

ありがとう

THANK YOU

For Being a Part of Our Success

Dear Customer,


On behalf of LIXIL, I would like to thank you for your continued support and encouragement. It was an honour to have you at the global launch of INAX, in Milan, as our prestigious guest.

We have worked together with clients like yourself on numerous projects to fulfil everyone's dream of a beautiful space and we are excited to offer wider choices to make every dream a reality.

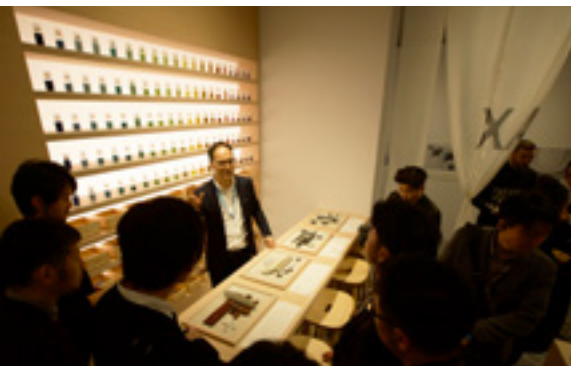
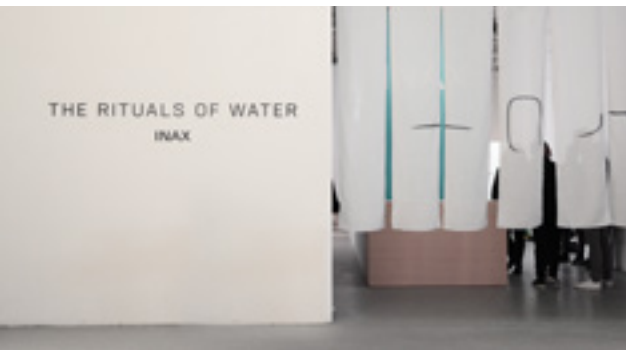
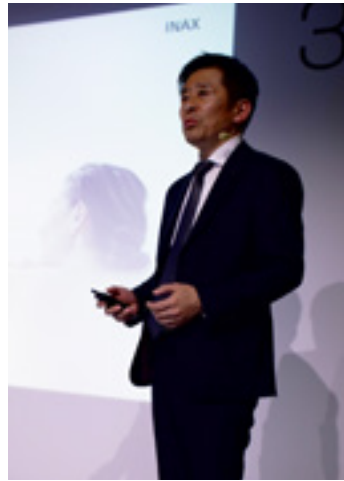
INAX promises beautiful, innovative bathroom solutions delivering Japan's rituals of water that make everyday life easier, healthier and more enjoyable, enabling everyone to live well. We bring that promise to you to experience the Japanese culture in your own personal space.

I would like to express our deep gratitude to you for your presence on the day so important for us. Now that we have revealed our best kept secret, our over 100 years old brand to you and the whole world, we look forward to your continued support in making INAX shine globally.

Sincerely yours,



Bijoy Mohan
CEO, LIXIL Asia



A reminder of your INAX bathroom experience - embodying Japan and what it stands for; its culture, traditions, and the everyday rituals of water the people of Japan go through to purify and transform themselves. Represented by the new S600 LINE and S400 LINE bathroom collections, CERAFINE™ ultra-thin wash basins, which were inspired by Japan's waterscapes, a tile lounge that displays the variety of colors and textures of tiles, and inspirational videos - INAX aims to transform your everyday life!



A glimpse of our celebration to mark INAX global expansion. After 100 years of technological innovations, the INAX bathroom experience is now available to the rest of the world!

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at Milan Design
Week explores
Japanese water
rituals”

PUBLISHED : 17 APRIL 2019

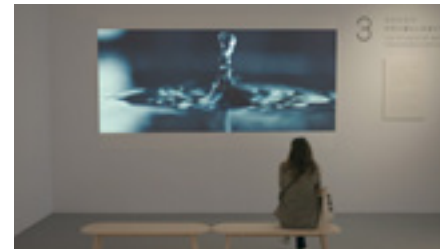
Paul Flowers, chief design officer at INAX, explains how the brand's exhibition at Milan design week demonstrated the role of water in Japanese culture, in this video produced by Dezeen for the bathroom manufacturer.

INAX, originally a producer of ceramic tiles, created an exhibition named Rituals of Water at Milan's Superstudio Piu space to demonstrate the Japanese brand's history and showcase two new product ranges.

