

Press release

7 November 2018

11th edition of IFFT/Interior Lifestyle Living is just around the corner, opening on 14 November at Tokyo Big Sight

Katsuya Kashiwagi / Nanako Kaku
Tel. +81 3 3262-8453
press@japan.messefrankfurt.com
www.jp.messefrankfurt.com
www.iff-interiorlifestyleliving.com

IFFTILL18_2e

The 2018 edition of IFFT/Interior Lifestyle Living starts next week from 14 – 16 November at Tokyo Big Sight in West Halls 1, 2 and the Atrium, welcoming 423 exhibitors from 15 countries and regions (Domestic: 342, Overseas: 81). Turning design ideas into business opportunities, the show again provides a strong platform for the industry.

IFFT/Interior Lifestyle Living showcases the finest international designs, ranging from regions within Japan to almost every part of the world. In terms of Japanese representation, 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 Hiroshima, Oita, Shizuoka, Tokushima and Wakayama.

The show will also be welcoming a diverse range of products from overseas exhibitors, including pavilions from China, Finland, the Philippines and Taiwan, where visitors can discover the latest trends and cultures from the respective countries.

This year, extra value has also been added by focusing even stronger on contract business and the food service industry, in response to an increasing demand in those fields for the upcoming Tokyo Olympics in 2020.

For exhibitors who have products dedicated to the contract business, a special “Contract” sign will be on display at their booth, allowing them to be found more easily by visitors at the fair. On top of this, all products at the show will appear under the 12 characteristic zones. These are: ACCENT, CREATIVE RESOURCE, EVERYDAY, FOODIST, GLOBAL, HOME, JAPAN STYLE, JEWELRY, KITCHEN LIFE, MOVEMENT, NEXT, and TALENTS.

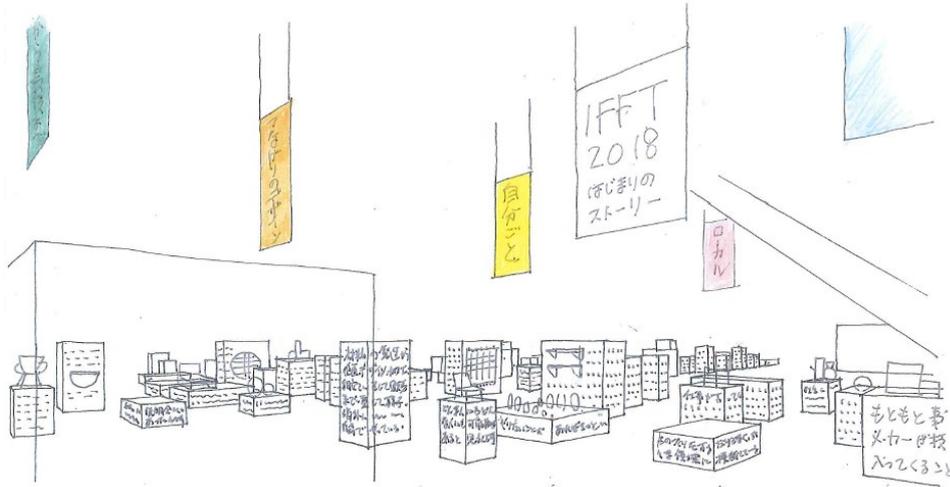
Highlights at a glance

The Atrium highlight: “A Story of Beginning”

A special exhibition area, titled “A Story of Beginning” will be installed in the Atrium, under the direction of Mr Kenta Nakamura, president of Shigotohito Inc, who runs the unique job site “shigoto100.com” for traditional manufacturers in Japan, and is also a member of the GOOD DESIGN AWARD judges. He selects 84 products from the exhibitors based on their background stories and they will be displayed together

Messe Frankfurt Japan Ltd.
7F Shosankan 1-3-2 Iidabashi Chiyodaku
102-0072 Tokyo Japan

with the brief stories of each of them, and it will serve as an entry point for bringing visitors to the exhibitors' booths. Mr Nakamura will conduct a complementary live talk on the first and second day at the Lifestyle Salon, also located in the Atrium. Prominent designers will join the sessions to discuss designs of the future.



