



FOREWORD BY TOTO

TOTO

## CAPTURING THE ZEITGEIST

At TOTO, we believe in thinking outside the box. We continuously look for new, innovative ways to improve our products in order to better enhance people's lives. To do so, a two-way communication is crucial. We welcome the opportunity to challenge ourselves by inviting a rising creative talent to put a fresh spin to our longstanding reputation of excellence in engineering. Our collaboration with Alvin Tjitrowirjo allows us to explore and create new expressions of form that are not restrained by the banality of function. Alvin Tjitrowirjo's designs exhibit an innate understanding of not only style but also people and their dynamics. The TOTO Toja series is borne out of our wish to capture the spirit of the times, where design and function can finally emerge as equals.



THE DESIGNER





## MEET THE DESIGNER: ALVIN TJITROWIRJO



Indonesian-born product designer Alvin Tjitrowirjo has built a solid and respectable career over the last couple of years. He has distinguished himself from the rest by remaining truthful to the place from whence he came. His choice of materials and his involvement in the preservation of local heritage reflect his love and respect toward the Indonesian tradition. Beyond that, his breadth of work shows that design is more than mere ornamentation; that it can be an integral, interactive part of people's lives.

The TOTO Toja series is yet another manifestation of Alvin Tjitrowirjo's thoughtful and inspired take on good everyday design. We spoke to the designer to learn about the concept behind the series.

### **How did you come up with the design for TOTO Toja?**

Like all designers, I wanted to try something new. For the longest time, the toilet bowl has always assumed the same amorphous shape, and I just wanted to break away from that. I did a lot of research and worked closely with TOTO in order to better understand the history as well as technical specifications behind what goes into making a good, functional toilet. In the end, we decided that the rounded-off rectangular shape would be the way to go. This element is repeated throughout the whole series—from the toilet, washbasin, showerhead and my personal favorite, the faucet. It's edgy without being too futuristic.

### **It's quite a statement.**

I think we can afford to be a little more progressive. People now live in a cleaner, less ornate environment. They're more open-minded and sophisticated. The bathroom is no longer a forgotten nook in the back of the house. Bathrooms are getting bigger and they reflect the owner's lifestyle as much as the living room does.

### **What were some of the challenges you faced?**

We had to build a completely new ceramic mold to produce the design. As we all know, clay bodies shrink when fired at in high temperatures. It took us many tries before we finally managed to achieve the quality we want.

### **How has this collaboration enriched your understanding of design?**

It's a rare opportunity to be working with such an established household name. I am amazed by how precise and thorough the mathematics is. It reminds me that design comprises of more than just visual aesthetics. In this case, the designer becomes more of a problem solver. The TOTO Toja series is in many ways a departure from convention but I believe that it is an apt expression of the times we're living in.



INSIGHT





## ANDRA MATIN ON BATHROOMS



When I was growing up, the bathroom was considered a vestigial part of the house. A lot of traditional houses didn't even have a bathroom. In the colonial era, the bathroom is situated in the back, in the dirty area. In the 1970s, the bathroom began to gain prominence as people's lives improved. Surely we remember the colorful toilet bowls we used to have at home.

Nowadays, the bathroom occupies a much more integral role in people's homes. It's become cleaner, more open and simplified. The bathroom is no longer an overlooked afterthought. Subsequently, the toilet becomes a showpiece that indicates the owner's status. Just look at the infamous Philippe Starck-designed urinals atop The Peninsula Hong Kong where visitors can view the city's majestic skyline while relieving themselves or TOTO's interactive Neorest that comes equipped with hi-tech sensors and features beyond our imagination.

What was once a clearly demarcated area is now open for interpretation. In my own home, for example, the bathroom area is one and a half times bigger than my bedroom. It's my bathroom and my wardrobe area all rolled into one. There's even a chair and a desk where I can work. My toilet is situated in an open space, directly exposed to natural elements. When you look up, the sky is right above you.

The bathroom has now become a luxury item that complements one's lifestyle. The concept has become much more fluid and the notion of function no longer restrains creative exploration. Architects, interior designers and homeowners alike now approach the positioning and fitting of a bathroom in a completely different light. Alvin Tjitrowirjo's collaboration with TOTO on the Toja series embodies this new direction. The design is simple, streamlined, and much like the chairs he designed, possesses a strong character. It's certainly an exciting and liberating movement to observe and be a part of.

### About Andra Matin

Andra Matin is one of Indonesia's most prominent architects. He has designed and built hundreds of structures across Indonesia, defining and raising the profile of Indonesian architecture. He established his firm, Andra Martin Architects in 1988 and has since won a string of accolades including the coveted IAI (Indonesian Architect Association) Awards and The Aga Khan Awards for Architecture and Project Architect. Among his most notable works are the Potato Head Beach Club, Tanah Teduh and Winfred Hutabarat residence.











