



DARK COLOURS USED IN THE INTERIORS EMPHASIZED TOTO'S WHITE CERAMIC PRODUCTS

## A JAPANESE AFFAIR

WALBERT-SCHMITZ showcases 'Clean Technology since 1917' – a combination of Japanese culture, Zen tradition and modernity – for TOTO, Japanese market leader in sanitary products.



THE LAYOUT OF THE INTERIOR WAS ADAPTED TO THE DIMENSIONS OF EUROPEAN HOUSING; MODEL BATHROOMS AT THE STAND CORRESPONDED TO THOSE WITH STANDARD EUROPEAN SIZES.



At Germany's largest trade show, the ISH in Frankfurt, TOTO – Japan's number-one manufacturer of sanitaryware – welcomed visitors to its 800-m<sup>2</sup> stand, which featured four rectangular product suites in a space designed on both urban and human scales. As part of a campaign aimed at increasing the market for its products throughout Europe, TOTO illustrated its innovative combination of technology and design with the launch of three new product ranges, which included 150 technologically advanced, high-end products.

Walbert-Schmitz, the firm responsible for the overall execution of the stand, communicated TOTO's self-confident, elegant brand image with a predominantly white façade, complemented by materials such as extruded aluminium section, thus combining the Zen tradition with a contemporary look. Winkreative, the agency behind TOTO's 'Clean Technology since 1917' concept, designed print material, website and advertising campaign,



along with rich video content to support the launch story.

The stand itself was designed by the swiss firm Mach Architektur which arranged four cubes around a main plaza. The cubes conveyed the TOTO history, the Europe product range as well as an outlook to the future products. The route mapped out for visitors allowed them to experience TOTO as a brand. The goal, as stated by Mach Architecture: 'On one side, we wanted to show TOTO as a big global player, an image we linked to the small, well-engineered product on the other side.'

Walbert-Schmitz, Germany  
walbert-schmitz.de  
info@walbertschmitz.de

Mach Architektur, Switzerland  
macharch.ch  
mach@macharch.ch

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