

news +++ Interior Lifestyle Tokyo
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interiorlifestyle TOKYO

Unveiling the future: Interior Lifestyle Tokyo seeks pioneering exhibitors for its 'New Local', Atrium Special Project

Tokyo, 2nd November 2023. Now entering its 32nd edition, Interior Lifestyle Tokyo is gearing up for another trend-setting gathering next summer from 12 to 14 June 2024 in the West Halls of Tokyo Big Sight. The theme for the upcoming fair of the annual Atrium Special Project is its 'New Local' initiative – a venture that invites submissions starting from early November 2023, from both domestic and international exhibitors. The focus is on emerging brands and products that encapsulate the unique culture, materials, and technology of the exhibitors' respective regions, presenting a blend of innovative design ideas.

In keeping with its tradition of fostering innovation, the Atrium display area at Interior Lifestyle Tokyo is always a popular attraction among buyers seeking design inspiration. Under the leadership of architect Mr Keiji Ashizawa, who will continue in his role as the creative director, the initiative welcomes submissions from both domestic and international exhibitors, emphasising new brands and products deeply rooted in their respective region's distinctive technology, culture, and materials. The spotlight will be on the creative fusion of innovative ideas contributed by visionary designers, while showcasing and supporting the development of new brands and merchandise.



The Atrium Special Project at Interior Lifestyle Tokyo 2023. Source: Messe Frankfurt Japan Ltd

Based on two of Messe Frankfurt's largest annual fairs in Frankfurt, Germany; Ambiente, the world's largest consumer goods fair, and Heimtextil, the biggest international trade fair for home and contract textiles, Interior Lifestyle Tokyo is a platform where creativity,

craftsmanship, and cutting-edge design meet, making it the perfect stage for brands to shine. In 2023, a total of 18,634 visitors from 28 countries and regions flocked to the show, creating a vibrant marketplace for buyers seeking high-quality, high-value furniture, interior decor, and tableware. Among them, 31% were retail professionals, including speciality store owners and major department store representatives, while contract-related buyers such as design firms and interior coordinators comprised 20% of the overall participants.

During their debut appearance at the previous edition, exhibitor Ms Rie Fujisaki from the Marketing Promotion Department of Lilycolor CO., LTD. shared: "We've easily surpassed our goal of exchanging 1,000 business cards. While our primary focus was on architects and interior designers, we've also received a substantial number of inquiries from the retail sector, unveiling exciting new possibilities." Another exhibitor, SUS Inc., led by its President Akie Shibuki remarked: "While we had some uncertainties with the introduction of our new brand, we've received positive feedback from trading companies and international buyers, resulting in productive discussions and strong potential for partnerships. Next year, we plan to focus on expanding our overseas distribution channels."

New zone revealed

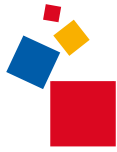
In addition, a new zone dedicated to garden products, named 'EXTERIOR,' will be introduced to enhance outdoor living spaces. Garden furniture, gardening and camping equipment and other products that help people get away from the everyday and find harmony with nature and that are in demand. This new addition allows for the submission of products that contribute to creating beautiful landscapes, tranquil environments, and various other activities for relaxation.

Press information and photographic material:

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

Links to websites:

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



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Background information on Messe Frankfurt

<https://www.messefrankfurt.com/frankfurt/en/press/boilerplate.html>