

Press

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Press Release

Interior Lifestyle

Tokyo International Exhibition Centre (Tokyo Big Sight)

3 - 5 June 2009

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Around 620 exhibitors at the 2009 fair

National / group pavilions from ASEAN, Austria, France, Germany, Italy Philippines and Portugal confirmed

Colourful highlights: “Design Perspective”, “Style Japan” and more!

Interior Lifestyle is scheduled for 3- 5 June 2009, at Tokyo International Exhibition Centre, also known as Tokyo Big Sight. The fair is known for the high-quality, high-design products exhibited, innovative thematic exhibition style and special highlights which display the latest home fashion trend. Consisting of Ambiente Japan and Heimtextil Japan, Interior Lifestyle is the leading “Design-Oriented” trade fair for the Japanese and Asian interior market. The fair has become the paramount destination for those involved in the home décor industry and has established an exclusive opportunity for serious buyers and sellers of a wide spectrum “modern living” products.

Interior Lifestyle has grown considerably since its debut in 1990, attracting professionals from every sector of the consumer goods & interior design sector around the world each year. The previous Interior Lifestyle in 2008 set two new records in both the number of exhibitors and visitors: it hosted total of 652 exhibitors from 31 countries and regions and 27,390 visitors from 36 countries and regions. The 2009 fair is expected to host 620 exhibitors from 31 countries and regions (as of 8 May) and around 30,000 visitors. While the number of overseas exhibitors declines due to the current

global depression and the stronger yen, the number of Japanese exhibitors is up 3% in spite of the depression in Japan. Facing the downturn of the Japanese economy, many Japanese exhibitors consider tradeshows as an essential platform to find new customers, and Interior Lifestyle is an effective platform for suppliers to find quality buyers.

National / group pavilions from ASEAN, Austria, France, Germany, Italy, Philippines and Portugal confirmed

The fair is well-known as a location for “high-end and luxury” products exhibited from around the world. The high degree of internationality is one of its most appealing characteristics. At the 2009 fair, there are exhibitors from Austria, Bulgaria, Brunei, Cambodia, Canada, mainland China, Denmark, France, Germany, Hong Kong, India, Indonesia, Italy, Korea, Laos, Latvia, Lithuania, Malaysia, Myanmar, Netherland, Pakistan, Philippines, Poland, Portugal, Saudi Arabia, Sweden, Switzerland, Taiwan, Thailand, UK and Vietnam. Among these countries, the following eight countries and regions will host their own pavilions: the ASEAN region, Austria, France, Germany, Italy, Philippines, Portugal and Thailand. For those who seek hot new products and trends in the global interior and design business, Interior Lifestyle is too good an opportunity to pass up.

Colourful highlights: “Design Perspective” and “Style Japan”

Serving as an important meeting point for interior design industry professionals from the Asia Pacific region, the fair offers not only a chance to see a wide range of the latest products from all over the world at once, but also insight into the trend of home fashion and interior decoration. Among several exhibition areas, the attention-grabbing exhibition is this year’s special display zone named “Design Perspective” and “Style Japan” with “Style Japan Restaurant”!

● **Design Perspective**

“Design Perspective” held at the conspicuous atrium space of the venue is an organizer-directed project of 2009. It features classic

yet innovative products and timeless design. The products showcased at this area range from masterpieces of industrial design to newly-marketed products. Visit “Design Perspective” to witness the power of design!

● **Style Japan**

“Style Japan” is a special exhibition area for products inspirational to a contemporary lifestyle in Japan. Not only Japanese designers but also ideas from around world are here to propose new styles for the discerning audience. Sophisticated designs for every aspect of living space are presented at the section. As it is one of the exhibitors’ favourite areas, they consider it a sign of status to present their products there.

“Style Japan” will be also one of the visitors’ favorites in 2009, as the popular café-restaurant space of the fair, “Trend Cafe”, will be placed there. Trend Cafe is not just a place to have a rest, but somewhere to enjoy a pleasant atmosphere with the special menu and interior! A new addition for the 2009 fair will be the “Style Japan Restaurant” serving special dishes by Mr. Thilak Basnayaka from Benogo Catering. He is a former executive chef at the Danish embassy and has been cooking for diplomats and business executives for around twenty years. The fusion cuisine influenced by South Asian and Scandinavian cooking is an original menu at “Style Japan Restaurant”. Check out tableware and furniture at the restaurant which are provided by the actual exhibitors in the “Style Japan” section!

Interior Lifestyle supports innovative design power!

Japan's most important consumer goods fair is distinguished by energy and passion for innovative design. Unique projects which encourage up-and-coming designers and forward-looking exhibitors with innovative products make the fair an important sourcing platform and a fascinating place to visit. Trade visitors of Interior Lifestyle are not only offered inspiration and ideas but also have the chance to order the exhibits at the fair.

● **neON**

Discover the next leading designers! Talented, young, international designers in an exclusive competition may realize their dreams to have their prototypes appear in the real market. Presenting contemporary young designers and their works, the designer presentation area “neON” will bridge between designers and companies seeking innovative design. This year, neON hosts 10 up-and-coming designers. One selected designer or design team among them will be nominated to the young designers area “talents” at the world’s largest consumer goods fair “Ambiente” held in Feb 2010, in Frankfurt. Interior Lifestyle continuously supports young talented designers to fly ahead in the world.

- Cecile Chareyron (France)
- Kayo Horaguchi (Japan)
- Manufacture des Rigoles (France)
- Masahiro Minami (Japan)
- Pierres en L’air – Traces du Patrimoine (France)
- Plywood Lab. [Drilldesign + Fullswing] (Japan)
- Rice-Design (Japan)
- Smarin (France)
- Solid (Japan)
- Talent Thai (Thailand)

● **interior lifestyle awards**

The Interior Lifestyle Awards will be given to products that deserve special recognition for their design innovation or popularity. Five judging panels have been chosen from opinion leaders in the sector. Each panel will choose one product or exhibitor from the fair by their own standards. As there are many exhibitors with well-designed products, competition for the awards is intense every year. The five award-winning exhibitors will be presented with their prizes at the reception party held in the evening of 3 June. The following prizes will be given in 2009:

- JID Design Award
- JDCA Design Management Award

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- NIKKEI DESIGN Award
- All About Style Store Award
- Interior Lifestyle Young Designer Award

On the first day of the fair, Wednesday 3 June, there will be a get-together party for exhibitors and journalists after the official end of the fair. DJs will play and perform cool music to liven the guests up while finger food and beverages will take care of hunger and thirst: an atmosphere that makes it easier to establish contact with each other.

For more information, visit: www.interior-lifestyle.com or email info@interior-lifestyle.com

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Background information on Messe Frankfurt

Messe Frankfurt is Germany's largest trade fair organiser, with 423 million euros in sales and more than 1,400 employees worldwide. The Messe Frankfurt Group has a global network of 14 subsidiaries, five branch offices and 48 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2007, Messe Frankfurt organised a total of 113 trade fairs, of which 69 took place outside Germany. Messe Frankfurt's exhibition grounds, 578,000 square metres in size, are currently home to nine exhibition halls and an adjacent Congress Centre. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: www.messefrankfurt.com