TOJA SERIES





## TOJA SERIES

Taken from the ancient language of Sanskrit, the word Toja, which means water, connotes fluidity, clarity and character. The Toja series is an exploration of form and a statement of character. It is a comprehensive and versatile range that caters to the needs of modern, design-driven spaces.























FAUCET COLLECTION



## TACTILE TOUCH

The Toja faucets are the cherry on the cake. Its sinuous, streamlined curves perfectly complement the geometric proportions that dominate the range. It is the crown jewel —subtle yet confident. Inspired by the properties of water, it is elegant, sleek and highly adaptable.



TX 115 LT  
Single Lever Lavatory Faucet  
With 1½" Pop Up Waste



TX 115 LT  
Single Lever Lavatory Faucet  
With 1¼" Pop Up Waste

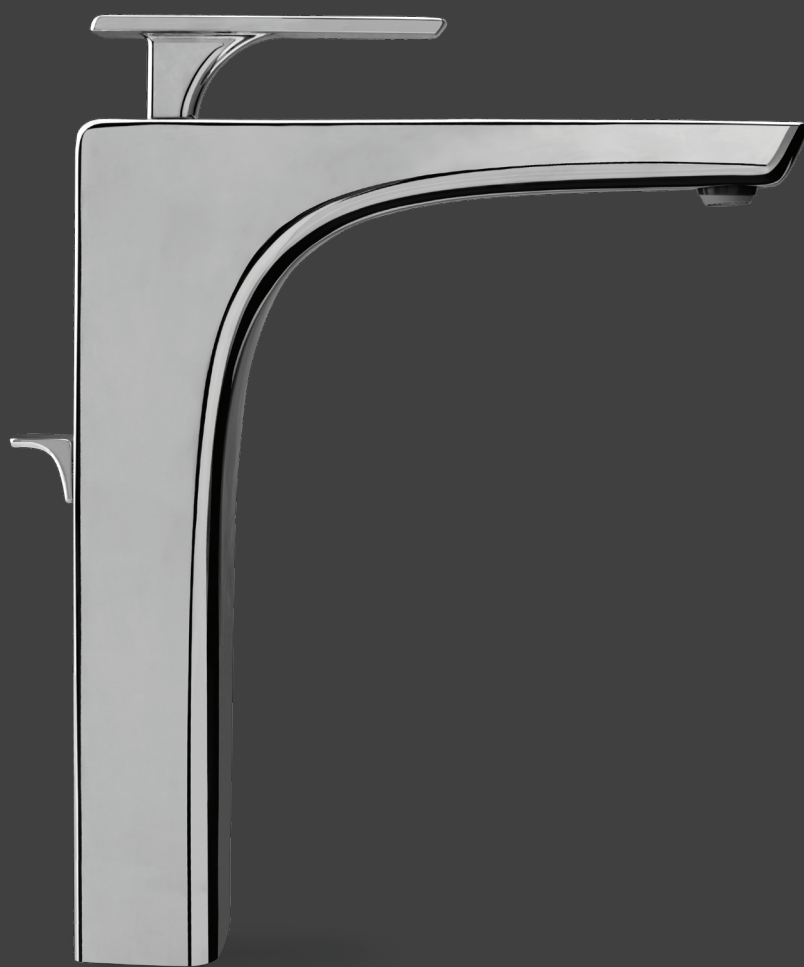








TX 116 LT  
Extended Single Lever Lavatory Faucet  
With 1" Pop-Up Waste  
Height : 294mm



