

## Press

October 2017

### Press Release

IFFT/Interior Lifestyle Living  
20 – 22 November 2017, Tokyo Big Sight

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IFFT17-2e

**Countdown begins to IFFT/Interior Lifestyle Living, opening its doors on 20 November at Tokyo Big Sight**

**Quality exhibitors and products from Japan's major furniture manufacturing areas and design items from various overseas participants**

**The Atrium highlight "THE HOTEL ~ Hello, NEW LOCAL" to offer buyers a journey to find attractive local products**

The 10th edition of IFFT/Interior Lifestyle Living starts in a month from 20 – 22 November, at Tokyo Big Sight West halls 1, 3, 4 and the Atrium. An increased number of 456 exhibitors (Domestic: 347, Overseas: 109)<sup>1</sup> from 18 countries and regions await the many buyers, architects and manufactures in the interior and design industry.

IFFT/Interior Lifestyle Living showcases the finest international designs, ranging from regions within Japan to almost every part of the world.



From Left: TRUSS AIR, Morodomikagu Cooperative, Cul de Sac – JAPON, TOU / Kanemitsu.Ltd, gauzy calm works,Ltd., LOOP CARE/ LISUR Co.,Ltd

Mesago Messe Frankfurt Corporation  
7F Shosankan 1-3-2 lidabashi Chiyodaku  
102-0072 Tokyo Japan

<sup>1</sup> 2016 Results: 431 exhibitors (Domestic: 378, Overseas: 53) from 18 countries/regions

There will be three major pavilions from Asahikawa in the Hokkaido prefecture, Okawa in the Fukuoka prefecture, and Hida in the Gifu prefecture, as well as products from Shizuoka, Tokushima and Hiroshima. The show provides an opportunity to witness the highest furniture manufacturing skills in the market all in one place, which have been built on a long history in Japan. The show will also be welcoming a diverse range of items from overseas exhibitors. 'FROM PORTUGAL' will join for the first time as a pavilion to showcase their latest designs, and the Finland pavilion will be gathering the already popular Finnish design products as well as newcomers who are seeking to enter the Japanese market. Design products from Taiwan and Mexico are also a must-see to discover the trends and cultures in their respective countries. All the products will appear at the 12 characteristic zones. These are: ACCENT, CREATIVE RESOURCE, EVERYDAY, FOODIST, GLOBAL, HOME, JAPAN STYLE, KITCHEN LIFE, MOVEMENT, NEXT, TALENTS, and THE HOTEL.

### **Highlights at a glance**

#### **THE HOTEL ~Hello, NEW LOCAL~**

The fourth edition of "THE HOTEL" features the attraction and charm of Japanese regional characteristics. With the support of collaborating directors and members from UDS Ltd., specially selected design products that are original to a certain local area will gather in this special zone. UDS Ltd. is known for its localisation and community making projects through its unique and well-designed accommodation and dining places. Tetsuji Kuroda, one of the directing members of UDS Ltd., says the highlight also features a 'journey', explaining that the true entertainment of a 'trip' lies in the communication with the local community, which is similar to the process of a buyer finding their business partners at exhibitions. The area has been designed to offer visitors a journey-like experience to enhance communication. Exhibitors will use boards and Japanese maps, which are displayed to inform where they are from. A hotel lobby-like lounge and a café will feature at the Atrium for the visitors to rest and communicate after their 'trip'.

#### **CREATIVE RESOURCE**

The "CREATIVE RESOURCE" will also be responding to the needs of interior products for hotels and other commercial facilities as well as private housings. This zone will communicate ideas for renovation, featuring the finest interior decoration materials and accessories. The director and architect, Keiji Ashizawa, will be preparing a presentation area, "POST MATERIAL" in collaboration with monthly magazine Confort. This special presentation focuses on comparing materials that are produced in bulk, and materials that have been produced by traditional skillsets. The aim of the presentation is not to criticize any materials on display but instead to inspire visitors that they have a choice. By presenting the versatility of resources, this zone will attract manufacturers who are seeking ideas for material applications, as well

as retailers looking for items that correspond to the increasing needs of remodelling and DIY.

