACES ARE THE STAGE THAT MAKES THE INVITATION AN EVENT AND THE EVENT AN ADVENTURE."

## CLEAR THE STAGE

Home is the place we all need as a retreat. But if that is all it is, that home soon comes to feel like a prison.



Simply select and hang up the components. That is how such imaginative and cool walls like this one come about. Complemented practically and beautifully, for example, by free-standing components for the wash basins: the new order from rc40.



The first person we meet in our own four walls is ourselves, and we shouldn't underestimate that. If you're the type who makes a connection between the word leisure and the word reflection, then the mirror has already been mentioned. And so it is only too justifiable to want to find your own values and attitudes towards the world there. It is, so to speak, your self-image with clear contours and a permanent form.

But the return to one's self is also an opening. Because part of our self-understanding has always been about those who share our world, who are close to us, whose experience, advice and contradictions we appreciate – or that we always wanted to hear. In this way, the home becomes a place of hospitality. And of course the guests appreciate the personal aura of the place where they are guest. It is this

aura that makes the difference to just any old party or anonymous reception.

A good host is one who doesn't put himself at the focus, but who knows how to celebrate his guests. His house becomes a stage on which the others are sometimes allowed to play the lead. That is another reason why rc40 places more value on joining areas together than separating them. Holistically structured spaces that do not push themselves into the limelight are the stage on which communication and mutual exchange take place – i.e. what makes an invitation and event and an event an experience.

Whether the bathroom also becomes part of the public area or not is up to the individual. It certainly is an exciting idea, but a guest bathroom that is just as elegant as the rest of the house

is also a homage to the guests, and one that they appreciate.

Just one question remains: a stage for the others and a place of retreat for oneself? Can that work? Does it not force one to compromise? Not at all. These are two aspects of life that belong together and need each other. As the philosopher Hegel said: "The true wealth of people is the wealth of their true relationships." There's not much to be added to that.







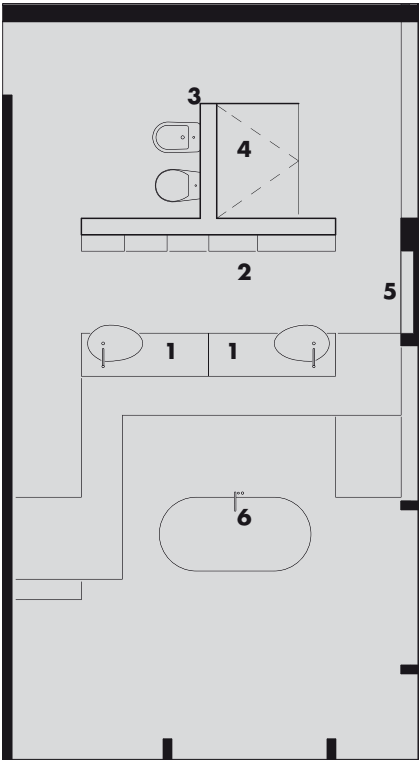


"THOSE WHO SHARE OUR WORLD ARE ALWAYS PART OF OUR SELF-CONCEPTION."



"AND OF COURSE THE GUESTS ALSO APPRECIATE THE PERSONAL AURA OF THE PLACE WHERE THEY ARE GUESTS."





THE COMPONENTS

- 1. Vanity unit with washstands:**  
H 878 mm, W 1545 mm, D 525 mm
- 2. Panel:**  
H 2600 mm, W 3100 mm, D 540 mm
- 3. Wall-mounted cupboards with cladding:**  
H 2600 mm, W 1420 mm, D 150 mm
- 4. Shower trays:**  
H 45 mm, W 1400 mm, D 1000 mm
- 5. Cupboard with storage doors:**  
H 2000 mm, W 800 mm, D 200 mm
- 6. Bathtubs:**  
H 575 mm, W 1800 mm, D 800 mm



Structuring rooms and gaining space are two key strengths of rc40. If you have an exact idea of what your ideal bathroom is but not enough walls to realise it, you can now rethink and look forward to some positive surprises.







