

Press release

17 May 2018

The 28th edition of Interior Lifestyle Tokyo is about to open its doors!

Tel. +81 3 3262 8453
press@japan.messefrankfurt.com
www.jp.messefrankfurt.com
http://www.interior-lifestyle.com

IntLifestyleTokyo1802_e

Japan's leading high-end interior and design fair, Interior Lifestyle Tokyo, opens in just a few days' time. The fair will run from 30 May – 1 June 2018 at Tokyo Big Sight West halls 1, 2, 3, 4 and the Atrium. The show maintains its reputation as one of the best B2B platforms for the autumn / winter and year-end sales seasons, in the fields of interior and design.

At the coming 28th edition, 811 exhibitors (Japan: 616, Overseas: 195) from 30 countries and regions will showcase a variety of interior design products across 13 zones: Atrium highlight 'For Here or To Go', ACCENT, EVERYDAY, FOODIST, GLOBAL, HOME, JAPAN STYLE, KITCHEN LIFE, MOVEMENT, NEXT, TALENTS, NORDIC LIFESTYLE and JEWELRY-selected by gallery deux poissons.

In the past few years, the product range at Interior Lifestyle Tokyo has extended from interior items to include apparel, jewellery, arts & crafts, and high-end home electronics and food. This is reflective of the current market trends taking place, whereby concept shops are becoming more and more widespread. The wider product portfolio exhibiting at the show also suggests that Interior Lifestyle Tokyo is recognised as an indispensable destination to expand business in various industries including interior products, art, fashion, food and home electronics.



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

Special zones including the popular Atrium highlight ‘For Here or To Go’ to feature a wide array of attractive products

Atrium highlight: ‘For Here or To Go’

The 2018 theme of the Atrium highlight will be ‘For Here or To Go’ – a familiar phrase heard at coffee shops and fast food shops. At the zone, buyers have the option of placing an order at the venue (For Here) or to take an offer away for further consideration and place an order later (To Go). Collaborating director Mr Yu Yamada is one of the well-known and experienced buyers in the design market in Japan. After working as a buyer for IDEE SHOP in Minami-Aoyama, he founded his own company ‘method’ in 2017, and began working as a freelance buyer shortly afterwards. Based on his buying experience, he designed the Atrium presentation including its booth layouts and fascia boards, which aim to facilitate communication between exhibitors and visitors. At the entrance, a special themed café and a pop-up office designed by method will serve as business meeting spots. Mr Yamada will also conduct a complementary live talk once a day on the stage at the Lifestyle Salon, located at West Hall 1. Buyers and creative directors from leading interior and concept shops in Tokyo can join the sessions to discuss their buying perspectives and sourcing criteria.

JAPAN STYLE

Products in the JAPAN STYLE zone will demonstrate the fusion of modern lifestyle and traditional craftsmanship. The area was originally presented at Ambiente to promote high-quality Japanese design and skillsets internationally, and has since been developed at Interior Lifestyle Tokyo and IFFT/Interior Lifestyle Living. Among other highlights at the 2018 edition, KORAI / HULS Inc will present a new brand of tea sets designed by Ms Shizuka Tatsuno together with Japanese craft manufactures.

NORDIC LIFESTYLE

This zone is dedicated solely to Scandinavian design, which is loved by many people around the world, the Japanese being no exception. This year, LIVING MOTIF will exhibit for the first time at the fair and introduce the simple and stylish Swedish furniture brand, MASTERPRODUCTIONS. Meanwhile, Apex Co Ltd will showcase various brands including Menu, LOVI and LUMI from Finland.

FOODIST

Given that food is an integral part of life, specialty stores have been expanding their space for well-designed packaged food in recent years. Reflecting this and other related trends, the FOODIST zone will showcase an array of products that are perfect as gifts and displays. For example, renowned Susumuya teashop will be presenting its select tea varieties and blends and original teapots, to match modern lifestyles and interiors. This year, the zone is expanded to feature 23 companies with nearly half of the participants as long-term supporters.

GLOBAL

Interior Lifestyle Tokyo prides itself on its international participants and brands. This year, exhibitors from countries and regions around the

Interior Lifestyle Tokyo
Tokyo, 30 May – 1 Jun 2018

world will include: Austria, Bangladesh, Denmark, Finland, France, Germany, Hong Kong, India, Italy, Latvia, Lithuania, Mexico, the Netherlands, Portugal, South Korea, Spain, Taiwan, Thailand, Tunisia, the UK and the US. Over 16 exhibitors will also gather at the 'ITALIAN PAVILION – Italian Lifestyle in Japan' to showcase a wide array of products including home accessories, kitchenware, gift items and furniture with rich design and craftsmanship.

TALENTS and NEXT

TALENTS and NEXT are zones that support young talents. The concept was also brought from Ambiente in order to give new and upcoming talents a chance to present their ideas to trade show visitors. At TALENTS, visitors can expect to find a number of different prototype designs. At NEXT, new design ideas produced by young energetic companies will be presented.

JEWELRY-selected by gallery deux poisson

A must-see is the unique jewelry selected by Tomohiko Mori of Gallery de Poisson, also the director of the "New Jewelry" event held at several place in Tokyo, focusing on design and handicraft and the sale of new and creative jewelry.

Interior Lifestyle Awards and talk show programme 'Lifestyle Salon' to complement the show as a trend-setting business platform

The fringe programme events laid on during Interior Lifestyle Tokyo will include a number of talks, lectures and an award ceremony which will provide participants with the most relevant industry information.

The Interior Lifestyle 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 and will receive the chance to exhibit at the TALENTS zone in Ambiente, which gathered 135,000 international visitors in February 2018.

Meanwhile, the Best Buyer's Choice will be awarded to the must-buy item among all the products at Interior Lifestyle Tokyo, and will be selected by prominent industry buyers. This will be presented by Mr Kenji Ono, 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 West Hall 1 on 30 May at 2:00 pm.

LIFESTYLE SALON 2018

LIFESTYLE SALON is a series of talk shows presented by experts discussing the latest developments in the fields of interior and design. Ambiente Trends 2018 will present the trends in consumer goods. The talks will be held by the trend bureau stilbüro bora.herke.palmisano.

Programme schedule

Ambiente Trends 2018

Wed 30 May /Thu 31 May 12:15 – 13:15

Fri 1 June 12:00 – 13:00

Speaker: Ms Annetta Palmisano, stilbüro bora.herke.palmisano

Language: English / Japanese

Interior Lifestyle Tokyo
Tokyo, 30 May – 1 Jun 2018

Design & Buying: Success stories across different retail forms

Thu 31 May 10:30 –11:30

Speakers: Mr Emmanuel Plat, Director of Merchandising,
MoMA Design Store, New York, USA
Ms Cecilia Chizzali, Product Director, Coincasa, Venice,
Italy
Ms Monica Somaruga, Business Partner, Amleto Missaglia,
Milan, Italy
Moderator: Ms Yasuko Natsume, Lepre

About Interior Lifestyle Tokyo

Interior Lifestyle Tokyo and its sister fair IFFT/Interior Lifestyle Living are held every summer and autumn respectively at Tokyo Big Sight. The two fairs are based on two of Messe Frankfurt's most prominent annual fairs in Frankfurt, Germany, Ambiente and Heimtextil. Ambiente is the world's most important consumer goods fair held every February and Heimtextil is the world's leading international trade fair for home and contract textiles held every January.

Press information and photographic material:

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

Links to websites:

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

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 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:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

Interior Lifestyle Tokyo
Tokyo, 30 May – 1 Jun 2018