

ABSTRACT

Disclosed are a method for forming a photocatalytically hydrophilifiable coating, involving a process for treating the surface of a substrate before the formation of a photocatalytically hydrophilifiable coating, which can form a good photocatalytically hydrophilifiable coating, and a cleaning agent and an undercoating composition for the method. The method for forming a photocatalytically hydrophilifiable coating comprises the steps of: cleaning the surface of a substrate with a predetermined cleaning agent; coating a photocatalytically hydrophilifiable coating liquid on the treated substrate; and curing the coating, or alternatively comprises the steps of: cleaning the surface of a substrate with a predetermined cleaning agent; applying a predetermined undercoating composition onto the surface of the substrate to form an undercoat; coating a photocatalytically hydrophilifiable coating liquid on the undercoat; and curing the coating to form a photocatalytically hydrophilifiable coating. The cleaning agent comprises at least one member selected from the group consisting of a surfactant, an abrasive, an acid, and a base. The undercoating composition for the undercoat comprises at least an inorganic oxide particle or a silicone or a silicone precursor and a solvent.