

DESIGN FOR TRADE FAIR STANDS

GRAND

STAND

FRAME



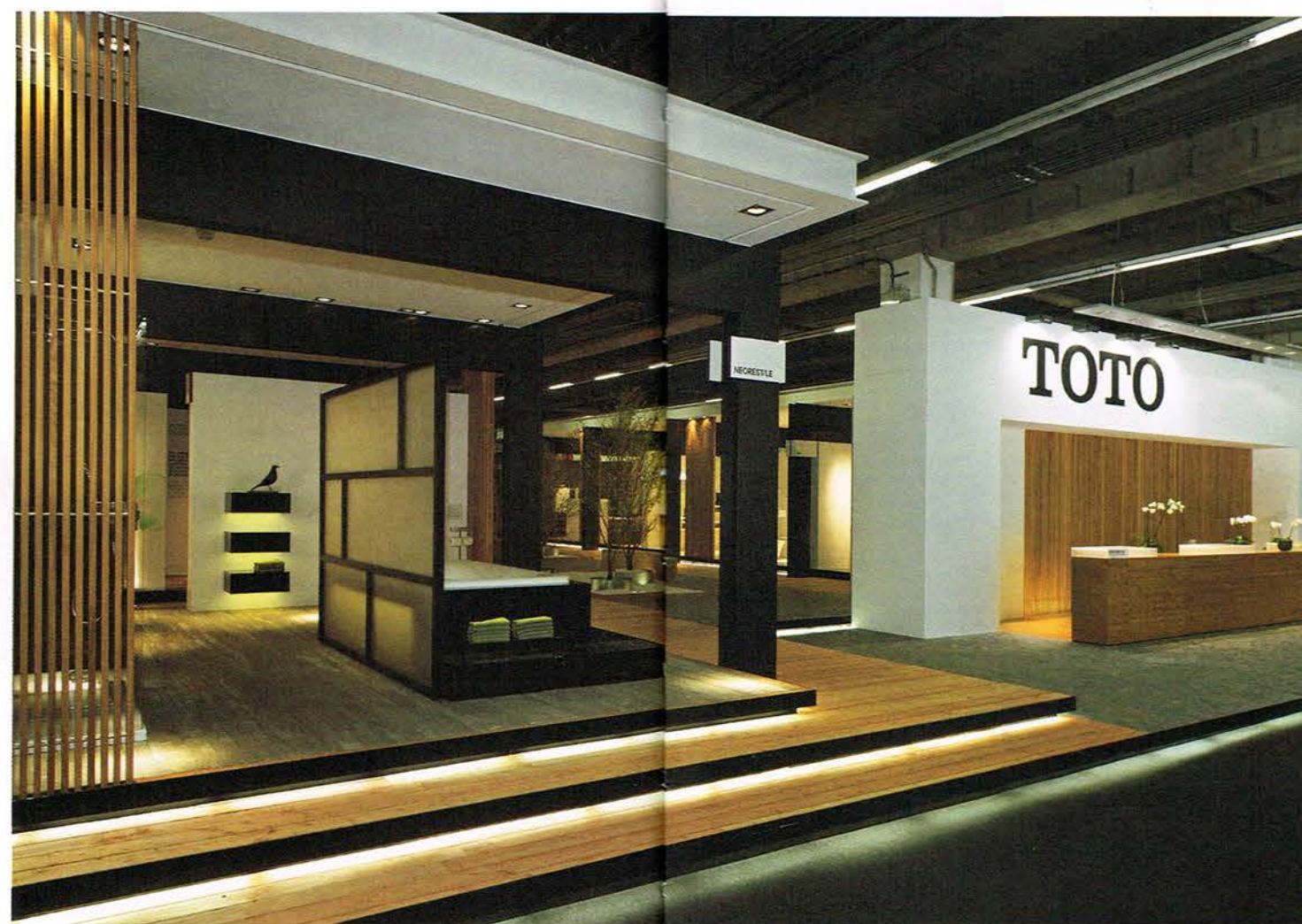
# Toto by Mach Architektur

THE PEACEFULNESS OF A JAPANESE GARDEN PERMEATED THE PRESENTATION AMIDST A BACKDROP OF NATURAL MATERIALS.

**M**ach Architektur was assigned by the Japanese firm Toto to design a trade fair booth to represent the company at the sanitary fair ISH 2011 in Frankfurt. In order to reflect the brand's eco-friendly philosophy, the Mach team designed a

natural space as a suitable framework in which to exhibit the latest products. Encapsulating a calming atmosphere, the booth consisted of a garden area surrounded by three open pavilions, which invited fair goers to relax and experience the various products and technologies. The pavilions divided the vast stand into separate themed areas. Visitors could take a journey through the entire world of Toto, starting with the luxurious bathroom collections before moving on to the technology zones, which explained details of the company's 'clean and green' and water-saving technologies. Natural materials blended with modern architecture and high-tech products with high-end quality, forming a harmonious and peaceful presentation. Rustic grey stone tiles alternated with light wood terrace planks as complementary flooring materials throughout the booth. They combined with the screen-like panels and wood-slat walls that separated the different areas to evoke images of traditional Japanese bathhouses. With this visual backdrop, the ceramic products and clear-lined furniture stood out and also effectively presented Toto, which was established in 1917, as a firm with tradition and historical roots. The stand design embraced the Japanese origins of the company whilst also catering to the requirements of the European market. This was the source of the idea to present individual modern bathroom suites in the ambience of a Japanese garden.

TRADE FAIR ISH  
WHERE Frankfurt, Germany  
WHEN March 2011  
DESIGNER Mach Architektur ☒ p.494  
STAND CONSTRUCTORS GMOD Design,  
Walbert-Schmitz  
CLIENT Toto  
MARKET SECTOR Sanitary ware  
TOTAL FLOOR AREA 1300 m<sup>2</sup>  
PHOTOGRAPHER Fotodesign Schiemann



- ☒ The central garden was at the heart of the natural environment.
- ☒ Strips of illumination around the floor edges gave the impression that the platforms were floating.
- ☒ The reception area's back wall and welcome desk was given a bamboo finish.

