

March 14, 2019

**LIXIL Group Corporation**

## Unveiling the New Identity of INAX at Milan Design Week 2019

*From the land of abundant water, INAX introduces Japan's Rituals of Water*

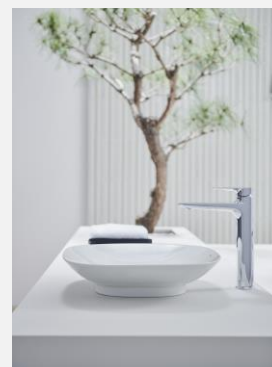


**Tokyo, Japan** – LIXIL Group Corporation (LIXIL), maker of pioneering water and housing products, announced today it will unveil the new identity of its iconic INAX bathroom brand at Milan Design Week 2019.

INAX, which manufactures innovative sanitary ware and artistic tiles, is today known for its sophisticated designs and purposeful technology. Since it fired up its first kilns in the 1920s, the brand has been at the heart of shaping bathrooms in Japan, including the creation of revolutionary technologies such as Japan's first shower toilet.

Now, for the first time, LIXIL will give the world a preview of INAX's new global brand and design concept before its products enter production.

"We wanted to create a new bathroom experience that embodies Japan and what it stands for; its culture, traditions, and the everyday rituals of water we go through to purify and transform ourselves. We are excited to now show the world the new brand concept of INAX, the look and feel of its designs, and the technology within that enables people to live healthily and comfortably. We invite you to come see the new INAX at our exhibition in heart of Milan," said Yasuhiro Shirai, Japan Design Officer of LIXIL Water Technology.



*INAX will take visitors on a journey through its product designs and artistic tiles*

## INAX's Story

INAX's story begins close to one hundred years ago, when its founders were commissioned to efficiently produce decorative tiles for the Imperial Palace Hotel (Tokyo), designed by renowned architect Frank Lloyd Wright. Through repeated trial and error, the founders of INAX learned the intricate art of mastering the properties of clay and fire, succeeding in producing ceramics with meticulous accuracy and quality – no mean feat.

It was then that the brand began to help shape the modernization of Japan's bathrooms. Seeking to improve how people live, the brand rolled out new revolutionary technology, including Japan's first commercial shower toilet, which are now iconic and known worldwide.

Today, INAX is part of LIXIL's global bathroom brand portfolio, including GROHE, American Standard, DXV and Jaxson, and is present outside of Japan in markets like Vietnam, China, Taiwan, and Philippines. Through its new concept and designs, INAX will continue to serve its discerning consumers by offering bathroom solutions that blend traditional Japanese style with modern technologies and sensibilities.

## Revealing the *Rituals of Water* in Milan



Japan is a land blessed with water. Its waterscapes, from the white north to the green and blue south, are vast and deep. And for the people of Japan, too, water is at the heart of their culture. For a long time, the people of Japan have used water to purify themselves physically and spiritually, from cleansing their hands and mouths before entering shrines and temples, to taking baths at the end of the day to wash away fatigue and prepare for the day ahead – renewed and revitalized.

See Japan's *Rituals of Water* come to life in INAX's new line of designs. The exhibition, held during Milan Design Week 2019, will include displays of INAX's new bathroom designs and upcoming product lines, from baths to toilets, wash basins, faucets and decorative yet functional tiles. In addition, INAX will also showcase a range of ceramics, including an elegant blue and white pottery toilet from the Meiji era (1868 - 1912) as well as artistic tiles.

### Event Details:

- INAX presents "The Rituals of Water" in Milan
- Dates: SuperDesign Show
  - April 8 (Press Day)
  - April 9 (Morning Only)
  - April 10-14 (Full Day)
- Venue: Superstudio

## Registration

- Contact [pr\\_global@lixil.com](mailto:pr_global@lixil.com) to register for media events and request interviews
- Please note, to enter Superstudio, separate [registration](#) is required.
- For more updates, visit INAX's Media Center: [www.inax2019.com](http://www.inax2019.com)

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## **About INAX**

INAX is a Japanese brand that manufactures innovative sanitary ware and artistic ceramic tiles. The history of INAX can be traced back over 100 years when our forefathers worked on producing the tiles for the second main building of the Imperial Hotel designed by the architect Frank Lloyd Wright. By determining the properties of clay and the impact of fire, through numerous trials, we succeeded in the large-scale production of decorative tiles, which became the foundation of INAX. Since then, we have continuously pursued to deliver products for new and better living, engaging in challenging innovations including the first made-in-Japan shower toilet, self-powered hands-free faucet, and interior tiles that freshen the air in the room. Meanwhile, we cultivated our skills to produce tiles that offer sophisticated expressions through delicate coloring and texture, gaining inspirations from Japanese tradition, culture, and the seasonal changes of nature. INAX creates beautiful, innovative bathrooms from Japan that make everyday life easier, healthier and more enjoyable, enabling everyone to live well. [www.inax.com](http://www.inax.com)

## **About SuperDesign Show/Superstudio**

17.000 sq.mt exhibiting spaces, 100.000 visitors and over 2.000 registered journalists only in 2018, theme projects, museum-like installations, national pavilions, solo or collective exhibitions, large consolidated companies but also young innovative companies, startups, independent authors. All of this at SUPERSTUDIO, iconic place of design in Milan, the pioneer of the Fuorisalone phenomenon in the district, the most visited and sought-after place of the Tortona District since 2000. With SUPERDESIGN SHOW project, according to the original format "less fair and more museum", Superstudio pursues its mission on quality, excellence, research. As usual, the guideline of Gisella Borioli's project, with the art direction of Giulio Cappellini, is ONLY THE BEST, a selection of the best trends, products, ideas and projects. [www.superstudiogroup.com](http://www.superstudiogroup.com)

## **About LIXIL**

LIXIL makes pioneering water and housing products that solve everyday, real-life challenges, making better homes a reality for everyone, everywhere. Drawing on our Japanese heritage, we create world-leading technology and innovate to make high quality products that transform homes. But the LIXIL difference is how we do this; through meaningful design, an entrepreneurial spirit, a dedication to improving accessibility for all, and responsible business growth. Our approach comes to life through industry leading brands, including INAX, GROHE, American Standard, and TOSTEM. Over 70,000 colleagues operating in more than 150 countries are proud to make products that touch the lives of more than a billion people every day.

**LIXIL Group Corporation (TSE Code: 5938) is the listed holding company for LIXIL's portfolio of businesses.**

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