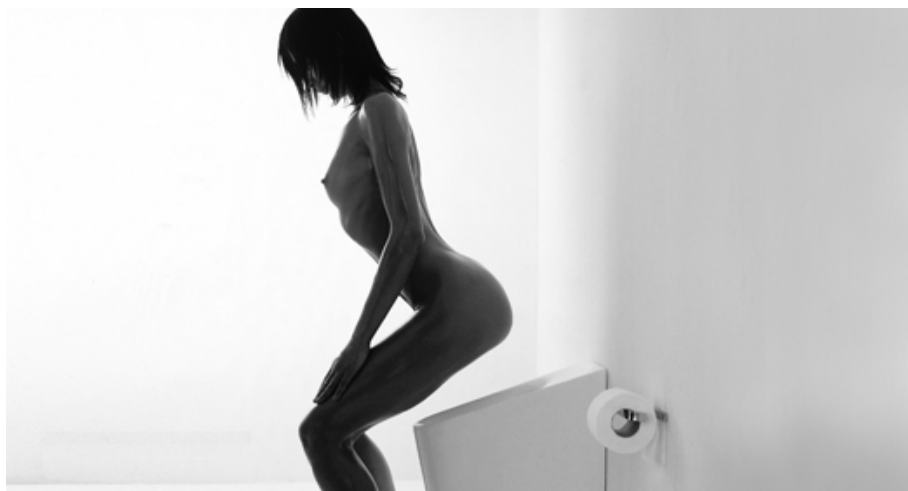


## Girly System Catalano



More people (men, women and children) spend more time away from home these days than ever before, some during the day, some also for business or pleasure trips. For all those people, time is money: if they are going to waste it, they prefer to decide for themselves when, why and how. There is practically no relationship at all between modern concepts of hygiene and the ones assumed as benchmarks fifty years ago.

Three simple statements, three simple elements in a design brief: to create a system of sanitary fittings that everyone can use equally rapidly and hygienically when away from home.

Most sanitary fittings are still based on the needs of men as perceived in the 1950s, when they would hardly ever spend more than a few hours away from home at a stretch, while women led a much less public life than now. Matteo Thun responded innovatively response to Catalano's brief for its first contract system, sweeping away mindsets that are half a century out of date and introducing **a new concept in public hygiene: the Girly system**. Unlike the others, this system was **designed primarily to cater for women's needs in public places**

in the 2000s, ensuring that they make **no actual physical contact** with the urinal: **100% hygiene and a natural, ergonomic position**.

Developing on the theme of the Girly urinal, this vitreous china range also features a large urinal for men (Big Boy), a small one for boys (Boy), a squatting toilet (Friendly) and a small hand basin (Handly), all available in four colours.

Winner of the Innovation Preis Architektur und Technik 2003 and included in the ADI Design Index in the same year for its "totally unprecedented evolution in terms of usability and hygiene that is quite unparalleled in mass-produced fittings", the system was short-listed for the XX ADI Compasso d'Oro Award in 2004 and has been installed in many of Matteo Thun's prestigious public architectural developments.

No contact, no problems, no prejudices: **a new concept in public hygiene** for a natural position that avoids all physical contact. Five different sanitary fittings for contract.

**Client**  
Catalano

**Intervention Type**  
Product design, communication

**Typology**  
Bathroom

**Project Manager**  
Antonio Rodriguez

**Team**  
Product designer:  
Mayumi Kawano  
Graphic designer:  
Sara Panighetti

**Start Date**  
2003

**End Date**  
2003

**Phase**  
In production

**Material**  
Ceramics

**Awards**  
2004 XX Premio Compasso d Oro ADI  
2003 ADI Design System Innovation  
Preis Architektur und Technik