

AWARDS · 2020

The Urban Chic collection

Winner of the iF DESIGN AWARD 2020

Ramon Soler® has been awarded the iF DESIGN AWARD, an internationally recognised prize regarded as a seal of excellence in design and valued as one of the best and most highly appreciated in the world since 1954. The award has been granted to the Urban Chic collection, in the "product" discipline and the "bathroom" category.



Urban Chic single-lever tap by Ramon Soler®

Urban Chic competed to win the coveted badge and seal of excellence in design quality. It was chosen from 7,300 entries from 56 countries by a jury of 78 leading independent design experts from more than 20 countries, standing out for its quality, its design of curves, straight lines and unexpected angles, its bold, slender, novel and elegant look that is at the same time thoroughly functional and, of course, for its unique and innovative water control system with an advanced patent in its Tourbillon system.



Technical drawing of the interior of Urban Chic by Ramon Soler®

A Tourbillon system never before seen in a tap, in which the water begins its journey through a low-consumption cartridge, where its temperature and flow are controlled. It continues on its way and, still without losing its momentum, is sent towards the lower part of the tap, where it strikes the bottom and loses its force, then climbs back up in a spiral circuit. From there it is redirected to the final drop, where it is released in the form of a waterfall, but first it is gently caressed and combed, so that the water flows out naturally, transporting us to the nature of waterfalls in our daily use. The beauty of its lines, the most rational needs of water control and the way it offers us the water as a cascade, as if it were a spring of clear, silent and gentle water, make Urban Chic a unique and exceptional product. The Urban Chic design is made of curves, straight lines and unexpected angles, creating a bold, slender, novel and elegant look that is at the same time simple and thoroughly functional. But above all, it has an ergonomic and functional design, which achieves a delicate effect and ideal harmony, delivering total comfort for the user.



Urban Chic by Ramon Soler®

In its constant restlessness and passion for innovation and design, Ramon Soler® has created a product with added value that goes far beyond what we see at first glance; the way it offers us the water as a cascade, as if it were a spring of clear, silent and gentle water, makes Urban Chic a unique and exceptional product that, if we like it when we see it, amazes us just by hearing it.



Urban Chic by Ramon Soler®

About the iF DESIGN AWARD

At 67 years old, the iF DESIGN AWARD has an internationally recognised reputation as a seal of excellence in design and has acted as an expert judge to reward the best products and projects. The badge bearing the iF logo is internationally recognised, and the iF DESIGN AWARD is counted among the best and most highly appreciated design awards in the world. The iF Design Awards include the following disciplines and categories: Product, Packaging, Communication and Service Design, Architecture and Interior Architecture, as well as Professional Concepts. All award-winning entries can be consulted on the iF WORLD DESIGN GUIDE portal and in the iF design app, and are displayed in the iF design exhibition in Berlin, Germany.

More information: rsramonsoler.com/en-INT/press-releases/coleccion-urban-chic-de-ramon-soler