“What we've tried to create here is basically a brand journey,” says Flowers in the movie, which was shot by Dezeen in Milan.



The exhibition demonstrated the Japanese brand's history and showcased two new ranges of products



Japanese bathroom brand INAX's Rituals of Water exhibition showed during Milan design week

Visitors first passed through a multimedia exhibition describing the Japanese population's cultural relationship with water through text, exhibits and video.

“Water plays a very important cultural role in Japan,” Flowers explained.

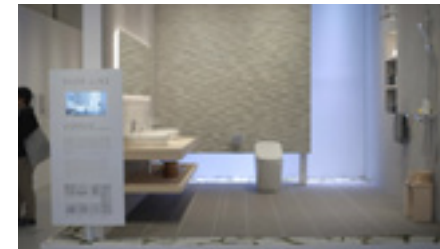
The exhibition featured a collection of historical ceramics, including an ornate blue and white toilet from the Meiji era – a period of Japanese history from 1868 to 1912 – and an early shower toilet developed by INAX.



The exhibition demonstrated the Japanese brand's history and showcased two new ranges of products

The brand also created two installations based on Japanese design principles that housed two new ranges of bathroom fixtures. The S600 range was exhibited on an elevated platform made of cypress wood enclosed by a strip of gravel resembling a Japanese rock garden, with a large bonsai tree emerging from the centre.

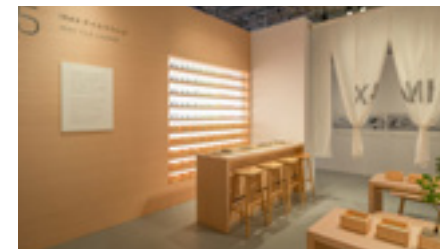
“The S600 line is overtly Japanese in expression,” said Flowers. Items from the range displayed in the installation included a shower toilet, a bath, a sink and a shower, which were flanked by walls adorned with INAX tiles.



Two installations based on Japanese design principles housed INAX's two new bathroom product ranges

The S400 collection was displayed in a separate installation, in which a shower, a toilet and two sinks were situated in a bathroom environment framed by moss-covered stones.

“There's actually a real peaceful harmony, quite a Zen feeling for that space,” said Flowers.



The INAX tile lounge was created to showcase the brand's ceramic tiles

The exhibition culminated in a room showcasing the brand's range of ceramic tiles, with wooden shelving on the walls holding bottles of pigment used to colour

the tiles, and boxes containing individual tile samples.

Next to these shelves, a series of trays displayed along a countertop presented tiles arranged as if part of a traditional Japanese meal, accompanied by a piece of paper with explanations about the products made to look like a menu.

“The role that tiles play in Japan is really unique, and when you see these tiles displayed in this way I think you start to see the beauty and the texture and the depth that consumers haven't been exposed to in the rest of the world,” Flowers said.



Tiles were arranged on trays to resemble traditional Japanese meals

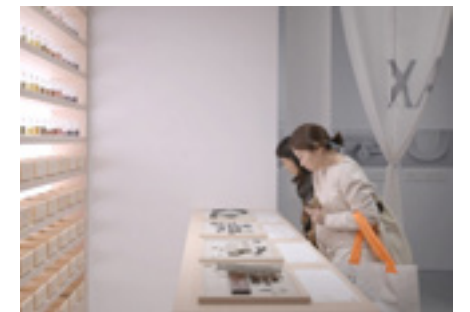
According to Flowers, the aim of the exhibition was to reposition the brand in the context of the global forum of Milan design week. “INAX is a very well known brand in Japan, but it's not so well known outside,” he said.

Flowers went on to claim that other countries had much to learn from Japan's wellbeing-centric approach to bathing and bathroom design.

“There's definitely a need and a desire for this in other cultures,” he said. “People are busier than ever, and these spaces – which are quite Zen, quite relaxed, quite calming – are going to become more and more important in one's

home.” Bijoy Mohan, CEO of LIXIL Group Asia Pacific, stated that INAX's approach to design is driven by user experience.

“For INAX, design has always been about starting with the human element,” he said. “Where we try to first understand the human user experience, translate that back into design and then the technology goes to support that.”



Two installations based on Japanese design principles housed INAX's two new bathroom product ranges

According to Mohan, holding the exhibition during Milan design week represented a chance for INAX to announce itself as a player in the global design community.

“This brand has been too humble, and there's no better way to say that you're rubbing shoulders with the best of design and brands than here at Milan design week,” he said.

