

For immediate release

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LIXIL Corporation

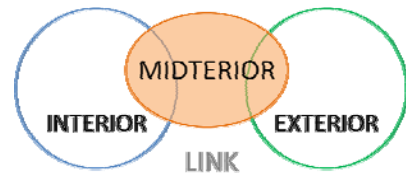
**The themed “SMART MOBILITY CITY 2011” sponsor project at the Tokyo Motor Show**  
**The first exhibit by a manufacturer of building materials and housing equipment**  
**Providing ideas for “midteriors” for mobility-driven lifestyles using the concept of**  
**“House as Home for People and Car”.**

LIXIL Corporation (Head Office: Chiyoda-ku, Tokyo; President: Yoshiaki Fujimori), Japan’s leading comprehensive manufacturer of building materials and housing equipment, will be the first company in its field to hold an exhibit at the Tokyo Motor Show From November 30 (Wed.) to December 11 (Sun.), 2011,\*1. The exhibit will be a part of the themed “SMART MOBILITY CITY 2011” sponsor project (Halls 3 & 4 West) at the 42nd Tokyo Motor Show 2011 (Sponsor: Japan Automobile Manufacturers Association, Inc.).

\*1 The event will be open to the public from December 3 (Sat.) to December 11 (Sun.), 2011

The concept of the LIXIL’s exhibition booth will be “House as Home for People and Cars: Midteriors for Mobility-driven Lifestyles”.

Introduce the concept of “human-friendly mobility” into the midterior that links the comfort of interior with the openness of exterior. Furthermore, LIXIL, as a company who provide a sustainable lifestyle which creates a harmony with the Earth, proposes new lifestyles people harmonize with nature.



Midteriors are composed of a range of building materials and housing equipment that integrate eco-friendly natural energy with its cutting edge technology, such as external adjustable louvers to take in light and air, kitchens specifically developed for midteriors, solar panels, and hybrid tiles. Midteriors are not only eco-friendly, but also offers human-friendly mobility, and shows an example of how LIXIL can assimilate these concepts into a “residential plus automotive system”, the exhibit will feature a furniture-like electric vehicle (EV) as well as a wooden bicycle.



*Image of the LIXIL booth*  
(CONCEPT)  
“House as Home for People and Cars:  
Midteriors for Mobility-driven Lifestyles”

## **Further information**

### **1. Midteriors leveraging its technologies and construction technique, brings you ever more comfortable living**

LIXIL's concept of the "midterior" is a tertiary and interim space somewhere in between the inside and outside of a house. It is a space with a roof so that you can keep off the rain or snow, but no fixed walls, so you can take in a pleasant natural breeze. Comfortable and relaxing midteriors strengthen the links between people, their home, and nature, also bring cars closer to people and their home.



*Image of the LIXIL booth introspection*

### **Midteriors' cutting-edge technologies**

#### **1) External adjustable louvers (prototypes):**

These external adjustable louvers work when you want to block out strong sunlight but still let in the nice breeze, or when you want to let bright light in but still maintain some privacy. By adjusting its angles or fully opening them, you can have the comfortable amount of light and air that you want in, which ensures that midteriors remain relaxing and comfortable, regardless of the season.



*Image of external adjustable louvers*

#### **2) Midterior kitchens (prototypes)**

Installing a kitchen in a midterior not only supplies water but makes the midterior a more livable part of the house. Nevertheless, unlike interiors, midteriors have to be designed with durability to protect it against rain, wind, and other elements of nature. Using EDS materials\*<sup>2</sup> on its surface greatly extends the appearance of the natural textures of bamboo and wood.



*Image of midterior kitchens*

\*2 EDS materials: Materials treated with the EDS process, which mitigates natural flaws in wood and bamboo materials. Wooden materials that were previously not usable can now also be applied.

### **2: Human-friendly mobility achieved with the cutting-edge technologies**

Aligned with the human- and eco-friendly theme, LIXIL will be exhibiting prototype-staged products such as a compact furniture-like EV, and a wooden bicycle as bicycles will continue to be a means of mobility that is crucial to safe and sustainable urban development.

**1) A furniture-like EV (reference exhibit):**

This is a small single-occupancy EV which is a collaborative project between LIXIL, and up-and-coming furniture creator KOMA. As the vehicle blends into a space like a piece of furniture, it takes on the character of a tool that gets more integrated into one's lifestyle. It is an eco-friendly vehicle with a concept of "smart mobility" designed from the perspective to make homes more comfortable.



*Image of a furniture-like EV*

**2) A wooden bicycle designed by one of the most skilled craftsmen in the world (reference exhibit):**

Sueshiro Sano is a ninth-generation shipwright. By applying his expertise, Sano has made this wooden bicycle out of layered mahogany. It possesses the beauty of a finely crafted musical instrument, and with its flexible hollow frame, the force used to press on the pedals is translated into propulsive force, giving it a better performance than even the latest carbon frame bicycles (speeds of 50 km/h).



*Image of a wooden bicycle*

**3: Other**

**Attendants' Costume:**

The attendants hosting guests at the LIXIL booth will be wearing *kimono* designed by costume artist Kodue Hibino. Orange, the corporate color of LIXIL will be adapted to the *kimono* design, as motifs inspired by EV and other items on display at the booth. The *obi* belts, which were inspired by fields of grass, open plains, and other expansive images, were produced by Kawashima Selkon Textiles Co., Ltd., a subsidiary of the LIXIL Group.



*Attendant and kimono highlighting up*



*Custom-made obi belts by Kawashima Selkon Textiles Co., Ltd.*

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Press Contact:

Global PR Section of LIXIL

mail to [global-pr@lixil.co.jp](mailto:global-pr@lixil.co.jp)

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