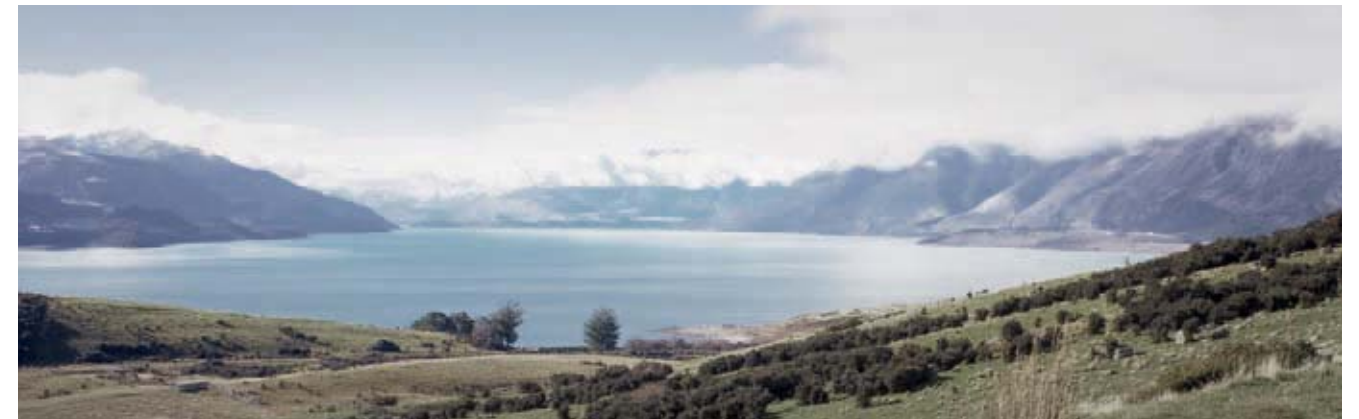
**WEALTH**





## WHAT MONEY CAN'T BUY

Some things in life have a high price, and yet the greatest riches come for free. How does that relate to our home?



Some things in life have a high price, and yet the greatest riches come for free. How does that relate to our home?

Wealth. Nearly everyone thinks of money and the likes when they hear the word – stocks, real estate, works of art. These are called investments, but they are not synonymous with wealth, because money can't buy you happiness. A wealth accompanied by misfortune wouldn't actually be wealth at all, but its opposite. Just ask the German fairy-tale figure Lucky Hans.

The question is how the wealth is not only about money, but also happiness. The answer that the fairy-tale offers probably goes a little too far: Hans swaps his wealth – lump of gold – against things of ever decreasing value, until in the end there is nothing left of his gold. But he feels wealthier than ever before. Of course, we wouldn't recommend following his example, but it does make you think. What was it that Hans gained during that chain of transactions that cost him his material fortune?

**Dreams you've had for a long time. Ideas you've never even dreamed of. It's worthwhile taking a closer look at the pictures on the following pages.**















"SO THE QUESTION IS HOW WEALTH DOESN'T ONLY HAVE TO DO WITH MONEY, BUT ALSO WITH HAPPINESS."



"THE ADVENTURE OF GROWING IN THE ENCOUNTER WITH ONESELF AND OTHERS AND SEEING THE WORLD WITH EVER NEW EYES – THAT IS HAPPINESS. AND THAT HAPPINESS IS WEALTH."





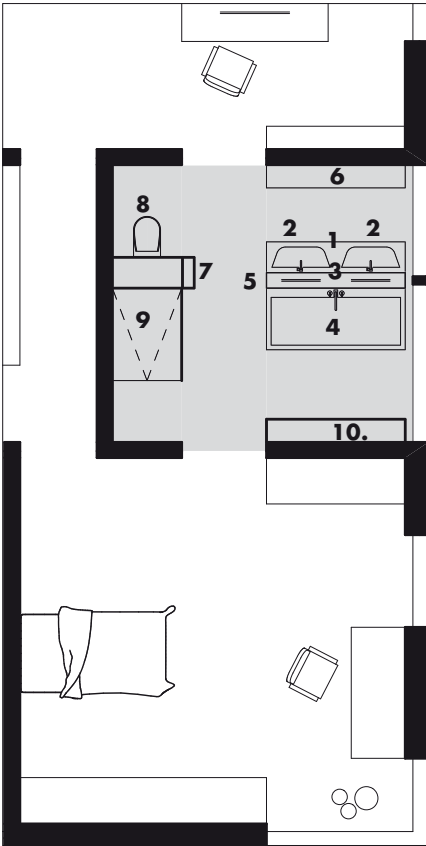
There are beautiful furnishings, ingenious furnishing systems, inventive solutions. But what makes the difference in the end is the spatial experience. If the resulting statement is “that’s how great life can be”, then you have found your interior design.

