



Link to Good Living

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For Immediate Release

March 12, 2012
LIXIL Corporation

LIXIL to participate in the Milano Salone for 2 consecutive years At the world's largest design event held in Italy

Introducing the future living by blurring wet and dry areas made possible
with "foam" generating water technology

March 12, 2012 – LIXIL Corporation (Tokyo, Japan), a global leader in housing equipment and building materials headquartered in Tokyo, Japan will participate in the Milano Salone taking place in Milan, Italy from April 17 to April 22, 2012 for 2 consecutive years. The company offers various products and services utilizing its unique technologies, and aims to create enriched and comfortable living space while seeking a balance between richness of life and reducing impact on the environment. As a commitment to further pursue this mission, using "foam" created by its new water control technology, LIXIL will present the future of the living space through installation at the Milano Salone. The installation proposes a lifestyle that is created by blurring the distinction between the dry areas and the wet areas where water is allowed, awakening the unknown desire. This idea is deeply rooted in the Asian way of thinking, "making the opposites coexist".

Tadashi Arishiro, Company President of LIXIL Corporation Kitchen & Plumbing Fixtures Company, who is in charge of the product development and production of water-related business said, "In Asia, we believe that everything has opposite sides such as the interior and the exterior, the individual and the group, closed and open, and people and nature. There has been a long history of people living in an environment surrounded by opposing elements. In this history, LIXIL has provided comfortable living through individual products for each category such as in interior, exterior, water related and non-water-related products in the housing and building equipment business. Now, LIXIL endeavors to merge and blur the opposing elements and create a completely new living environment such as positioning the wet and dry together, by using its unique technologies and solutions to contribute to people's enriched comfortable life and earth's environment. The audiences are encouraged to touch and experience the foam. The very inspiration that the audience will have through the exhibition is "A New Desire" which LIXIL envisions and proposes. "



LEFT: concept image, RIGHT: concept bathtub

Through participating in the Milano Salone to conceptually communicate ideas and technology, LIXIL aims to present its capability as a company which offers solutions to the future in lifestyles and the living environment.

Exhibition Theme: A New Desire - Discovering Bliss -

LIXIL will propose new possibilities of the living environment and the living area with its unique technology to control the water and air. Focusing on water, the exhibition will showcase a striking and symbolic presentation of fine creamy foam leading to bliss. This innovative foam will propose the “future functions and interiors of the home”.

Exhibition Concept

Imagine time passing pleasantly - you are enveloped in warm foam; you're reading a book, watching a movie, feeling the air and the light on your skin. You're bathing in creamy foam. More than a new style of bathing, this is something that will liberate a new horizon of human desire. Witness a small slice of the future of bliss and relaxation that we human beings can savor, from a perspective in which the human body, our living spaces and technology are treated as one. (Kenya HARA)

Exhibition Outline

LIXIL will propose “new living” through innovative technologies and ideas represented by the 3 distinct bathing experiences on display in the 180 square meter exhibition space.

1. Experiential Bath

Experience the warm velvety and fine creamy foam

2. Visionary Bath

Introduce a bathing experience which visualizes the future standard in bathing

3. Beyond Bath

Unprecedented installation which changes the way of living by “bathing in foam”. that leads to a new lifestyle.

General Information

Event	Milano Salone (Salone Internazionale del Mobile)
Dates	April 17 (Tuesday) - 22 (Sunday), 2012 (10:00a.m. - 9:00p.m.)
Press preview	April 16 (Monday), 2012 (3:00p.m. – 8:00p.m.)
Venue	c/o Superstudio Più, via Tortona 27
Floor space	180 m2
Access	Metro: MM2 Porta Genova Tram: 2, 9, 14, 19 Bus : 47, 68, 74, 90, 91
URL	http://www.lixil-milano.com/

Designer profile

Kenya HARA



Photo : Yoshiaki Tsutsui

Designer, Kenya Hara (b.1958) emphasizes the design of both objects and experiences. In 2000, he produced the exhibition "RE-DESIGN--Daily Products of the 21st Century", which successfully presented the fact that the resources of astonishing design are found in the context of the very ordinary and casual. In 2002, Hara became a member of MUJI's advisory board and began acting as its art director. In 2004, he planned and directed the exhibition

"HAPTIC - Awakening the Senses" revealing to the audience that great resources of design are dormant in the human senses. Much of his work, including the programs for the Opening and Closing Ceremonies of the Nagano Winter Olympic Games and Expo 2005 is deeply rooted in Japanese culture. In 2007 and 2009, he produced two exhibitions titled "TOKYO FIBER -- SENSEWARE" in Paris, Milan and Tokyo, and from

2008 through 2009, the exhibition "JAPAN CAR" in Paris and at the Science Museum in London. Hara's focus in these kinds of exhibitions is on visualizing and widely disseminating the potentiality of industry.

The radius of his activity has been expanding to the rest of Asia as well, including the traveling exhibition "DESIGNING DESIGN Kenya Hara 2011 China Exhibition" that starts in Beijing in 2011.

Several books authored by Hara, including *Designing Design* and *White*, have been translated into a number of languages, including other Asian languages. Representative, the Nippon Design Center Inc. Professor at Musashino Art University President, Japan Design Committee Co., Ltd. Vice President, Japan Graphic Designers Association Inc.

LIXIL 2011 Milano Salone Exhibition

2011 marked the first for LIXIL to participate in the Milano Salone. LIXIL introduced the newly developed technology of creating fine creamy foam, and presented a Japanese style bathing experience, bathing to sooth the body and the soul. The exhibition received great attention from not only European industry but also from all over the world including Asia, attracting over 28,000 people to the exhibition booth. The exhibition was prepared with hands-on corners including a foam filled bathtub for people to feel and touch the foam, attracting many visitors to experience the sensation.

This year, LIXIL will advance further in taking the last year's introduction of "foam" bathing to another level, and create an installation to propose the possibilities of a new lifestyle.



About the Milano Salone

Milano Salone (Official name: Salone Internazionale del Mobile) is one of the largest international furnishing exhibitions in the world which is held in Milan, Italy's heart of design and culture. The exhibition is held every April and 2012 will mark the 51st year. The exhibition is divided into "FIRERA SALONE" held in the main exhibition space and other venues spread across the city called "FUORI SALONE" involving the whole city of Milan. The event has a great influence and attracts attention as the world's cutting edge in design trends, noted as one of the most highlighted design events. Last year the event received over 320 thousand visitors.