

THE TOKYO TOILET



Discover “THE TOKYO TOILET Paper by Daido Moriyama”

Introducing “THE TOKYO TOILET Paper by Daido Moriyama,” an original roll of toilet paper printed with photographs of THE TOKYO TOILET (TTT)—Shibuya’s uniquely designed public toilets—shot by renowned photographer Daido Moriyama.

Launched in 2018, the TTT project redesigned 17 public toilets in Shibuya through the vision of 16 world-class creators, making them safe and comfortable for everyone regardless of gender, age, or disability. The architecturally striking facilities—reminiscent of rain shelters and even a squid—are uniquely designed public toilets unlike anything seen before. The TTT restrooms also served as settings for Wim Wenders’ film *PERFECT DAYS*.

Through the power of creative design, TTT seeks to propose new possibilities for society and address social challenges through a variety of art projects, including the film *PERFECT DAYS*, photography, and publications.

As part of these initiatives, TTT has presented a series of installations featuring photographs of TTT newly shot by world-renowned photographer Daido Moriyama. The first installment, “THE TOKYO TOILET / MILANO,” debuted in 2022 during Salone del Mobile Milano. The second installment followed in 2023 at Paris Photo with “THE TOKYO TOILET / PARIS.” Then, in 2025, the third installment, “THE TOKYO TOILET / SHIBUYA,” transformed the TTT restrooms themselves in Shibuya, Tokyo, into exhibition spaces.

This series of art projects led to the creation of “THE TOKYO TOILET Paper by Daido Moriyama.” During the Tokyo exhibition, the special toilet paper was installed in each of the participating TTT restrooms as part of the installation, allowing visitors to experience Moriyama’s photographs within the very spaces they depict.

Photographs of all 17 TTT locations are boldly printed across the roll in a full-bleed design. Capturing the everyday landscape of public toilets through Moriyama’s distinctive perspective, the product brings his unique visual world to a single roll of toilet paper. It marks the first time Moriyama’s photographic work has been printed on toilet paper, turning an everyday object into an art piece while maintaining its high quality as toilet paper.

Developed in collaboration with Oji Nepia, the toilet paper uses specially formulated ink designed with safety in mind to reproduce the distinctive blue associated with TTT. The original paper packaging

features a QR code linking to the official TTT website, as well as a sticker bearing Daido Moriyama's signature, reflecting the project's identity down to the smallest details.

Management & Support of THE TOKYO TOILET Project:

Launched in 2018 through the initiative and funding of Koji Yanai, THE TOKYO TOILET project has operated with the full cooperation of Shibuya City and day-to-day oversight by The Nippon Foundation. Renovation of all 17 public toilets was completed in 2023, and from April 1, 2024 onward, Shibuya City took over direct responsibilities for maintenance. Design and construction were carried out with the support of Daiwa House Industry Co., Ltd., while TOTO Ltd. provided surveys of existing conditions and proposals for toilet fixtures and equipment.

Daido Moriyama Profile

Born in Osaka in 1938. After apprenticing with photographers Takeji Iwamiya and Eikoh Hosoe, Moriyama struck out on his own in 1964. He has published work continuously in photography magazines, and in 1967 his series "Nippon Gekijō" (Japan Theater) earned him the Newcomer Award from the Japan Photo-Critics Association. In 2012 he received the Infinity Award for Lifetime Achievement at the 28th International Center of Photography (ICP) Awards in New York. His second solo exhibition at the Fondation Cartier pour l'art contemporain in Paris, "DAIDO TOKYO," opened in 2016. The French government appointed him Chevalier of the Ordre des Arts et des Lettres in 2018, and in 2019 he was honored with the Hasselblad Foundation International Award in Photography.

Product Title: THE TOKYO TOILET Paper by Daido Moriyama

Price: 1,900 JPY / 25 USD / 25 EUR / 20 GBP, per individually wrapped roll

Size: 109 mm wide × 45 m long (2-ply)

Availability: Available at [twelvebooks](#) from October 10, 2026, with wider distribution in Japan and internationally to follow. Scheduled to be presented at Paris Photo (Grand Palais, Paris), November 12–15, 2026.

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