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Bobrick Opens Global Showroom at the New York Design Center

The space is a gallery for architects and designers to explore human-centered commercial washroom design.

NEW YORK CITY — April 30, 2026 — [Bobrick Washroom Equipment](#) today announced the opening of its new global showroom at the New York Design Center, establishing a hub for commercial washroom design and collaboration in one of the world’s leading architecture and design markets.

“This showroom represents an important step in how we engage with the global design community,” said Bobrick President Matthew Louchheim. “By establishing a presence in New York, we’re creating a space not only to showcase our design perspective, but to bring together our three powerhouse brands — Bobrick, Koala Kare and Thrislington — in one environment. As we mark our 120th anniversary, this space reflects both our legacy and our continued commitment to collaborate more closely with architects and designers and stay at the forefront of the industry.”

The showroom reimagines the modern washroom as a space shaped by inclusive design. Designed in partnership with Gensler, the showroom is conceived as both a gallery and educational environment that highlights Bobrick’s focus on leadership in the industry through innovation and craftsmanship. The approach explores how elements like comfort, hygiene, privacy and dignity can be elevated through thoughtful design.

“Gensler’s creative partnership with Bobrick allowed us to co-create a showroom that reimagines how washrooms, and the products that shape them can elevate the everyday design experience for all,” said Jennifer Nuila, Bobrick Account Director for Gensler. “Deliberate hospitality, full-scale mockups, flexible furnishings, and an installation sharing Bobrick’s 100-year-plus legacy invite the design industry, clients and the public to collaborate with Bobrick on designing a people-centered future for washrooms.”

Over the course of its inaugural year, the showroom will host events, panels and Continuing Education Unit (CEU) programs in partnership with organizations such as AIA New York and ENYA. The space will also serve as a venue for ongoing industry engagement, including lectures, meetings, and cross-brand collaborations within the design community.



Modern Products on Display

The showroom features a range of Bobrick's latest product innovations, including:

- **High-design accessories** such as the Fino Collection, defined by its cubist simplicity and refined, European-inspired aesthetic
- **Premium toilet partitions and cubicles**, including Thrislington, Privada and Evolve, offering gapless, full-height construction for enhanced privacy
- **SMART products and IoT-enabled monitoring systems** that track usage data, traffic and refill status to support more efficient, sustainable facility management
- **Changing table solutions** designed to support families and people with disabilities

Bobrick's showroom is located at 200 Lexington Ave. in New York City. The showroom will be open daily, 9-5. To schedule an appointment, contact showroom manager David Ford at david.ford@bobrick.com.

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About Bobrick Washroom Equipment, Inc.

Bobrick Washroom Equipment, Inc., a global leader in washroom accessories, toilet partitions, and child accommodation solutions, has been shaping the industry for over 120 years. Headquartered in North Hollywood, California, Bobrick operates seven state-of-the-art manufacturing facilities across the United States, Canada, and the United Kingdom, and serves customers in over 100 markets worldwide. Renowned for innovation and quality, Bobrick is dedicated to delivering exceptional products and service while fostering a culture of collaboration and continuous improvement. Discover more at bobrick.com.

About Gensler

At Gensler, the value of our work stems from its positive impact on the human experience. We are a dynamic and collaborative design firm uniting creativity, research, and innovation to solve complex problems for our clients. Our work challenges conventional ideas about architecture and the built environment. We aren't just designing buildings — we are reimagining cities and places that make a difference in people's lives. Founded in 1965, Gensler has built a team of 6,000 professionals who partner with clients in over 100 countries each year. Everything we do is guided by our mission: to create a better world through the power of design.