Dezeen filmed this video for INAX in Milan. Rituals of Water was open to the public at SuperStudio, Via Tortona 27, Milan from 9 to 14 April.

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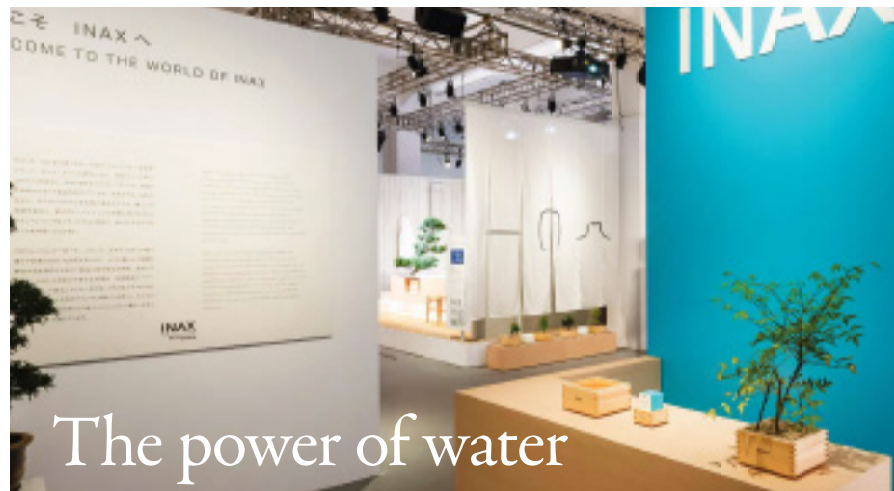


ARCHITECTURE | DESIGN | PEOPLE PERSPECTIVE

“Japanese sanitary ware brand INAX has launched its new bathroom concept on the world stage that is Milan Design Week”

PUBLISHED : JUNE 2019

Starting life as a manufacturer of ceramic tiles in the 1920s, INAX is part of the LIXIL Group Corporation the largest bathroom products company in the world – one that also includes Grohe and American Standard. In April, INAX made its European debut with 'Rituals of Water': part exhibition and part product launch, using water to demonstrate the brand's rich history. The concept was inspired by Japan's waterscape that forms the heart of its culture, where for centuries people have used water to purify themselves both physically and spiritually.



The power of water

INAX made a strong presence in Milan with a showcase demonstrating its rich tradition of bathroom products and signature design elements

The exhibition, held at the SuperStudio show during Milan Design week, was a clear statement of what Bijoy Mohan, CEO of LIXIL Group Asia Pacific, describes as a way for INAX to sharpen its proposition for expansion and position itself as a leading bathroom brand.

“We understood the whole essence of the brand – Japanese lifestyle, Japanese tradition and Japanese design,” says Mohan. “Many consumers around the world have the affinity for this proposition. LIXIL has the channels across the world, we are in a very good position to take this proposition to consumers.” The brand has now set its sights on expanding in Asia, its fastest-growing market, and then in America.



The multimedia exhibition features a blue and white toilet from the Meiji era and INAX's first shower-toilet in Japan



The setting of S400 collection is flanked by ceramic tiles that are both decorative and functional



The new S600 Line features a full range of bathroom fixtures with the clean and simple lines of the brand's design aesthetic

Since its invention of Japan's first commercial shower-toilet in 1967 INAX has focused its design aesthetic on the human experience matched with the support of technology. This is described as 'humanitecture' by Yasuhiro Shirai, general manager, Design & Advanced Technology Center of LIXIL Water Technology Japan. “The range of products reflects INAX's core design values of essence, sophistication and thoughtfulness,” says Shirai. “Design is for humans, but to realise the design, we collaborate with architects and put technology behind it. We want to have an appeal that's not just aesthetical but also holistic.”

The brand's three signature elements: Tension, Squoval and Volcano, represented by a symmetrical curve, a hybrid shape of square and oval, and the flow of one surface to the next, are overtly evident in its two new collections presented in specially curated scenes at the exhibition, informed by a calming ambience, The S600 Line, featuring a full range of shower-toilet, bath, washbasin and shower, was displayed in a Japanese rock-garden setting accompanied by a bonsai tree, creating a sense of Zen harmony; the S400 range was housed in a set up that emphasised a clever use of space and an interplay of light and shade.