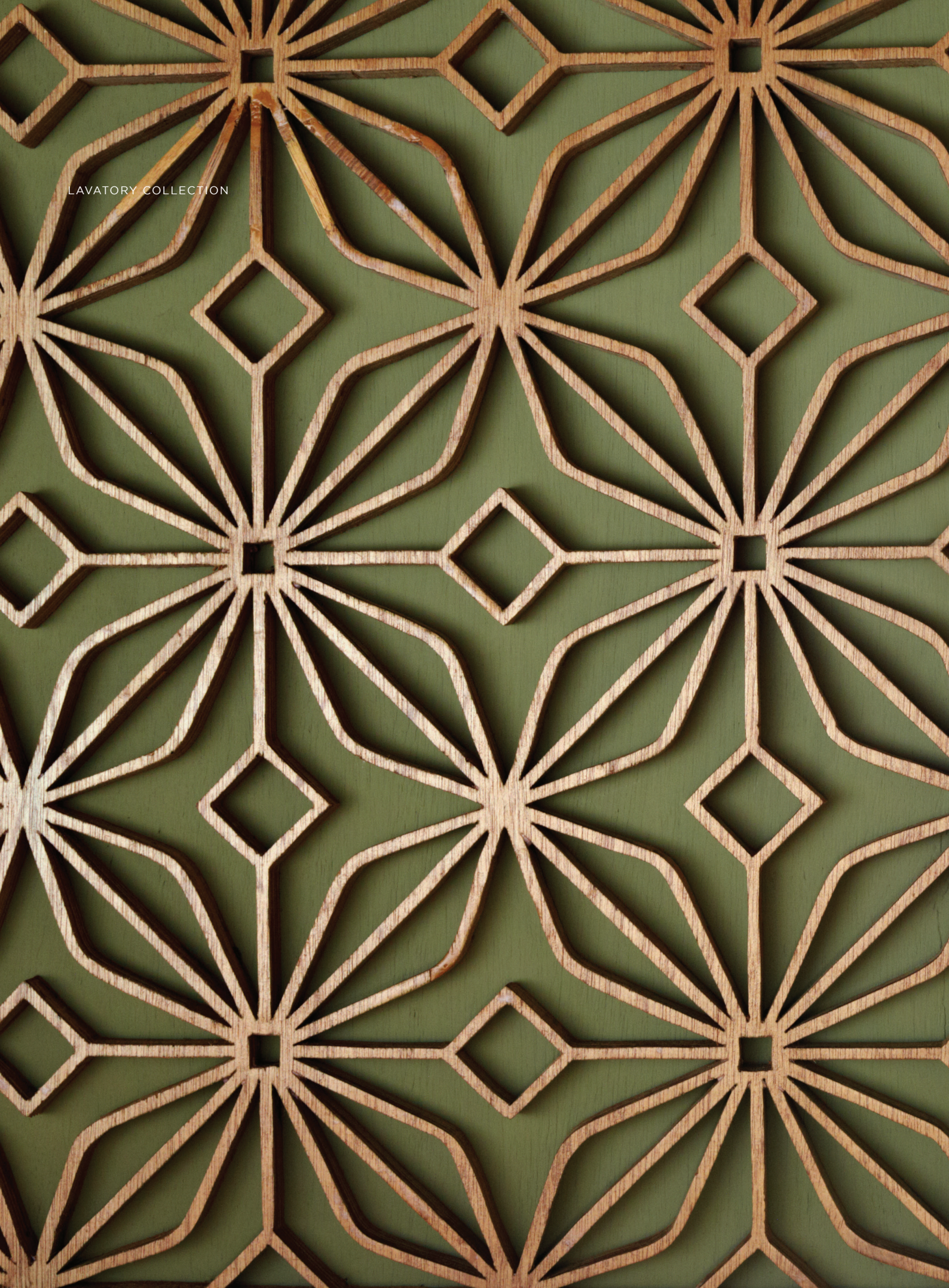
TX 119 LT  
8" Lavatory Faucet  
With 1 1/4" Pop-Up Waste







LAVATORY COLLECTION







## PERFECT MATCH

Geometry—the science of size and shape within space—is the building block behind the Toja series. We believe that great design is not an imposition but a conversation. Our washbasins are designed to correspond with the other elements in the Toja series and provide you with a comprehensive bathroom experience.







LW 952 J  
Counter Lavatory



LW 952 J  
Counter Lavatory











TOILET COLLECTION



## NEW ORDER

Study the past if you would define the future, Confucius says. In many ways, convention provides us with the blueprint to move forward. The design of the Toja Series might be a departure from convention but it's not wholly unfamiliar. Entrenched within it is the same spirit of adventure and excitement. The Toja series is a leap of faith toward something better and brighter, the promise of the future.



CW 950 PJ  
One Piece Toilet









CW 951 J  
Single Bowl Toilet



CW 951 J  
Single Bowl Toilet







BATH COLLECTION

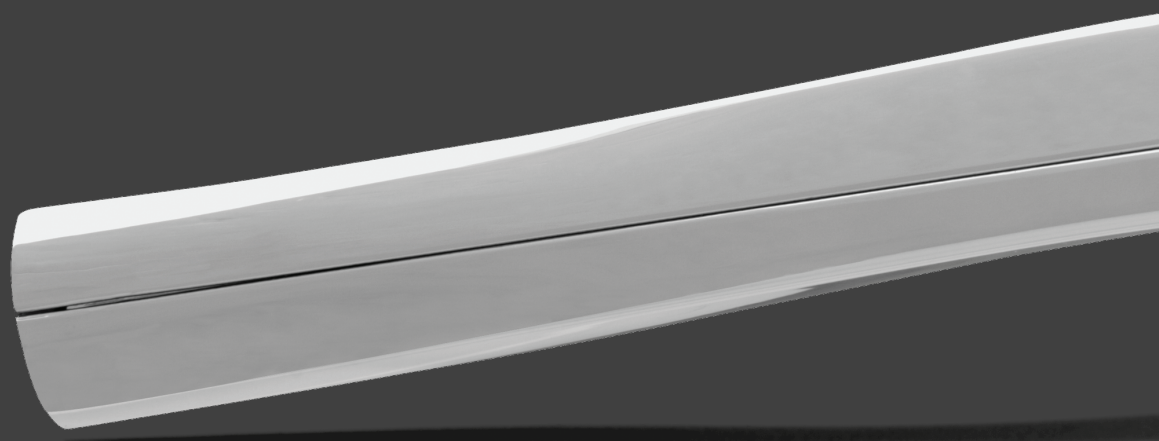






## UNTAPPED BEAUTY

Nature is simply unrivaled in its beauty. The Toja series is designed as a tribute to nature's infinite wonders. Our state-of-the-art shower systems are designed to bring the outdoors indoor, to create a sanctuary where you can always be one with nature.













