

## Presse Press

June 2008

### Final Report

Interior Lifestyle  
Tokyo International Exhibition Centre (Tokyo Big Sight)  
11 - 13 June 2008

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IL08\_Final Report

### **A record-breaking session: Interior Lifestyle 2008 closes with over 27,000 visitors**

Interior Lifestyle 2008, held on 11 – 13 June in Tokyo, attracted the highest number of visitors ever in its history. The halls were packed and bustling, especially on the last day when over 9,200 buyers crowded into the fair. The atmosphere was lively and feedback from participants was generally excellent.

#### Visitor Numbers

Wed 6 June (Cloudy)	9,028
Thu 7 June (Cloudy / Rainy)	9,088
<u>Fri 8 June (Cloudy / Sunny)</u>	<u>9,274</u>
Total	27,390

With 652 exhibitors (419 domestic, 233 overseas) from 31 countries and regions filling up four halls of West Hall at Tokyo Big Sight exhibition centre, the fair delivered a massive selection of high-quality products for cooking, living, furnishing and decorating, as well as kitchen/tablewares, home accessories and home textiles.

### **Positive feedback from exhibitors**

For the 652 exhibitors, the fair was a great opportunity to start up business or to strengthen existing business in the high-end consumer goods sector. Many of the exhibitors gave positive feedback.

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Mr. Marco Fontao, Sales Manager of Dicame, S.A. said; "The purpose of participation in the fair was to introduce the collection of our brand to Japanese market and to find a distributor in Japan. We had visitors from importers, trading houses and commercial houses. It was the first time we exhibit at the Japanese trade fair. Our products are known for its high-level quality and are made of the finest raw materials. I believe that our products are suitable for the Japanese market where the high quality is required. After three days exhibiting at Interior Lifestyle, I am even more confident about our success in Japanese market. Japanese buyers seemed to accept our products. Interior Lifestyle was very lively with many visitors for the three day. From the morning to the end when the doors opened and closed, there was a lot of traffic of visitors at the aisle. It was nice to take a part in such a growing fair."

### **Special presentations for the latest interior trends**

One of the distinctive features of Interior Lifestyle is its series of special showcases and presentations, highlighting international products and trends in design. With new attractions "NORDIC LIFESTYLE", two Trend Cafes and the young designer presentation area "neON", the 2008 fair was more informative and entertaining than ever before.

Sales Manager of Product Marketing Service Co., Ltd, Mr. Toji Sakamoto remarked with pleased expression, "Just for the first day, we got more than 400 contacts and more than 700 promotional materials were taken by visitors. We could meet many retailers. The first encounter with Interior Lifestyle was the last year when I visited the fair. Before that, I was skeptical about the benefits of trade fairs from a cost-effectiveness point of view. But after having visited the previous Interior Lifestyle, I made up my mind to take part in the fair. Interior Lifestyle is known as its high-sense exhibition style so exhibiting at the fair seemed to be a big advantage for our branding strategy. I am very happy about to be

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able to exhibit at this special exhibition zone 'NORDIC LIFESTYLE'. As an agent to promote Norwegian furniture "Rybo", we were very lucky to make our first debut at the fair on the very year when it highlights lifestyle of Nordic countries. I would like to come back to the fair in 2009!"

### **Interior Lifestyle Awards**

The Interior Lifestyle Awards are given to products that deserve special recognition for the design innovation or their popularity. Products at the 2008 fair were judged by a panel of opinion leaders, including representatives from the Japan Interior Designers Association (JID), the Japan Design Consultants Association (JDCA), the chief editor of Mono Magazine, the chief editor of Nikkei Design, and Mr. Kohei Takata, a concept planning director of the fair. As there were many exhibitors with well-designed products, competition for the awards was intense. Five exhibitors won awards and there was presentation ceremony in the evening of the first day. The winning companies were:

- JID Design Award: IOTC Inc.
- JDCA Design Management Award: YOnoBI
- mono magazine Award: foodesign guzzini
- NIKKEI DESIGN Award: Onao Co., Ltd.
- Interior Lifestyle Young Designer Award: sora design works

A furniture designer of sora design works, a winner of the "Interior Lifestyle Young Designer Award", was delighted at the news that she had been nominated to take part in the 'talents' showcase at Ambiente 2009 – the world's largest and most prestigious consumer goods fair held annually in Frankfurt. "When I visited the fair 2007 to visit my acquaintances' booths, I thought that I would like to participate in the fair 2007. neON is a brilliant project to give our young designers a chance to promote ourselves to business enterprises! I met all kinds of visitors from many different industries

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and could get offers for collaborative work with some companies. At the beginning, I was worried not to be chosen as one of the designers to take part in this project. So I was very happy to be able to exhibit at neON. So I will never expect that I was honored with such a special award. I cannot wait to beat Frankfurt in next February.”

The next Interior Lifestyle is scheduled for 3- 5 June 2009 at Tokyo Big Sight. Please also check a new trade fair showcasing all interior products named “IFFT/interiorlifestyle living” which will be held from 19 – 22 November for the first time.