

**February 21, 2020**

(Updated: February 28, 2020\*)

**LIXIL Group Corporation**

## Transforming Bathroom Spaces through Light and Shadow

*Unveiling INAX's new designs at Milan Design Week 2020*



**Tokyo** – For a long time, the people of Japan have found subtle beauty in the design of natural light and shadows. Even today, in an increasingly illuminated world, architects integrate them into their designs, imparting a sense of serenity and rejuvenation.

Informed by this traditional concept, LIXIL Group Corporation (“LIXIL”), maker of pioneering water and housing products, announced today it will unveil new bathroom designs by its brand INAX at Milan Design Week 2020.

INAX’s exhibition, to be held in the heart of Milan, will showcase products ranging from innovative shower toilets to textured tiles, as well as bathroom arrangements celebrating both light and shadow.

“In a single and undisturbed moment, as we move from light to shadow, we transcend an unseen boundary that takes us to a place of deep tranquility, changing how we feel. As we shift back to the

light, we return to a place of clarity and energy,” says Yasuhiro Shirai, Vice President of Design for LIXIL Water Technology Japan.

“This concept has influenced the Japanese for centuries- it is a source of Japanese aesthetics, reflected in its architecture and culture. INAX is proud to present its interpretation of light and shadow in bathroom spaces, conceptualizing this physical and emotional transition. We invite people from around the world to experience a deeper level of relaxation and vitality that helps transform everyday life,” says Shirai.



### **Embodying Japan’s Rituals of Water**

INAX manufactures innovative bathroom products and artistic tiles. Originating from Tokoname, famed for its pottery heritage, it draws on a 100-year legacy of shaping the designs and products found in Japanese bathrooms – including the first shower toilet manufactured in Japan.

Its bathroom spaces are designed to transform everyday life by embodying the close connection the people of Japan share with water – what it calls “the rituals of water”. Even in today’s modern age, this is a relationship that goes beyond the use of water in everyday life: water is seen to purify, heal and recharge both body and mind.



Similar to bathing in Japan's hot springs, known as onsen, INAX's baths are designed to help a person completely relax and rejuvenate. Much like the ritual of taki-gyo, in which a person purifies their mind and soul by meditating under a waterfall, INAX's rainfall shower is designed to replicate the effect.

INAX will now visualize how the traditional Japanese concept of light and shadow can be applied to water, helping to relax and re-invigorate.

After announcing its global expansion at Milan Design Week 2019, INAX launched its latest collections in China and Vietnam. Strengthening its global foothold, INAX returns to Milan with plans to expand to other Asia Pacific countries and regions of the world in the future.

## **INAX at Milan Design Week 2020**

INAX's exhibition, which will be held at Superstudio in Milan, will include displays of 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 and artistic tiles. The booth will reflect INAX's heritage from Japan.

### **Light and Shadow**

Date: SuperDesign Show, June 16-21, 2020\*

Venue: Superstudio

#### Registration

- Contact [pr\\_global@lixil.com](mailto:pr_global@lixil.com) to register for media briefings and interviews
- For more details on the event, click [here](#).
- Additional registration is required to enter Superstudio. To register, click [here](#).

**-End-**

### **\*Note to Editors**

SuperDesign Show has been postponed to June 16-21. For more updates, click [here](#).

### **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

### **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. With approximately 75,000 colleagues operating in more than 150 countries, we 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.**

LEARN MORE AT:

