

Press release

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Interior Lifestyle Tokyo to connect the market with the lifestyle trends of tomorrow

Nanako Kaku
Tel +81 3 3262 8453
press@japan.messefrankfurt.com
www.jp.messefrankfurt.com
www.interior-lifestyle.com
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The wait for the return of Japan's biggest interior design trade fair is almost over. After a three year break caused by the pandemic, the landmark 30th edition of Interior Lifestyle Tokyo is set to be held at the Tokyo Big Sight West Halls 1, 2 and the Atrium from 1 – 3 June 2022. An estimated 500 exhibitors from 12 countries and regions will welcome interior industry professionals to conduct their purchasing for the upcoming autumn/winter and year-end sales seasons. The show represents an opportunity to explore new trends and upcoming developments in the market.



A view of the sister fair IFFT/Interior Lifestyle Living in 2021 / Messe Frankfurt Japan Ltd

Long awaited fair to shape the direction of the interior design industry

Because of the pandemic, Interior Lifestyle Tokyo was forced to cancel its 2020 and 2021 editions. But the time is fast approaching for the doors to open once again. This year's venue will be classified into 11 product zones: Home, Accent, Kitchen Life, Everyday, Ethical, Japan Style, Movement, Foodist, Talents, Next and Jewellery. Each category will display interior and household goods related to food, clothing, and housing with excellent design and functionality. Sustainable and ethical products made with consideration for human rights, the environment and society, as well as products and materials that inspire new lifestyles and spaces will also feature.

Special showcase 'Blooming'

This year's special atrium project 'Blooming', will be directed by Mr Makoto Tanijiri and Ms Ai Yoshida of the architectural design firm Suppose Design Office. The 28 selected exhibitors will present their

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

products in a decorative showcase area designed by the directors. Visitors will find a wide range of products to help them feel 'at home', including frames to decorate walls, flower vases, fragrances, blankets, tableware, coffee and other products to enhance 'home time', both in terms of work and daily life.

Other fringe events will also set the stage for buyers to explore seasonal trends in the market. The 2022 Lifestyle Salon is a series of forums featuring expert discussions on the latest developments in the fields of interiors, materials and living space design. 12 forums will be conducted during the show, including:

'The secret of upcycling materials and its potential for contract business'

There has been a major shift in awareness and consumer values since the introduction of the U.N's Sustainable Development Goals. In response to this trend, prominent Japanese architect Mr Keiji Ashizawa, Mr Shinji Fujita from KMEW Co Ltd and Mr Hiroshi Kato from Karimoku Furniture Inc., will discuss how to draw out the potential and value of green practices such as upcycling.

'A way of life with nature close to you'

With gear and furniture that is designed in Japan and guaranteed for life, the brand Snow Peak is renowned for its durable outdoor products. At this year's Lifestyle Salon the company will showcase new ways to integrate outdoor design elements into clothing, food, housing and living areas, giving inspiration and insights into a new style of living in the post-pandemic world.

To find out more, please visit:

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

Information on the Ambiente brand fairs worldwide:

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

Information on all Messe Frankfurt Textile fairs worldwide:

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 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. 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

*Preliminary figures for 2021

Interior Lifestyle Tokyo
Tokyo Big Sight
1 – 3 June 2022