

TOTO

Double Vision at TOTO, 140-142 St. John Street, Clerkenwell, London EC1V 4UA
Clerkenwell Design Week 23-25 May 2023

To celebrate the launch of the latest toilet with integrated WASHLET, the NEOREST WX, TOTO invites photographer Gareth Gardner to explore the world of architectural and interior photography.

What makes a good architectural photograph? It's a subjective question that has no definitive answer, particularly in this post-truth age of fake news, AI images, photoreal visualisations and photographs that have been Photoshopped to within an inch of their lives.

This exhibition presents a selection of photographs by architectural photographer, writer and curator Gareth Gardner. He has handpicked images from his 20-year archive that each sit at different places on the sliding scale with staged photography at one extreme and documentary the other. Many were captured for architects and interior designers, others commissioned by magazines or self-initiated as part of on-going personal explorations.

There are many factors affecting the innate 'quality' of a photograph with architecture as its theme, including not only the subject matter itself but also technical skill, quality of light and composition. Is it the architectural photographer's job to make a silk purse out of a sow's ear, or to accurately document the scene as presented? What is the angle of view – both literally and figuratively?

The answer often depends on who is commissioning the photography – a client or designer will want a project shown in its best light. An editorial publication might want a more photojournalistic approach, while the photographer themselves might favour anything from pure realism or a

fantasy concocted according to their own personal inclinations. We live in a social media whirlpool of hyperreal ultra-styled images coexisting with banal images of everyday spaces and the fetishisation of brutalist concrete. Architectural photography exists as both a commercial discipline and fine art endeavor.

Double Vision invites viewers to think about these contradictions. What is the motivation and purpose behind each photograph, what truths are being told or alternative facts being fabricated? They question the importance of factuality in architectural photography, and how practical concerns – such as depicting a project with spatial accuracy, or communicating how it is occupied and used – rubs alongside aesthetic qualities. These questions have been hotly debated since the dawn of photography in the 1820s – the very first photos were architectural – and will continue to cause controversy for years to come.

About Gareth Gardner

Gareth Gardner is an architectural photographer, writer and gallerist. Having originally studied civil and structural engineering, he moved into journalism on publications including Building Design and FX, where he was editor. Over the last two decades, he has worked with many leading architects, interior designers, clients, manufacturers and cultural organisations to photograph their work. He also runs Gareth Gardner Gallery in Deptford, SE London. It is the UK's only gallery space dedicated to photography of architecture and place.

Find out more at www.garethgardner.com

About TOTO Europe

TOTO, one of the world's leading sanitary ware companies, has an unwavering focus on people and their well-being. Established in Kitakyushu, Japan in 1917, TOTO has been developing, producing and marketing its comprehensive high-end bathroom concepts for the European market since 2009. The company aims to create a new attitude towards life through regeneration, comfort and hygiene, integrating technologies into their product designs in a smart, nearly invisible way. Japan's leading manufacturer in the sector, TOTO offers a comprehensive range of products including ceramic sanitary ware, faucets and accessories. The company can now look back on over 40 years of developing and manufacturing WASHLET and has sold over 60 million units worldwide to date. TOTO supports the development of a fully emission-free society and is very committed to sustainability: By joining

the RE100 initiative, TOTO Group will convert all of its facilities to power from sustainable energy sources by the year 2040. The company also received certification from the Science Based Targets Initiative (SBT) to reduce greenhouse gases in line with the Paris Agreement, and to systematically cut CO2 emissions further on this basis. TOTO employs 36,000 people world-wide.

Read more about TOTO online: gb.toto.com

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