

Press

March 2017

Press Release

IFFT/Interior Lifestyle Living
20 – 22 November 2017, Tokyo Big Sight

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IFFT17-1e

IFFT/Interior Lifestyle Living 10th edition to be held in November proving its ongoing success

Themed “Hello, NEW LOCAL”, the Atrium Highlight “THE HOTEL” offers new ideas for localization of hotels

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

IFFT/Interior Lifestyle Living is scheduled to be held on 20 – 22 November 2017 at the Tokyo Big Sight West halls 1, 3, 4 and the Atrium. The fair has been providing a strong business platform for the industry where design ideas are turned into business opportunities, and proving its ongoing success, the fair will this year celebrate its 10th edition.

In 2016, IFFT/Interior Lifestyle Living welcomed 450 exhibitors (Domestic: 370, Overseas: 80) from 14 countries and regions, and 20,423 visitors (Domestic: 19,602 Overseas: 821) from 31 countries and regions. Various visitors, including buyers from specialty stores, interior shops, department stores, hotels and restaurants, highly praised the line-up of products and brands that met a variety of needs, while exhibitors were very satisfied with the quality of the buyers attending.

While a number of other design events also take place in the autumn season in Tokyo, the fair will once again offer inspiring and business oriented content that only a well-established design and interior event such as IFFT/Interior Lifestyle Living can offer.

Themed “Hello, NEW LOCAL”, the Atrium Highlight “THE HOTEL” offers new ideas for localization of hotels

“THE HOTEL” has become one of the most popular highlights since its launch in 2014. While spendings for hotel construction and renovation are rapidly increasing as the city moves towards the 2020 Tokyo Olympic Games, this special zone has inspired visitors with accommodation style ideas that can create a “new standard” for hotels and will remain in place after the Olympics. In 2016, visitors from the hotel industry increased by 28 percent compared to the previous edition, reflecting the strong demand in Japan in this sector.

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The fourth edition of “THE HOTEL” is themed “Hello, NEW LOCAL”. The

zone aims to offer new ideas for the localisation of hotels in terms of design. Successful hotels have a core identity and localization certainly brings uniqueness, which will contribute to nourishing business. The collaboration director is UDS Ltd., a company that has been engaged with localisation projects such as the construction of Hotel Anteroom Kyoto, a hotel and shared housing complex that was converted from a student dormitory. Their experience will bring a new point of view to the topic of localisation and design through presentation and exhibited products. The zone will gather furniture, lighting, amenities, linen, home electronics, bath products, travel goods and souvenirs.

“CREATIVE RESOURCE” appears for its sixth time for 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. This zone is targeted towards manufacturers of such products, and visitors including architects, designers and developers. Since 2012 "CREATIVE RESOURCE" has gained popularity for emphasising the vast potential of interior materials and to produce new designs. For its sixth edition, the collaborating director, architect Keiji Ashizawa, once again, will be developing this zone as an inspirational learning place.

About IFFT/Interior Lifestyle Living

The fair is held annually in November and is the sister fair of Interior Lifestyle Tokyo held in 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.iff-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.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 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