TX 442 ST  
Single Lever Bath & Shower Mixer  
With Diverter











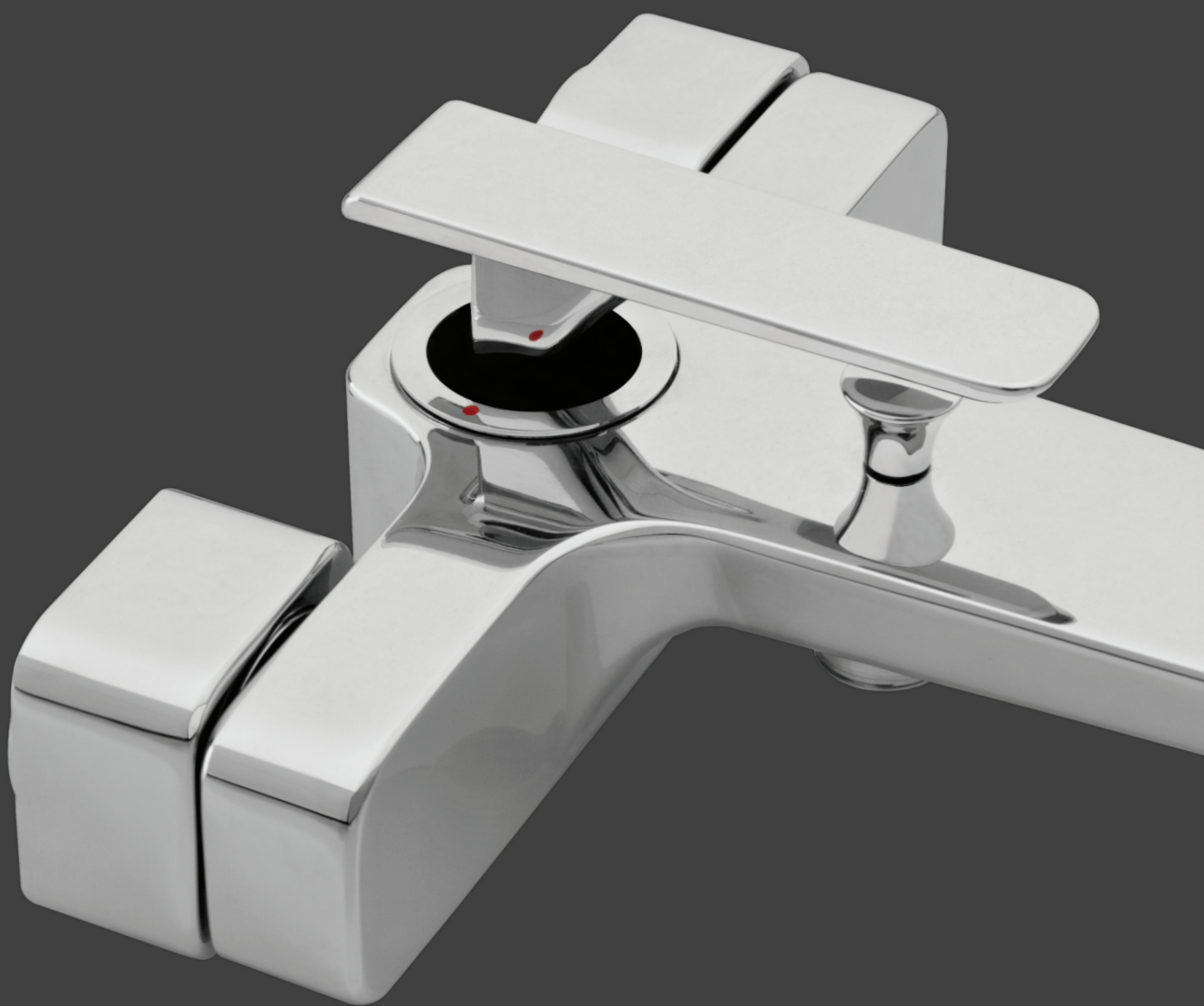




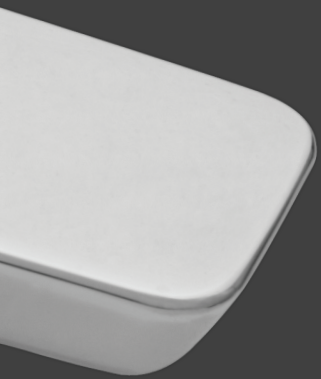
TX 471 ST  
Single Lever Bath & Shower Set