### **NEXT, TALENTS and IFFT/Interior Lifestyle Living Awards**

“NEXT” and “TALENTS” are zones for young, talented designers and entrepreneurs to obtain business opportunities through interactions with high-quality visitors. These two areas were developed through Ambiente, the world’s largest consumer goods trade fair held in Frankfurt, Germany, every February. NEXT provides young entrepreneurs a platform to make a step forward by discovering new partners and collaborative projects. TALENTS matches manufacturers with young designers to enter the market. This year, one NEXT exhibitor will have a chance to be chosen for the Young Designer Award, and to receive the opportunity to exhibit at Ambiente 2018. The award juror will be the Vice President of Ambiente brand, Nicolette Naumann. The winner will be announced prior to the Ambiente 2018 press conference, held on the 20 November from 14:20 at the talk show stage located in West hall 1.

Together with the Young Designer Award, the winner of the Best Buyer’s Choice 2017 will also be announced. The award will be given to the best potential must-buy product selected among all exhibitors. The grantor is Shinya Tanaka, Corporate Officer General Manager of Merchandising Division CASSINA IXC Ltd. Selected by a buyer of one of the best interior shops, the awarded product is to become a benchmark of the coming trends.

### **Heimtextil Theme Park**

Heimtextil, one of the world’s largest and best-known home textile exhibitions, presents the latest textile trends in the interior industry through a specially set lounge. Its trend theme is an indicator for many industry leaders. The trend theme for 2018/19, “Future is Urban” will be implemented under the direction of Dan Namura (design studio Dan Project), one of the members of the Trendtable Contributors at Heimtextil. This instalment will enable the visitors to experience the coming trends in a relaxing atmosphere.

### **LIFESTYLE SALON 2017**

LIFESTYLE SALON 2017 will welcome lecturers from various parts of the world this year. Robert Bronwasser, the Designer of the Ambiente 2018 Partner Country Presentation, will be speaking on 20 November about modern Dutch design. Amsterdam-based Robert Bronwasser is an industrial designer who passionately merges creative skills, common sense and 25 years’ experience into useful designs with a one-off look. He is an acclaimed designer, collaborating with innovative brands and major labels.

On the same day, he will also be participating in the joint press conference of Heimtextil and Ambiente, together with Dan Namura, the

Trendtable contributor at Heimtextil, as well as Nicolette Naumann, Vice President Ambiente brand at Messe Frankfurt Exhibition GmbH, and Olaf Schmidt, Vice President Textiles & Textile Technologies Messe Frankfurt Exhibition GmbH. The press conference will be a great opportunity to learn more about the two world-leading exhibitions and to experience the strong global communication network of Messe Frankfurt – particularly during one of the two leading interior trade shows in Japan; IFFT/Interior Lifestyle Living and Interior Lifestyle Tokyo.

20 Nov 15:15 – 16:15

**“Modern Dutch Design”**

Speaker: Robert Bronwasser

20 Nov 16:30 – 17:30

**“Heimtextil & Ambiente Joint Press Conference”**

Speaker: Olaf Schmidt, Nicolette Naumann

Guest speaker: Dan Namura, Robert Bronwasser

For programme details and other updates, please visit the official website: [www.iffit-interiorlifestyle.com/en](http://www.iffit-interiorlifestyle.com/en).

With the exception of the seminars introduced above and the Heimtextil & Ambiente Joint Press Conference, all the programme events will be held in Japanese only.

For information on all Messe Frankfurt textile fairs worldwide, please visit: <http://texpertise.messefrankfurt.com> .

For information on all Messe Frankfurt consumer goods fairs worldwide, please visit: <http://ambiente.messefrankfurt.com/frankfurt/en/>

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)