It’s those things – you could call them assets, or qualities – that are at the centre of this brochure and that the development of rc40 was oriented towards. The time to think about yourself, to enjoy the moment and listen to your own inner voice. The space, unfolding personal potential. The freedom to follow spontaneous impulses and inspirations and throw convention to the wind. The possibility to discover new facets of yourself in daily dealings with beautiful things. The adventure of growing in the encounter with oneself, the partner, with close friends or invited guests and seeing the world with new eyes – that is happiness. And this happiness is wealth – a wealth for which there is no conversion rate and that cannot be bought with money. Not with money and not with any one thing else either. The greatest architecture

and the best-quality interior design cannot guarantee happiness or create it. rc40 can’t either. It is people who set themselves a goal of wealth beyond balance sheets who accomplish that goal.

But it is also people who created rc40. People who identify with this goal and who place their expertise, experience, passion in the service of answering one single question: today, in the 21st century, in the world we live in – what do people need to be happy?

A company that measures itself on how much it contributes to the happiness of its customers? Is that naïve? We think not.



### THE COMPONENTS

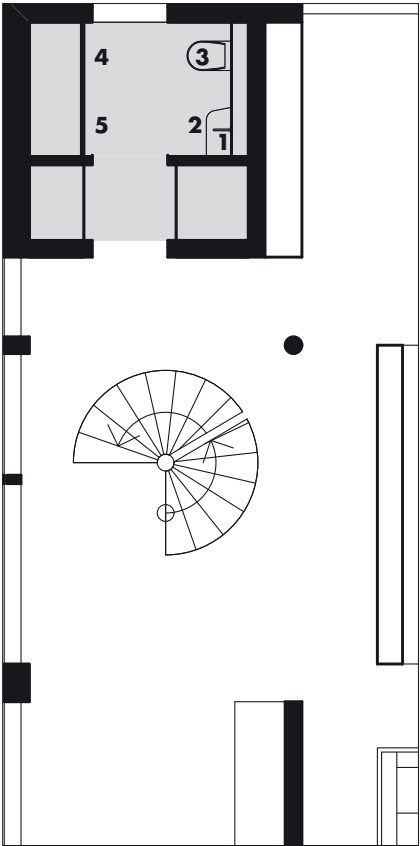
- 1. Mineral-cast washbasin:**  
H 10 mm, W 1600 mm, D 505 mm
- 2. Vanity unit:**  
H 400 mm, W 1590 mm, D 500 mm
- 3. Mirror:**  
H 1000 mm, W 400 mm, D 40 mm
- 4. Bathtub:**  
H 610 mm, W 1800 mm, D 800 mm
- 5. Front wall:**  
H 1100 mm, W 1800 mm, D 250 mm
- 6. Base unit:**  
H 410 mm, W 1600 mm, D 320 mm
- 7. Tall units:**  
H 2200 mm, W 400 mm, D 200 mm
- 8. WC:**  
H 385 mm, W 380 mm, D 540 mm
- 9. Shower:**  
H 45 mm, W 1200 mm, D 1000 mm
- 10. Cupboard wall:**  
H 2200 mm, W 1800 mm, D 320 mm











THE COMPONENTS

- 1. Mirror cabinet:**  
H 800 mm, W 1600 mm, D 260 mm
- 2. Mineral-cast washbasin:**  
H 190 mm, W 600 mm, D 320 mm
- 3. WC:**  
H 385 mm, W 380 mm, D 540 mm
- 4. Washing machine cupboard:**  
H 2000 mm, W 1000 mm, D 680 mm
- 5. Extra cupboard:**  
H 2000 mm, W 600 mm, D 680 mm



As much as rc40 appeals to the sense of beauty, it is not above more mundane tasks. Spiriting away a washing machine and dryer, for example. Because these profane things may be important, but you don't have to have them right in front of you all the time.





