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Press

Final Report

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

IFFT/Interior Lifestyle Living closes its doors after three days of rich business encounters for exhibitors and visitors

IFFT/Interior Lifestyle Living ended with significant success from 20 – 22 November 2017 in the West Hall 1, 3, 4 and the Atrium at Tokyo Big Sight. In total, 16,654 buyers from 29 countries made their way to Tokyo for the show, and enjoyed the quality presentation made by 472 exhibitors (domestic: 348, overseas: 124)¹ from 19 countries and regions. A diverse range of products were presented during the fair, such as quality furniture, lighting, textiles and interior materials for food preparation and presentation, kitchenware, equipment and gift items, highlighting the latest trends of the industry.

With an increase in the number of overseas exhibitors up to 26 percent, a more global atmosphere in the exhibition halls very much encouraged international business conversation on-site. This successfully boosted the satisfaction level of both visitors and exhibitors, as they were able to capitalise on the quality business encounters that the show provided.



From left: Atrium highlight "THE HOTEL – Hello, NEW LOCAL" / Atrium entrance / Fairground / Young Designer Award 2017 winner "YURI HIMURO" / IFFT/Interior Lifestyle Living Award jurors and awardees / Best Buyer's Choice 2017 winner "As it is"

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¹ 2016 results: 450 exhibitors (Domestic: 370, overseas: 80) from 14 countries and regions

The fourth edition of the highlighted exhibit zone, “THE HOTEL” inspired local spirits.

Focusing on designs and products marketed to hotels, the fourth edition of “THE HOTEL” highlighted the charm and techniques that reflect regional characteristics, under the theme of “Hello, NEW LOCAL”. With the support of the collaborating directors and members from UDS Ltd., a design firm well-known for its localisation and community-building projects, the zone aimed to provide visitors with the joy and surprises experienced during one’s journey. This zone was designed to lead visitors to every one of the exhibitor booths in a unique maze-like but guided configuration, which successfully enhanced communication onsite and created a vibrant atmosphere for attendees.

Mr Shunsuke Nakano, -chief director of ~~tableware-coating the~~ brand “As it is” / Nakano Kagaku commented: “We chose IFFT/Interior Lifestyle Living as a place to launch our brand for a reason. After visiting the show in previous years along with other trade shows, we were certain that this fair would be a perfect opportunity to meet buyers and business partners who could share and cherish our vision, together with our journey as a start-up brand. We were pleasantly surprised with the high quality of visitors and of the show itself, and also that the zone encourages active communication and business encounters. We plan to exhibit again next year, to further develop the business opportunities we gained this year.”

Commented [TA(J1): Not a tablewear “coating” brand – they would be upset to be called so since their selling point is that they do not use coating material to realise colour but only by their processing technology

“CREATIVE RESOURCE”

This zone introduced ideas for renovation, featuring innovative interior decoration materials and accessories. Director and architect, Keiji Ashizawa designed a presentation area called “POST MATERIAL” in collaboration with monthly magazine Confort. The area demonstrated the potential of design through a collection of innovative interior materials, and attracted many designers and manufacturers looking for material application ideas, as well as retailers looking for items that correspond to the increasing needs of remodelling and DIY.

Mr Akio Sakamoto, Co-CEO of Frontec Co Ltd, said: “This was our first time participating in a trade show. Exhibiting our special carbon fibre and our unique production techniques to strengthen wooden materials, we welcomed a number of visitors both from Japan and overseas at our booth. Surprisingly, many exhibitors were also interested in seeking new ideas and were enthusiastic about our products. It was eye-opening to know that our techniques could be something that designers wished for to turn their imagination and ideas into actual products.”

The finest design and expertise from all across Japan

IFFT/Interior Lifestyle Living has long been a showcase of the finest furniture from all across Japan. This year, the show welcomed pavilions from Asahikawa in Hokkaido Prefecture, Hida in Gifu Prefecture and Okawa in Fukuoka Prefecture. In addition, the Tokushima and Shizuoka Prefectures, Hita in Oita Prefecture, and Fuchu in Hiroshima Prefecture displayed their designs and manufacturing expertise.

