

TOTO AT HIX HOTEL SHOW WHERE TECH MEETS TRADITION HARMONISING HOTEL DESIGN

TOTO Stand No: E11

HIX LDN 27 & 28 November 2024 | Business Design Centre, London

25 October 2024

Global bathroom manufacturer, TOTO, will be exhibiting at HIX for the first time in November 2024. TOTO will showcase its world famous WASHLET within a specially designed 45 sq metre stand. Incorporated into the design, created by world class architects Squire & Partners, is a foyer reception with a sensory zone and Tea House. The experiential area takes you on a journey into a shadowy space illuminated only by the glow of the WASHLET.

This unique design references traditional Japanese motifs and construction including the use of shoji screens but all with a modern twist. Where once rice paper might have been used to delineate a space, now TOTO has specified architectural woven wire and wood mesh around a simple structure to create a calm and relaxing environment where visitors to Hix will be able to experience Japanese culture, technology and traditions all under one roof.

TOTO guides visitors on the stand through an authentic Japanese journey reflecting the HIX show theme of exploring places and spaces. TOTO's installation demonstrates its unique potential to enhance places and create memorable guest user experiences.

TOTO leads the way in design technologies for the sanitaryware sector. Constant refinement of its products, known as *kaizen* in Japanese, ensures the ultimate in comfort and hygiene for the end user. The WASHLET, TOTO's iconic toilet with integrated bidet, has sold more than 60 million units worldwide and is used the world over for hospitality and hotel suites.

For HIX, TOTO will be showcasing its latest design the NEOREST WX. It features all technologies from TOTO's latest WASHLET generation in a design that cleverly conceals the state-of-the-art inner workings.

The new NEOREST WX model is among TOTO's premium products featuring all of the familiar latest generation WASHLET hygiene and comfort technologies.

Since they entered the European market in 2009 TOTO has become a firm fixture in the hospitality sector, where many luxury hotels specify the ultra-hygienic WASHLET for a guaranteed positive guest experience. As the range of WASHLET grows the choice of designs on offer allows for greater accessibility and flexibility across the hotel sectors.

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Exhibition influences

A popular book with modern British (and international) architects is *In Praise of Shadows* by Jun'ichirō Tanizaki. It explores the aesthetic sensibilities of traditional Japanese culture, emphasising the subtle beauty found in shadows and low level and natural light. One of the intriguing aspects of the book is Tanizaki's reflection on the design of traditional Japanese toilets. He contrasts them with modern Western-style toilets, noting how the Japanese toilet, often set in a dimly lit and secluded space, allows for a contemplative experience that harmonises with nature. The shadows and natural materials in these spaces create a serene, almost spiritual atmosphere, turning a daily ritual into a moment of introspection and connection with the surrounding environment. This perspective underscores Tanizaki's broader argument that beauty and tranquility are found not in brightness and clarity, but in the interplay of light and shadow. This will be seen clearly on the TOTO stand featuring subtle use of materials and lighting.

These are some of the hotels where TOTO has been specified in the UK:

The Londoner
The Peninsula
Mandarin Oriental Mayfair
Shangri La
The Stafford
The Dorchester
Four Seasons Hotel
The Rosewood Hotel
Hilton Park Lane
The Langham Hotel
The Prince Akatoki
Nobu Hotel
Great Scotland Yard
Marriott
Eccleston Square Hotel

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About HIX - Hospitality Interiors Experience

HIX is the ever-changing experience that makes hotels incredible and Europe's leading exhibition for hotel design. The event brings together the entire design and interiors supply chain with the interior designers, architects, specifiers, hotel operators, procurement professionals, and developers who shape the guest experience. Last year, HIX hosted 4,280 guests to London's Business Design Centre for a vibrant celebration of everything that makes hotels incredible. Over two days, the hospitality community came together for insightful talks, lively parties, immersive installations, and a curated exhibition featuring over 160 leading design brands.

www.hixevent.com

About TOTO Europe

TOTO, one of the world's leading sanitary ware companies, has an unwavering focus on people and their wellbeing. 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 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 CO₂ emissions further on this basis. TOTO employs 36,000 people world wide.

Read more about TOTO online: eu.toto.com

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Above: the latest NEOREST WX at HIX
All Photos above ©TOTO



Above: TOTO demonstrates the art of light and shadow on show at HIX. Stand design by Squire & Partners
. Image © Squire & Partners

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