

Press release

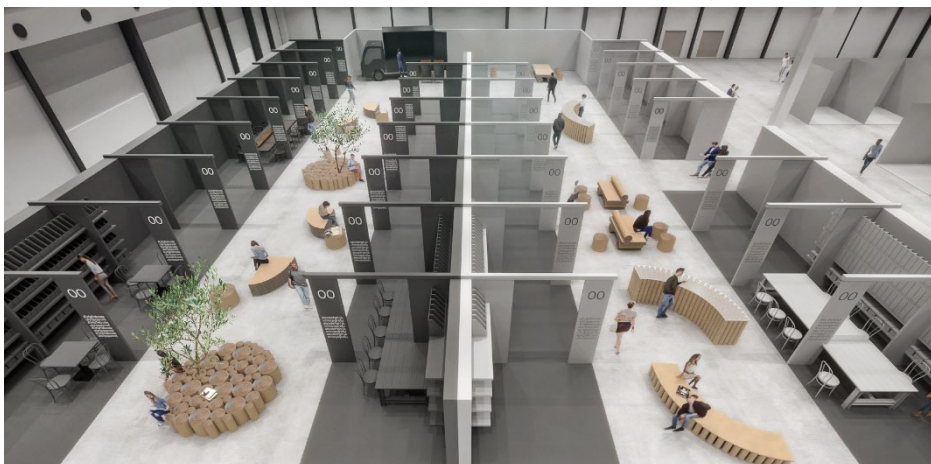
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## Interior Lifestyle Tokyo set to return between 19 – 21 May 2021

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**As a leading business platform for the interior design market revealing upcoming trends in advance, this year's Interior Lifestyle Tokyo has attracted over 400 local and overseas exhibitors of products for the upcoming autumn, winter, and year-end sales seasons. Despite travel restrictions due to the COVID-19 pandemic, pavilions from Germany and Portugal will feature at the fair with the support of local Japanese staff, while many overseas brands with distributors in Japan will also exhibit their products. The 30th edition is set to take place from 19 to 21 May in the Aomi Exhibition Halls of Tokyo Big Sight.**

Returning after a hiatus in 2020 due to the COVID-19 pandemic, Interior Lifestyle Tokyo will provide a much-needed platform to boost industry growth and facilitate business exchange. For the safety of participants, the organiser, Messe Frankfurt Japan Ltd, has implemented a number of public health measures, including mandatory mask wearing, temperature checks, regular disinfection of facilities, increased ventilation, social distancing measures, and crowd management at the venue.



Special showcase "Feel Good Working" image for Interior Lifestyle Tokyo 2021. Photo: Messe Frankfurt Japan

### Special showcase "Feel Good Working"

This year's special showcase focuses on diverse workstyles. Due to COVID-19, the differences between workplaces and living spaces are narrowing. This zone introduces items to accommodate various workstyles and provides ideas for a better working environment. Through two concepts, "Working to Live" and "Living to Work", the zone will unveil

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the latest trends that incorporate office furniture and other items in leisure, and vice versa.

### **"Meet Design" matches designers and retailers with manufacturers**

To connect industry players with manufacturers of interior design products, Mr Nobukuni Tsuboi, a representative director of 100percent Inc, will direct a matchmaking project at the show. With 23 manufacturers taking part, the project will conduct matching throughout the supply chain from production to commercialisation, with the results expected to be presented at the 2022 show.

### **"LIFESTYLE SALON 2021" talk show by industry celebrities**

This year's Lifestyle Salon will see industry experts share design impetuses for the 2021 season as well as tips for retail businesses. Ms Annetta Palmisano of the design studio bora.herke.palmisano will present the latest impulses from the 2021 Ambiente Trends guide in collaboration with renowned industry journalist Ms Miki Homma.

Also featured will be the topic of sustainability. Targeting visitors who want to pursue ethical and sustainable approaches, 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.

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

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

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

<https://ambiente.messefrankfurt.com/global>

#### **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. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020 after having recorded sales of €738 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)

\*preliminary figures 2020

Interior Lifestyle Tokyo  
Tokyo Big Sight  
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