

TOTO UK Unveils a Ground-Up Reinvention of Its London Showroom

The radically transformed space combines Japanese craftsmanship, circular design and state-of-the-art bathroom technology to create a multi-sensory experience



London, UK – TOTO Europe unveils a complete reinvention of its London showroom in Clerkenwell, set to officially reopen during Clerkenwell Design Week 2026. Originally opened in 2010, the showroom has now been entirely redesigned and rebuilt from the ground up as an immersive brand destination. Located on St John Street in the heart of London's leading design district, the transformed space brings together Japanese craftsmanship, circular design and advanced bathroom technology within a multi-sensory environment created for the international design community.

“The full renovation of the TOTO London showroom was a project to elevate the brand's 16-year journey in London to its next stage. The core design concept is *“the quiet calm of Japan and the face of the local community. Our goal was to redefine the showroom as more than a place to view products, but as a space where visitors can truly understand, connect with, and experience TOTO, its brand values and technology.”* says David Marquardt, Founding Partner of MACH Architektur AG, Zurich Switzerland.

A Global Platform for Specification

Conceived as far more than a traditional showroom, the new TOTO London showroom presents a carefully choreographed journey through material, atmosphere, and experience. The space is organised into two distinct yet interconnected environments: one dedicated to the UK market, showcasing collections tailored to European specification and residential requirements, and a

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newly established Global section, the first of its kind for TOTO in the UK. The Global showroom products include a variety of the NEOREST Zone range, Scene of Four Seasons coloured Washbasins and a selection of showers.

Showcasing global products is a significant strategic milestone for the brand. For the first time in London, architects and designers can access TOTO's internationally available collections within a unified setting, enabling specification for global hospitality, commercial, and high-end residential projects. Reflecting London's status as one of the world's foremost design capitals, the space supports internationally active studios working across Europe, the Middle East, Asia, and North America, positioning the showroom as a true hub for global specification rather than a solely UK-focused showroom.

The reinvention responds directly to London's influential interior design landscape. As a city shaping global conversations around wellness, sustainability, and inclusive design, the showroom has been conceived not only as a product display, but as an architectural environment aligned with the priorities of contemporary interior practice.

"This new showroom represents a fundamental evolution in how we present TOTO in the UK and internationally," says Kazuki Osugi - General Manager UK. "It is a redefinition of the showroom as an experiential environment, where refined Japanese craft, responsible sustainability, and intelligent technology intersect to create environments centered on comfort and wellbeing. Launching during Clerkenwell Design Week allows us to share this new chapter directly with the design community."

Material, Sustainability and Sensory Experience

Throughout the interior, Yoshino cedar veneer, sourced from responsibly managed Japanese forests, is used extensively across walls, ceilings, and bespoke fixtures, creating a warm and restorative atmosphere. The material reflects TOTO's belief that the future of everyday living depends on balance: between clean water, healthy forests, and long-term environmental stewardship.

Sustainability is embedded within the design process itself. Rather than discarding the past, elements of the former showroom have been thoughtfully reinterpreted. A bespoke terrazzo counter, produced using recycled fragments of sanitary ceramics previously on display, transforms existing materials into a refined and durable surface. Elsewhere, the showroom's original timber slats have been carefully integrated into the Customer Experience Toilets, preserving continuity while significantly reducing material waste.

At the heart of the showroom, on the lower ground floor, is a sequence of Customer Experience Toilets designed by Squire & Partners, envisioned as a three-room journey, Clay, Timber and Stone, each defined by natural materials and a distinct sensory character. Texture, lighting, sound and fragrance work in harmony to create calm, immersive spaces that demonstrate how considered design can elevate everyday rituals. Advanced Lutron lighting controls enable visitors to explore

different lighting moods, reinforcing TOTO's philosophy that the bathroom is more than a functional space; it should be an environment designed for comfort and wellbeing. As the studio notes, *"Materials, craft, multisensory design and proportion were carefully composed to create spaces that feel intuitive, calm, distinctly human and natural."* says Tim Gledstone, Senior Partner at Squire & Partners.

Technology, Inclusivity and Cultural Exchange

Innovation is made tangible through a dedicated Technology Exhibition Zone designed to reveal what is typically concealed: the engineering behind TOTO toilets and WASHLET® products. By exposing internal mechanisms and performance systems, the installation enables designers to better understand how precision, hygiene, and comfort are achieved. The space incorporates a refined surface material developed by Artellion DNP, featuring a subtle washi-inspired pattern that gently shifts in response to light.

