Filtered Water, Refined Style

Why Luxury Kitchens Need Advanced Water Filtration



Homeowners are prioritising health-focused features, including access to clean air, filtered water, and the use of sustainable, non-toxic materials.

INTRODUCTION

As homeowners become increasingly aware of the importance of access to clean drinking water, the demand for advanced filtration systems has risen. This growing trend presents an opportunity for architects and designers to specify taps that not only provide health benefits but also complement the sleek, modern lines of luxury kitchens.

Health-conscious clients are prioritising hydration and water quality as part of their lifestyle, prompting a shift in the perception of filtered water taps from a mere utility to a luxury necessity. However, the integration of these filtration systems should not take away from the overall aesthetic and experience of the space. With today's range of innovative tapware and drinking water systems, architects and specifiers can now seamlessly incorporate advanced filtration technology to support the broader design goals of high-end kitchens.

In this whitepaper, we discuss the growing importance of advanced water filtration within the luxury sector and provide some useful guidance on how to incorporate such solutions into luxury kitchen designs.

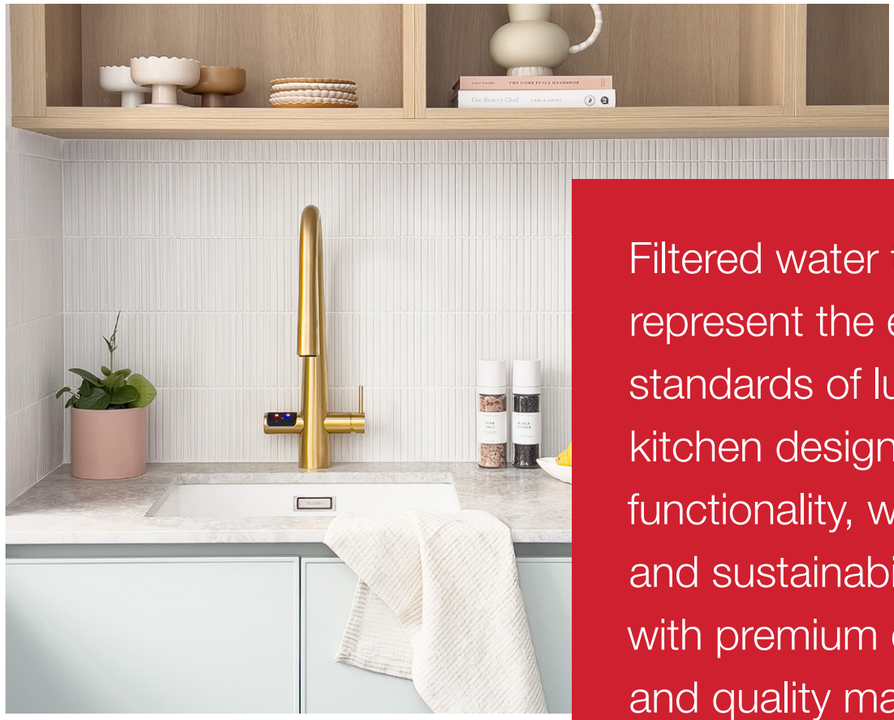
WHAT DOES LUXURY MEAN TODAY?

In recent years, the concept of luxury in kitchen design has undergone a significant transformation. Where luxury kitchens once emphasised ornate details and displays of wealth, today's definition centres on quality craftsmanship, superior materials, and design solutions that blend practicality with elegance. This evolution reflects a broader shift in design sensibilities, where simplicity, precision, and functionality are valued over excess.

One of the most significant changes in luxury kitchen design is the increased emphasis on convenience and efficiency. As consumers face more time constraints, with about a third of Australians reporting chronic time stress according to the HILDA Survey,[1] features that streamline daily tasks have become highly desirable. Smart kitchen technology, which integrates intuitive, automated systems, has become a cornerstone of modern luxury. This is evident in the growing size of the global smart kitchen market, projected to reach US$43 billion by 2027.[2] Time-saving solutions that enhance ease of use, such as connected appliances and automated systems, are now viewed as essential components.

Beyond convenience, well-being has become central to the modern understanding of luxury. Homeowners are prioritising health-focused features, including access to clean air, filtered water, and the use of sustainable, non-toxic materials. Research by the American Society of Interior Designers highlights health and wellness as the top priority for homebuyers and remodelling clients,[3] while a McKinsey survey found that nearly half of respondents across age groups consider healthy eating a primary concern.[4]

In addition, Deloitte reports that 25% of consumers are willing to pay a premium for brands that prioritise environmentally sustainable and ethical business practices.[5] This shift reflects an increasing awareness of both personal and environmental health, with consumers willing to invest in products that promote long-term well-being and sustainability.



Filtered water taps represent the evolving standards of luxury in kitchen design—where functionality, well-being, and sustainability coexist with premium design and quality materials.

WHAT DO FILTERED WATER TAPS HAVE TO DO WITH IT?

Filtered water taps have become an essential feature in luxury kitchen design as consumers increasingly prioritise health and well-being. Hydration is a fundamental aspect of maintaining health. By integrating these taps into luxury kitchens, architects and designers create a space where clean, safe water is always accessible, encouraging frequent hydration.

