

## TOTO Trade Fair Stand ISH 2011

This trade fair stand represented the Japanese producer of sanitary ware TOTO with a clear garden design at the ISH 2011 trade fair in Frankfurt/Main. The architecture of the garden, surrounded by open pavilions, reflected the Japanese garden and bathing culture and indicated the company's environmentally friendly philosophy. Organic materials harmonised with the modern architecture of the stand as well as the high-tech and high-end products which were presented. The guests were invited to stroll through the garden and to explore the products in the pavilions.

### client

TOTO Europe, Bottrop

### head of marketing

Ute Kranz

### creative direction

Masahiro Maruhashi

### design

MACH Architektur GmbH, Zürich

### graphic design

Winkreative, London

### strategic planning

GMOD Design, Bedburg-Hau;  
Werbe- und Messebau Walbert-  
Schmitz, Aachen

### photography

Fotodesign Schiemann,  
Düsseldorf

### illustration

Plex GmbH Corporate Identity  
and Design, Berlin



# MACH ARCHITEKTUR

— *Green and clean:  
a geometric garden for TOTO.*



David Marquardt, born in 1967 in Zürich, Switzerland, studied architecture at the Eidgenössische Technische Hochschule (Swiss Federal Institute of Technology). He worked for Hans Kollhoff in Berlin, and in Zürich for Andrée Putman and Hannes Wettstein.

From 1997 to 2000, he specialised in corporate architecture at Bally Switzerland and, in 2000, he founded MACH Architektur GmbH together with Jan Fischer, working mainly in the design and detail planning for several luxury brands. Since then MACH has designed and developed more than 250 projects on all continents and worked for clients such as Bally, Bucherer, City of Zürich, IWC Schaffhausen, Lara Bohinc, Ping Pong Group and Swiss International Air Lines.

## What has been your greatest challenge in a project so far?

*It is always a big challenge to balance the three elements of quality, cost and time.*

## Which trends do you currently recognise in your field?

*Clients are increasingly aware of the necessity of interior design for their communication. The level of professionalism has therefore increased and the challenge is not to become too complicated or too “loud” just because of the growing market.*

## What do you understand by good communication design?

*Good communication design transports messages on more than one channel. That is, customers can discover more elements after a while, not everything is revealed at first sight. Just like a good text which can be read between the lines.*