TX 471 ST  
Single Lever Bath & Shower Set









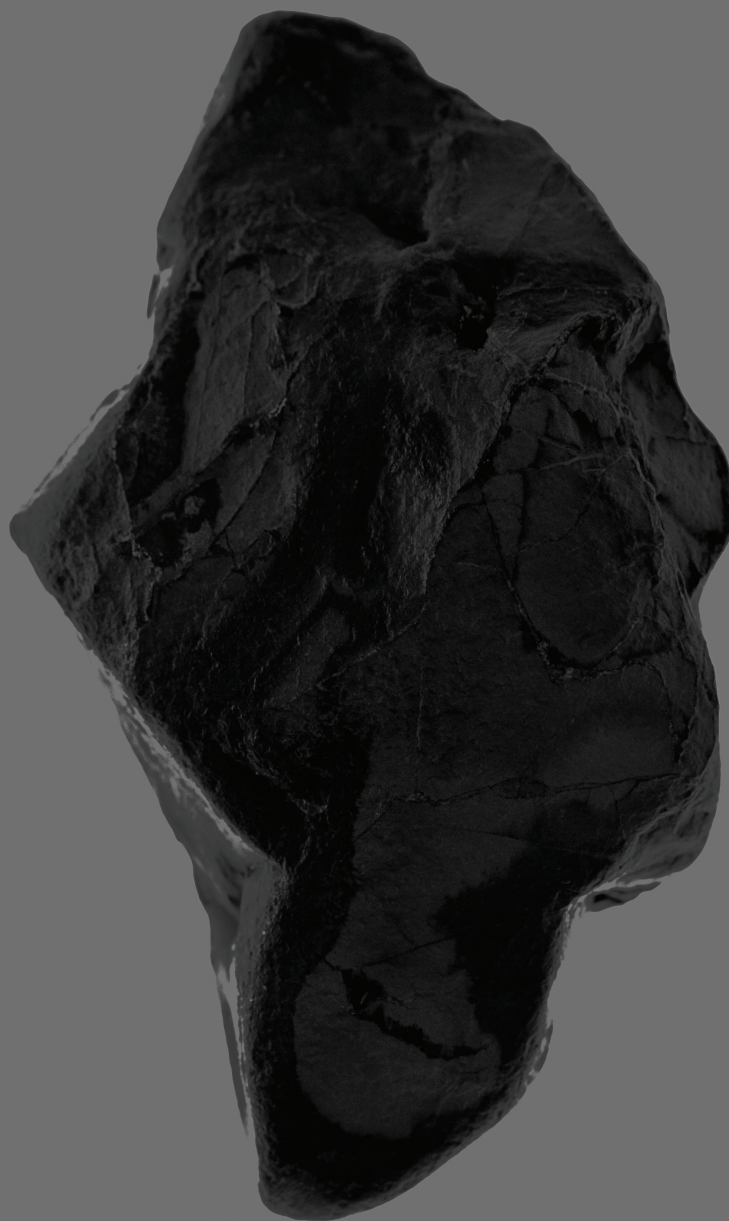








## INDEX





## TOILET



CW 950 PJ  
One Piece Toilet



CW 951 J  
Single Bowl Toilet

## LAVATORY



LW 950 CJ  
Counter Lavatory  
Size : 505 x 455 mm



LW 951 CJ  
Counter Lavatory  
Size : 605 x 455 mm



LW 952 J  
Counter Lavatory  
Size : 570 x 355 mm



LW 953 J  
Counter Lavatory  
Size : 705 x 355 mm



LW 954 CJL  
Counter Lavatory  
Size : 900 x 460 mm



LW 954 CJR  
Counter Lavatory  
Size : 900 x 460 mm



## FAUCET



TX 115 LT  
Single Lever Lavatory Faucet  
with 1½" Pop Up Waste



TX 116 LT  
Extended Single Lever Lavatory Faucet  
With 1" Pop-Up Waste  
Size : 294 mm



TX 119 LT  
8" Lavatory Faucet  
with 1½" Pop-Up Waste

## BATH



TX 467 ST  
Bath Filler & Mixer



TX 447 ST  
4 Holes Bath & Shower Set



TX 442 ST  
Single Lever Bath & Shower Mixer  
With Diverter



TX 443 ST  
Single Lever Shower Mixer

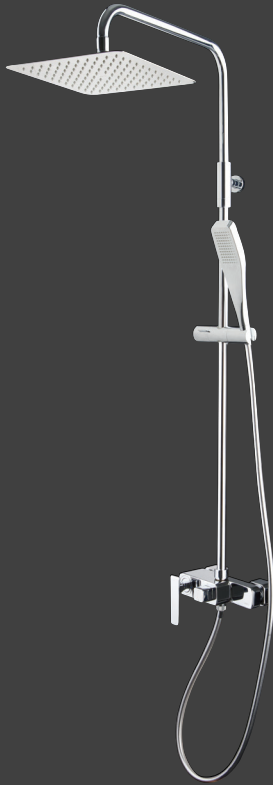


TX 469 ST  
Mixing Valve for Bath & Shower  
With Diverter



TX 468 ST  
Mixing Valve for Bath & Shower





TX 492 ST  
Shower Column Set



TX 484 ST  
3 Way Diverter (1 in 3 out)  
Available :  
TX 453 ST  
2 Way Diverter ( 1 in 2 out )



