

Press release

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## High-quality exhibitors registered for Interior Lifestyle Tokyo 2019

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**Interior Lifestyle Tokyo, to be held from 17 – 19 July 2019 at Tokyo Big Sight West halls 1, 2, 3, 4 and the Atrium, has begun inviting visitors for its upcoming edition. An estimated 760 exhibitors from 26 countries and regions will welcome buyers who conduct purchasing for the following autumn/winter and year-end sales season. The show represents an opportunity to explore new trends and upcoming developments.**

Ethical consumption - consumption activities in consideration of the environment and society - is a current topic. Many ethical products dealing with topics such as energy saving, recycling, sustainability, regional revitalisation and traditional crafts will be exhibited.

This year, for the first time ever, a collection of ethical brands from Japan and overseas will be on display at Interior Lifestyle Tokyo.



MADE51: Wool pillows & throws ©UNHCR



RATTA RATTARR: Plates of Arita-yaki

**MADE51**, established by UNHCR (United Nations High Commissioner for Refugees) in 2016, is a project aimed at providing refugees with sustainable business opportunities and a livelihood. By collaborating with a global network of social enterprises under the brand MADE51, awareness of MADE51 increased drastically and the collaboration with other companies engaged in social business also went up. A talk show by UNHCR Ms Heidi Christ will be held at 10:30 am on 18 July.

**RATTA RATTARR** is a brand produced by a mutual supporting relationship between Creators (people with disabilities) and Attrierista (supporters) in the Nagano prefecture. Atelierista chooses themes and tools and creates products using a pattern that was drawn by the creators. In 2018, the brand was elected as the Japanese Social Design Project of the ELLE DECO International Design Awards (EDIDA).

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### **The Corner Shop –How to make a market–**

The theme of this year's Atrium special zone is 'The Corner Shop –How to make a market– which aims at providing unexpected and inspiring encounters with buyers and products, just like at a real street corner. Continuing from last year, the zone's direction is led by Mr Yu Yamada, one of the most well-known professional buyers in Japan who established his company 'method' in 2007. In addition to the Atrium special zone, a pop-up shop by Mr Yamada will open at the venue, so visitors can discover and purchase products to take home from the show. The pop-up store by method will open at the Atrium, which will function as a market guide for exhibitors.

### **JAPAN STYLE**

Products in the JAPAN STYLE zone will demonstrate the fusion of modern lifestyle and traditional craftsmanship. The area was originally presented at Ambiente in Frankfurt to promote high-quality Japanese design and skillsets internationally, and has since been further developed at Interior Lifestyle Tokyo and IFFT/Interior Lifestyle Living.

### **HYGGELIG HOURS –the special highlights in NORDIC LIFESTYLE–**

This event will host a presentation programme by exhibitors from NORDIC LIFESTYLE, as well as a talk show by the Embassy of Finland. Beverages from Robert's Coffee, a coffee shop brand in Finland, will be provided. The event will start at 16:00 on July 17 and 18 at West hall 4, NORDIC LIFESTYLE zone.

For those interested in visiting Interior Lifestyle Tokyo in July, please enquire here: <https://www2.mmfcservice.com/ilt2019/en/regist/index.htm>

### **Links to official websites:**

<https://interiorlifestyle-tokyo.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**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at 30 locations, the company generates annual sales of around €715\* 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)

\*preliminary figures 2018

Interior Lifestyle Tokyo  
Tokyo Big Sight  
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