

Greentouch[®] Home 



Press Release
Through Lines Series
Frank Lloyd Wright: USONIA[®]

PRODUCT LAUNCH – THROUGH LINES SERIES

FRANK LLOYD WRIGHT
USONIA

Greentouch Home is proud to announce the collection in collaboration with the Frank Lloyd Wright Foundation, under the USONIA® brand. Through Lines is a series of bath furniture inspired by the legendary architect, designer, writer, and educator. Frank Lloyd Wright created all aspects of his homes—including furnishings that transform the spaces they inhabit. The Frank Lloyd Wright Foundation worked closely with Greentouch Home to reinterpret the historical archived sketches, photos, and drawings into a new bathroom furniture collection. This collaboration draws on design influences from his most iconic projects to create a new experience.



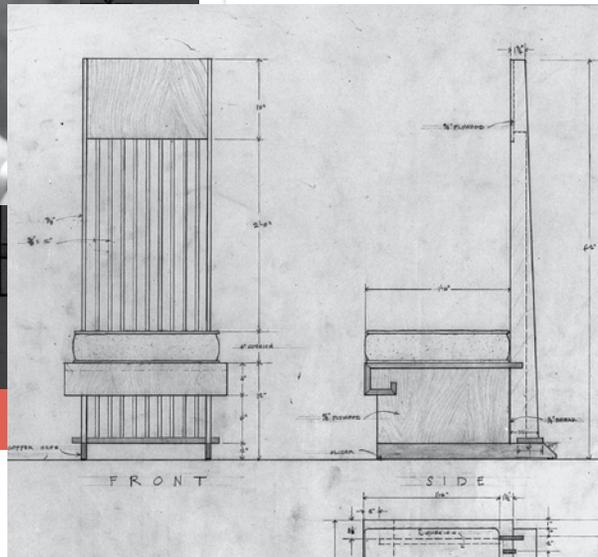
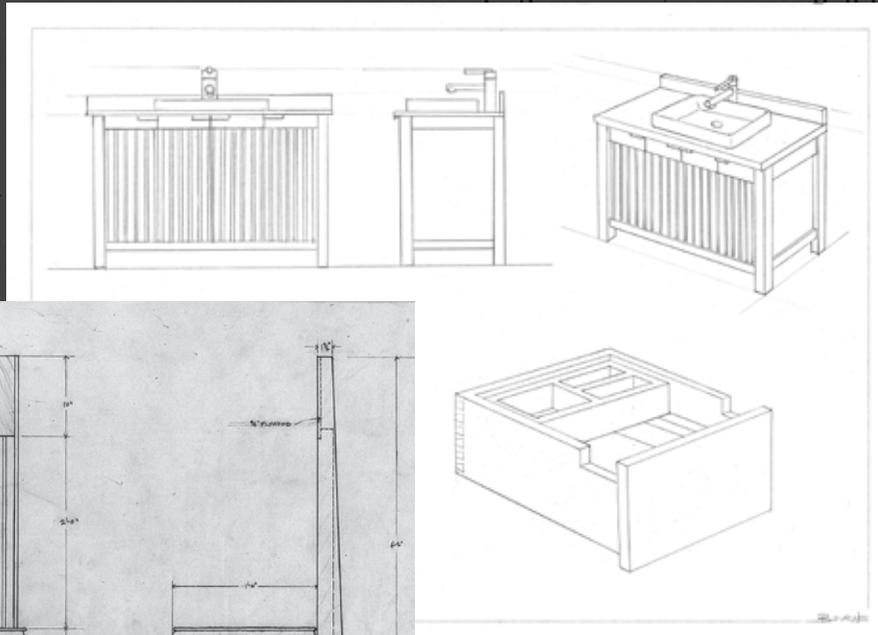
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The Through Lines Series was inspired by Wright's spindled, straight, high-backed chair for his home in Oak Park, Illinois. He first developed the chair for his home in Oak Park, Illinois, and throughout his lifetime re-envisioned the chair, with each variation reflecting the environments, buildings, and lives of the people that occupied them.



