

Press

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## Final Report

Interior Lifestyle Tokyo

June 1-3 2016 Tokyo Big Sight

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## The 26th edition of Interior Lifestyle Tokyo comes to successful end showing steady growth

### Atrium Highlight 'Messages from design' featured communicative design ideas

### Interior Lifestyle Award-winning products to become benchmark of the coming trends

Interior Lifestyle Tokyo, held from 1 – 3 June at Tokyo Big Sight West halls 1, 2, 3, 4 and the Atrium, closed its doors successfully welcoming 822 exhibitors (Japan: 627, Overseas: 195) and attracting 30,168 visitors.<sup>1</sup> Many exhibitors left positive comments after making new contacts and meeting discerning buyers from around the world, while visitors praised the quality and diversity of the exhibitors.

The show was also highly regarded for the special highlight zones and fringe programme, as sessions at the talk show event 'LIFESTYLE SALON 2016' were packed. Yasushi Kajiwara, Managing Director of Mesago Messe Frankfurt Corp., commented, "There was a vibrant atmosphere again as exhibitors were eager to show new ideas and designs. Interior design is a mature industry in Japan and strengthening the core identity and originality is a must for each company. This show gathered a good number of exhibitors who are thriving to bring newness and growth to the market."



Atrium highlight 'Messages from design' zone images

Mesago Messe Frankfurt Corporation  
7F Shosankan 1-3-2 Iidabashi Chiyodaku  
102-0072 Tokyo Japan

<sup>1</sup>2015 results: 769 exhibitors (Japan: 628 overseas: 141) from 25 countries/regions  
30,126 visitors from 32 countries/regions.

## **Atrium Highlight 'Messages from design' featured communicative design ideas**

This year's highlight zone was 'Messages from design', which took place at the Atrium. Contributed by collaborating director Torafu Architects, the products were showcased at sections categorised under emotional expressions: "Got It!", "Crazy!", "Wow!", "Fine!", "Kawaii (Cute)!" and "Brilliant!". The colourful zones created an entertaining atmosphere that many visitors enjoyed.

At the 'Communication tables', exhibitors presented their design ideas in workshops and presentations throughout the three days to the many surrounding visitors. This zone intended to evoke a desire to communicate visitors' feelings about the exhibited products and booths. It allowed all the visitors and exhibitors to photograph and share what they found through social networking services and spread the 'messages from design'. Many participants uploaded photos and included hashtags such as "#iltokyo".

Sakura Ueno of WhO / CAL Co., Ltd. commented on their participation at the Atrium, "We promoted our new wallpaper, which one can paste and peel easily. Popular graphic designers created the wallpaper series. Changing wallpaper décor is not popular yet within households, but we think the handiness and our design variety can contribute to overcome the challenge. Having been able to exhibit at this wonderful highlight zone, we met many new and various visitors from shops to hotels. We are glad to have participated."

Not limited to the atrium there were various products and designs that suggested new ideas at every zone. Sanrio Company, Ltd. has made their debut and exhibited the Hello Kitty and Mr. Men Little Miss series of products at the ACCENT zone, while it has become a trend for character licence businesses to enter the high-end interior design industry. Atsuko Shigemura commented, "We joined Interior Lifestyle Tokyo to suggest space creation, making use of our Hello Kitty furniture and other interior products. We got good responses from our clients including department stores. It was also interesting to find a range of international visitors from China, Korea and the Nordic countries. We think our presence was successful for our new branding but at the same time, we found challenges that we should improve like how we could visually merchandise in a more appealing way. We would like to continue joining the show."

AREKORE LLC joined the FOODIST zone and Daiki Shibuya, Chief of Sales & Planning commented happily on their new encounters, "We exhibited our unique Japanese sugar sweets, which seemed to have appealed to furniture stores and apparel shops to our surprise. We wouldn't have met them unless we were here at Interior Lifestyle Tokyo and we're very happy that we decided to join the show."

Interior Lifestyle Tokyo  
Tokyo, 1 Jun 2016

Strong international brands such as Kvadrat made its debut at the MOVEMENT zone. The company has recently opened a store in Japan

and joined Interior Lifestyle Tokyo to familiarise the market with their brand. Yusuke Kadomae, Retail Manager of Kvadrat Japan Co. Ltd. Commented: “We feel that we have definitely made some new business contacts in the most efficient way by joining this show. We were surprised to find so many trade visitors. While known shops and companies know about us quite well already, we wanted to reach those shops in the outskirts that might not even have a website but maintain high quality and sustain discerning buyers. We did in fact meet them and we are very satisfied to see diversity on our client list. We would like to join the show again.”