“But if there is a sense of reality, there must also be something that we can call the sense of possibility.”

Robert Musil

## NEW WAY OF THINKING

So there are these two young fish – that’s how the American writer David Foster Wallace began a speech to a room of students. Two young fish swimming around, checking out their surroundings, when an older fish swims up.

“How’s the water today?” he asks in a friendly manner. The two young fish are surprised for a moment, then one says “great”, and they swim on. A little later, the fish who answered turns to the other fish and asks: “What’s water?”

And it’s not just fish that are like that. We see the obvious things last, if at all. Even our ideas of what a dream bathroom is often contain the remains of an age gone by and of constraints that have long been overcome. Mud that dirties the water. All the more important to separate the important from the trivial, the useful from the useless, the backward-looking to the ground-breaking. These differentiations are the source of all creativity and innovation, and innovations of this kind that have cast off the ballast of the past are what opens up the individual the freedom of choice.

This is how fascinating bathroom solutions are created that break the bounds of the usual. Bathrooms that not only do away with prejudices, they create new space and change the way we look at life, despite all those people who say you can’t reinvent the bathroom. That is the talk of realists, people with a sense of reality, people who have decided to with the usual. It is not difficult to prove these realists wrong. The future of the bathroom lies ahead of us. It will be realised by those with the courage to take the first step; and the next; and the next.



**SURVEY**

**Constellations**

**Components**

**Fronts | Handles**



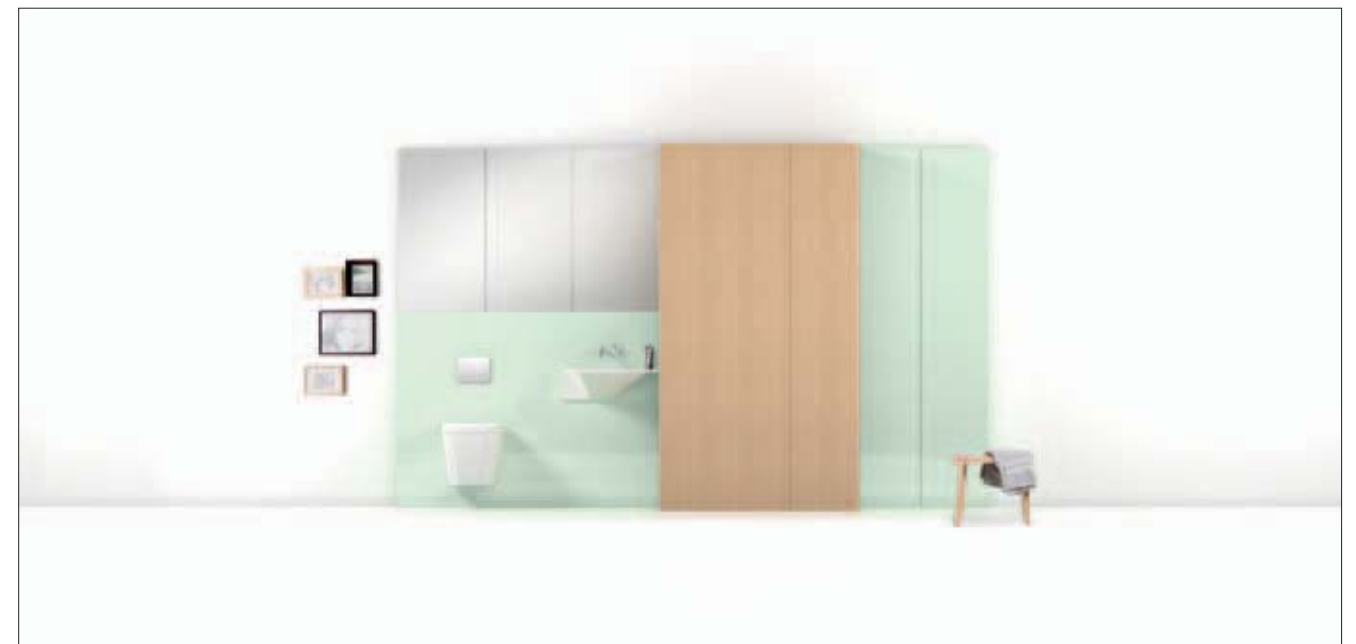
## FREEDOM MEANS: THERE IS ANOTHER WAY

**The perfect room is a question of geometry; the personal space a question of character. The synthesis of this is rc40.**

Let's forget about being spoilt for choice for a moment, and talk about DNA, the foundation of life. It is based on just four components and a construction pattern. We have all seen pictures of the double helix that these components join up to form. It contains the plan of all earthly life forms, from the single-celled organism to the most highly developed mammal, and it is also responsible for the differences between people. "It's genetic," we then say.

