

**INAX**

LIGHT AND SHADOW

CONCEPT BOOK



# THE JAPANESE BEAUTY OF LIGHT AND SHADOW

The Japanese have traditionally sought beauty by embracing natural light and its seasonal changes within the architecture. From the sunlight and the dim glow of the moon emerge a myriad of different shades of darkness, creating spaces of unparalleled beauty through the interplay of light and shadows.



## WITHIN THE ARCHITECTURE

With eaves limiting the sunlight, the faint light that penetrates through creates alluring shadows in traditional Japanese architecture. Developing an appreciation of the special effect the use of light can bring about, the Japanese started to design spaces in totality by controlling the shades and shadows.



## REFLECTION ON CERAMICS

Crafted with the harmony of light and shadows in mind, Japanese ceramics bring out the beauty of their surroundings. The gentle surface glow and changes in the shadows with the shift of light stimulate the imagination, bringing about a quiet sensation in the mind of the beholder.



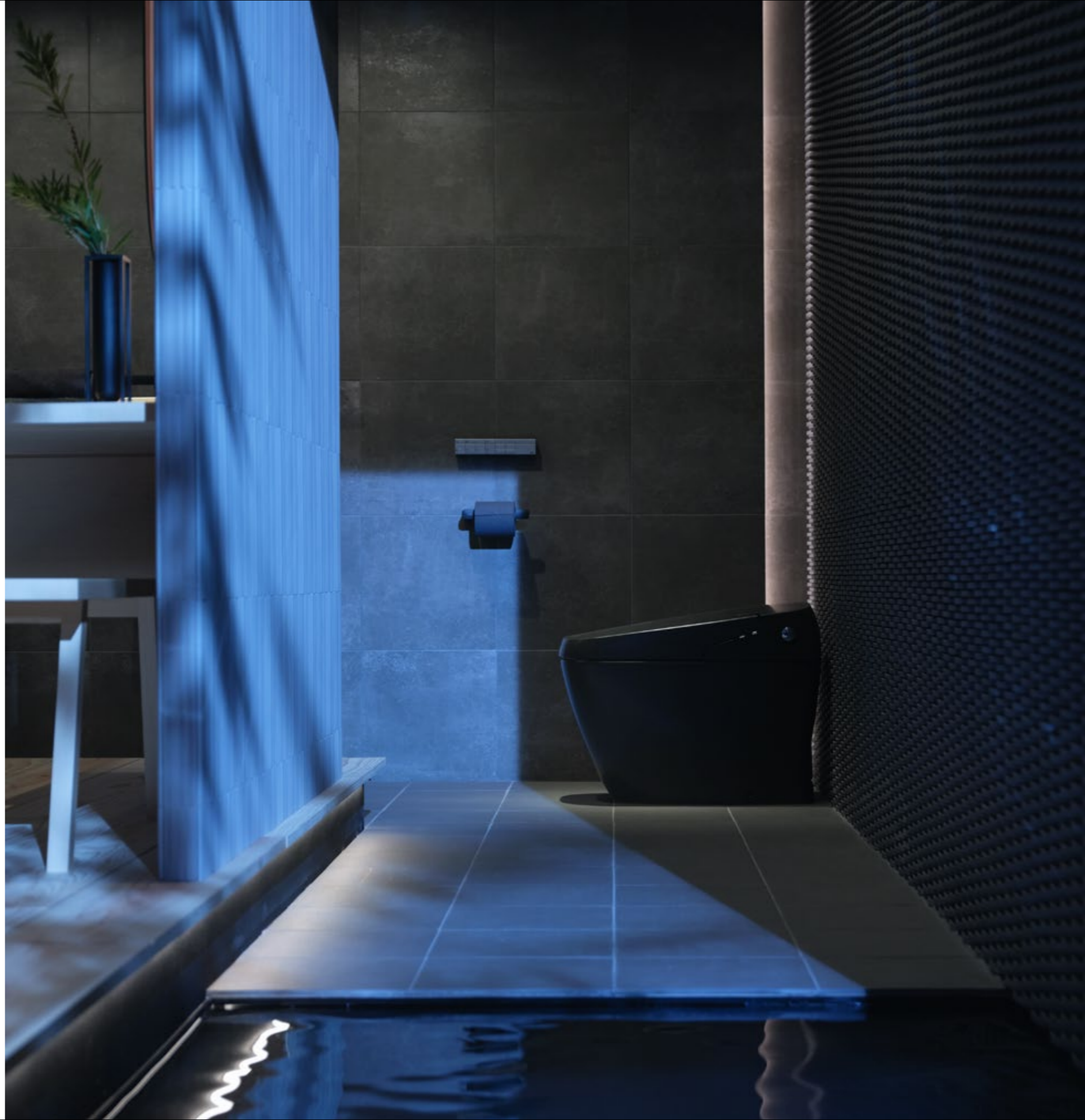
## FUSION WITH WATER

Since ancient times, the Japanese have used water to purify themselves physically and spiritually. With sunshine twinkling on its surface and shadows swaying with its flow, the fusion of light, shadows, and water stimulates people's souls with the naturally soothing effect water has.



How would adopting the concept of light and shadows change the bathroom? The Japanese brand INAX has taken on the challenge of creating such an evolutionary environment.

The "bathroom of shadows" is dark but in a pleasant way. With a beautiful pale light generated by combining natural light and illumination, it is full of atmospheric shades formed by carefully designed and positioned tiles and products. Shutting out the hustle and bustle of everyday life, the serenity of the overall space brings about a deep level of relaxation suited for the day's end, to nurture vitality for tomorrow.







The "bathroom of light" refreshes one's mind as though the brightness washes away their troubles. The light falling on tiles and products forms a gradation of shadows with a rhythmical effect, filling the entire space with delicate illumination while emphasizing the brilliance of the sun. Bathrooms are no longer spaces of limited importance where people spend minimum time. They are taking center stage, offering cleanliness and comfort, transforming everyday life.



In today's content-rich society, everyone needs a space for a moment of self-reflection. INAX transforms bathrooms from mere functional necessities for personal hygiene to comfortable spaces that transform everyday life, refreshing and re-energizing people in body and mind.







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