Concerns about potential contaminants like chlorine, heavy metals, microplastics, and chemicals often present in tap water have driven demand for advanced filtration systems. Water filter cartridge technology has advanced significantly in recent years, allowing for the removal of an increasing range of microscopic contaminants.

In addition to the health benefits, filtered water taps contribute to sustainability. By providing a direct source of purified water, these taps eliminate the need for single-use plastic bottles and bulky external filtration systems, reducing environmental waste. This eco-conscious approach resonates with consumers who increasingly value sustainability in their purchasing decisions.

Filtered water taps represent the evolving standards of luxury in kitchen design—where functionality, well-being, and sustainability coexist with premium design. Modern solutions offer customisation not only in terms of colour and finishes but also functionality. Whether it is an all-in-one solution for a fully-fitted kitchen, instant sparkling water for entertaining, or simpler options for dedicated hydration stations, there are options to cater to different lifestyle requirements.



INCORPORATING A FILTERED TAP INTO A LUXURY DESIGN

When incorporating filtered water taps into a luxury kitchen, the quality of the filtration system is a key consideration. Not all filters are equally effective, and it is important to evaluate their ability to remove harmful contaminants such as chlorine, heavy metals, microplastics, and emerging chemicals like PFAS (Per- and Polyfluoroalkyl Substances). Architects and designers should choose high-performance filtration systems that guarantee the cleanest, safest water possible.

The placement of filtered water taps is important to achieve aesthetic and functional goals. Ideally, these taps should be located near sinks or food preparation areas for easy access without disrupting the kitchen workflow. Under-bench or hidden filtration systems are also a popular choice for modern, minimalist kitchens, keeping benchtops clean and uncluttered.

When selecting finishes for filtered water taps in luxury kitchens, options like brushed nickel, matte black, and stainless steel provide a range of aesthetic possibilities that can harmonise with existing hardware and fixtures. Brushed nickel offers a timeless, soft metallic finish that pairs well with both traditional and contemporary designs, while matte black adds a bold, modern edge that can create a striking contrast in lighter-toned kitchens.

Stainless steel, with its sleek, polished appearance, is ideal for kitchens aiming for a clean, minimalist look and is often preferred for its durability and ease of maintenance.

In addition to finishes, the shape of the tap plays a significant role in defining the kitchen's overall style. Arc-shaped taps, with their elegant, sweeping curves, evoke a sense of sophistication and are perfect for kitchens that blend classic design with modern functionality. Angular, cube-shaped taps offer a more architectural feel, enhancing kitchens with sharp, geometric lines. Streamlined, low-profile designs, on the other hand, can seamlessly integrate into most minimalist kitchens with ease.

Maintenance and versatility are additional factors to consider. Multi-functional taps that offer both regular and filtered water from a single source are practical and space-saving, but they require regular servicing to ensure the filters maintain peak performance. Over time, filter efficiency can degrade, so scheduled maintenance is essential for ensuring clean drinking water.

These taps can be installed not only in the main kitchen but also in luxury spaces like a home bar or butler's pantry. To enhance convenience further, smart or touchless options can be integrated.



ZIP HYDROTAP: ELEVATING KITCHEN DESIGN

The Zip HydroTap range by Zip Water is an ideal addition to luxury kitchen design, offering a variety of models that cater to both style and functionality. With options like an all-in-one tap, which delivers filtered boiling, chilled, sparkling, and unfiltered hot and cold water from a single system, the range provides convenience without compromising elegance. For dedicated hydration stations, Zip Water offers models that provide filtered boiling, chilled, or sparkling water without the need for a mixer tap, making it a stylish and practical addition to butler's pantries or kitchen islands.

In terms of aesthetics, the Zip HydroTap range is designed to complement luxury kitchens with its sleek, modern finishes and customisable options. Available in a variety of finishes, such as brushed nickel, matte black, brushed rose gold, and gunmetal, these taps can be tailored to suit any kitchen style. The arc and cube styles offer shapes to suit individual design preferences—from a smooth, curved arc to a more angular, modern square profile with rounded corners. Regardless of the finish and shape you choose, Zip HydroTap enhances the visual appeal of the kitchen space while maintaining the clean, minimalist lines that are often associated with luxury designs.

The Zip HydroTap's integration of advanced filtration technology further cements its place in luxury kitchens. Zip MicroPurity 7-in-1 filters utilise advanced triple-action technology to remove up to 99.9% of contaminants. Certified to reduce seven of the most harmful contaminants—including Cryptosporidium and Giardia, chlorine, microplastics, and lead—Zip Water tackles even the invisible threats you can't see, smell, or taste.

With smart energy modes and intuitive controls, the Zip HydroTap not only contributes to a healthier lifestyle but also promotes efficiency and sustainability—qualities that are highly valued in modern luxury homes.



ABOUT ZIP WATER

Zip Water is a world-leading designer and manufacturer of instant boiling, chilled and sparkling filtered water solutions. Zip Water invests in Australian-based innovation design and world-class manufacturing to continually enhance water quality, functionality, energy efficiency and aesthetic appeal. Recognised as a global innovator for 75 years, Zip Water's products are sought after and installed in over 75 countries worldwide, providing homes and workplaces with the purest-tasting, safest and cleanest water possible.



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All information provided correct as of November 2024. The term “Zip” is a trademark of Zip Heaters (Aust).