For the less scientific among us, we can also think of the alphabet: 26 letters that hold in them the entire literature of the world. Even such modern phenomena as Twitter and Facebook wouldn't be what they are without the ABC, in fact, they wouldn't exist at all.

That is precisely why being spoilt for choice is not an issue when it comes to rc40. Being spoilt for choice has a negative touch, whereas with rc40 it is about finding the right solution from a limited number of carefully coordinated components that can be combined almost any way you want. So consider the modules of rc40 as letters, and if you should find that a solution isn't the right one for you during the planning process, just change their order or replace one with another. And so the word »modules« becomes »building blocks«. It's as simple as that. Freedom means there is another way. And not just today, but in the future as well, because what appears to be the best solution today may not seem to be tomorrow. Life is a process of change and growth, and rc40 grows with you. Just substitute a few letters and make a whole new statement. Instead of getting old, your bathroom gains its own individual history. Which of the things that are today cult and the latest trend can claim that?









## BEAUTY THAT MAKES ITSELF USEFUL

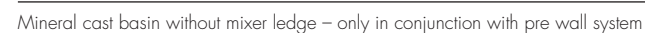
**Predefined spaces. Individual wishes. Functional requirements.**  
rc40 adapts to them, down to the millimetre if necessary.

### WASH COMMODE CUPBOARDS

The “floating washbasin tables” from rc40 are a feast for the eyes, but if you need more storage space, you might prefer a more conventional solution. Or what about a washbasin table with the washbasin on it – the best of both worlds, so to speak? rc40 has no problem combining wonderfully with components from other burghbad programmes, like Max2, Uomo or Crono. And instead of the cupboard, a console is also possible – that’s entirely up to you. Consider the pictures on this double-page as inspiration – and as an introduction to all the extra things burghbad offers.









Lacquered front with recessed handle



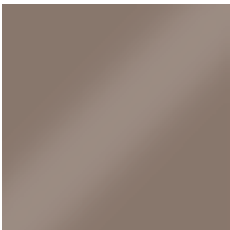
White high gloss/matt  
F4514/F4500



Champagne high gloss/matt  
F4515/F4501



Sand high gloss/matt  
F4516/F4502



Reed high gloss/matt  
F4517/F4503



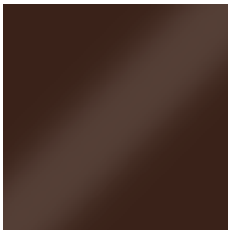
Mint high gloss /matt  
F4519/F4505



Green gloss/mat  
F4518/F4504



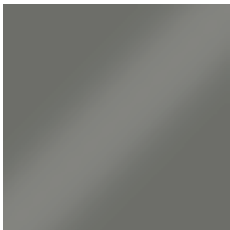
Dark red gloss/matt  
F4520/F4506



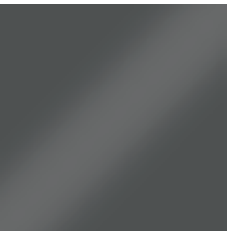
Dark brown gloss/matt  
F4522/F4508



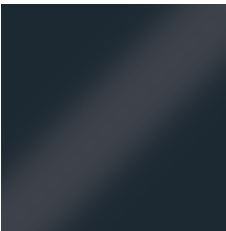
Light grey gloss/matt  
F4523/F4509



Grey gloss/matt  
F4524/F4510



Dark grey gloss/matt  
F4525/F4511



Anthracite gloss/matt  
F4527/F4513



Black gloss/matt  
F4526/F4512

Genuine wood veneer front with recessed handle



Natural oak  
F4600



Tabacco oak  
F4601



Light grey oak  
F4602



Black oak  
F4603



Natural walnut  
F4604



Eucalyptus  
F4605



Light oak fineline  
F4606



Long line handle



Recessed handle

Minor colour deviations in the product are due to the material used. A continuous pattern cannot be guaranteed.