The Atrium highlight “Origins of Works” exhibition to give visitors more inspiration on the exhibits.

CREATIVE RESOURCE zone

The “CREATIVE RESOURCE” zone will also be responding to the needs of interior products for hotels and other commercial facilities, as well as private housing. This zone will communicate ideas for renovation, featuring the finest interior decoration materials and accessories. The director and architect, Mr Keiji Ashizawa will have a presentation area, titled “architects meet makers” and highlighting the new approach to design spaces and furniture starting from the materials.

Heimtextil Trend Index

Heimtextil, the world’s largest and best-known home textile exhibition, will present the latest textile trends in the interior industry through a specially set lounge. Its trend theme is an indicator for many industry leaders and a starting point for many textile related product designs. This will be implemented under the direction of Mr Dan Namura (from the design studio Dan Project), “Ambassador of Heimtextil” Trends 2019/2010. This installment will enable visitors to experience the coming trends in a relaxing atmosphere.

IFFT/Interior Lifestyle Living Awards and talk show programme ‘Lifestyle Salon’

The fringe programme events taking place during IFFT/Interior Lifestyle Living will include a number of talks, lectures and an award ceremony which will provide participants with the most relevant industry information. The IFFT/Interior Lifestyle Living Awards will consist of two prizes: the Young Designer Award and the Best Buyer’s Choice. Every year, the winner of the Young Designer Award is selected from the participants of TALENTS/NEXT and will receive the chance to exhibit in Ambiente, which gathered 135,000 international visitors in February 2018.

IFFT/Interior Lifestyle Living
Tokyo Big Sight
14 – 16 November 2018

Meanwhile, the Best Buyer's Choice will be awarded to the must-buy item among all the products at IFFT/Interior Lifestyle Living, and will be selected by prominent industry buyers. This will be presented by Mr Tokio Takizawa, Merchandise General Manager of THE CONRAN SHOP JAPAN, a leading high-end interior shop based in Tokyo. Both awards will be announced on the first day of the show on the stage in the Atrium on 14 November at 14:45.

Programme schedule

Making everyday objects special

Wed 14 November / Thu 15 November 12:15 - 13:15

Speaker: Mr Sebastian Bergne, British Industrial Designer

Language: English / Japanese

Case of "Found MUJI Suomi Finland"

Fri 16 November 14:00 - 15:00

Speakers: Mr Harri Koskinen, Designer

Ms Naoko Yano, General Manager of Planning & Design Creation Office, RYOHIN KEIKAKU Co Ltd

About IFFT/Interior Lifestyle Living

The fair is held annually in November and is the sister fair of Interior Lifestyle Tokyo held in July, which is based on Ambiente, Messe Frankfurt's largest and most important international consumer goods fair, and Heimtextil, the biggest international home and contract textiles fair. With the synergetic effects of these leading global trade fairs in the high-end interior market, and with Messe Frankfurt's global network, IFFT/Interior Lifestyle Living is a key platform for professionals, buyers, architects and those engaged in domestic and international contract business.

For the latest news, please visit: www.iffit-interiorlifestyleliving.com.

Press information and photographic material:

<https://www.jp.messefrankfurt.com/tokyo/en/media/consumer-goods/iffit-interiorlifestyleliving/news.html>

Links to websites:

<https://www.facebook.com/interior.lifestyle/>

<https://twitter.com/iltokyo>

<https://www.instagram.com/interiorlifestyletokyo/>

(Hashtag: #interiorlifestyletokyo)

Information on the Ambiente brand fairs worldwide:

<https://ambiente.messefrankfurt.com/frankfurt/en/facts-figures/worldwide.html>

Information on all Messe Frankfurt textile fairs worldwide:

www.texpertise-network.com.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own

IFFT/Interior Lifestyle Living
Tokyo Big Sight
14 – 16 November 2018

exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 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