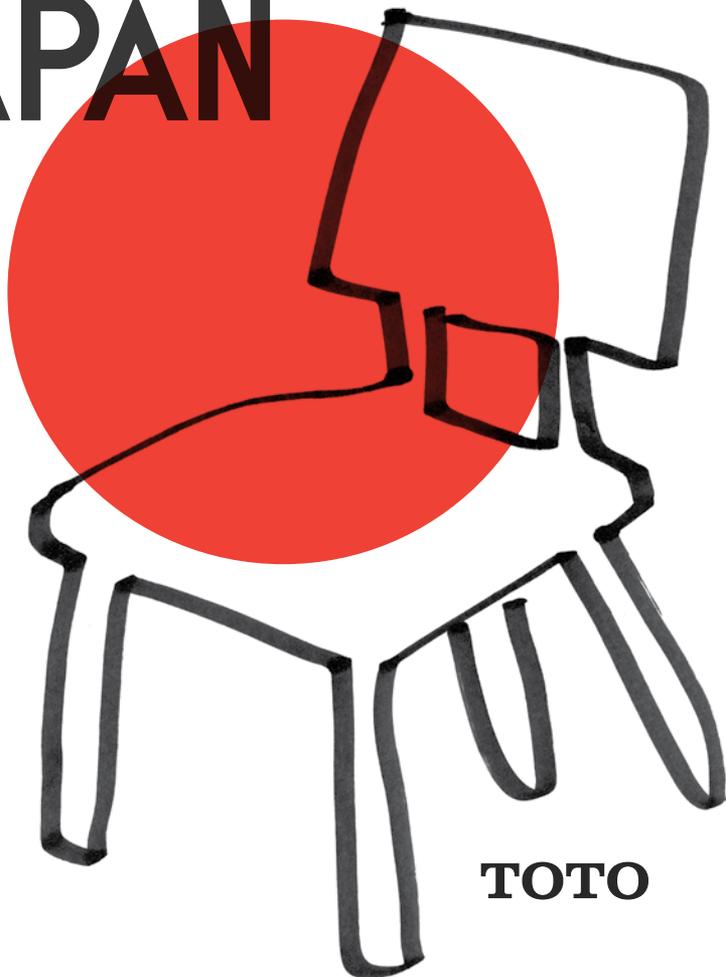


# LOVE JAPAN

a design auction



**TOTO**

a  
design  
auction

# LOVE JAPAN

6–9pm Thursday 26 May 2011

TOTO London Concept Store  
140–142 St. John Street  
London EC1V 4UA

[eu.toto.com](http://eu.toto.com)

*LOVE JAPAN* aims to both raise awareness of Japanese design talent while supporting the community in Japan at a time of critical economic crisis.

Japanese design and craftsmanship has long appealed for its purity and playfulness – in essence, taking the everyday to an art form. Sensing the current mood for going back to the fundamentals of design, to create a new simplicity – international design companies are increasingly commissioning Japanese designers to create furnishings and homewares for their collections.

A selection of generously donated Japanese design pieces by international manufacturers will be showcased at TOTO during Clerkenwell Design Week: 24–26 May 2011, and auctioned on Thursday 26 May, commencing 6:30pm.

All proceeds are in aid of Shigeru Ban Architects' evacuation centre project.

# Butterfly Stool

Designed by Sori Yanagi for Vitra  
Donated by Vitra



# Egg Chair

Designed by Arne Jacobsen /  
upholster design by Akira Minagawa  
Donated by Fritz Hansen



# AP Chair

Designed by Tomoko & Shin Azumi  
Donated by Hitch Mylius



# Tongs, Kettle, Saucepan, Bowl and Strainer

Designed by Sori Yanagi  
Donated by Gateway Japan

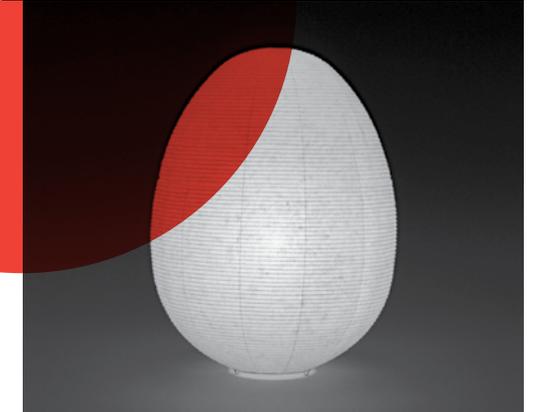


# Coffee / Tea Maker

Designed by Naoto Fukasawa for PlusMinusZero  
Donated by Twentytwentyone

# L'Uovo S5029 Lamp

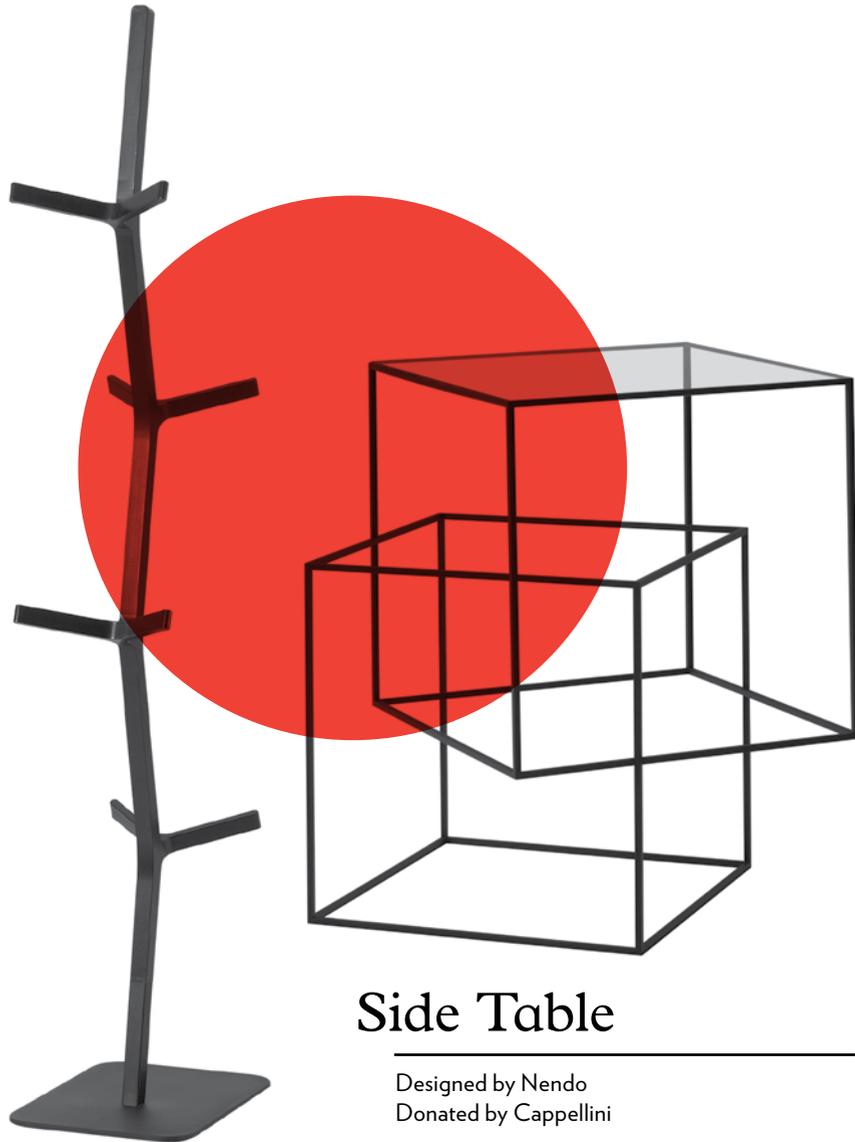
Designed by Shigeru Uchida  
Donated by Yamagiwa / Gateway Japan



# NARA Coat Stand

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Designed by Shin Azumi  
Donated by Fredericia Furniture



## Side Table

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Designed by Nendo  
Donated by Cappellini

# Neorest Series Soap, Toothbrush and Toilet Brush Holders

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Designed by TOTO  
Donated by TOTO



# Neko Watch

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Designed by SANAA for Alessi  
Donated by Dezeen Watch Store



# Sushi Class for Two People

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Donated by YO! Sushi's Sushi School



## Shigeru Ban Architects' Evacuation Centres Partitions Project

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The Japanese architect Shigeru Ban is renowned for creating shelters for victims of natural and manmade disasters. Following the 9.0 magnitude earthquake which struck the Pacific coast of Japan on March 11 2011, Ban is deploying simple partitions for evacuees taking shelter in gymnasiums in Japan's Tohoku region. It is imperative to help these people avoid the distress from lack of privacy and high occupancy. Modular paper tube partitions are fitted together with white canvas sheets attached to the frame to conceal each of the 161-sq ft units, typically allotted per family. Ban and his students are delivering the \$300-each units to survivors via truck. Given the huge scale of the crisis, work continues, so future donations remain crucial.

[www.shigerubanarchitects.com](http://www.shigerubanarchitects.com)

## TOTO

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The much loved luxury bathroom brand founded in Japan in 1917 – TOTO is a pioneer in bathroom culture, with a 900-strong team dedicated to research and development. TOTO opened its UK concept store in Clerkenwell in May 2010. Dedicated to displaying its revolutionary Total Bathroom philosophy, the custom-built showspace allows UK visitors to discover why more than 30 million WASHLETs have been sold worldwide and to view the operational products integrated with TOTO's furniture collections in a stylish environment. The 300 m2 space features traditional handcrafted materials – steering the interior away from the standard showroom concept to create a synergy between the scale of the products and the display pavilions. TOTO's philosophy is about good design and clean living.

[www.eu.toto.com](http://www.eu.toto.com)

## Aki Koga

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An interior designer and creative planner, Aki Koga has been based in London since 1990. Throughout her interior design career – both in Tokyo and the UK – her experience spans the workplace, commercial, restaurant, leisure and educational design projects. The March 11 2011 earthquake and its horrific consequences was a huge shock. Like so many Japanese living outside Japan, Koga decided to take action and assist in the relief efforts for those in Japan affected by the disaster.

## Caro Communications

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The highly respected London-based agency, Caro Communications operates at the heart of the international design industry – driving its passion for representing leading architects, designers, manufacturers, galleries, festival and architectural institutions, both in the UK and internationally. Caro is renowned for making connections; bringing individuals and organisations together to devise creative solutions to PR challenges, generating effective media campaigns and orchestrating memorable exhibitions and events, while keeping clients up to speed about market developments and trends.

[www.carocommunications.com](http://www.carocommunications.com)

  
Caro Communications

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