

WildLand – Charming Imperfection

National Geographic named Biohotel WildLand one of Germany's best nature hotels. Guests enjoy authentic flair plus bathing culture at its finest with premium TOTO products.



Located in the southern Luneburg Heath, WildLand is a unique sanctuary on the Aller River in the heart of a picturesque village. Historic half-timbered houses pair with modern residential units, creating a space that promotes both relaxation and creative contemplation. State-of-the-art WASHLET and toilet models from the Japanese sanitary experts at TOTO effortlessly blend into the surroundings, elevating this retreat for discerning international guests.

The old farmhouses were relocated from their original sites in the 1980s and rebuilt in the massive garden area, which spans 10,000 square metres. This architectural translocation lends the facility an authentic patina, giving it the feel of a small open-air museum. Two newly constructed guesthouses bring a simplified, rustic and austere feel to this historic ensemble. While it seems to be surrounded by nature in the middle of nowhere, WildLand is still connected to a nearby rural community.

Materials and Atmosphere

Traditional half-timbered constructions, oak, black metal and clay shape the architecture and interiors of these buildings. These combine to create a serene, minimalist aesthetic that is simultaneously sensual and earthy. The resulting ambiance encourages creativity and productive work in the seminar rooms while setting the mood for events like self-care retreats.

Design and Feel

The interior design is inspired by the principle of "Juckeligkeit" conceived by the hotel's owner, Inga Cramer. This invented term describes the sensual appeal of

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aged, imperfect objects. “Half-timbered elements, sculptural additions and wooden storage spaces with edges still covered in bark give the space an authentic feel,” explains Cramer. Achieving this aesthetic was especially challenging: “We needed to ensure that the high-quality surfaces and materials also reflected a charming imperfection without looking old-fashioned.”

International Guests Enjoy “Juckeligkeit” and High-Tech

This creative intention continues in the bathrooms. The original buildings house 18 guest rooms. The massive renovation included the construction of two new bathrooms and updating of the remaining ones – while still keeping the original white tiles and adding washbasins made of black metal and oak. Installing TOTO WASHLET here was a big technology upgrade, with WASHLET RW in the larger rooms and the RP and GP Toilets in the smaller rooms.

The newly constructed guesthouses have a total of 26 rooms, including two exclusive top-floor rooms: Equipped with a fireplace, sauna, bathtub, oversized shower and floor-to-ceiling window, they provide a panoramic view of the surrounding nature. “Our international guests love booking this room. We installed TOTO WASHLET RW to meet their discerning tastes and make their stay as comfortable as possible. After all, WASHLET has been standard in many countries for years now,” explains Cramer. “Many other guests experience the benefits of WASHLET for the first time during their visit. These include hygiene and comfort features as well as a refreshing experience that perfectly complements our modern healthness and selfness programmes.”

The other guest rooms feature the especially graceful GP Toilet. The 2020 redesign also included the installation of new, compact RP Toilets in the dining and seminar buildings. All these TOTO toilets share a rimless design for the best-possible hygiene, the powerful, practically silent Tornado Flush, and the easy-to-clean, dirt-resistant Cefiontect ceramic glaze. These qualities make all the difference, especially when it comes to busy settings like restaurants and conferences.

Ecology as a Design Principle

Sustainability shapes every detail at WildLand. The facility, made of natural materials according to traditional building techniques, operates on a heat pump fuelled by 100% green electricity – just like the hotel’s own laundry facilities, which reduces CO₂ emissions by eliminating the need for additional transportation. High-quality seersucker bedsheets made of cotton, silk and linen are soft and luxurious to the touch, but don’t require ironing.

Guests aren’t the only people to appreciate this mindset – it’s also getting international attention: In July 2024, National Geographic named WildLand one of Germany’s best nature hotels for its comprehensive sustainability concept, proximity to nature and uncompromising use of organic products in its restaurant and other facilities.

