



Link to Good Living

\*This press release is an English translation of LIXIL Corporation's press release issued on May.9, 2012 in Japan

## For Immediate Release

May 9, 2012  
LIXIL Corporation

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

Proposing future life style through installation of 3 bathing experiences using "foam"

LIXIL Corporation (Tokyo, Japan), a global leader in housing equipment and building materials, participated in the Milano Salone for 2 consecutive years taking place in Milan, Italy from April 17 to April 22, 2012.

Last year, in its debut, LIXIL introduced a Japanese style bathing experience which soothes the body and the soul in fine creamy "foam". This year, the company advanced it to another level by creating an installation of three distinct foam baths and proposing "future life style". Kenya Hara, a world-renowned designer whose work focuses on both "objects" and "experiences", was in charge of overall design of the booth and PR tools.

LIXIL aims to contribute to improving people's comfort and lifestyles while reducing impact on the environment. Through this event, the company conceptually communicated such ideas and also demonstrated its capability to offer comprehensive solutions.

During the exhibition period, LIXIL attracted about 38,000 people to its booth, an increase of 10,000 from last year. "Experiential Bath", where visitors can feel and touch the foam, was especially popular.



Front: Experiential Bath (Experience the fine creamy foam)

Back: Visionary Bath (Introduce a bath experience which visualizes the future standard in bathing)



Beyond Bath

(Unprecedented installation that leads to a new life style)

## Exhibition Outline

Under the exhibition theme “A New Desire - Discovering Bliss -“, LIXIL proposed a completely new style of bathing – bathing in foam. The warm fine creamy foam creates comfort and relaxation that human beings have never experienced, leading to the bliss and liberating new desire and curiosity. Through this installation, we have presented new possibilities of the living environment and the living area.

More specifically, we displayed three baths using foam in the 180 square meter exhibition space, which proposed a novel lifestyle that is created by blurring the distinction between wet areas and dry areas in the living space. Enjoying foam bath in the living room or the study room is one example.

### 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 life style

Venue	SUPERSTUDIO PIU (Part of Zona Tortona) Address: c/o Superstudio Più, via Tortona 27 Access (Transportation) Metro : MM2 Porta Genova Tram : 2, 9,14,19 Bus : 47,68,74,90,91
Dates	April 17 (Tuesday) to April 22 (Sunday), 2012 10:00 - 21:00
URL	<a href="http://lixil-milano.com">http://lixil-milano.com</a>



▲ Visitors touching the creamy foam



▲ LIXIL booth attracting many people

## 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.

## About the Milano Salone

Milano Salone (Official name: Milano Salone del Mobile) is one of the largest international furnishing exhibition in the world which is held in Milan, Italy's heart of design and culture. The exhibition is held every April and 2012 marked the 51<sup>st</sup> year. The exhibition is divided into "FIERA 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. This year the event received about 330 thousand visitors.