The INAX Tile Lounge showcases the brand's rich history of tile-making

While the ceramic tiles completed the spatial design of both bathroom settings, they serve more than just decorative purposes. The brand has turned its 100-year tile-making experience into innovative technology of its sanitary ware such as Aqua Ceramic and Cerafine materials, The functional side of the tiles was also highlighted at the INAX Tile Lounge. “The porous nature of the tiles can regulate humidity, filter odour and purify the air,” says Shirai – an important benefit for true well-being and mental well-being.”



Bangkok Post

“New designs from Inax mark the next level in bath time indulgence”

PUBLISHED : 26 APR 2019

When it comes to designing homes, bathrooms aren't always top priority. But these are the places many of us go to find solace after a hard day's work. Sure, we can enhance our bathroom experience with aromatic candles, essential oils and green plants. But nothing can ensure a satisfying bath time quite like some quality bathroom fixtures.



S600 Line: Japanese spatial aesthetics at their best. LIXIL Thailand

If your tub, wash basin, taps, shower and even the tiles were imaginatively and thoughtfully designed with sophistication and technology, wouldn't that make you look forward to your shower more than ever?

Companies that manufacture bathroom fixtures all promise the ultimate blissful experience. But one that has been leading the pack recently made its presence felt at Milan Design Week earlier this month.



Milan Design Week: Interview with Yoichiro Tomioka, INAX leading designer

LIXIL Group Corporation, maker of pioneering water and housing products, unveiled two of its new Inax bathroom collections for the global market. LIXIL's brand portfolio includes Grohe and American Standard in addition to Inax.

Inax is a century-old Japanese brand that manufactures innovative sanitary ware and artistic ceramic tiles. It is known for its sophisticated and thoughtful designs. Since it fired up its first kilns in the 1920s, Inax has been at the heart of Japanese bathroom innovation, including the creation of revolutionary technologies such as Japan's first shower toilet.

Milan is the first time LIXIL has given the world a preview of Inax design concepts prior to entering production. Visitors were introduced to the S400 and S600 lines, reflecting the ultimate in Japanese spatial aesthetics, and looking to revolutionise bathrooms across the globe.

Behind Inax's innovative designs are Yasuhiro Shirai and Yoichiro Tomioka. The S600 Line, they said, was inspired by how the Japanese balance a traditional approach to utilising space with a modern ambience. Each stage of the design process was meticulously conducted, resulting in creations that address the most fundamental comfort needs of the consumer. "Our designs do not just rely on

in-depth research on consumer behaviour, but also our concerns about our ageing society, so a lot of thought went into each process," Tomioka said. "The biggest challenge when working with an international team of designers is to respect each other's ideas. We managed to do that wonderfully, and in the end, the results speak for themselves."

Both designers had in mind the creation of a bathroom arranged with beautiful objects that can positively influence a person emotionally, offering deeper levels of relaxation, vitality and well-being.



S600 Line: up close and personal. Photos courtesy of LIXIL Thailand

Inax, they believe, has perfected the Japanese use of spatial design to bring beauty and new value to the modern bathroom. The S400 Line describes its products as spaces offering an interplay of light, shadow and straight lines, developed with purpose.

Japanese architecture is not new to creating spaces of unparalleled beauty through the coming together of shadows. Rays of light penetrate tiny windows, casting shadows on the floor, walls and fittings to evoke a sense

of serenity and relaxation. This, the designers explain, creates an unblemished and elegant bathroom space, which cannot be done with just a single product.

"How do you make this possible?" asked lead designer Shirai. "Well, for one, through careful attention to detail in designing the light, architecture, and products, including tiles and toilets, in their totality. This is what the S400 Line offers."

Japan's water rituals come to life in Inax's new line of designs. This was intentional, according to the designers. Tomioka said it was a moment of great pride to introduce to the world this particular aspect of his culture.

"Japan is truly a land blessed with water," he said. "Its waterscapes, from the white north to the green and blue south, are vast and deep. For the Japanese, water is at the heart of our culture. For centuries, the Japanese have utilised 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 a tiring day to wash away fatigue and prepare us for a new day. Water renews and revitalises."

During Milan Design Week, LIXIL Group Asia-Pacific CEO Bijoy Mohan also shared his favourite items from the new collection.



Milan Design Week atmosphere & booths

"For me, it is the S600 one piece toilet," he said, "because it is petite but big enough. It has got proportions that are unique. Many toilets, after some time, tend to start to look the same."

"The other one that I really like is the intelligent control shower. The combination with the head shower and the touch controls, we have them in some of our other brands, but here just the proportions and colour, the whites that were used give a very calming sense, which is what you want when you are in the shower. It is the kind of design that really calms you."

The new Inax collections are expected to be launched in many countries including Thailand, starting next month.



S400 Line: attention to detail and sophistication. LIXIL Thailand

Continued overleaf...



Design enthusiasts from around the world were treated to an array of innovative creations by the best in the business at the Salone del Mobile Milano 2019, held this year between April 8 and 14, in Milan, Italy.

Commonly known as Milan Design Week, this 58th edition of the globally popular event attracted an impressive 386,236 attendees from 181 countries, a 12% increase from 2017.

The event featured over 2,400 exhibitors from 44 different countries. Among those participating were 550 designers under the age of 35. Asian countries, such as Japan, Korea and Indonesia, were there in full force to showcase fresh designs combining nature, technology and tradition, adding to the glamour of the event.

The fair's popularity increases year on year, thanks to its diversity and inclusiveness. Milan Design Week is a catalyst for top designers, artisans and communication and cultural professionals to keep producing and processing innovative products that serve to boost the value of design objects.

Among the many popular displays this year was AQUA. Water. Leonardo's Vision, a large installation marking the 500th anniversary of Leonardo da Vinci's death. Located in Conca dell'Incoronata, the display was conceived in partnership with Balich Worldwide Shows. It featured the recreation of a large expanse of water, dominated by a large LED screen that acted as a window onto the future of Milan. The installation attracted over 2,000 visitors a day.

Also paying tribute to da Vinci was DE-SIGNO. The Art Of Italian Design Before And After Leonardo, an immersive installation created by Davide Rampello and designed by architect Alessandro Colombo, exploring how the great man's ideas influence contemporary Italian design. The work was narrated by Diego Abatantuono.

The next edition of Milan Design Week will be held from April 21-26, 2020.



S600 Line: up close and personal. Photos courtesy of LIXIL Thailand

บ้านและสวน

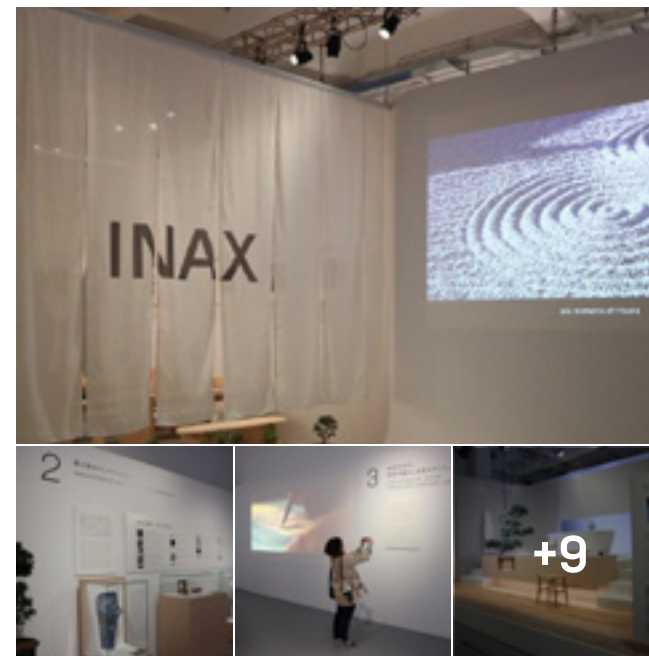


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April 10 · Q

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เรียกความสนใจจากเวทีงานดีไซน์ระดับโลกได้อย่างน่าทึ่งกับการเปิดตัว INAX ในงาน Milan Design Week 2019 ที่หยิบยกเอาความสำคัญของ "สายน้ำ" มาถ่ายทอดความล้ำถึงความเป็นมาเป็นไปของแบรนด์ INAX ตั้งแต่อดีตถึงปัจจุบัน ร่วมด้วยนิทรรศการ The Rituals of Water กับพิธีกรรมทางสายน้ำที่เชื่อมโยงโอบอ้อมล้อมและสุขเข้าสู่ชีวิตกับ ผ่านนวัตกรรมที่คิดและทำมาเพื่อชีวิตที่ดีกว่า และแน่นอนว่าดีไซน์ที่ใช้เส้นสายที่พลิ้วไหวของน้ำได้ถูกนำมาใช้ออกแบบผลิตภัณฑ์ที่เปิดตัวในงานทั้งกระเบื้องนวัตกรรมไฮโซลูชัน ECOCARAT สุญพันธ์ 2 คอนกรีตไฮโซ S400 และ S600 ดีไซน์เรียบแต่นุ่มนวลทุกสัมผัส เสกกลิ่นอายแบบ Japanese Style ที่กลายเป็นความเด่นนำจับตาในงาน ผสานกับการตกแต่งบูธที่ละเมียดละไมในทุกองค์ประกอบ ใครชื่นชอบและหลงใหลดีไซน์เรียบแต่มีพลังแบบนี้ คลิกไปติดตามกันต่อได้ที่เพจ INAX Thailand ได้ค่ะ

See Translation



room
life



room magazine
April 10 · Q

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ภาพบรรยากาศจากงาน Milan Design Week 2019 ที่บูธ INAX แบรนด์กระเบื้องและสุขภัณฑ์ไฮโซมินิมัลที่มาพร้อมนวัตกรรมที่เหนือกว่า ซึ่งครั้งนี้ INAX เปิดตัวผลิตภัณฑ์ไฮโซสุด ประทับด้วย สุญพันธ์คอนกรีตไฮโซ S400 และ S600 ที่เรียบน้อ แต่มากด้วยรายละเอียดตามแบบฉบับ Japanese Design และอีกหนึ่งโปรดักท์ไลน์ที่พาให้ INAX ได้รับการจับตามองจากการดีไซน์โลก ก็คือกระเบื้อง ECOCARAT ที่งานนี้จัดสรรรูปแบบและรูปทรงมาให้ผสมกันอย่างละลานตา โดยมีไฮไลต์สำคัญคือการให้ผู้เข้าชมงานสามารถเลือก Mix & Match สร้างลวดลายกระเบื้องได้อย่างอิสระ เรียกได้ว่า INAX เปิดตัวในเวทีโลกได้อย่างสง่างาม

ติดตามรายละเอียดของผลิตภัณฑ์ INAX ในประเทศไทยได้ที่เพจ INAX Thailand

See Translation





“INAX Sets Out For Global Expansion At Milan Design Week”

PUBLISHED : 08 APRIL 2019

LIXIL Group Corporation (LIXIL), maker of pioneering water and housing products, has unveiled two new INAX bathroom collections for the global market at Milan Design Week 2019.

INAX, which manufactures innovative sanitary ware and artistic tiles, is known for its sophisticated and thoughtful designs and 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 global brand and design concept as it unveils its new products before they enter production. The special exhibition invites visitors to experience first-hand the product designs reflecting INAX's design values and signature elements, which convey Japanese aesthetics in a contemporary style. These are represented in the new S600 LINE and S400 LINE bathroom collections, eight variations of INAX's CERAFINE™ ultra-thin wash basins, which were inspired by Japan's waterscapes and created specifically for the exhibition, a tile lounge that displays the variety of colors and textures of tiles, along with three inspirational brand movies showcased throughout the installation at the SuperStudio venue between April 8-14, 2019.



INAX's 3 signature elements: Tension, Squoval and Volcano

The event space offers an immersive introduction to the world of INAX through a number of exhibits spanning the origins of the brand to its most recent concepts. This includes three short films, which present INAX's unique approach to design, Japan's Rituals of Water, and how it transforms everyday life.

“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 brand concept of INAX, the look and feel of its designs, and the technology within that enables people to live healthily and

comfortably,” said Yasuhiro Shirai, Japan Design Officer of LIXIL Water Technology.



CERAFINE™ wash basins are delicate and ultra-thin ceramic vessels exhibiting a high level of durability and quality achieved through years of technological innovation. This special collection is inspired by Japanese waterscapes.

Rituals of water

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 will include displays of the brand'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) and artistic tiles.



INAX tile lounge



The new S600 LINE

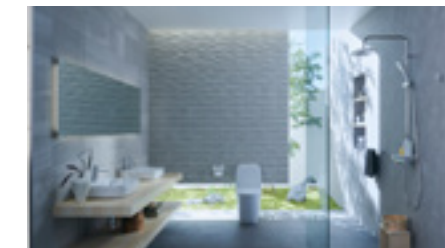
S600 LINE - Japanese Spatial Aesthetics: Changing Bathrooms Around the World

In Japan, there is a culture that skillfully utilizes limited space, and creates within it, a world of beauty. INAX developed the S600 LINE, inspired by Japanese living spaces, which balance the traditional Japanese approach to utilizing space with modern sensitivities. A bathroom arranged with beautiful objects can positively influence the way one feels, offering a deeper level of relaxation, vitality, and a feeling of confidence. INAX has perfected the Japanese use of spatial design to bring beauty and new value to the modern bathroom.

