

Bathroom Mania! company profile.

Who are we?

Bathroom Mania BV is an innovative Dutch design firm that focuses on optimizing the bath-experience. With colorful and illustrative designs Bathroom Mania responds to the conservative sanitary world.

Bathroom Mania BV is founded by Meike van Schijndel and Brian Golsteijn. An illustrator and a business consultant working together to realize the Bathroom Mania dream into concrete products. With carefully thought over decisions, Brian's rationality and Meike's creativity, the two very enthusiastic and determined entrepreneurs, who aren't easily scared, have woken up the sanitary world.

How did Bathroom Mania start?

'Bathroom Mania' is the name of series of illustrative designed sanitary ware by Dutch designer Meike van Schijndel. It is also the company name under which the 'Kisses' urinal is sold.

In September 1999 Meike starts her graduation year. Only a month before that she has heard that her father is very ill and doesn't have much longer to live. Meike: "It was very important to me to combine the design aspect I got from my dad, who was an architect and designer, with my Illustration major in Art School: 'Illustrative Design' as I call it!" Shortly before her father dies Meike shares her thoughts about her final project with him and he projects it as "making fairy tales in the bathroom". A year and a half later it became indeed 'stories in the bathroom'!

Illustrative design (or 'making jokes', as some may call it) isn't as easy as it seems. According to Meike it is an art to make illustrative design that doesn't lose its power and fun after seeing it twice. Illustrative design needs to have a good and fitting story, without spelling out the whole plot. It needs to leave room for the viewer's fantasy to keep the design exciting and new.

Why the bathroom?

When Meike starts her project in 1999 she notices that the bathroom is starting to evolve from a pure functional space into a living area. People want the bathroom to project a personal character and atmosphere. Meike starts making illustrative bath accessories, but during her excessive research for existing bath accessories, she discovers that those tend to clog up the –still pretty small- bathrooms.

During her research Meike visits a sanitary ware trade-fair and gets very frustrated after seeing only white sanitary wares. She comes home and draws the first sketch of the 'Good Morning Sunshine' toilet. This toilet is a literal translation of all the flower scents people put in their bathrooms to hide any other nasty aromas. "Make sure to water it daily and manure it at least twice a week!" A bird that sings to you and a sun that shines every day. This design is the start for more bathroom stories. Meike feels that the bathroom should be a place to relax not only your body but also your mind.

Dreaming off to a tropical island in the hammock bath 'Splish Splash'; having the most refreshing shower like you do after spending a long day at the beach with the beach hut-shower 'Summertime'; the 'Kisses' urinal is a little daring and was the last design in the series. Theme: sexy in the bathroom. 'Kisses' started off as a washbasin in the shape of a comic red mouth, but the story seemed to be incomplete... It was missing a bit of excitement and once it was transformed into an urinal, it made the story come to life.

Searching for a manufacturer...

Meike makes the prototypes for her final project at the Dutch sanitary ware manufacturer Sphinx. This company respond very enthusiastic to her designs and decide they want to produce the 'Good Morning Sunshine' toilet and the 'Kisses' urinal. Nine months later they decide to stop the project since it was too long-winded. After this the search for a suitable manufacturer starts...

During a visit to a sanitary trade-fair Meike meets Dutch designer Jan Puylaert from the Italian based company WET®. After seeing a picture of the 'Kisses' urinal Jan invites Meike to join him at his stand at the 'Mostra Convegno' in Milan to try to find a manufacturer. The responses of the visitors are amazing, but finding a manufacturer who dares to enter this project isn't easy. The 'Kisses' urinal is so innovative and so much talked about during the trade-fair that it gets worldwide press coverage. Meike even gets invited to the SHK in Hamburg to show her entire "Bathroom Mania" line.

The Bathroom Mania series becomes famous. The requests flow in through the website with over two million visitors! A problematic luxury problem: lots of interest in the designs, but still no manufacturer.

Meanwhile Meike and Brian try to find a way to produce the 'Kisses' urinal on their own and with success! The production was started and in January 2005 the first 'Kisses' urinals were delivered! Due to the limited series, the urinals will be sold exclusively via the Bathroom Mania website (www.bathroom-mania.com). Realizing the Kisses urinal was a very interesting project –with all the necessary disappointments- but also very exciting, daring and studios!

In the sanitary ware world 'Bathroom Mania' is now known as an innovative company with it's own vision and style. 'Bathroom Mania' is planning on designing and marketing even more innovative sanitary wares. The bathroom can be more colorful, more fun. 'Bathroom Mania!' is a company that is open to new ideas and sees a future in cooperating with other designers to realize lots of innovating ideas into products.

Background information and education

Meike van Schijndel, Utrecht May 13, 1973, daughter of Jetta Ernst and Mart van Schijndel. As a child of an architect/designer with his own company and a mother in the theatreworld Meike developed her creativity at a young age. After high school she moves to California (USA), where she lived for a total of four years. During this period she studied Interior Design, Photography, Illustration, Painting, Acting and Graphic Design. In February 2001 Meike founded her own design studio 'Cool Chica Design', and since June 2004 she is the artistic director of 'Bathroom Mania BV'.

Chabot College, Hayward, USA, 1992-1994

UC Extension, San Francisco, USA, 1994-1995

Rietveld Academie, Amsterdam, The Netherlands, 1996

Hogeschool voor de Kunsten, Utrecht, The Netherlands, 1997-2001

Brian Golsteijn Msc., Utrecht, May 28, 1973. Brian has a degree in Industrial Engineering & Management Sciences and a background in business consultancy, quite some years of experience in the world of corporate software and a more than usual interest in design. Since 1997 Brian has been working for different companies as an Oracle e-Business Suite business consultant, with a focus on Customer Relationship Management business processes. Starting from June 2004, Brian is the managing director of 'Bathroom Mania'. In 2008 Brian decided to stop his activities for 'Bathroom Mania BV' and start his own firm 'Brezz' as principal Oracle EBS Consultant.

Eindhoven University of Technology, The Netherlands, 1991 - 1996