

**Press Release**

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**BLANCO Wins Gold for Best Booth Design at IDS in Toronto****BLANCO's "As Well" concept space recognized for excellence in exhibit design**

TORONTO, Mar 13, 2020 – BLANCO, an internationally recognized brand and acclaimed leader in innovative, human-centered sink and faucet solutions, was awarded gold for Best Booth Design at the 2020 Interior Design Show (IDS) in Toronto in January.

IDS is Canada's premier showcase of new products, outstanding designers, and avant-garde concepts from North America and beyond. As *the* go-to event to experience the importance of design firsthand, IDS gives the industry and consumers the opportunity to uncover not just what's new and what's next, but to join in the larger conversation around design. The IDS Booth Awards recognize excellence in exhibit design and is juried by an esteemed group of judges. Winning gold for Best Booth Design was a notable moment for BLANCO Canada. BLANCO's interactive experience aligned perfectly with IDS' goal to inspire the future of design.

BLANCO partnered with Arc & Co Design Collective, a Toronto-based design firm, and Limbic Media, an interactive technology agency based out of Victoria, British Columbia, to create a high-tech adaptation of a wishing well entitled "As Well". This voice-activated exhibit enticed visitors to speak a wish into the well and through a series of visuals, the well provided the perfect BLANCO sink solution based on the visitor's wish. This interactive experience sparked new thinking around how one uses their kitchen sink and ultimately created a new appreciation for the importance of choosing the right one for you.

"We are extremely proud to receive the gold award for Best Booth Design for our special experience space created for IDS 2020," said Edyta Drutis, Director of Brand & Communications, North America. "It was a labour of love for our marketing team and design partner, Arc & Co. We wanted to create an experience that enticed and invited the audience to become a part of our design process."

BLANCO's exhibit kicked-off the brand's "Lean on Me" Canadian marketing campaign for 2020. The campaign aims to bring attention back to the kitchen sink, why it's such an important part of your kitchen, and why it should be thought of, and planned for, earlier in the kitchen design process.



### About BLANCO

For three generations, BLANCO has quietly and passionately elevated the standards for luxury sinks, faucets and accessories. Founded by Heinrich Blanc and family-owned since 1925, BLANCO's humble beginnings originated in Oberderdingen, Germany - which is also the current location of BLANCO's global headquarters. Proud of its European heritage and award-winning German engineering, BLANCO is truly committed to high quality, innovative design and unsurpassed service. This can be seen in their unique selection of STEELART® sinks, the natural warmth and beauty of SILGRANIT® and the elegant artistry of BLANCO faucets. In 2015, BLANCO marked its 90th anniversary worldwide and BLANCO Canada is home to North America's SILGRANIT® sink manufacturing facility. As a recognized leader in superior craftsmanship and innovation, BLANCO products reflect human evolution that connects function, expression and technology. In 2020, BLANCO Canada will be celebrating their 30<sup>th</sup> anniversary.

### For more information, contact:

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