

## Transforming Privacy

An icon among shower toilets: TOTO and WASHLET NEOREST WX are on exhibition at the Musée des Arts Décoratifs in Paris



The Louvre is one of the most popular destinations in Paris. In addition to the world-renowned Mona Lisa, the former royal palace is also home to the Musée des Arts Décoratifs, or the “Museum of the Decorative Arts”. Its collection is impressive, featuring objects from the Middle Ages to works of contemporary design. Musée des Arts Décoratifs is also known for their innovative and interdisciplinary approach, which shapes the latest exhibition: “L'intime de la chambre aux réseaux sociaux” (“Private Lives – From the Bedroom to Social Media”).

Running through 30 March 2025, the exhibition illustrates the evolution of privacy over the past centuries – from one’s own bedroom or bathroom to public self-presentation on social networks. It examines how technological developments and societal changes – from the 18th century to the present day – have impacted our relationship to privacy, and how social media is redefining the concept of intimacy. This development is shown in a total of 470 works, consisting of paintings, photographs, everyday items and design objects. An icon among shower toilets, TOTO WASHLET is also part of this exhibition.

### The bathroom throughout time

In the exhibition, NEOREST WX – TOTO’s high-end toilet featuring WASHLET for intimate cleansing – is presented in contrast to sanitary objects from the past few centuries. These include the bourdaloue, a porcelain vessel that women used to urinate in public in the 18th and 19th centuries, a commode, bidets and pissoirs. Together, these objects explain the history and the development of this intimate space.

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## Press Information

### Privacy from different perspectives

The exhibition shows how the private sphere has emerged and completely evolved over the years. This is shown in works by multiple artists, including French photographer Henri Cartier Bresson, known for his perfectly composed black and white photos, and American photographer Nan Goldin, whose works show the stark directness of intimate moments.

The exhibition also examines societal developments, including how the significance of luxury has changed over time. It explores how innovations have gradually made luxury accessible to the mainstream and continue to do so today. The show also presents the results of scientific research on various topics, including “problematic privacy”, whether in interpersonal relationships, social media or in the handling of personal data.

### TOTO – pioneering intimate hygiene

As a pioneer in the development of modern hygiene technologies, TOTO has not only redefined standards in the bathroom with WASHLET. Over the past 40 years, the company has also shaped how people understand personal privacy and intimacy. This is why the exhibition showcases NEOREST WX as an example of modern privacy.

The blend of functionality and design reflects how intimacy has developed from something purely private to the staging of an aspect of everyday life. The physical experience of privacy isn't the only thing that changes when someone uses WASHLET. Innovations in bathroom technology along with the over 60 million WASHLET models sold by TOTO world-wide have also done their part in shaping societal norms and aesthetic ideas.

### NEOREST WX – for pure comfort

TOTO's NEOREST WX combines high-quality materials and award-winning design with innovative hygiene technologies. Recipient of the Red Dot Award 2023 and iF Design Award 2023, this model offers a new dimension of intimate hygiene. Integrated Ewater+ technology cleans the wand and ceramic bowl with electrolysed water, minimizing the formation of bacteria to ensure constant cleanliness. NEOREST WX2 also features Actilight technology, which uses photocatalytic processes to break down dirt and waste. Touch-free functionalities elevate the level of comfort for all generations considerably. These include the seat, which raises and lowers automatically, as well as the flush volume, which is based on the amount of time the person uses the toilet. User profiles with individual settings and a remote control in multiple languages make WASHLET incredibly easy to use. A gentle LED light helps people find their way in the dark. In line with the Japanese tradition of striving for perfection, TOTO has united design, comfort, hygiene and user-friendliness in the NEOREST WX model – delivering a wellness experience unlike any other.

## Press Information

# TOTO

Düsseldorf, November 2024

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### Note for editorial staff

Since the 2016 renovations, the men's and women's bathrooms at the Louvre have been equipped with TOTO toilets, urinals, washbasins and hand dryers.

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1 The exhibition compares TOTO NEOREST WX to sanitary objects from past centuries. It was curated by Christine Macel, Director of the Musée des Arts Décoratifs, in collaboration with design and architecture historian Fulvio Irace. The impressive scenography is by renowned Italian architect Italo Rota. Photo: Les Arts Décoratifs Luc Boegly

2 TOTO NEOREST WX is juxtaposed with photographs from British artist Sarah Lucas and American photographer Nan Goldin, both of whom publicly showed the intimacy of the bathroom in their work – causing a sensation in the 20<sup>th</sup> century. Photo: Les Arts Décoratifs/Luc Boegly

3 Musée des Arts Décoratifs at the Louvre has an impressive collection ranging from mediaeval art to modern design. The latest exhibition, "L'intime de la chambre aux réseaux sociaux" ("Private Lives – From the Bedroom to Social Media"), examines the transformation of the private sphere from a variety of different perspectives. Photo: Les Arts Décoratifs/Luc Boegly

4 On display through 30 March 2025, the exhibition presents the historic development of privacy – from deeply personal spaces to public self-presentation on social networks. Photo: Les Arts Décoratifs/Luc Boegly

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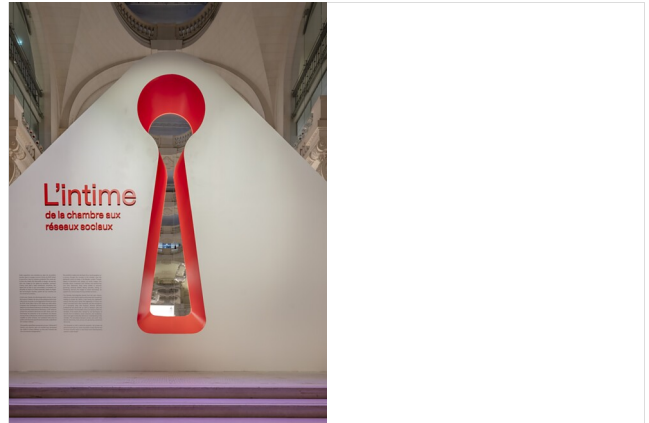
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5 A pioneer in the development of modern hygiene technologies, TOTO has redefined standards in the bathroom with 60 million WASHLET models sold world-wide. On display in the exhibition, NEOREST WX unites award-winning design with innovative hygiene and the greatest possible comfort. Photo: TOTO

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About TOTO Europe

TOTO, one of the world's leading sanitary ware companies, has an unwavering focus on people and their well-being. Established in Kitakyushu, Japan in 1917, TOTO has been developing, producing and marketing its comprehensive high-end bathroom concepts for the European market since 2009. The company aims to create a new attitude towards life through regeneration, comfort and hygiene, integrating 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 now look back on over 40 years of developing and manufacturing WASHLET and has sold over 60 million units worldwide to date. TOTO supports the development of a fully emission-free society and is very committed to sustainability: By joining the RE100 initiative, TOTO Group will convert all of its facilities to power from sustainable energy sources by the year 2040. The company also received certification from the Science Based Targets Initiative (SBT) to reduce greenhouse gases in line with the Paris Agreement, and to systematically cut CO<sub>2</sub> emissions further on this basis. TOTO employs 36,000 people world-wide.

Read more about TOTO online: [eu.toto.com](http://eu.toto.com)

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