

## Presse Press

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### Final Report

IFFT / interiorlifestyle living

Tokyo International Exhibition Centre (Tokyo Big Sight)

19 - 22 November 2008

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**The premier trade fair for all interior products,  
“IFFT/interiorlifestyle living” closed its doors on a high note**

**The fair attracted nearly 27,000 visitors, up 18 % increase  
from the previous fair**

The premier trade fair for all interior products, “IFFT/interiorlifestyle living” (19 – 22 November, 2008) closed its doors on a high note. It attracted 26,912 visitors, up 18 % increase from the previous “International Furniture Fair Tokyo (IFFT)”. The fair was relaunched by fusing two essential trade shows in Japanese interior design / furniture sector: the furniture-oriented fair organized by International Development Association of the Furniture Industry of Japan (IDAFIJ) called “IFFT” and autumn version of “Interior Lifestyle” (Ambiente Japan & Heimtextil Japan) organised by Mesago Messe Frankfurt. With 367 companies (301 domestic exhibitors, 66 overseas exhibitors) from 14 countries and regions filling up three halls of East Hall at Tokyo Big Sight exhibition centre, “IFFT/interiorlifestyle living” delivered much wider ranges of high-quality products than the previous IFFT. The visitors found a variety of indoor and outdoor products including furniture, home textiles and lifestyle-related consumer goods.

Visitor Numbers	2008 fair	2007 fair
19 November (Wed)	7,059	(7,534)
20 November (Thu)	7,775	(6,205)
21 November (Fri)	7,351	(5,099)
<u>22 November (Sat)</u>	<u>4,727</u>	<u>(3,934)</u>
Total	27,390	(22,772)

### **Positive feedback from exhibitors**

As there are several interior-related fairs held concurrently, many of those engaged in housing and furniture industry from around the country made their ways to Tokyo Big Sight to find out about what is currently on offer in the industry. The atmosphere was lively and feedback from participants was generally excellent. Many of the exhibitors both from furniture sector and lifestyle-related consumer goods sector gave positive feedback on the new concept of the fair as well as the high professionalism of the visitors.

Mr. Nobuyuki Hamada, Key Account Manager of Carl Hansen & Son Japan K.K. said; "We exhibited at IFFT five years ago. Compared to then, quality of the visitors seems to be getting better. We had many visitors throughout the fair. Though we have had business with most of the retail stores on some scale that deal Scandinavian furniture already, we could meet those from small-sized stores or stores outside Tokyo with whom we never had contact before. That was the best benefit we obtained from the fair. The renewed IFFT/interiorlifestyle living was functioned as the great opportunity for business talks in the sector. We designed our booth just like our showroom to showcase the collection of our products. As we intended, many visitors took time to look around the booth."

Mr. Shogo Higashi, President of Kitani Japan Inc. also appreciated the new look of the fair. "IFFT used to be the leading event in the sector, but started to losing impetus over the last several years because of decreasing Japanese exhibitors. Since Mr. Kohei Takata assumed Producer of the fair a few years ago, there has been a favorable change to be observed. We have made up our mind to take part in the fair 2008 to know that Mesago Messe Frankfurt became its co-organizer. We expected innovative changes, and the fair met our expectation. The fair was designed in the visitor-friendly way with well-categorized zone and easily viewable signs. Together with several events held concurrently, the fair succeeded in offering massive selection of products and useful information to its attendees. I was very happy to meet many

enthusiastic visitors at the fair. I got a good response!" Kitani Japan Inc. is manufacture and sell furniture of Scandinavian design.

Those exhibiting interior design products also enjoyed to take part in IFFT/interiorlifestyle living for the first time. Mr. Yoshimasa Sato, President of POS Co., Ltd., remarked on positive responses from the visitors. "We have exhibited at Interior Lifestyle held in Tokyo in June and Ambiente held in Frankfurt in February for many times, so I thought that trade fairs organized by Messe Frankfurt should undoubtedly make an excellent contribution! So we decided our participation to the renewed fair with hope to meet new customers and to approach new market. It was up to my expectation! We could get contacts with new interior coordinators and architects. Especially, interior coordinators appreciated to see the collections of our products directly which they normally spot on our brochure. We were happy about the feedback from the visitors."

**Colourful highlights: "heimtextil x lifestyle brands",  
"heimtextil TRENDS 2009/2010 Preview", "TREND CAFE"**

Not to speak of a wide range of high-end exhibited products, the colorful highlights regarding the usage of home textile for stylish living space makes the fair more informative and entertaining than ever before. "IFFT/interiorlifestyle living":

With new attractions "heimtextil x lifestyle brands", "heimtextil TRENDS 2009/2010 Preview", "TREND CAFE", the 2008 fair informed and entertained its visitors.

Especially, The collaborative exhibition of the home textile editors and Japanese-renowned lifestyle brands named "heimtextil x lifestyle brands" gained much attention. The Japanese lifestyle brands participating includes: Essence, Nazero, Rockstone, Sempre, Time & Style, Wise·Wise. And all the home textile editors collaborating with them are also world-famous editors such as Casamance, Christian Fischbacher, Designer's Guild, KINNASAND, Need'K, Nya Nordiska.

The participants in this highlight said that it was a refreshing experience. Mr. Kohei Tokoo, Contract Design Leading of Time & Style, commented "Honestly, the preparation for the fair was even harder than usual as we have to learn textile products offered by our collaborative partner. We used their textile on seating face of our chairs. I think that the beautiful textile gave new look on our chair, and visitors seemed to enjoy this refreshing style of exhibition. Compared to the IFFT 2006 we exhibited last time, the renewed fair is much better. I mean better in the quality of exhibition and the quantity of visitors."

Another highlight of visitors' favourite was "heimtextil TRENDS 2009/2010 Preview". The biggest international trade fair for home and contract textiles for decades, Heimtextil, serves as a platform for manufacturers, the trade and designers from all over the world. The fair not only features the latest interior furnishing products and concepts but also highlights the trends for the next 18 months. "IFFT/interiorlifestyle living" offered its visitors a chance to have a glimpse on this long-awaited trend presentation.

Mr. Eiji Honda, Representative of Interior Culture Institute, said, "Trend presentation shown at Heimtextil is very informative and instrumental not only for those in home textile section but for anyone involved in design-related work. I have visited the fair almost every year in the past three decades. But I feel that this year's one seems to be the best of all the presentation I have ever seen. I am excited to see it in January."

The next fair:

**IFFT/interiorlifestyle living**

2 – 4 December 2009, Tokyo Big Sight

**Interior Lifestyle**

3 – 5 June 2009, Tokyo Big Sight

For more information, visit: [www.iff-Interiorlifestyleliving.com](http://www.iff-Interiorlifestyleliving.com)  
7,290 Characters incl. spaces.