TX 452 ST  
Stop Valve



TX 451 ST  
Thermostat Bath or Shower Mixer  
With Stop Valve



TX 473 ST  
Thermostat Bath & Shower Mixer  
With Diverter & Stop Valve

## SHOWERS



TX 471 ST  
Single Lever Bath & Shower Set



TX 474 ST  
Single Lever Shower Set



TX 488 ST  
Fixed Shower Head  
L : 400 mm  
Size : 250 X 200 mm ( Rectangle )

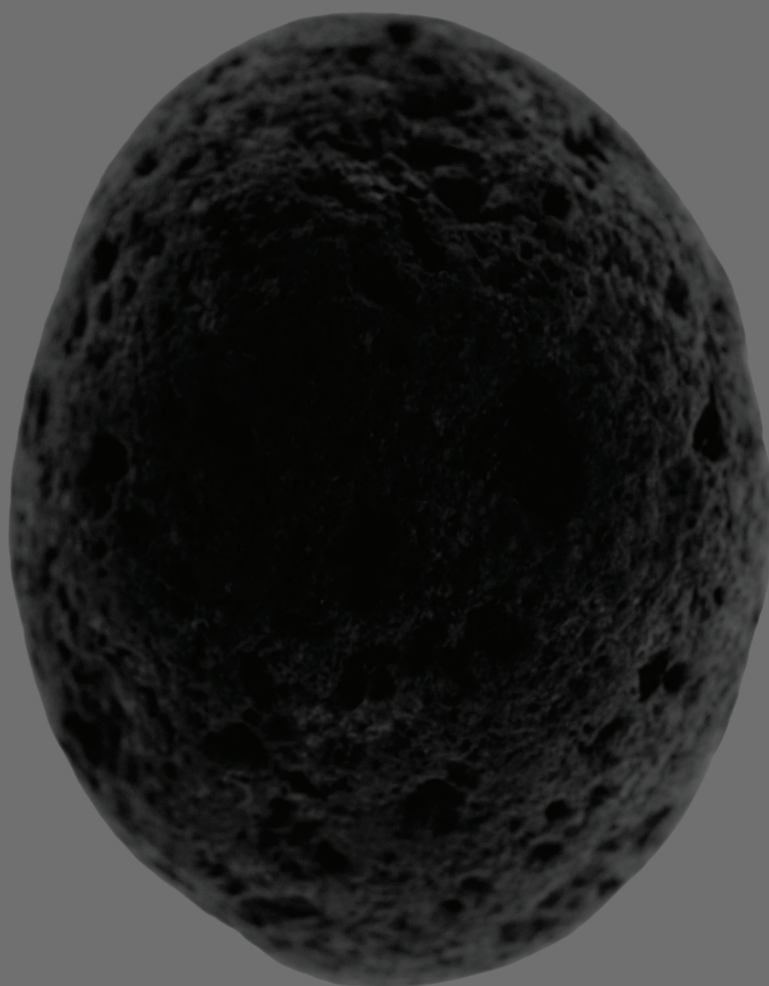


TX 491 ST  
Fixed Shower Head  
(Ceiling Type)  
L : 199 mm  
Size : 250 X 200 mm ( Rectangle )





