

## Press

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### Press Release

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

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### **IFFT/Interior Lifestyle Living 2018 to be held in November with strengthened focus on contract business and HoReCa**

**“CREATIVE RESOURCE” appears for its seventh time with well-designed remodelling ideas for housing as well as commercial facilities**

The 2018 edition of IFFT/Interior Lifestyle Living is scheduled to take place on 14 – 16 November 2018 at the Tokyo Big Sight West halls 1, 2, 4 and the Atrium. The fair has long been providing a strong business platform for the industry where design ideas are turned into business opportunities. This year it is adding an extra value by focusing even stronger on contract business and HoReCa, in response to an increasing demand in those fields for the upcoming Tokyo Olympics 2020. Receiving many participations from the fields familiar to contract business, such as furniture, table and kitchenware every year, the fair aims to provide a fairground more effective for contract business, with specially prepared onsite events, improved floor planning and booth signage.

In 2017, IFFT/Interior Lifestyle Living welcomed 472 exhibitors (Domestic: 348, Overseas: 124) from 19 countries and regions, and 16,654 visitors (Domestic: 15,854 Overseas: 800) from 29 countries and regions. Numerous visitors, including buyers from specialty stores, interior shops, department stores, and commercial facilities such as hotels and restaurants, highly praised the quality business encounters in an international atmosphere.

**“CREATIVE RESOURCE” appears for its seventh time with well-designed remodelling ideas for housing as well as commercial facilities**

"CREATIVE RESOURCE" is a zone for innovative interior materials, parts and skillsets for product and interior design and house remodelling. Product categories include wallpaper, floor coverings, paint and related materials. Since 2012, this zone has inspired a number of manufacturers of such products, alike with visitors including architects, designers and developers. The architect Keiji Ashizawa, who has been directing this zone since the first year, will develop this zone once again as an inspirational place full of cutting-edge ideas and technologies for future designs, and he will also prepare a special presentation within the zone and introduce the fascinating world of materials to dedicated visitors.

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## About IFFT/Interior Lifestyle Living

The fair is held annually in November and is the sister fair of Interior Lifestyle Tokyo held in May/June, 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](http://www.iffit-interiorlifestyleliving.com).

For information on the Ambiente brand fairs worldwide, please visit: <http://ambiente.messefrankfurt.com/frankfurt/en/besucher/weltweit.html>.

For information on all Messe Frankfurt textile fairs worldwide, please visit: [www.texpertise-network.com](http://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 exhibition grounds. With more than 2,500\* employees at some 30 locations, the company generates annual sales of around €661\* 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). \* preliminary numbers 2017

For more information, please visit our website at:

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