LIXIL aims to launch the new INAX collections in Australia, Cambodia, China, Indonesia, Laos, Myanmar, New Zealand, the Philippines, Taiwan, Thailand, Vietnam, and other markets starting May 2019.

INAX design

LIXIL is a firm believer that design is an important driver of brand equity and has committed to strengthening its design process on a global scale. The values and principles originally upheld by INAX continue on in the brand's identity, and are instilled in INAX's Design Values and Design Signatures, which will be evident in the prevailing product designs.



The new S400 LINE

S400 LINE - Spaces Offering an Interplay of Light, Shadows, and Straight Lines

Japanese architecture has created spaces of unparalleled beauty through the celebration of the shadows produced by light. Rays of light penetrating small windows cast shadows on the floor, walls, and products, which can evoke a sense of serenity and relaxation, causing an unblemished and thoroughly elegant space. Such an atmosphere cannot be created with a single product alone. It's only possible through careful attention to detail, in designing the light, the architecture, and products, including tiles and toilets, in their totality. This is the value that the S400 LINE by INAX offers to your bathroom space.



CreativeHome^x

“Bathroom Fittings Brand, INAX Sets Out for Global Expansion at Milan Design Week”

LIXIL Group Corporation (LIXIL), maker of pioneering water and housing products, has unveiled two new INAX bathroom collections for the global market at Milan Design Week 2019.



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“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 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 INAX at our exhibition in the heart of Milan,” said Yasuhiro Shirai, Japan Design Officer of LIXIL Water Technology.

Rituals of water

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LIXIL is a firm believer that design is an important driver of brand equity and has committed to strengthening its design process on a global scale. The values and principles originally upheld by INAX continue on in the brand's identity, and are instilled in INAX's Design Values and Design Signatures, which will be evident in the prevailing product designs.

S600 LINE - Japanese Spatial Aesthetics: Changing Bathrooms Around the World

In Japan, there is a culture that skillfully utilizes limited space, and creates within it, a world of beauty. INAX developed the S600 LINE, inspired by Japanese living spaces, which balance the traditional Japanese approach to utilizing space with modern sensitivities. A bathroom arranged with beautiful objects can positively influence the way one feels, offering a deeper level of relaxation, vitality, and a feeling of confidence. INAX has perfected the Japanese use of spatial design to bring beauty and new value to the modern bathroom.



S400 LINE - Spaces Offering an Interplay of Light, Shadows, and Straight Lines

Japanese architecture has created spaces of unparalleled beauty through the celebration of the shadows produced by light. Rays of light penetrating small windows cast shadows on the floor, walls, and products, which can evoke a sense of serenity and relaxation, causing an unblemished and thoroughly elegant space. Such an atmosphere cannot be created with a single product alone. It's only possible through careful attention to detail, in designing the light, the architecture, and products, including tiles and toilets, in their totality. This is the value that the S400 LINE by INAX offers to your bathroom space.

LIXIL aims to launch the new INAX collections in Australia, Cambodia, China, Indonesia, Laos, Myanmar, New Zealand, the Philippines, Taiwan, Thailand, Vietnam, and other markets starting May 2019.



“See INAX’s
Latest Collection
Of Bathroom
Fixtures
Showcased
During Milan
Design Week”

PUBLISHED : 12 APRIL 2019

Tension, Squoval, Volcano—now here are three words and concepts that would not normally come to mind, nor would one associate as signature elements of a brand known for their sanitaryware and ceramic tiles. And it goes without saying, that’s without addressing the “elephant in the room,” which is “What is a Squoval?”

As the Japanese brand INAX makes its case for a more aggressive stance of creating global brand love and recall, those three signature elements play very important roles.

And what better place to mount this campaign than at Milan Design Week, at the Salone del Mobile 2019. Offsite from the main Salone, at Superstudio Piu, INAX had come to roost during this year’s Design Week, and it was a wonderful choice. If the Salone is more trade fair, about selling and products, Superstudio is the enclave for the more artistic in intent, the ones more concerned about statement and brand vision. And this was exactly what was on Paul Flowers’ mind. As LIXIL’s Chief Design Officer, he oversees both LIXIL Water Technology and LIXIL Housing Technology, and holds umbrella responsibility over LIXIL brands such as INAX, American Standard, and GROHE; he was global Senior Vice-President of Design at GROHE from 2005 to 2015.