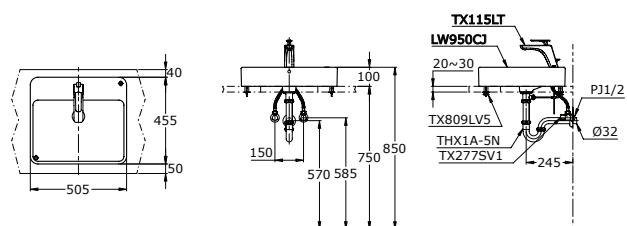
TECHNICAL DRAWINGS



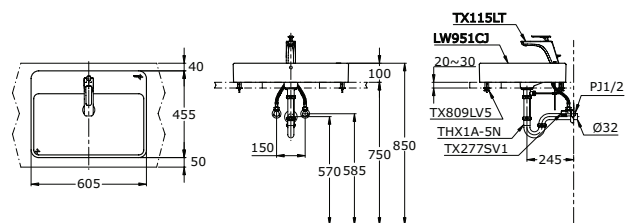




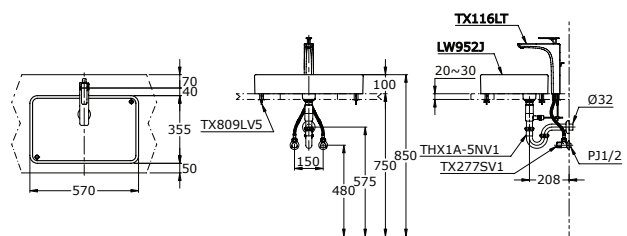
## LAVATORY



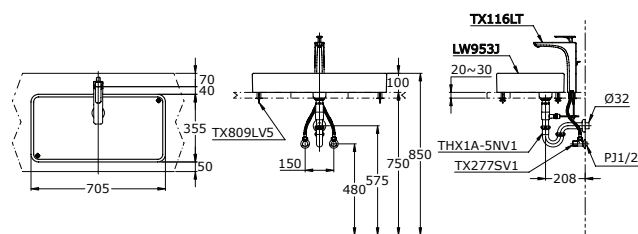
LW 950 CJ  
Counter Lavatory



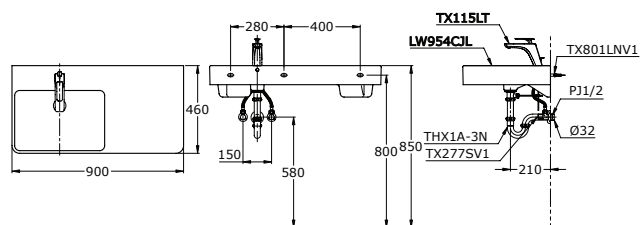
LW 951 CJ  
Counter Lavatory



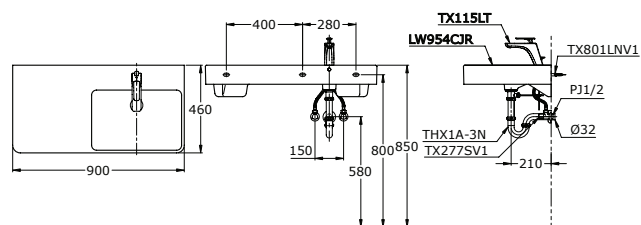
LW 952 J  
Counter Lavatory



LW 953 J  
Counter Lavatory



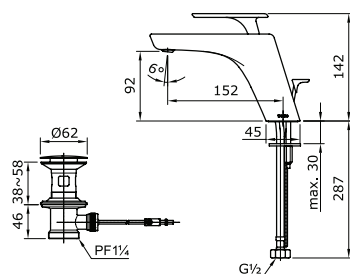
LW 954 CJL  
Counter Lavatory



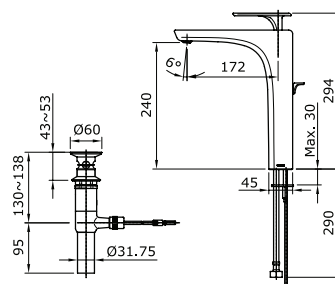
LW 954 CJR  
Counter Lavatory



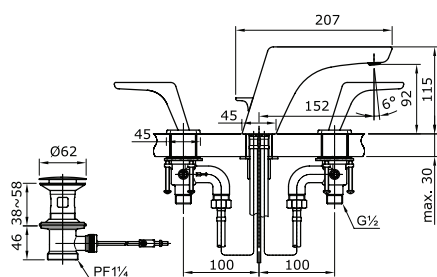
## FAUCET



TX 115 LT  
Single Lever Lavatory Faucet  
with 1 1/4" Pop Up Waste

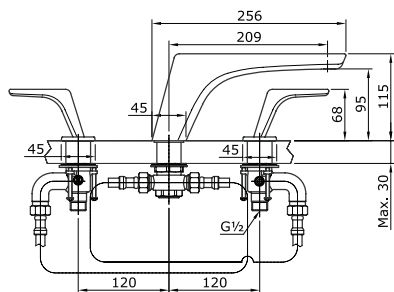


TX 116 LT  
Extended Single Lever Lavatory Faucet  
with 1" Pop-Up Waste

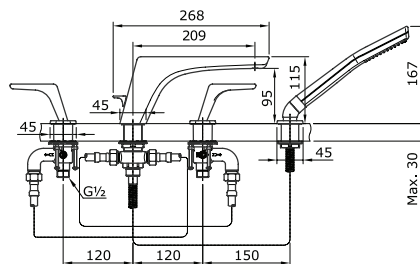


TX 119 LT  
8" Lavatory Faucet  
with 1 1/4" Pop-Up Waste

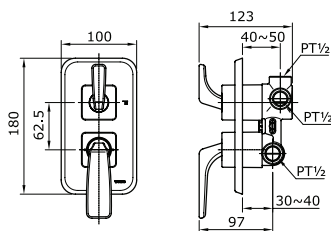
## BATH



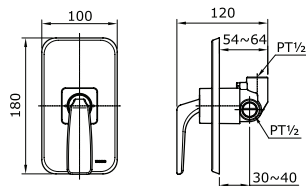
TX 467 ST  
Bath Filler & Mixer



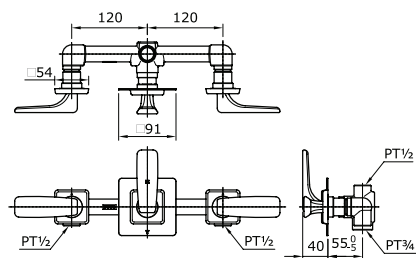
TX 447 ST  
4 Holes Bath & Shower Set



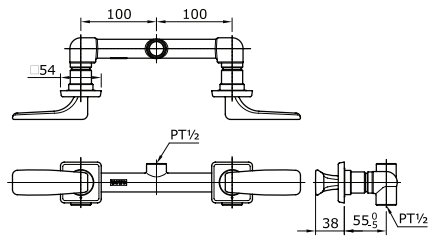
TX 442 ST  
Single Lever Bath & Shower Mixer  
With Diverter



TX 443 ST  
Single Lever Shower Mixer

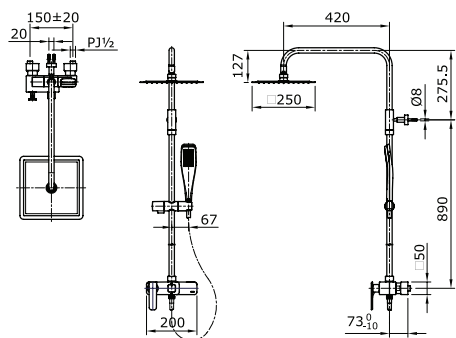


