



Hiroto studied at Middlesex University where he achieved first class honours in Product Design. He developed a deep curiosity in the ethereal quality of light and shadow, and how something intangible in itself could be used as a building material to change the perception and experience of the world. This fascination led him to start his career working with light in 2006.

Hiroto joined Speirs + Major in 2011 as a Project Designer; in 2014 he was promoted to Senior Designer and in 2016 he became a Design Associate. He was recently made a Group Leader, and is responsible for overseeing and leading smaller teams of designers.

Hiroto has worked on numerous award winning projects both locally and internationally including Queen Elizabeth Olympic Park, Hedonism Wines boutique in London, and the International Towers Sydney, Barangaroo. He also led the design for Coal Drops Yard, The Mailbox, Verde and Mulberry stores. He is currently leading a wide range of projects in Dubai, Singapore, Hong Kong, Shanghai and Sydney.

Born and raised in Tokyo, Hiroto is fluent in Japanese and English.



Hiroto Toyoda
Group Leader

BA (Hons), Associate IALD

Team

Designers working with light
www.speirsandmajor.com