

For Immediate Release

March 11, 2020
LIXIL Group Corporation

LIXIL Brands are Pushing Design Thinking in the Home

Meet our 27 iF Design Award winning design concepts and products - with INAX leading the way



Image: INAX wins iF Design Award for brand's signature elements

Tokyo, Japan –“We want to create experiences in the home that people absolutely fall in love with,” says LIXIL’s Chief Design Officer, Paul Flowers.

Two years ago, Flowers was tasked with wedding some of the most advanced technologies in and around the home with desirable and meaningful designs, all part of the company’s shift to becoming more consumer-centric.

Since then, he has established a centralized Global Design Organization to oversee LIXIL’s house of brands, opened new in-house design studios around the world, and implemented design and work processes that are redefining LIXIL’s water and housing products.



- Seal of design quality
- Over 6,000 submissions from over 70 countries every year
- Organized by the International Forum Design (IFD) in Germany

[\(learn more\)](#)

"We have reworked the entire design process at LIXIL and I am proud to see our teams are winning global accolades for it, including 27 iF design awards this year. In particular, last year we redesigned the visual identity of our INAX brand, which alone picked up 15 awards – an incredible sign of recognition and a telltale sign of things to come," says Flowers.

INAX Makes its Mark

As part of LIXIL's approach to applying design, its designers have been developing and applying a "brand lenses" to each of its global water technology brands, introducing signature elements that form a brand's visual and emotional identity. This ensures they are well-defined, authentic, and with a unique sense of purpose, all while staying true to their cultural roots.

INAX, a LIXIL bathroom and kitchen brand from Japan, received an iF Design Award for its signature elements, which were unveiled at Milan Design Week in 2019 for the first time. Combining architectural and human elements, INAX's signature elements convey Japanese aesthetics in a new, contemporary style.

INAX was also awarded for its use of color in the bathroom sector. INAX Blue, a color that is now synonymous with the brand, goes beyond mere aesthetics to also indicate when a function is activated, immediately drawing the attention of the user and making products more intuitive to use.



GROHE Gets Gold



LIXIL's design teams are also pivoting from product design to experience design to capture the hearts of consumers.

In line with this approach, LIXIL's bathroom and kitchen brand GROHE was awarded the highest of product design accolades: a Gold iF Design Award.

Designed using an intuitive push button technology first developed in Japan, GROHE developed SmartControl Kitchen Colors, a series of minimalist faucets that simplifies how users interact with faucets while cooking or cleaning. This series was made available in eleven colors, catering to the individual tastes and preferences of consumers.

LIXIL Pushes New Boundaries

Experience design also means redefining how consumers interact with products altogether – including redefining concepts altogether.

LIXIL's designers are inquisitive and are constantly questioning, "Why did we do it like that?", "Can we do it in a different way?"

Looking to the future, LIXIL, which includes brands famous for exterior housing products, was awarded an iF Design Award for re-conceptualizing boundaries.

Made up of crisscrossing carbon wires, Concept F is a fence that offers glimpses of the scenery outside, helping spaces appear larger, while also casting shadows that aesthetically mimic nature throughout the day.



Making Things that Matter

LIXIL's 27 winners of this year's iF Design Award range from newly designed toilets through to its showers, faucets to external blinds and carpets, each with a unique story to tell.

But, ultimately, it is about making products that matter to people. – that solve real-life challenges, suit individual preferences, all while contributing to environmental sustainability.

"This is a fantastic result, demonstrating the power of design thinking. Every interaction, from how something looks and how it feels to what it stands for, adds value to what we do at LIXIL, helping to make better homes a reality for everyone, everywhere," says Flowers.

-End-

Note to Editors:

For more information on LIXIL's iF winners, see table below:

Brand		Category	Name
INAX	1	Corporate identity	<u>INAX Signature Elements and Reference Design</u>
	2	Brand design	<u>INAX Brand Design</u>
	3	Exhibition	<u>INAX Exhibition at Milan Design Week 2019</u>
	4	Interior design	<u>S600 LINE Interior Architecture</u>
	5	Toilet	<u>S600 LINE One Piece Toilet</u>
	6	Bathroom	<u>S600 LINE Freestanding Bathtub</u>
	7	Bathroom	<u>S400 Exposed Shower System</u>
	8	Toilet	<u>S400 Manual Bidet</u>
	9	Washbasin	<u>CERAFINE Washbasin series</u>
	10	Public Toilet	<u>Shower Integrated Wall Hung Toilet</u>
	11	Public Toilet	<u>Shower Integrated Toilet Remote Controller</u>
	12	Public Toilet	<u>Sensor Integrated Wall Hung Urinal</u>
	13	Public Bathroom	<u>Tooth brushing basin</u>
	14	Bathroom	<u>Ecoaqua Shower</u>
	15	Bathroom	<u>AquaPOWER</u>
GROHE	16	Kitchen	<u>SmartControl Kitchen Colors / Kitchen faucet collection</u>
	17	Bathroom	<u>Veletto / Bathroom Faucet Collection</u>
	18	Faucet	<u>Atrio Private Collection / Customization Bathroom Faucets</u>
	19		<u>Rapid SLX / Mounting Element</u>
	20		<u>Sense App / Mobile Application</u>
	21	Bathroom	<u>Sensia Remote Control / Remote Control for Shower Toilet</u>
	22	Bathroom	<u>SmartActive 310 / Headshower Collection</u>
LIXIL	23	Fence	<u>Concept F</u>
	24	Store Exterior	<u>INSHOP FRONT</u>
	25	Bathroom	<u>Wide lever faucet</u>
TOSTEM	26	Blinds	<u>External Blind for Residence</u>
Kawashima Selkon	27	Tile Carpet	<u>MODE STYLE / Floor covering</u>

About LIXIL

LIXIL makes pioneering water and housing products that are designed to 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. Approximately 75,000 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.

LEARN MORE AT:

