



ARTOLETTA & Spatial Design

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Founded by Koji Akama, Artoletta & Spatial Design offers the sustainable toilet spaces with the aim to overcome messing up of toilet by all new technology and even be able to create joy and happiness.



Toilet is a natural common space for us. What will happen when “common” is gone somewhere ? The issue of health hazard caused by sanitary environment, which was noticed at the time of the recovery effort from the Great East Japan Earthquake, became clearer by COVID-19 issue being a worldwide issue now after 9 years since the Earthquake. Now, ARTOLETTA & Spatial design will make it possible to offer you “Valuable Creation = New Normal” by using a new expression and technology. It is the beginning of a link among people worldwide with smiles but at the same time it is also effective for prevention of the virus spread.



Effects of ARTOLETTA

Art / ECO / Sustainable:

Art or design may be a tool to create value from a flexible viewpoint in the heart of viewers. Human mind is eager to seek for a moment to create a new value. People have been confronting the sad facts caused by COVID-19 with feelings of sympathy, thanks and emotion. This must be a good example of people having created value and changed it to an action. And when we try to create a new value, an encounter sustainable to the future is required in the fields of ecology, economy and education etc.

ARTOLETTA is the optimal tool to realize the future.

Benefit / Omotenashi / SNS:

According to a British statistic, it is said that human lifespan is 78 years in average, where 26 years for sleep, 3 years or more for toilet. People tend to care about the preparation for a comfortable daily life seeking peace and beauty to bedroom and living, which are the spaces to spend a common life. Why not for toilet? ARTOLETTA proposes “Omotenashi” - a Japanese culture proud to the world of which emotion and sympathy will make an effect of spreading the New Lifestyle not only in Japan but worldwide through SNS (Social Media) where everybody is able to access.



"We have 32 years of corporate history and just started to challenge 'Manufacturing a Global Product' based on our technology and experience. We understand Artoletta being a project which realize the way of human communication and human wishes using a power of DESIGN. We know that a communication between human and society will be tied tightly and carried on in the future by yielding sympathy and mutual prosperity. Human can be linked each other by SMILE."

- Koji Akama



Performance in the International Exhibitions

ARTOLETTA attended Maison et Objet twice as an exhibitor in the past and *will exhibit at the digital exhibition in September 2020 and attend Paris exhibition in January 2021*. Created a sensation in EU not only by its designability but also as a product of sustainability. ARTOLETTA’s presentation at Maison et Objet Paris in January 2020, included an exhibition of more sophisticated spatial design by unique technology and expression, was highly appreciated and induced business discussions with a fashion designer whose clients are Hollywood stars and celebrities. As a surprise, ARTOLETTA was double certified by SAFI as sustainability goods and an Architecture Design. Furthermore ARTOLETTA attended a presentation session where only 20 companies were invited as international media speakers, thus creating a big sensation in Paris and kicked off a brand promotion successfully.



www.artoletta.com