



# IFFT interiorlifestyle living

20 – 22 November 2019

Tokyo Big Sight

[www.iffit-interiorlifestyleliving.com](http://www.iffit-interiorlifestyleliving.com)

Exhibitor guide

# IFFT/Interior Lifestyle Living 2019

## All exciting designs will gather at Tokyo to create a future lifestyle market

IFFT/Interior Lifestyle Living will welcome over 400 exhibitors with variety of products related to the entire living space from furniture to tableware, designed gadgets and living products. The show attracts a wide range of visitors from not only retailers, but also hotels, restaurants, architectural designers and office designers.

The theme of the special zone in 2019 is “office”, offering new ideas for office environments to visitors in the contract sector, including architects and interior designers. The show will also welcome new exhibition directors, Mr Makoto Tanijiri and Ms Ai Yoshida from SUPPOSE DESIGN OFFICE, and continues to be developed as the best place to meet the new lifestyle market business.

Directors

**SUPPOSE DESIGN OFFICE Co., Ltd.**

[www.suppose.jp](http://www.suppose.jp)

**Makoto Tanijiri / Ai Yoshida**



SUPPOSE DESIGN OFFICE Co., Ltd. is an architectural design office based in Tokyo and Hiroshima. They have been working on a wide range of projects including housing, commercial facilities, exhibitions, landscape design, product design and installation art at for home and abroad. The projects “hotel koe tokyo” and “Mazda Showroom in MEGURO HIMONYA” are their representative works in recent years.

Messe Frankfurt Japan Ltd. organises Interior Lifestyle Tokyo in June / July while Japan Furniture Industry Development Association and Messe Frankfurt Japan Ltd. co-organise IFFT/Interior Lifestyle Living in November. Both shows are international trade fairs which propose lifestyle concepts in interior design markets starting in Tokyo and expanding into markets all around the world.



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## What is IFFT/Interior Lifestyle Living?

### Business opportunities for next spring

Interior Lifestyle Tokyo is a place for buyers to conduct purchasing for the coming autumn/winter and year-end sales season. On the other hand, IFFT/Interior Lifestyle Living welcomes buyers who conduct purchasing to target the following spring season, meaning the show is an opportunity to explore new trends and upcoming developments for the new year.

### Buyer highlights in the contract sector

From the furniture of major producing regions to interior materials, there will be products related to the entire living space gathering at the fair. This attracts a wide range of buyers, especially those looking for new business contract opportunities such as architects, hoteliers and interior designers. What's more, 'CREATIVE RESOURCE', a specialised zone for materials and fixtures technologies, as well as 'CONTRACT' signs which will be set up in certain booths, will better connect contract business with visitors. The show will also hold new projects for work style suggestions and office demands.



### A platform for new encounters

Visitors and exhibitors alike are highly sensitive towards design and have a strong interest towards history and quality of products. Join us to create a platform which is not only about purchasing and selling products, but mostly about introducing and communicating brand histories and creators' thoughts.

# Outline

**Date:**

20 – 22 November 2019

**Opening hours:**

10:00 – 18:00 (Last day until 17:00)

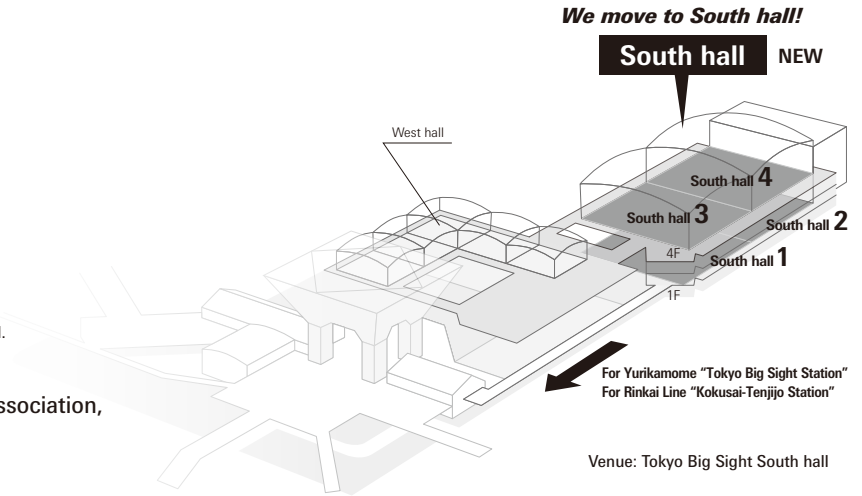
**Venue:**

Tokyo Big Sight South hall 1 · 2 · 3 · 4

\*South hall will be newly constructed next to the west hall.

**Organisers:**

Japan Furniture Industry Development Association,  
Messe Frankfurt Japan Ltd.



## Zoning guide

The fairground zoning is based on product categories and themes.

Exhibitors have the opportunity to be located in the most suitable zone for maximum business exposure.

### HOME

**Design concepts for new living spaces**

New ideas and inspirations for lifestyle design concepts will gather at this zone, with a wide range of items such as furniture, lights, textiles, interior green, and office interior.



