

Media Contact:  
Anamaria Bearden  
626.744.0711 x306  
cell 626.485.5221  
[anamaria@magnusco.com](mailto:anamaria@magnusco.com)

**FOR FEATURE RELEASE  
SPECIAL TO THE BUILDERS' SHOW**

## **THE ORIGIN OF AN UNCONVENTIONAL FAUCET** *How Luxury Powder Rooms Capture the Asymmetry of Nature*

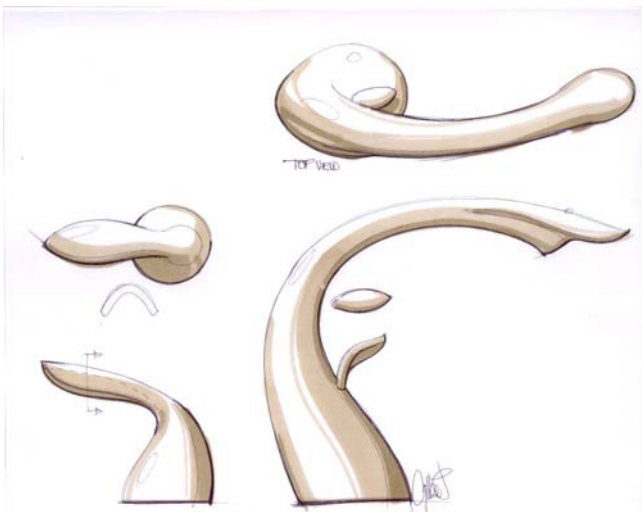
Orlando, Fla., Jan. 11, 2006 —Some say it resembles a swan. Most find it gracious and delicate, like a tulip awakening slowly on a spring morning. Appropriately named, **Organic™** was designed to provoke thoughts and connect the interior world of upscale homes with the elements of nature.

Functional by design, Organic is also part of every day life. To deliver water to your home. To cleanse your face and hands. Most of all, to offer a user experience of relaxation, contemplation, and transition.

When the ShowHouse by Moen creative team set out to design a new powder room faucet and accessory collection almost two years ago, they began with two concepts. Nature and organic. With this open direction, they held a lengthy creative session that included a “sketch fest.” In a moment of inspiration, Moen senior designer Chris Gilbert conceived his original Organic design that is now showcased in upscale homes across the nation.

“I imagined creating a design that was interpretive and not literal. I found inspiration in many forms — both natural and man-made. I studied images from the organic movement. Images from the 1950s and 60s. I looked at rocks and stones, flowers and leaves, and many other forms in nature,” said Gilbert.

As design is often an evolutionary process, the original sketch did not have ShowHouse’s signature Organic asymmetrical spout. The asymmetrical element was added later when the design team discovered it would need to make adjustments to the spout to ensure the water would fall correctly and elegantly out of the lip. The team took the design back to the drawing board and found that by curving the spout, they could solve the water flow dilemma and, more importantly, enhance the overall design.



-more-

## 2-2-2

### **Organic Collection ShowHouse by Moen**

The finished Organic Collection offers an unusual focal point for upscale powder rooms. The actual faucet spout emerges as though from a forest bed in an almost lifelike stance with graceful, understated curves. The central lift rod resembles a flower in new growth; the handles are shaped like leaves curving sharply against a strong breeze; and at the base of the faucet and handles, intricate details call out flowing blades of grass.

What's more, the Organic Collection features carefully coordinated bath accessories that present with the same lifelike characteristics. A leaf-shaped tank lever and drawer pulls, a coordinating towel bar, a graceful open-style towel ring, matching a towel bar and paper holder complete the unusual powder room collection.

"Typically, powder rooms are one of the first rooms that guests experience. Because of their immediate visibility, powder rooms are the ideal spot for homeowners to make a personalized design statement. Even better, they can do so on a relatively small budget," emphasizes Jennifer Rowell, ShowHouse brand manager.

#### **About the Designer**

Chris Gilbert is the industrial design manager for kitchen & bath products at Moen Incorporated, and the ISDA Northern Ohio Chapter Chair for the Industrial Designers Society of America. He holds more than 50 design and utility patents and has more than 20 years experience designing medical, consumer, agricultural and business products in the United States. An advocate for collaboration between business and academia, Gilbert has also coordinated several professional projects and run critiques for design students at the Cleveland Institute of Art.

#### **About ShowHouse**

ShowHouse by Moen is a preferred luxury faucet brand for upscale homes. Products are distributed through select high-end showrooms under an exclusive ShowHouse program. Backed by exceptional manufacturer support from the plumbing fixture experts at Moen, ShowHouse products range in style from Zen modern and Hollywood chic to traditional Victorian and Tuscan villa. Visit [www.showhouse.moen.com](http://www.showhouse.moen.com) or call 1-877-MOEN-SH1 for product information

###

#### ***Digital Images on CD Enclosed***

For more information on Moen visit [www.moen.com](http://www.moen.com) or call 1-800-BUY-MOEN (800-289-6636). Moen is part of Fortune Brands®, Inc. (NYSE:FO, [www.fortunebrands.com](http://www.fortunebrands.com)) Home and Hardware group – a leading consumer brands company that includes leading cabinetry, door and lock manufacturers such as Therma-Tru®, Masterbrand Cabinets®, Inc. and Master Lock®.