Leonel López Castillo of Lagos Del Mundo at ACCENT spoke about the unique culture they experienced at the show, “It was our very first time to come to Japan. Our products are manufactured in Mexico but many countries, including Japan, influence the designs and we wanted to appeal more to this market. We met interior shops and department stores and the responses were fantastic. It was interesting to see cultural differences and one thing I noticed was that Japanese people were super curious about anything, especially the background story of the products. I was delighted to be able to explain our passion face to face.”

There were numbers of international pavilions at the show including France, Germany, Great Britain, Italy, Lithuania, Portugal, Thailand, and Turkey. Emre Öztürk of Istanbul Textile and Apparel Exporter Associations (iTKiB), who was in charge of the Turkish pavilion this year commented, “We, together with the Turkish Home Textile Industrialists' and Businessmen's Association (TETSIAD) wanted to promote our country itself in the first place as well as nourishing businesses for the participating companies at the Turkish Pavilion. Some exhibitors seem to have had good contacts with interior shops. I think it was a good step to demonstrate who we are.”

### **Interior Lifestyle Award-winning products to become benchmark of the coming trends**

The ‘Interior Lifestyle Award’ ceremony was held on 1 June on the West hall 2 stage. The winning products consisted of ‘Best Buyer's Choice 2016’ and the ‘Young Designer Award’, which acted as a barometer of the coming trends in the industry.

This year, the Best Buyer's Choice 2016 was given to product brand DRAW A LINE from Heian Shindo Kogyo Co., Ltd. Oko Yoshida, Merchandiser, Merchandise Department Leader of ACTUS Corp, the grantor of the award, explained her choice, “The idea to turn an everyday product into something cool and new was fantastic. A laundry spur painted black is now altered into a multi-function interior item to hang hats, plants or even a shelf. It solves many issues we face in our daily lives by one brilliant design idea.” Kazuhiro Takeuchi of Heian Shindo Kogyo Co., Ltd. replied, “We never thought we would be awarded. We have been making spurs since 1952. As the sales stagnated at one

point, we focused on our core product strengths and decided to collaborate with a design team called TENT and came up with the product we now have. At Interior Lifestyle Tokyo we met many buyers who were extremely interested in the products as well as visitors from a different industry who offered us a new collaboration project. We are thankful to have joined the show.”

The winner of the ‘Young Designer Award’ was selected among the participants at TALENTS and received the chance to exhibit at Ambiente’s TALENTS in 2017, which gathered nearly 140,000 international visitors in 2016. The award was given to the designer of the product line-ups, Yuma Kano, Designer of studio yumakano. The grantor of the award, Nicolette Naumann, Vice President Ambiente at Messe Frankfurt explained, “His products held a concept of eco-friendliness and sustainability. The designs were poetic. I believe sustainability will be a big theme at the upcoming TALENTS at Ambiente 2017.”

Yuma Kano explained the inspiration for the product and commented, “I joined the show to suggest design ideas through prototypes. I met architect firms and had some fruitful conversations. I had offers to mass-produce one of my designs, which is a bike stand that is in the shape of the bicycle parking mark. It was designed to save posting signs and to organise a bike park where it seems chaotic. My design does have sustainability as a theme and I am entirely happy to be evaluated on that point. I’ve never joined exhibitions overseas but I would like to be fully prepared by the upcoming Ambiente in 2017.”

The next edition of Interior Lifestyle Tokyo and its sister fair IFFT/Interior Lifestyle Living will be held as follows:

**Interior Lifestyle Tokyo**

14 – 16 June 2017 (Wed – Fri)  
Tokyo Big Sight, Tokyo, Japan  
[www.interior-lifestyle.com/en/](http://www.interior-lifestyle.com/en/)

**IFFT/Interior Lifestyle Living**

7 – 9 November 2016 (Mon – Wed)  
Tokyo Big Sight, Tokyo, Japan  
[www.iff-interiorlifestyleliving.com/en/](http://www.iff-interiorlifestyleliving.com/en/)

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).

Interior Lifestyle Tokyo  
Tokyo, 1 Jun 2016

**Background information on Messe Frankfurt**

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €645\* million in sales

and employing 2,297\* people. The Messe Frankfurt Group has a global network of 29 subsidiaries and 57 international Sales Partners, allowing it to serve its customers on location in more than 160 countries.

Messe Frankfurt events take place at more than 40 locations around the globe. In 2015, Messe Frankfurt organised a total of 132\* trade fairs, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to 10 exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* preliminary numbers (2015)