Lacquered front with handle or tip-on-technique



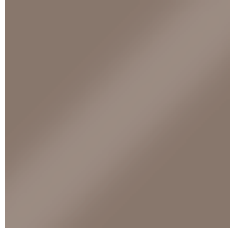
White gloss/matt  
F4000/F4001



Champagne gloss/matt  
F4011/F4015



Sand gloss/matt  
F4005/F4016



Reed gloss/matt  
F4002/F4017



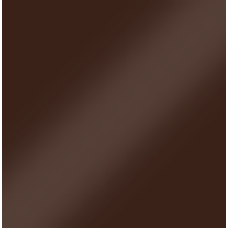
Mint gloss/matt  
F4013/F4018



Green gloss/matt  
F4007/F4019



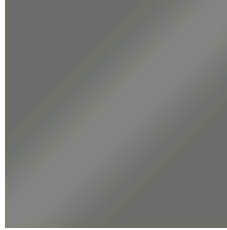
Dark red gloss/matt  
F4003/F4021



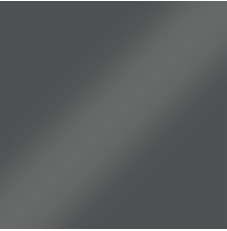
Dark brown gloss/matt  
F4006/F4022



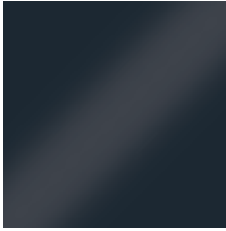
Light grey gloss/matt  
F4014/F4023



Grey gloss/matt  
F4008/F4024



Dark grey gloss/matt  
F4012/F4025



Anthracite gloss/matt  
F4004/F4026



Black gloss/matt  
F4010/F4027

Genuine wood veneer front with handle or tip-on-technique



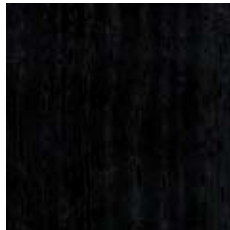
Natural oak  
F4100



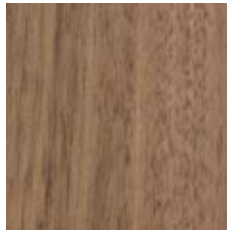
Tabacco oak  
F4101



Light grey oak  
F4105



Black oak  
F4106



Natural walnut  
F4102



Eucalyptus  
F4108



Light oak fineline  
F4107



Chrome G2000  
Chrome matt G2001  
Stainless steel optics G2002



Chrome G2010  
Chrome mattv G2011  
Stainless steel optics G2012



Chrome G2030  
Chrome matt G2031  
Stainless steel optics G2032

Tip-on-technique  
no handle G0000

Minor colour deviations in the product are due to the material used. A continuous pattern cannot be guaranteed.





THE BURGBAD BATHROOM ADVISOR

The interactive online catalogue displays the extensive product range of high-quality designer bathroom furniture series. Numerous product videos and the innovative product advisor give you an appetite for more and provide inspiration that anything is possible in the bathroom.

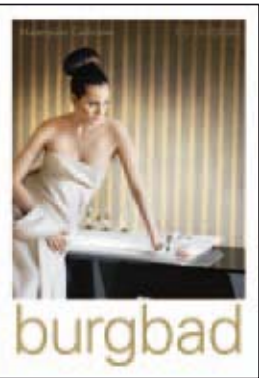


b in touch

A multimedia mirror and an iPad 2/3/4 or iPhone 4S/5 are linked wirelessly by Apple TV and offer you automatically updated news, traffic messages, calendar, email, weather and vital functions (blood pressure and weight)\*.



\*only in conjunction with Bluetooth scales and blood pressure gauge



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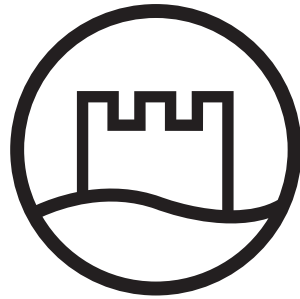
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Trend Group S.p.A.



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