

Press release

25 October 2019

IFFT/Interior Lifestyle Living 2019 opens from 20 November showcasing a variety of ideas for future office and work life

Nanako Kaku / Katsuya Kashiwagi
Tel. +81 3 3262-8453
press@japan.messefrankfurt.com
www.jp.messefrankfurt.com
www.iff-Interiorlifestyleliving.com
IFFT2019_2e

IFFT/Interior Lifestyle Living (later known as International Furniture Fair Tokyo), to be held from 20 – 22 November 2019 at Tokyo Big Sight South halls 1, 2, 3 and 4, has begun inviting visitors for its upcoming edition. An estimated 347 exhibitors from 16 countries and regions will welcome buyers, architects and those engaged in domestic and international contract business.



Image of special showcase 'Office-Up'

Special showcase 'Office-Up'

Remote working, shared offices and co-working spaces are becoming more common in Japan, therefore the idea of enhancing the workplace environment is more prevalent. Under the name 'Office-Up', renowned architectural designers Mr Makoto Tanijiri and Ms Ai Yoshida from SUPPOSE DESIGN OFFICE will propose future office concepts at a special showcase area during the show. Presenting new office trends to the market, their concepts will be showcased at a series of pop-up office demonstrations, allowing visitors to experience new types of office environment.

Special showcase 'What is upcycling?'

In the 'CREATIVE RESOURCE' zone (a dedicated area for innovative interior materials), a special showcase 'What is upcycling?' will be held. Directed by Mr Keiji Ashizawa, the project aims to raise awareness of upcycling among visitors by presenting ideas for upcycled items. TORAFU ARCHITECTS, minna, Kenji Ito (MUTE), and Yusuke Seki studio will participate at the showcase.

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

Focus on textiles with Heimtextil 2020

Heimtextil is the biggest international trade fair for home and contract textiles in Germany. The upcoming edition of the show is expected to welcome more than 3,000 exhibitors, showcasing the latest textile trends. Inspired by the fair, the 'HEIMTEXTIL TRENDS LOUNGE' at IFFT/Interior Lifestyle Living 2019 will serve as a special lounge where textile trends from Heimtextil will be displayed by Mr Dan Namura, an ambassador of the fair.

In addition, more textile trends will be showcased at the 'Artistic Textile Editors Tokyo 2019' display, directed by Mr Yoshio Namura of NEED'K textile. Four leading home textile exhibitors, Christian Fischbacher, DESIGNERS GUILD, NEED'K textile, and ZIMMER+ROHDE, will showcase their latest home textile trends at the area. Visitors will not only be able to see the latest trends, but they will also have the opportunity to make purchases and business connections.

Best Buyer's Choice and Young Designer Award

This year's IFFT/Interior Lifestyle Living award will consist of two prizes. The 'Best Buyer's Choice' will be awarded to the must-buy item among all the products at the fairground, and will be selected by prominent industry buyers. The award will be presented by Mr Ryuzo Mitsuhashi of IDÉE. Meanwhile, the 'Young Designer Award' will be chosen by Ms Nicolette Naumann, Vice President of Ambiente. This award promotes the next generation of interior design. The winner will have the opportunity to exhibit at Ambiente in 2020. Both awards will be announced on 20 November, the first day of the event.

LIFESTYLE SALON 2019

LIFESTYLE SALON is a series of seminars presented by experts discussing the latest developments in the fields of interior design and working style. The seminars are free to attend and do not require booking.

Information on IFFT/Interior Lifestyle Living:

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

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

IFFT/Interior Lifestyle Living
Tokyo Big Sight
20 – 22 November 2019