

Press release

10 April 2019

IFFT/Interior Lifestyle Living opens exhibitor applications for 2019 edition, highlighting contract business

Nanako Kaku / Katsuya Kashiwagi
Tel. +81 3 3262-8453
press@japan.messefrankfurt.com
www.jp.messefrankfurt.com
www.iff-Interiorlifestyleliving.com
IFFT2019_1e

IFFT/Interior Lifestyle Living, to be held from 20 – 22 November 2019 at Tokyo Big Sight, has started inviting exhibitors for its upcoming edition. The previous show welcomed 424 exhibitors from 15 countries and regions and 17,574 visitors from 33 countries and regions and received much positive feedback by focusing even stronger on contract business. With the upcoming Tokyo Olympics 2020, IFFT/Interior Lifestyle Living will move to the South halls of Tokyo Big Sight.



New directors and special 'OFFICE' theme

Mr Makoto Tanijiri and Ms Ai Yoshida from SUPPOSE DESIGN OFFICE Co., Ltd. are introduced as new directors for the 2019 edition and will propose future office concepts at a special exhibition area during the show. With the enforcement of the Work Style Reform Act due this April in Japan, work style is becoming more relevant throughout society and office environment requirements are changing day by day. Due to the diversification of office models, i.e. shared offices, rental offices, and satellite offices, one key focus of the 'OFFICE' theme is office furniture and interiors.

SUPPOSE DESIGN OFFICE Co., Ltd., the architectural design office led by Mr Tanijiri and Ms Yoshida based in Tokyo and Hiroshima, has been working on a wide range of projects including housing, commercial facilities, exhibitions, landscape design, product design and installation art for both Japan and abroad.

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

Interior materials and ideas for contract business

'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, as well as visitors such as architects, designers and developers. Architect Mr Keiji Ashizawa, who has been directing this zone since its debut at the show, will develop the zone once again as an inspirational place full of cutting-edge ideas and technologies for future designs. He will also prepare a special presentation within the zone and introduce the fascinating world of materials to visitors.

In conjunction with the special 'Office' theme, the Creative Resource zone will be presenting materials and features for office spaces.

Representative director Mr Kouji Orii from Momentum Factory / Orii, who has exhibited at the show for six years, comments: "At first, we achieved our purpose to increase buyers through our craft products. In recent years, we have also been able to meet designers, architects and construction offices who are in charge of building materials."

About IFFT/Interior Lifestyle Living

IFFT/Interior Lifestyle Living is a key platform for professional buyers, architects and those engaged in domestic and international contract business. The fair is held annually in November and is the sister fair of Interior Lifestyle Tokyo held in June/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. <http://www.iffit-interiorlifestyleliving.com/>

Information on the Ambiente brand fairs worldwide:

<https://ambiente.messefrankfurt.com>

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 exhibition grounds. With more than 2,500* employees at 30 locations, the company generates annual sales of around €715* 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

*preliminary figures 2018