For Paul, it was all about telling a story—taking all the cultural aspects and the pride in craftsmanship—that together form part of the close to 100-year INAX legacy, and making it a known commodity. And the challenge, admittedly, is the built-in reticence of the Japanese to beat their chests and talk about themselves.



The entrance to INAX’s The Rituals of Water at Superstudio Piu, Milan Design Week



LIXIL Chief Design Officer Paul Flowers expounding on INAX’s Cerafine wash basins



Two of the INAX vignettes that showcase their products in creative home settings

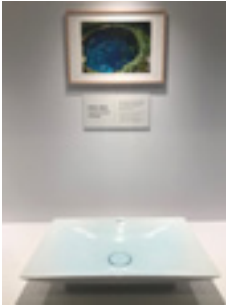
Like, who knew that the first commercially manufactured INAX shower toilet was made over 50 years ago? It’s a very popular product in Japan, with high penetration in households (over 80%), and yet, for decades since its inception, the Japanese were timid, uncertain it was a product that could be in-demand outside Japan. Or that the birth of INAX in 1924 is connected to Frank Lloyd Wright and him needing a company to create and manufacture, with precision, the exterior tiles he would need for his iconic (and now demolished) Imperial Hotel in Tokyo.



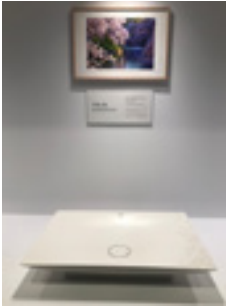
The very first Shower Toilet manufactured in Japan, some fifty years ago

And so the INAX story became “distilled” in The Rituals of Water—something that is very Japanese yet something the world could grasp and be enthralled by. In Japan, water is more than just a liquid, it purifies the soul, it’s an element in attaining peace or washing away hesitation. It’s ceremony and ritual, and water is an important catalyst for many aspects of Japanese day-to-day life. It’s this kind of sensibility that’s imbued in every INAX product. As Paul Flowers would expound on the brand’s DNA, he brought it down to three essential traits: essence, sophistication, and thoughtfulness.

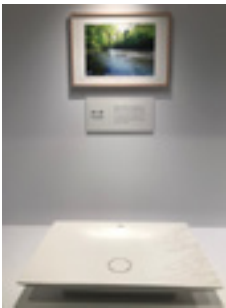
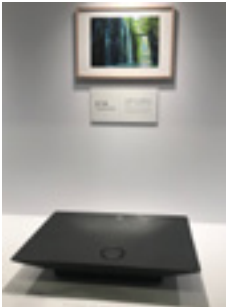
Continued overleaf...



Under Essence, we're talking about functionality, purity, honesty, and quality. Under Sophistication, we'll find intelligent designs that bear etiquette and were created with attention to organization and detail. Under Thoughtfulness, the focus is on intuitive designs that are useful and caring. The approach taken by INAX's design groups as they develop products is to think of the consumer first and foremost while letting their imagination lead the way.



And this is when Paul brought up the Squoval. It's essentially a square with oval edges, like a fingernail. Paul talked about how this brand DNA had to find physical manifestations in every INAX product, and this would be achieved by always having the three signature elements of Tension, Squoval, and Volcano, where the Volcano would be the ridged element often seen in the controls of the product, such that even on feel alone, one would know where the knobs and dials are located. The very distinct Aqua Blue of INAX is another telling feature that's subtly placed within the product design. And the Squoval would be the "heart" of the product.



Four of the Cerafine basins with images of the waterscapes that inspired their specific executions



Two samples of the exciting ceramic work that's part of the INAX legacy

The Cerafine Ceramic basins on display were another example of how INAX is out to be very Japanese and yet have global appeal. The inspiration for the basins are bodies of water or waterscapes that are found from the South to the North of Japan. It's an aesthetic that bends to nature, and has its source in things Japanese yet results in subtlety and delicacy that can be appreciated all over the world.

With INAX, it's not just about products, but asking you to create your own world and letting the brand help you achieve that. It's a design philosophy that starts off in an insular fashion (i.e. Japan), but reaches out with beauty and functionality that's universal in appeal. The 2019 Collection was testament to all that, and more.

AND FEATURED IN 55 PUBLICATIONS ACROSS ASIA PACIFIC

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