

**NEWS: For Immediate Release**

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**THE EXQUISITE ARTISTRY TOTO**

### WAZA COLLECTION'S **MIYABI SERIES**

*High-Art meets High-Efficiency in  
Hand-Painted Object d'Art for the Bath Space*

**Morrow, GA – May 1, 2009** -- Japanese aesthetics focus on the ways in which arts and aesthetics are integrated with daily life, with an emphasis on process rather than



product; a different view of originality and obsolescence; the length of time required for creativity (usually a lifetime, but at least one thousand times or ten years), and the relation of the artistic process to the self, which is seen as a development or construction of the self, rather than self-expression. In its new Miyabi Series, TOTO explores Japanese aesthetics by introducing historical Japanese high art forms that have been reinterpreted for the modern bath space.

“The Miyabi hand-painted *object d’art* not only introduce fine art to the bath space,” said Lenora Campos, a company spokesperson, “but also these one-of-a-kind pieces honor the planet by conserving water – the high-art, high-efficiency toilet consumes a mere 1.28 gallons per flush and the artful Miyabi etched faucet expends only 1.5 gallons per minute.”

#### **Historical Origins**

Kiyomizu-yaki is a historical art form from the Kyoto region of Japan that has over 1,200 years of rich history and is known throughout Japan for its beauty. The “yaki,” or ceramic ware, is made with great care, advanced techniques, and sophisticated designs. It is one of Japan’s most delicate forms of artistry, which is, therefore, produced only in small quantities. TOTO has reinterpreted Kiyomizu-yaki for

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the modern era in its new Miyabi Series, a new collection that captures the essential beauty of Japan's four distinct seasons.

The Japanese word "Miyabi" connotes harmony, grace, and refinement, making it an ideal name for this artful collection. The patterns of TOTO's Miyabi Series derive from Japan's tradition of "Sho-chiku-bai," which translates as "Pine, Bamboo, and Plum." Historically, these three trees have combined to symbolize happiness in Japanese culture. The custom, however, originated in China where the literati gathered together in the winter, and a picture of the three trees -- "The Three Friends of Winter" -- was always on display. This image, it seems, reminded the learned class of spring and summer, making winter a happier time and easier to bear. Today, "The Three Friends of Winter" still play a significant role in daily life, as every festival, celebration, wedding, and even home has them on display.

### **Winter**

Representing winter, the Pine and Plum Tree design of the Miyabi Series depicts pines on the upper portions of the products and plum trees on their bottoms. In nature, these are two of the heartiest trees, surviving even in the coldest seasons. Considering its longevity, malleable spirit and tolerance to the elements, the Japanese black pine is the quintessential symbol of friendship in Japanese gardens around the world.

### **Spring**

The Plum Tree design represents spring in the Miyabi collection. With branches painted in sterling silver paint, which changes in its environment producing different tonalities, and delicate flowers whose brush strokes give emphasis to their ephemeral nature, this work of art artwork exudes life and luxury—evoking permanent springtime for the bath space. The plum tree, which blooms of early spring, was often depicted in manuscripts of Japanese poems or sonnets as both as a symbol of winter as well as a harbinger of spring. It is precisely for this reason that the blossoms are so beloved, as they bloom most vibrantly amidst the winter snow, after

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most other plants have shed their leaves, and before other flowers appear. They are seen as an example of resilience and perseverance in the face of adversity,

## **Summer**

As summer approaches, even the shadows of leaves and blossoms seem to take on a golden sunlit hue, which is hand-painted on the Miyabi models using 24K gold paint. Inspired by shadows that populate the natural world of summer, the golden Plum and Bamboo design graces the bath space bringing with it the sense of a golden summer day.

## **Fall**

An eruption of autumn colors distinguishes the Maple Leaf design of the Miyabi collection. As if captured in time, the delicate Japanese maple leaves transition from green to a deep red, especially in the mountain regions, just as they do around the world when the seasons turn cooler.

Because the Miyabi Series is hand painted without the use of stencils, each is unique.

That is, the artists will vary the design slightly each time they paint it. Each is, therefore, an original work of art.

The Miyabi Series toilet is not only high art, but also high-efficiency as it consumes only 1.28 gallons per flush, and the artful Miyabi etched faucet, too, is high-efficiency expending only 1.5 gallons per minute.

TOTO's manufacturers suggest retail price for the Waza Collection's Miyabi Series is

- Miyabi toilet (tank, bowl, and seat) : \$10,000 - \$12, 000, depending on the design.
- Miyabi lavatory (lavatory and faucet): \$10,000 - \$12, 000, depending on the design.

The Miyabi Summer's Golden Shadows design (plum and bamboo), which is painted in 24K gold, is \$12,000 the toilet and \$12,000 for lavatory and faucet.

***As with all TOTO products and technological innovations, high-resolution digital photos of Waza Collection's Miyabi High-Art, High-Efficiency Series are immediately available upon request.***

TOTO is the largest plumbing manufacturer in the world with over \$4.5 billion in annual sales and 80 affiliated production facilities globally. Since 1917, TOTO Ltd., Japan, has been a pioneer in high-performance plumbing systems that bring consumers superbly

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designed products that are water and energy efficient. In 1989, TOTO brought its innovative technology and commitment to excellence to the US market. A full line manufacturer of luxury plumbing products that optimize healthful living, TOTO USA, INC.'s success derives from its unsurpassed commitment to quality, reliability, technological innovation, and sustainability -- a commitment that pushes the company beyond industry standards. The winner of numerous domestic and international awards and recognitions, TOTO USA is certified by ISO 14001: 2004 and ISO 9001: 2000. The only plumbing manufacturer to be honored as Water Efficiency Leader by the Environmental Protection Agency, TOTO seeks perfection by design as it continuously innovates sustainable water technologies that enhance the lives of its customers and the environment. For more information, consumers may visit [www.totousa.com](http://www.totousa.com) or call 1.888.295.8134.

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