### ACCENT

**A new accents to living**

This zone is for a broad variety of products such as design items, gifts, art & objects, fragrances, apparel, baby and children's goods, stationery, digital gadgets and more.



### KITCHEN LIFE

**New items to add flavour to the kitchen and dining table**

This zone understands that the kitchen and dining areas are at the heart of most homes. As such, the latest kitchenware, dishware, cutlery and designed appliances are displayed here. Cooking tool demonstrations are encouraged as a way to engage potential business partners.



### EVERYDAY

**Accessories for more comfortable living**

This zone is dedicated to items that facilitate convenience and comfort in everyday life. Many flock to this area for attractive storage products, cleaning tools, bath and toiletry products, homecare products and household appliances.



### GLOBAL

**A showcase for overseas manufacturers**

Here, exhibitors can introduce overseas brands to Japanese buyers. If you are looking for an agent or business opportunities in Japan, this zone is the place.





## Specially screened zone

\*Exhibits are specially screened according to each theme.

## CREATIVE RESOURCE

### Material and fixtures technology for living space

A zone for innovative interior materials and fixtures technique for interior design and house remodeling such as porcelain tiles, house fixtures, parts and related materials. This zone offers new business opportunities for architects, designers and housing manufacturers for living space, office, hotels and restaurant and more.



## JAPAN STYLE

### Japanese design and craftsmanship

High-quality Japanese products with refined designs are in high demand from all over the world. Carefully selected designs from gifts to items for everyday use to be showcased here.



## MOVEMENT

### A must-see trendsetting zone

This zone welcomes highly acclaimed design brands from all over the world. Muuto, ferm LIVING, Northern, MOEBE, TOU, BP. were showcased at the 2018 edition of this zone.



## OFFICE

People spend a lot of their time in offices. As a place to create new ideas, there has been more focus on incorporating more comfort and practical design to office spaces. At the same time, remote working, shared offices and co-working spaces are increasing in Japan, and the idea of enhancing workplace environments has been widely spread.

This special highlight will feature a pop-up office to let visitors experience brand new office environments, and present new office trends to the market.

### Directors

SUPPOSE DESIGN OFFICE Co., Ltd. [www.suppose.jp](http://www.suppose.jp)  
Makoto Tanijiri / Ai Yoshida



\*Images

## Supporting programme

\*The use of an appointed package booth is required depending on the zone.

## NEXT

Launching new brands by young entrepreneurs

## TALENTS

Proposing prototype by young up-and-coming designers

## FOODIST

Presenting a diverse array of foods from in and outside Japan



# Costs + schedule

## Participation fee (raw space only)

JPY 340,000 / 1 booth (tax excluded) 1 booth = 9m<sup>2</sup> (W3m×D3m)

\*Construction costs such as booth furnishings, electricity and water supply is the exhibitors' responsibility.

\*Participation fees and conditions for the supporting programme (FOODIST / NEXT / TALENTS) are different. Please contact the organiser for details.

\*With adherence to the Consumption Tax Act in Japan, 10% tax is charged upon all prices declared for fairs of Messe Frankfurt Japan Ltd. taking place after 1st of October, 2019.

## Rental stand

If you are looking for an easy way to arrange your booth, packaged rental stands including basic booth fittings are available.

### TYPE A Basic rental stand

1 booth / JPY 140,000 (tax excluded) 2 booths / JPY 200,000 (tax excluded)

### TYPE B Rental stand for roof decoration

1 booth / JPY 172,000 (tax excluded) 2 booths / JPY 210,000 (tax excluded)

### TYPE C Simple and economical rental stand

1 booth / JPY 116,000 (tax excluded) 2 booths / JPY 180,000 (tax excluded)



## Basic equipment included in the rental stand:

Floor carpet / Wooden wall panels (H2.7m) / Company name, booth number (Font: Arial) / LED spotlights (10W) / Socket outlet (100V/1kW) / Electric wiring power & electricity usage\* / Booth cleaning

\*In case of excessive use, extra fees will be charged.

Enquiries for rental stands: Shoei Bijutsu Co., Ltd. Tel. +81 3 5148 6656 Email. [iffit-lifestyleliving@shoei-bijutsu.co.jp](mailto:iffit-lifestyleliving@shoei-bijutsu.co.jp)

## Schedule

31 July

Application deadline. Please submit below.

- ① Application form
- ② Product catalogue/pictures
- ③ Booth presentation plan

Start preparation



End of August

Zone assignment



Middle of September

Booth location assignment



18 - 19 November

Move-in



20 - 22 November

IFFT/Interior Lifestyle Living

## Participation fee (raw space only) + Rental stand (below price is for one booth)

Participation fee (raw space only) JPY 340,000 (tax excluded) + Rental stand (TYPE C) JPY 116,000 (tax excluded) = Total JPY 456,000 (tax excluded)

\*The use of an appointed package booth is required depending on the zone. If you pass the special screening, we will ask you to submit the application form for the package booth.



