

Press release

24 September 2021

## The latest trends from over 300 exhibitors to be unveiled at IFFT/Interior Lifestyle Living 2021

Nanako Kaku  
Tel. +81 3 3262-8453  
press@japan.messefrankfurt.com  
[www.jp.messefrankfurt.com](http://www.jp.messefrankfurt.com)  
[www.iff-Interiorlifestyleliving.com](http://www.iff-Interiorlifestyleliving.com)  
IFFT2021\_2e

Presenting over 300 of the finest exhibitors, mainly from Japan, IFFT/Interior Lifestyle Living will be held from 18 – 20 October 2021 at the Tokyo Big Sight South halls. Returning after a hiatus in 2020 due to the COVID-19 pandemic, IFFT/Interior Lifestyle Living is a key platform for professional buyers, architects and those engaged in domestic and international contract business. A wide range of exhibitors and their products for the entire living space, such as furniture manufacturers from all over Japan, textiles, tableware, design sundries, daily necessities, ethical products, and construction materials, will gather under one roof.



IFFT/Interior Lifestyle Living in 2019 / Messe Frankfurt Japan Ltd

### Special showcase ‘+TALENTS’

Each edition of IFFT/Interior Lifestyle Living sees the introduction of a special showcase dedicated to a unique theme. For 2021, Mr Keiji Ashizawa, the prominent Japanese architect, has joined as a director. Under the name of ‘+TALENTS’, the showcase will see young and gifted designers and architects display their innovative and unique prototypes. The area will connect designers with manufacturers and help industry players discover the future trends that will shape the interior industry in the post-pandemic world.

For added exposure, Mr Ashizawa will organize special tours for visiting architects and designers covering the “+TALENTS” zone as well as the equally anticipated “CREATIVE RESOURCE” and “HOME” zones. The

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

guided tours will help participants gain a better understanding of the latest trends in the interior design industry.

### **Newly established ETHICAL zone**

Japan has been moving toward a sustainable society since 2015 when the United Nations adopted its Sustainable Development Goals (SDGs). The concept of the SDGs has gradually spread to the Japanese interior design industry. In response to this trend, 17 exhibitors at the newly established ETHICAL zone will showcase their products focused on environment protection, up-cycling, fair trade, organic living and more. They aim to contribute to efforts to end poverty, protect the planet, and ensure that all people enjoy peace and a comfortable life.

### **LIFESTYLE SALON 2021 and the Young Designer Award**

LIFESTYLE SALON is a series of seminars presented by experts discussing the latest developments in the fields of interior and workplace design. Ms Laura Kopilow of the Commerce Department of the Embassy of Finland will explain how Finland's efforts on environmental issues and sustainability can be utilised in business. The environmental business project manager of ITOCHU Corporation, Mr Takuya Kobayashi, will deliver a presentation on the same issues. Meanwhile, the winner of the 'Young Designer Award' will be chosen from the NEXT and TALENT zones. The awardee will be chosen by representatives of Ambiente – the leading international trade fair for consumer goods in Frankfurt, Germany. The award promotes the next generation of interior designers. The winner will have the opportunity to exhibit at Ambiente in 2022.

To find out more, please visit:

<https://iffit-interiorlifestyle-living.jp.messefrankfurt.com/tokyo/en.html>

### **Information on the Ambiente brand fairs worldwide:**

<https://ambiente.messefrankfurt.com>

### **Information on all Messe Frankfurt Textile fairs worldwide:**

[www.texpertise-network.com](http://www.texpertise-network.com)

### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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)

IFFT/Interior Lifestyle Living  
Tokyo Big Sight  
18 – 20 October 2021