The showroom section on the ground floor, designed by MACH Architects, also presents a forward-thinking accessible toilet concept, exploring how intuitive controls, enhanced comfort, and integrated technology can improve usability for people with disabilities. It highlights a more holistic approach to inclusive design—going beyond compliance to genuinely elevate everyday experiences for all users.

On the lower ground floor, there is a flexible exhibition and gallery space designed by Squire & Partners; the space is set to host talks, workshops, curated installations, and collaborative events, celebrating Japanese design and craftsmanship while encouraging exchange within London's architecture and interior design community.

Connecting the various spaces, also designed by Squire & Partners, a Japanese courtyard garden inspired by karesansui (dry landscape design) creates a moment of calm within the visitor journey. Composed of stone and raked gravel, it evokes the presence of water through texture and form and embodies the Japanese concept of ma, an intentional use of space that encourages balance, simplicity and reflection, reinforcing TOTO's commitment to clarity, comfort and wellbeing through design.

An integrated after-sales service and support workspace further underscores TOTO's long-term commitment to reliability and partnership, positioning the flagship not only as a destination for inspiration, but as an operational hub supporting projects throughout their lifecycle.

The TOTO London showroom will officially reopen during Clerkenwell Design Week on the 20th of May 2026.

London, Mai 2026

1 Reopening of the TOTO showroom in London's Clerkenwell: The new showroom is far more than a traditional exhibition space. Instead, it guides visitors through a carefully curated sequence of materials, atmospheres and spatial experiences. The architectural and design firms MACH Architektur AG, Zurich, and Squire & Partners were involved in the redesign. Photo: TOTO

2 In London's trendy Clerkenwell district, the TOTO Showroom is a well-established fixture – and its new concept makes it even more inspiring for the design world: the ground-floor area, designed by MACH Architects, showcases, among other things, a forward-thinking, accessible toilet concept. Photo: TOTO

3 A resource-conscious approach is evident not only in the use of materials, but throughout the entire design process: existing elements from the former showroom have been deliberately reused and reinterpreted. One example is a bespoke terrazzo counter made from recycled ceramic fragments from former exhibition pieces. Photo: TOTO

4 The Japanese company's philosophy is evident in every aspect of the newly designed showroom. The bathroom is more than just a functional space – it is an environment specifically designed to promote comfort and well-being. Photo: TOTO

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5 Visitors can experience innovation first-hand in a specially designed Technology Exhibition Zone: here, what usually remains hidden is brought to light – the technical innovation behind TOTO toilets and WASHLET products. Photo: TOTO

6 At the heart of the showroom, in the basement, is a series of customer experience toilets designed by Squire & Partners. They are conceived as a three-part sequence of spaces – ‘Clay’, ‘Timber’ and ‘Stone’ – with each room characterised by natural materials and a distinct sensory atmosphere. Photo: TOTO

7 A view of the Technology Exhibition Zone. Yoshino cedar veneer sourced from sustainably managed Japanese forests is used throughout the showroom’s interior – on the walls, ceilings and bespoke fittings. It lends the space a warm, soothing atmosphere. Photo: TOTO

8 The colourful washbasins are a real eye-catcher. In the international section of the showroom, they are primarily intended to inspire and showcase a new side to sanitaryware. Photo: TOTO

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9 The new TOTO Experience World naturally also encompasses the full range of product ranges. Photo: TOTO

10 A unifying feature linking the various areas is a Japanese courtyard garden, also designed by Squire & Partners, inspired by the karesansui – a minimalist style of garden that uses stone and raked gravel to evoke the presence of water through structure and form alone. Photo: TOTO

11 “Materials, craftsmanship, design that appeals to all the senses, and proportions have been carefully curated to create spaces that feel intuitive, calm, deeply human and natural,” emphasises Tim Gledstone, Senior Partner at Squire & Partners.

12 The innovative TOTO technologies are presented in a clear and immediately understandable way in the Technology Exhibition Zone. Photo: TOTO

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TOTO brings luxury to bathroom culture, creating innovations that deliver the ultimate in design, comfort and hygiene without revealing the sophisticated technology integrated within. Japan's leading supplier of bathroom products, TOTO develops comprehensive solutions for high-end private and public spaces around the world, including the European market since 2009. The company is shaping bathroom design with innovative sanitary ware, faucets, and, most importantly, WASHLET – selling over 70 million worldwide. TOTO's Japanese design philosophy reflects a respect for others. It centres on people and their needs, inspiring intuitive, easy-to-use products and elegantly understated designs.