# Show facts

**Title:** IFFT/Interior Lifestyle Living

**Exhibitors:** 424 / 15 countries/regions (Japan 342, overseas 82)

**Date:** 14 – 16 November 2018

**Visitors:** 17,574 / 33 countries/regions (Japan 16,850, overseas 724)

**Venue:** Tokyo Big Sight, West hall 1,2 + Atrium

**Target visitors:** Specialty retail store / Department store / Large scale retail outlet / Mail order house / Exporter, importer / Distributor, wholesaler / Interior designer, decorator / Architect office / Construction, housing manufacturer / Hotel / Restaurant, café, bar / Florist, flower shop / Manufacturer

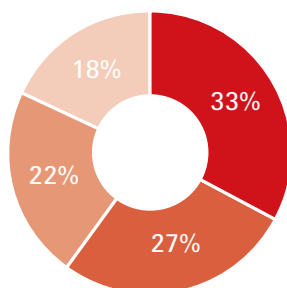
**Exhibition space:** Exhibition hall (gross) 19,760 sqm / Exhibition space (net) 6,976 sqm

## Buyers visited in 2018 (extracted)

Department store	Volume seller	Contract	Fashion	Interior shop	Other
Daimaru Matsuzakaya Department Stores	AEON RETAIL	DAIWA RESORT	ABAHOUSE INTERNATIONAL	ACTUS	21st Century Museum of Contemporary Art, Kanazawa
Hankyu Hanshin Department Stores	ASKUL	Grand Hyatt Tokyo	Adastria	AXIS	Culture Convenience Club
Isetan Mitsukoshi	Dinos Cecile	Hoshino Resort inter office	BAYCREW'S	CASSINA IXC.	DAISHIZEN
LUMINE	Ito-Yokado	JTB Trading	BEAMS	Conran Shop Japan	DELPHONICS
Marui	Jupiter Shop Channel	KYUKAMURA	JUN	Francfranc	Hara Museum of Contemporary Art
Matsuya	Ryohin Keikaku	Mitsui Designtec	LOOK	IDEE	HIBIYA-KADAN FLORAL
PARCO	StylingLife Holdings	NIPPON HOTEL	SAZABY LEAGUE	Misawa	Kurashicom
Sogo & Seibu	THE LOFT	Starbucks Coffee Company	SHIPS	SEMPRE DESIGN	My Book Service
Takashimaya	TOKYU HANDS	Take and Give Needs	UNITED ARROWS	Weeks	NAKAGAWA
TOKYU DEPARTMENT STORE	VILLAGE VANGUARD		URBAN RESEARCH	WELCOME	MASASHICHI SHOTEN park corporation

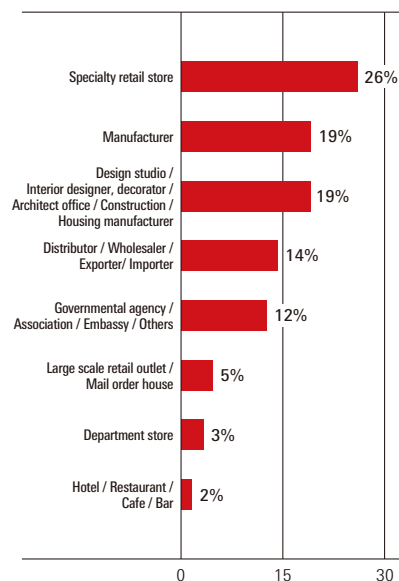
## Visitor data

### Influence of trade visitor on purchasing / procurement decisions

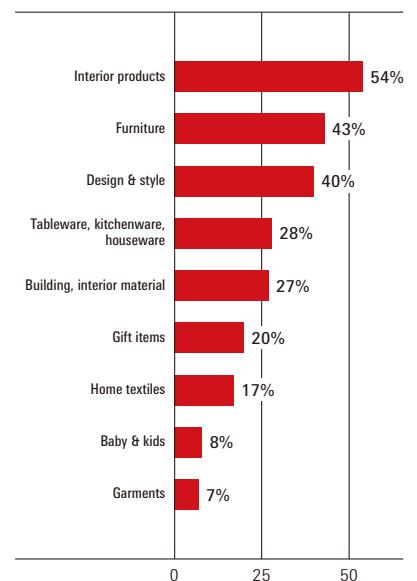


33% Decisive  
27% Collective  
22% Consultative  
18% No influence

### Visitors by business categories



### Trade visitors' interest (multiple answers)



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Messe Frankfurt Japan Ltd.  
IFFT/Interior Lifestyle Living organiser's office  
Shosankan 7F 1-3-2 lidabashi Chiyoda-ku  
Tokyo 102-0072, Japan  
Tel. +81 3 3262 8443  
E-mail. [info@iff-interiorlifestyleliving.com](mailto:info@iff-interiorlifestyleliving.com)  
Web. [www.iff-interiorlifestyleliving.com](http://www.iff-interiorlifestyleliving.com)

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