

# Press

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## Press Release

Interior Lifestyle Tokyo

30 May – 1 Jun 2018 Tokyo Big Sight

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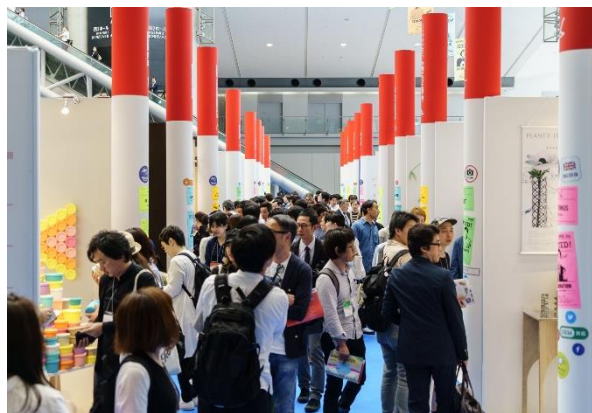
## Interior Lifestyle Tokyo returns in 2018 for its 28<sup>th</sup> edition with bigger capacity

### Directed by renowned buyer Yu Yamada, the new ‘For Here or To Go?’ Atrium highlight zone is to focus on providing an efficient buying environment

Interior Lifestyle Tokyo is preparing for its next edition, to be held from 30 May – 1 June 2018 at Tokyo Big Sight West halls 1, 2, 3, 4 and the Atrium. The previous edition welcomed 787 exhibitors (Japan: 645, Overseas: 142) from 22 countries/regions attracting 27,573 visitors (Japan: 26,587, Overseas 986) from 38 countries and regions, receiving much positive feedback.<sup>1</sup> The show was held on a smaller scale due to ongoing construction work at the fairground towards the 2020 Tokyo Olympics, but despite this the show maintained its reputation as one of the leading international shows that gathers high quality and well-designed interior products in Tokyo. The 28<sup>th</sup> edition will be coming back with an increased capacity, using the entire West halls to again provide another dynamic trend-setting platform.



Left: New visual image of Interior Lifestyle Tokyo 2018



Right: Fairground scene from the 2017 edition

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<sup>1</sup>2017 results: 787 exhibitors (Japan: 645 overseas: 142) from 22 countries/regions  
27,573 visitors (Japan: 26,587 overseas: 986) from 38 countries/regions.

The coming edition will showcase a comprehensive range of interior items including tableware and kitchenware, designer objects, interior accessories, stationery, electronic appliances, furniture, lighting, textiles, curtains, and carpets, as well as gourmet gifts and fashion items such as jewellery, clothing, and baby and kids items. The show will also gather items for the dining experience such as cutlery, glassware, ceramics, porcelain, kitchen equipment, storage items and gourmet gifts. The range of products can be found at the dedicated lifestyle themed zones. Japanese artisanal skills with a modern touch will be located in the 'JAPAN STYLE' zone, while the latest designs will be in the 'MOVEMENT' area. Work from up-and-coming young designers will appear at the 'TALENTS' and 'NEXT' zones. An array of well-designed packaged food that are perfect as gifts will be presented at 'FOODIST', while innovative dining items will be gathered at the 'KITCHEN LIFE' zone. Furthermore, everyday products that are stylish and functional will be at 'HOME', 'ACCENT' and 'EVERYDAY'. Fresh designs from overseas will be at the 'GLOBAL' zone, and the most popular Scandinavian brands can be found at the 'NORDIC LIFESTYLE' area. The show has been tailored to attract quality visitors including shop buyers, designers and architects.

Keiko Koizumi, Head of Consumer Goods Fairs at Mesago Messe Frankfurt Corp., commented: "Now in its 28<sup>th</sup> edition, the show is fully established and is acknowledged as a must-attend interior and design event. We are continuously exploring new aspects in order to provide the the best business platform and in this edition we are focusing on communication. This is reflected in the must-see buyer-oriented presentation at the Atrium. Our show keeps on evolving."

**Directed by the most known buyer Yu Yamada, the new 'For Here or To Go?' Atrium highlight zone is to focus on providing an efficient buying environment**

The theme of the Atrium special zone is "For Here or To Go?" – a familiar phrase heard at coffee shops or fast food outlets around the world. This highlight zone provides an environment to encourage participants to come to a purchase decision efficiently with straightforward information on the purchasing options available and even more accessible booth design and product display to immediately catch the buyers' attention. The Atrium director is Yu Yamada, one of the most well-known buyers in Japan. Yamada worked as buyer for IDEE shop, and in 2007 established his company 'method'. He began working as a freelance buyer shortly after and he is currently a representative director of method, inc.

Interior Lifestyle Tokyo  
Tokyo, 14 – 16 Jun 2017

**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 trade fair held every February and Heimtextil is the world's leading international trade fair for home and contract textiles held every January.

For updates on Interior Lifestyle Tokyo and its sister fair IFFT/Interior Lifestyle Living please visit: [www.interior-lifestyle.com/](http://www.interior-lifestyle.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 2,300 employees at some 30 locations, the company generates annual sales of around €647 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)