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Frank Lloyd Wright adopted the term “Usonian” for the houses that he designed as affordable, practical houses for America’s growing middle class. Usonian homes responded not only to the lives of the inhabitants but also to the surrounding natural environment. As a result of this thoughtful design, the lives of those who lived in Usonian homes were enriched with beauty. The Frank Lloyd Wright USONIA® program brings together the spirit of Usonia with that allows for broader access to Wright’s beautiful designs.



48-in vanity shown with Natural Carrara Marble top and Undermount Sink



60-in vanity shown with Pure White Engineered Stone top and Semi-Recessed Sink



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The vanities are available in 3 sizes (36-in, 48-in, 60-in), 3 top options (natural Carrara marble, pure white engineered stone, engineered Calacatta marble) and 2 sink options (undermount, semi-recessed). Premium construction features include cherry solid wood doors and vanity frames, and cherry veneered plywood for flat panels. The natural beauty of the wood grain extends to the interior and drawer surfaces, which are fully finished to match. The inside conceals multiple storage solutions such as internal drawers, adjustable shelves and removable organization trays painted to match the Frank Lloyd Wright Foundation's Tanager red color, offering a refreshing pop of color.



Multiple Top Options

Tops for the Through Lines series are available in three distinct materials, natural Carrara marble, pure white engineered stone, or Calacatta engineered marble.



Sink Options

Choose between an included undermount sink, which is pre-drilled for 8-in faucet (not included), or a semi-recessed sink, pre-drilled for a single-hole faucet (not included).



Two Hardware Finishes Included

Any Through Lines vanity, or wall cabinet ships with 2 hardware color options. Brushed nickel is pre-installed, with champagne brass as a second set.



Dovetail Drawers

Natural wood drawer boxes and dovetail joinery are standard in all vanities and wall cabinets. The interior is stained to match.



Optional Storage Trays

Included wood storage trays can be added or removed to create separate storage sections for bathroom accessories. Trays are finished in the Tanager red color as can be found in many of his projects.



Signature Details

Vanities include a USONIA® branded foil-stamped folio, a color cover instruction manual, and a certificate of authenticity. A laser-cut plaque bearing the USONIA® logo can be found on the inside of the soft-close doors.

The Through Lines Series can be expanded with the addition of matching mirrors which are available in 22-in and 28-in widths along with our coordinating 24-in wall cabinet with adjustable interior shelves which carry on the linear cues. These accessories help to set the tone and create a more immersive design environment.



Coordinating Mirrors

Our mirrors act as an extension of the vanity design, they are available in 22-in and 28-in widths.



Two Hardware Finishes Included

The Wall Cabinet ships with 2 hardware color options. Brushed Nickel is pre-installed, with champagne brass as a second set.



Wall Cabinet

Add this commanding 24-in wall cabinet for an elegant storage solution. Two adjustable shelves provide ample storage options.



Scott Bourne
VP of Design and Marketing

In a career that spanned seven decades, Frank Lloyd Wright designed more than 1,000 architectural projects, and over 500 of them were built. What amazed me is that in an age without computers, and despite several fires that destroyed some of his drawings, he and his late wife were able to preserve almost everything he put to paper.

The Frank Lloyd Wright Foundation's work cataloging and archiving these historical documents was an incredible resource. They gave us access to thousands of drawings, photos, and detailed lessons about each of his principles. By using 3D software I was able to take all of this information and look at everything through a modern lens.

I zeroed in on design details that appeared in many of his projects and really stuck out to me as defining examples of organic architecture. One of them was the linear theme, you can see vertical and horizontal lines repeating throughout many of his designs,

and they have a way of balancing and giving everything a sense of stability, while still remaining so visually interesting. From there it was pretty easy to reimagine the repeated linear slats that appeared in his chairs and other parts of his designs into a piece of bathroom furniture, and that's how the Through Lines Series was born.

Our goal was to pay homage to a great architect by reinterpreting his principles of organic architecture in today's context while delivering high-level craftsmanship at a price that is attainable. I feel we reached that goal with this product offering and these new items may become the collectibles of tomorrow.

Being a designer most of my adult life, I have seen how the core principles of his work have made their way into the roots of so many designs around us. It has truly been an honor to have this opportunity to explore Frank Lloyd Wright's legacy with the bonus of working alongside the very foundation he created to continue his legacy.

Bourne





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