Between Patina and Technology

WildLand brings modern standards to historic authenticity. The tranquillity of the heath provides a space for people to reflect. Traces of imperfection are consciously highlighted while TOTO's exclusive bathroom equipment makes everyday life more comfortable for guests. Inga Cramer concludes: "WildLand is a sanctuary that shows how architecture, atmosphere and sustainability can coexist in harmony – as a backdrop for solitude, connection and inspiration."

Düsseldorf, September 2025

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Facts and figures:

Project: Biohotel WildLand

Owner: WildLand Immobilien GmbH, Am Moorberg 6, 29323 Wietze-Hornbostel, Germany

Location: Wietze-Hornbostel, Germany

Architecture/contact: Ing.-büro Steffen Schöne, Kutenhauser Str. 151, 32425

Minden, Germany, Mr Th. Eckert, t.eckert@ing-schoene.de

Bathroom design: bad + raumKonzepte

Construction period: Redesign of existing structures 2020/2021, new constructions 2024 to 2025

Completed in: March 2025

Gross floor area: 1,157.95 m²

Gross building volume: 3,799.335 m³

Usable area: 941.961 m²

Energy standard: EH 55

Energy supply: Setup for GeoCollect system combined with a brine heat pump

1 Nestled in the garden, the updated, yet historic half-timbered buildings at WildLand Biohotel form the heart of the ensemble. TOTO brings sophisticated sanitary technologies with Japanese precision to this rustic atmosphere – providing modern comfort in the cosy guesthouses. Photo: Lüneburger Heide GmbH

2 WildLand is a refuge in which historic authenticity, unspoiled nature and sustainability combine to create a harmonious whole. TOTO's bathroom products blend effortlessly into their surroundings, elevating this concept with exclusive technologies that deliver top comfort and hygiene. Photo: Lüneburger Heide GmbH

3 The bathrooms in the original buildings combine classic white tiles with oak and black metal. The simple yet elegant TOTO toilet is a perfect complement. Clean lines and clever storage for hairdryers and accessories bring timeless design to practical everyday solutions. Photo: Lüneburger Heide GmbH

4 The exclusive panoramic rooms in the new guesthouses reveal a beautiful view of the landscape with their floor-to-ceiling windows, bringing nature into these spaces. A fireplace across from the bed enhances the feeling of comfort and warmth. Photo: Lüneburger Heide GmbH

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5 The charmingly imperfect patina of old wood and half-timbered walls cultivated by the owner surrounds the newly designed bathroom with modern fixtures and a TOTO toilet – a beautifully balanced combination of old and new. Photo: Lüneburger Heide GmbH

6 The minimalist, austere design features clay, wood and metal elements, providing a serene setting for creative processes and retreats. Photo: Lüneburger Heide GmbH

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About TOTO Europe

TOTO, one of the world's leading sanitary ware companies with 36,000 employees world-wide, has an unwavering focus on people and their well-being. Since its foundation in Kitakyushu, Japan in 1917, TOTO has been developing, producing and marketing its comprehensive high-end bathroom concepts – entering the European market in 2009. The company aims to create a new attitude towards life through regeneration, comfort and hygiene, integrating easy-to-use technologies into their product designs in a smart, nearly invisible way. Japan's leading manufacturer in the sector, TOTO offers a comprehensive range of products including ceramic sanitary ware, faucets and accessories. The company can look back on over 40 years of success in developing and manufacturing WASHLET, having sold over 60 million of them world-wide so far.

TOTO is strongly committed to improving people's well-being – as well as that of our planet. TOTO joined Initiative RE100 with the goal of becoming an emission-free company and is working towards achieving carbon neutrality at all its locations by 2050 – primarily through the consistent use of renewable energies. In 2021, TOTO received certification from the Science Based Targets Initiative (SBTi) for adopting targets in line with Paris Climate Accord. By selling and developing products that save water, the company is helping conserve resources each and every day. Sustainable products will make up 83% of TOTO's portfolio by 2030 – with innovative technologies dramatically cutting water consumption. With these steps, TOTO is pursuing complete climate neutrality by 2050 – see our Integrated Report 2024 for more details.

More about TOTO: eu.toto.com