

For Immediate Attention of the Media

May 13, 2014
National Museum of Emerging Science and Innovation (Miraikan)

Special Exhibition
"Toilet!? —Human Waste & Earth's Future"
 From July 2 (Wed), 2014 to October 5 (Sun), 2014



Key Visual for Special Exhibition

From July 2 (Wed) to October 5 (Sun), 2014, the National Museum of Emerging Science and Innovation (Miraikan) (Chief Executive Director: Mamoru Mohri; Address: Aomi, Koto-ku, Tokyo) will hold a special exhibition "Toilet!? —Human Waste & Earth's Future".

There are many ways in which toilets are involved in our lives, from how we use them every day to their impact on the environment. People of all ages have different problems with excretion, and there are approximately 2.5 billion people worldwide without access to toilets. With the population predicted to exceed 10 billion by 2100, this exhibition takes a frank, entertaining look at what the perfect toilet would be for people around the world. This special exhibition, based on the generally taboo subject of the toilet, will entertain and educate children and adults alike. Children could even use it for their summer homework.

■Overview■

Term:	July 2 (Wed) - October 5 (Sun) , 2014
Opening Hours:	10:00 – 17:00 (Entrance closes 30 minutes prior to museum closing time.)
Venue:	1F Special Exhibition Zone a, National Museum of Emerging Science and Innovation (Miraikan)
Closed:	Every Tuesday except on holidays and during the summer vacation period
Admission Fees:	Adults: 1,200 yen and 18 years and under: 600 yen (Saturdays: 18 years and under 500 yen)
Presale Ticket (Before Tuesday, July 1 2014)	Adults: 960 yen and 18 years and under: 480 yen (Saturdays: 18 years and under 400yen)
Organizers	National Museum of Emerging Science and Innovation, Fuji Television Network, Inc.
Special sponsor:	LIXIL Corporation
In special association with:	The Sankei Shimbun, Nippon Broadcasting System, Inc., TOKYO FM Broadcasting Co., Ltd.
In association with:	Ministry of Education, Culture, Sports, Science and Technology, Ministry of Foreign Affairs of Japan, Ministry of Land, Infrastructure, Transport and Tourism, Ministry of the Environment, Bureau of Sewerage Tokyo Metropolitan Government, United Nations Development Programme (UNDP), United Nations Children's Fund Tokyo Office (UNICEF), Japan International Cooperation Agency(JICA), Japan Committee for UNICEF, Japan Continence Action Society, Japan Toilet Labo, Japan Water Forum, JAPAN TOILET ASSOCIATION

[Exhibition Contents]

The exhibition is divided into 8 areas. Toilet and feces characters will explain different matters related to toilets, from the smell and shape of human waste to sewage treatment and environmental problems.

There are various entertaining activities at the exhibition, not only using clay to recreate the shape of feces you had on that day, but also going down a giant toilet slide on a journey through the sewage system. The exhibition's prologue and epilogue were produced by Mr. Osamu Suzuki, a television writer.

[Exhibition Outlines]



Introduction: The Embodied Spirit

Lids that open automatically. Self-cleaning functions. The first thing you will see at the exhibition is intelligent, sophisticated cutting-edge Japanese toilets. Start by experiencing the spirit of hospitality found in Japanese toilets.

Prologue: If Toilets Could Talk...

Have you ever wondered where the waste goes after flushing the toilet? Although toilets tend to stay silent, here a toilet will explain its frustration. Keep its words in mind through the exhibition.

Area 1: How Is Going Your Feces Today?

Even though it is part of daily life, most people don't know much about feces. Your relationship with it will be explored by observing the feces of various different animals and discussing gut flora, which determines the condition of your health and feces.

Area 2; What Do You Do On the Toilet?

The toilet isn't just a place for excretion. There are toilets where you can enjoy playing games or chatting. What kind of toilet would you like to have? Ideas on taking advantage of the bathroom space are presented here.

Area 3: Where Do Feces Go?

Put on a special hat and go on a journey through the sewer system! Go down a big toilet slide and experience the world beyond the toilet, including the process that purifies sewage and technology for recovering useful resources from waste.

Area 4: Could Space Toilets Be Our Future Toilets?

In spacecraft, it is important to recycle the limited resources in order to maximize their usability. In order to create toilets suited to this environment that is almost Earth in miniature, toilets that can make food from human waste are being researched. Think of the ideal toilet while looking at models of the space toilets of the future, possibly the ultimate form of recycling.



Area 5; What Kind of Toilet Can Make Everyone Happy?

There are a variety of problems facing toilets. It is said that over 60% of children don't have a bowel movement at school. Dealing with excrement is a major burden in nursing care. There is also the issue of hygiene maintenance after earthquakes and other emergencies. There are 2.5 billion people worldwide who don't have access to toilets, leading to many children dying from unhygienic conditions. Excretion is intertwined with human dignity and survival, and a person's ideal toilet changes depending on their age and circumstances. Displays explaining many problems involving toilets will help visitors think about what kind of toilet can make everyone happy.



Epilogue: The Toilet Is Song

Having learned about how toilets work, their future, and the problems they face, you will no doubt sympathize with the anger and frustration of toilets. In this final area, a toilet will sing about its feelings and the topics that were covered up to this point. How will you respond to the song of the toilet?

[Producer of the Prologue and Epilogue]

Suzuki Osamu <Television Writer>

Born April 25, 1972 in Chikura, Chiba.

Debuted as a television writer at the age of 19. In addition to writing for popular shows like Fuji TV's SMAP X SMAP, he has also written lyrics, novels, and scripts for movies and plays. He is a producer introducing Japanese girl culture overseas as part of the Ministry of Economy, Trade, and Industry's new Cool Japan X TGC project, Tokyo Girls Town. This special exhibition is the first time he has produced an exhibition. Published works include Miyuki (Kadokawa Shoten) and Geinin Koukan Nikki ~Yellow Hearts no Monogatari~ (Ohta Books).



Open till 8 PM during the Obon Periods!

From Wednesday, August 13 to Thursday, August 17 (Obon Periods), closing time for the special exhibition will be extended until 8 PM. Entrance fees will be discounted after 4:30 PM.

Obon Special Night Tickets: Adults ¥600; 18 and under ¥300

Presale Ticket Available

Presale Ticket is available from Saturday, May 17 2014.

Face Check Sheet Sticker Clear File will be given to visitors with advance tickets.

■SUMMARY for Presale Ticket■

Availability: Saturday, May 17 to Tuesday, July 1 2014

Ticket Prices: Adults ¥960; 18 and under ¥480 (Saturdays: 18 and under ¥400)

Available Ticket Agencies: Ticket Pia, Lawson Ticket, e+, Fuji TV Direct

Bonus: A limited edition (not for sale) Face Check Sheet Sticker Clear File will be given to visitors with advance tickets.

Due to limited availability, ticket sales will end when quantities run out.

(The tickets will be also available after Tuesday, July 2 2014 at the Ticket Agencies described above. The ticket price at the Ticket Agencies after Tuesday, July 2 2014 are followed; Adults: 1,200 yen and 18 years and under: 600 yen (Saturdays: 18 years and under 500 yen)

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