

Aug 12 2021

TBWA\HAKUHODO'S CHIEF CREATIVE OFFICER DESIGNS PUBLIC TOILET AS PART OF 'THE TOKYO TOILET'

Kazoo's Fully Voice-Operated Toilet Aspires to be the Most Hygienic Public Toilet



Chief creative officer at TBWA\HAKUHODO, Kazoo Sato has designed “the most hygienic public toilet”, as part of THE TOKYO TOILET project, an initiative sponsored by the Nippon Foundation that sees 17 unique facilities designed by leading local and international designers and architects.

The public toilet designed by Kazoo in collaboration with TBWA\HAKUHODO Disruption Lab, distinguishes itself via its "Voice Command" operational capabilities. While public toilets have traditionally been considered "dirty," COVID-19 amplified this perception, and increased concerns around infection through contact of surfaces. The voice command allows users to open and close the door, flush, activate the handwashing, even play the music. With this technology, Kazoo's toilet aims to provide a sense of comfort, clean and fun.

Located in the heart of Tokyo's commercial and financial center, Shibuya (Nanago Dori Park (2-53-5, Hatagaya)), Kazoo's toilet will open to the public August 12 2021. The bright white spherical building will feature a ceiling height of up to four meters, which is also shaped to control air flow and prevent odors from

stagnating. A 24-hour ventilation system that combines natural air supply and mechanical exhaust is installed for air control.

THE TOKYO TOILET builds 17 public toilets that can be used by anyone in Shibuya, Tokyo, as a way of moving toward the realization of a society that embraces diversity. The facilities are gender-inclusive, accommodate the elderly, parents of young children, and those with disabilities. While toilets in Japan are recognized as some of the most innovative designs globally, the perception towards public toilets are dark, dirty, smelly and scary. The project also aims to dismiss these perceptions by collaborating with 16 leading creators from Japan and abroad, including TBWA\HAKUHODO's chief creative officer Kazoo Sato to showcase the endless power of creativity and design. The Kazoo-designed toilet will be the 12th toilet that is open to the public.



Images of "Nanago Dori Park Toilet" (Photo: Satoshi Nagare, courtesy of the Nippon Foundation)

【Comment from TBWA\HAKUHODO CCO Kazoo Sato】

Hi Toilet - a “contactless” toilet



My inspiration to design a fully voice activated toilet came about after much research and reading around users' behaviours in public toilets across Europe and the US to avoid contact with the surface; 60% stepping on toilet levers to flush, 50% opening the door with toilet paper, 40% closing the door with hip, 30% avoiding hand-contact as much as possible by using elbow.

After three years of research, planning and designing, we came up with the concept of the VOICE COMMAND Toilet, “Hi Toilet” where all commands were activated by voice. This idea has been in place long before the arrival of COVID-19, but COVID accelerated the acceptance of this unique user experience in terms of “toilets being contactless”. If this toilet could deliver a “Clean City Tokyo” image to the world, I would be extremely happy.

【Project Members】

Kazoo Sato (TBWA\HAKUHODO)

Yuhei Ito (TBWA\HAKUHODO Disruption Lab)

Tetsuya Umeda (TBWA\HAKUHODO Disruption Lab)

Shintaro Monden (Quantum)

Assistance on Structure Design: Kubo Tsushima Architects

Assistance on Voice Command: Birdman

【About “THE TOKYO TOILET” Project】 (Quoted from the Nippon Foundation Website)

Japan is known as one of the cleanest countries in the world. Even public toilets have a higher standard of hygiene than in much of the rest of the world. However, the use of public toilets in Japan is limited because of stereotypes that they are dark, dirty, smelly, and scary. To dispel these misconceptions regarding public toilets, The Nippon Foundation has decided to renovate 17 public toilets located in Shibuya, Tokyo, in cooperation with the Shibuya City government. These public toilets are being designed by 16 leading creators, and will use advanced design to make them accessible for everyone regardless of gender, age or disability, to demonstrate the possibilities of an inclusive society. In addition to the construction, we have arranged for ongoing maintenance so that people will feel comfortable using these public toilets and to foster a spirit of hospitality for the next person.

For concept and details of the project, please refer to the below pages. For the toilet design and construction Daiwa House Industry Co., Ltd. has cooperated and TOTO Ltd. has provided help on toilet equipment and layout.

• THE TOKYO TOILET

The Nippon Foundation Website: <https://www.nippon-foundation.or.jp/en/what/projects/thetokyoilet>

Project Website: <https://tokyotoilet.jp/en/>

※ For inquiry about THE TOKYO TOILET project, please contact through the inquiry form from Project website (<https://tokyotoilet.jp/en/>).

【Participating Creators for TOKYO TOILET PROJECT (Alphabetical order)】

Fumihiko Maki, Kashiwa Sato, Kazoo Sato, Kengo Kuma, Marc Newson, Masamichi Katayama, Miles Pennington, Nao Tamura, NIGO®, Shigeru Ban, Sou Fujimoto, Junko Kobayashi, Tadao Ando, Takesosuke Sakakura, Tomohito Ushiro, Toyo Ito

■About the Nippon Foundation

Since its founding in 1962, The Nippon Foundation has supported public enterprises across borders and sectors as Japan's largest private sector charitable foundation, working in areas including support for children and persons with disabilities, disaster response and recovery, ocean-related issues, and international cooperation, toward the achievement of "A society where all people support one another."

<https://www.nippon-foundation.or.jp/en>

■About TBWA\HAKUHODO

TBWA\HAKUHODO is a full-service advertising agency based in Tokyo, established in 2006 as a joint venture between Hakuhodo and TBWA Worldwide Inc. With the combination of TBWA's DISRUPTION(R) methodology, a global network spanning over 100 countries/regions and Hakuhodo's in-depth knowledge of the Japanese market and longstanding reputation for trustworthiness, the agency continues to create and deliver high quality solutions to all of our clients – solutions that cause change and have the power to get noticed.

<https://www.tbwahakuhodo.jp/en>