

Press release

13 November 2019

Interior Lifestyle Tokyo 2020 opens exhibitor application and welcomes new creative directors

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Interior Lifestyle Tokyo, to be held from 3 – 5 June 2020 in Tokyo, has begun inviting exhibitors for its upcoming edition. The previous show welcomed 770 exhibitors from 26 countries and regions to the fairground. More than 21,000 visitors made their way to Tokyo to find out the latest about interior design, and feedback was positive across the board. With the upcoming 2020 Tokyo Olympics, Interior Lifestyle Tokyo will move to the Aomi Exhibition Halls of Tokyo Big Sight. Mr Makoto Tanijiri and Ms Ai Yoshida from SUPPOSE DESIGN OFFICE Co, Ltd were introduced as the new creative directors for the 2020 edition and will present new concepts to create new encounters.



Exhibitor comments from the previous edition

Specialised paper trading company TAKEO Co Ltd was founded 120 years ago and decided to exhibit at Interior Lifestyle Tokyo for the first time as a means to expand their business network. Mr Tsuneaki Hanyuuda of the Business Development Department said: "It is very useful to be able to speak face to face with high-quality visitors, such as manufacturers and designers, who I have never met before." In addition, Mr Fumihiko Sakemi, CEO of office furniture brand FIEL, commented: "We continue to join Interior Lifestyle Tokyo, because the fair enables us to reach our targets." Mr Kodai Iwamoto, product designer at FIEL, added: "The show is good and puts an emphasis on supporting young designers and entrepreneurs, especially in the NEXT and TALENTS zone."

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Opportunities to expand sales channels

Interior Lifestyle Tokyo is an international trade fair which proposes the latest lifestyle concepts for the Japanese interior design market. It features a wide variety of interior product genres as well as food, garments and jewellery. This comprehensive product offer allows exhibitors to connect with buyers targeting the following autumn/winter and year-end sales season. For both parties, the show is an opportunity to explore new trends and upcoming developments.

Dedicated lifestyle themed zones

The fair zoning is based on a number of product categories and themes. It's important for participants to exhibit in the most suitable zone for maximum business exposure. Everyday products – both stylish and functional – will be displayed in the 'HOME', 'ACCENT' and 'EVERYDAY' zones. With a focus on design concepts for living spaces, accessories and home accessories respectively. An array of well-designed packaged food – an original gift idea - will be presented at 'FOODIST', while innovative dining items will be gathered at the 'KITCHEN LIFE' zone. Fresh designs from Japanese artisanal artists with a modern touch will be located in the 'JAPAN STYLE' zone. The latest and hottest designs will be displayed in the 'MOVEMENT' area. Furthermore, work from up-and-coming young designers will appear at the 'TALENTS' and 'NEXT' zones.

About Interior Lifestyle Tokyo

Interior Lifestyle Tokyo and its sister fair IFFT/Interior Lifestyle Living are held every summer and autumn respectively at Tokyo Big Sight. Both shows are international trade fairs which propose lifestyle concepts for the Japanese market. The fairs are based on two of Messe Frankfurt's most prominent annual fairs in Frankfurt, Germany, Ambiente and Heimtextil.

Links to websites:

<https://interiorlifestyle-tokyo.jp.messefrankfurt.com/>

Information on the Ambiente worldwide:

<https://ambiente.messefrankfurt.com>

Information on all Messe Frankfurt Textile fairs worldwide:

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 €718 million. 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. 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

Interior Lifestyle Tokyo
Tokyo Big Sight
3 – 5 June 2020