

Press release

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## Six percent more visitors at IFFT/Interior Lifestyle Living

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**One of Japan's leading interior and design events, which took place from 14 – 16 November 2018 at Tokyo Big Sight's West halls, closed with great success. IFFT/Interior Lifestyle Living attracted a total of 17,574 visitors – a six percent increase on the previous year. 424 exhibitors (Japan 342, Overseas 82) from 15 countries and regions displayed their latest products and trend information across the show.**



### **Atrium zone, 'A Story of Beginning'**

The special exhibition area, titled 'A Story of Beginning' in the Atrium of Tokyo Big Sight, under the direction of Mr. Kenta Nakamura, president of Shigotohito Inc. was very well received. A total of 84 products from exhibitors at the show were presented on specific stands, which were arranged with cards describing how each of the products was created. Visitors were able to collect their favorite cards. These cards were well-used in order to help participants detect and visit exhibitors' booths.

### **Talk show events received increased attention by visitors**

The 'LIFE STYLE SALON 2018' was full of visitors who were inspired by trend information and new business ideas. Finnish designer Mr. Halli Koskinen spoke about the case of 'Found MUJI Suomi Finland' with Ms. Naoko Yano of RYOHIN KEIKAKU Co Ltd, where the audience could learn about the shared culture as well as differences when it comes to design in Japan and Finland. Moreover, both speakers outlined future perspectives in design.

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### Three companies were awarded this year

On the first day of the show, 14 November, the winners of the IFFT/Interior Lifestyle Living Awards were announced. The awards comprised of the 'Young Designer Award' and the 'Best Buyer's Choice'. The Young Designer Award promotes the next-generation of the interior design industry, with the two elected companies invited to exhibit at Ambiente 2019 in Frankfurt, Germany.



From top left: Atrium entrance / special exhibition area 'A Story of Beginning' / exhibition area  
From bottom left: Dainipponichi pavilion / 2018 award winners and judges / one of winner "nooca"

### Best Buyer's Choice 2018

Mr. Keita Kanda and Mr. Kohei Maehara of 'BP'

One of BP's products, a table mirror which features a flexibly movable part by using a magnet. The BP series distinguishes itself by a very simple shape, but is appreciated for enriching purchasers' daily life with a little ingenuity. Mr. Kanda commented: "We are very pleased to get the award. We usually design interior decorations for the house, but also would like to keep making original items that people simply want."

### Young Designer Award 2018

Mr. Keisuke Ishii of 'nooca'

This designer develops jewellery based on resin with petals and bamboo. Accessories which incorporate natural plants are for example rare in Europe or the USA, and nooca keeps elegance and familiarity in this field. "This is caused by my family who are flower famers," smiled Mr. Ishii. In the next year, he plans to expand overseas, for which Ambiente would be the perfect starting point. Mr. Ishii is very enthusiastic as he will be creating a new series using flowers popular in Germany.

Mr. Yuki Ishiguro of "ASEMI CO."

This ceramics cup series is the same basic design, but finished in various kilns across Japan. It gives cups a completely different look and feel despite being the very same design. The idea is unique and results in an appearance which is beautiful and it will be popular in the European market as well. Mr. Ishiguro, born in Germany, said: "This is the first time to join IFFT/Interior Lifestyle Living and it's a big opportunity to expand our project which started only two years ago with our German partner."

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

## **Next show information**

### Interior Lifestyle Tokyo:

17-19 July 2019 / Tokyo Big Sight West halls

### IFFT/Interior Lifestyle Living:

20-22 November 2019 / Tokyo Big Sight South halls

## **About IFFT/Interior Lifestyle Living**

The fair is held annually in November and is the sister fair of Interior Lifestyle Tokyo held in Jun/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: <http://www.iffit-interiorlifestyleliving.com/>

## **Press photographic material:**

<https://bit.ly/2Ugto6D>

## **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:**

<https://texpertisenetwork.messefrankfurt.com/frankfurt/en.html>

## **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 2,400 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](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)