

# **KOHLER®**

# **Bold**

# **Design**

# **Challenge**

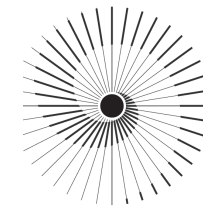
In partnership with The Hotel Show

# Introduction

The Kohler Bold Design Challenge will task some of the regions most high-profile design houses to come up with a new tap/faucet design.

The competition will be judged by senior design directors from leading hotel operators including Accor, Marriot, IHG, Hilton and Jumeirah along with representatives from the Saudi mega projects including Red Sea Development and Amaala.

A highly targeted an interactive marketing campaign will culminate with the winning design announced at the exhibition and 3D printed live on the Kohler stand over the duration of the event.



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# JURY



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