TX 469 ST  
Mixing Valve for Bath & Shower  
With Diverter

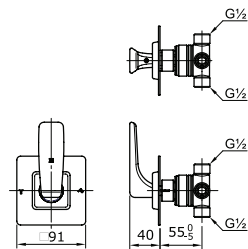


TX 468 ST  
Mixing Valve for Bath & Shower





TX 492 ST  
Shower Column Set

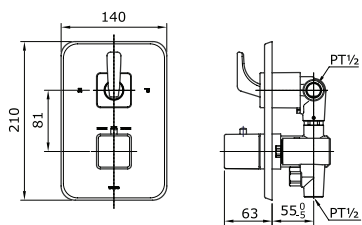


TX 484 ST  
3 Way Diverter (1 in 3 out)

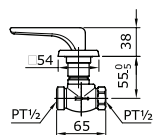
Available :

TX 453 ST

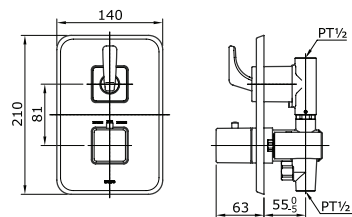
2 Way Diverter ( 1 in 2 out )



TX 473 ST  
Thermostat Bath & Shower Mixer  
With Diverter & Stop Valve

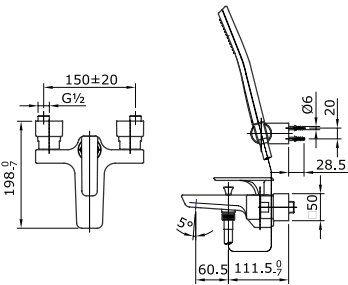


TX 452 ST  
Stop Valve

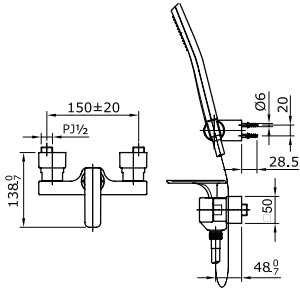


TX 451 ST  
Thermostat Bath or Shower Mixer  
With Stop Valve

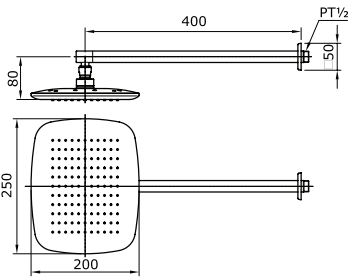
SHOWERS



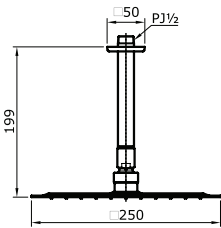
TX 471 ST  
Single Lever Bath & Shower Set



TX 474 ST  
Single Lever Shower Set



TX 488 ST  
Fixed Shower Head



TX 491 ST  
Fixed Shower Head  
( Ceiling Type )





TOTO Toja Series

DESIGNER

Alvin Tjitrowirjo

MANUFACTURER

TOTO

GRAPHIC DESIGN

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PHOTOGRAPHER

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COPYWRITER

Jo Elaine

While every reasonable care  
has been taken while preparing  
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