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Tokyo, 20 – 22 November 2017

Mr Noriyoshi Someya, Executive Director of the Planning Department at Conde House Ltd., commented on the show's success: "We feel there has been significant progress on the show in two major areas, especially in the past couple of years. Firstly, the number and quality of overseas visitors is constantly getting better, which has made the show very beneficial for those with international business in mind. Secondly, the quality of each exhibitor has been improving every year too, which has led to a steady rise in the overall quality of the show. This has also prompted a significant increase in the level of our satisfaction as exhibitors."

A flow of international market entries to Tokyo 2020

This year, the show saw a significant leap in the number of overseas exhibitors by 55 percent compared to 2016. Each exhibitor engaged with its unique display, leaving a positive impression to the show's participants. Ms Katherine Dela Cruz, Project Officer at the International Operations of Center for International Trade Expositions and Missions (CITEM), left a positive response on behalf of the Philippines pavilion.

"We exhibited this time as a group of 26 exhibitors, mostly local manufacturers from the Philippines, providing sustainable products using natural materials," she said. "We have a strategic three-year plan at IFFT/Interior Lifestyle Living to enter the Japanese market in time for Tokyo 2020. The aim in 2017, which was the first year of the plan, was initial market exposure and testing, which we can now plan on developing over the next two years. The results were positive. We feel that we succeeded in making people in the Japanese industry aware of what we can offer. We were very excited to receive this much attention on the fairground."

Design Award winners announced – a platform for upcoming trends

On November 20th, the winners of the IFFT/Interior Lifestyle Living Awards were announced. The awards were comprised of the Young Designer and the Best Buyers' Choice 2017. This year, the winner of the Young Designer Award was chosen from "NEXT" and will be invited to exhibit at Ambiente 2018 in Frankfurt.

The award this year was given to "YURI HIMURO", a textile designer. The juror of the award was Vice President of the Ambiente Brand at Messe Frankfurt Exhibition GmbH, Ms Nicolette Naumann, who explained the reason for her decision: "Ms Himuro's creation was special for two reasons. It was contemporary in a way that the design idea was innovative, allowing the user to personally be involved in the design. This was done by creating layers with a special technique so that a different design could appear under the top layer by cutting it. Yet, the excitement and the enjoyable factor in her design was somehow nostalgic to all of us in a pleasant way."

The Best Buyers' Choice 2017 award was given to "As it is". The brand was developed by a metallic finisher based in Tsubamesanjo, a place well-known for its craftsmanship. Their oxidation processing technology

enables their collection of stainless-steel cutlery and dishes to shine in iridescent luster without tinting.

The awarder was Mr Shinya Tanaka of CASSINA IXC. Ltd, one of the fair's most renowned buyers. He explained his choice: "The overall level of quality in all perspectives was outstanding. Their self-challenging spirit in order to come up with good creations was definitely the key to their actual achievement that they made here in such a high level of techniques, design, and presentation."

At the "Heimtextil Trend Lounge", directed by the DAN PROJECT, Heimtextil presented the latest trends through a specially set lounge. As one of the world's largest and best-known home textile shows, this attracted many visitors to discover the industry indicators ahead of time. Through the dynamic and sophisticated presentation, visitors experienced the trend theme for 2018/19, "Future is Urban". The full display of the 'Trends' will be revealed at Heimtextil in January 2018.

The next IFFT/Interior Lifestyle Living will take place from 14 to 16 November 2018 in West halls of Tokyo Big Sight. For more information, please visit: www.iffit-interiorlifestyleliving.com

The next Interior Lifestyle Tokyo will be held from 30 May to 1 June 2018 in West halls of Tokyo Big Sight. For more information, please visit: www.interior-lifestyle.com

For information on all Messe Frankfurt textile fairs worldwide, please visit: www.texpertise.messefrankfurt.com.

For information on all Messe Frankfurt consumer goods fairs worldwide, please visit: www.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 | www.congressfrankfurt.de | www.festhalle.de