

# Press

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## Press Release

Interior Lifestyle

Tokyo International Exhibition Centre (Tokyo Big Sight)

3 - 5 June 2009

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## Interior Lifestyle opens its doors today!

**Around 630 exhibitors deliver the widest selection of home deco products**

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

The wait is over! The leading “Design-Oriented” trade fair for the Japanese and Asian interior market, Interior Lifestyle (3- 5 June, at Tokyo International Exhibition Centre), opens its doors today. In 2009, the total of 630 exhibitors from 30 countries and regions (438 exhibitors from Japan, 192 exhibitors from overseas countries) take part in the fair to showcase a broad spectrum of products concerning the home décor and interior design industry. Consisting of Ambiente Japan and Heimtextil Japan, the fair is known for high-quality high-design products exhibited, innovative thematic exhibition style and special highlights which display the latest home fashion trend. The previous Interior Lifestyle attracted 27,390 visitors from 36 countries and regions, and more are expected in 2009.

**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, Brunei, Cambodia, Denmark, France, Germany, Hong Kong, India, Indonesia, Italy,

Korea, Laos, Latvia, Lithuania, Malaysia, Myanmar, Netherlands, Pakistan, Philippines, Poland, Portugal, Saudi Arabia, Singapore, Sweden, Switzerland, Taiwan, Thailand, UK and Vietnam. Among these countries, the following eight countries and regions 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”, “Style Japan” and more!**

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 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.

## Interior Lifestyle

“Style Japan” is also one of the visitors’ favorites in 2009, as the popular café-restaurant space of the fair, “Trend Cafe”, is placed at the area. 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 change for the 2009 fair will be the “Style Japan Restaurant” serving special dishes by Mr. Thilak Basnayaka from Benugo Catering. He is a former executive chef at the Danish embassy in Japan and has been cooking for diplomats and business executives for about twenty years. The fusion cuisine influenced by South Asian and Scandinavian cooking is 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!

The venue is arranged into zones by nations/regions and themes to make the fair visitor-friendly. Apart from the national pavilions, there are five special display areas classified by product categories and tastes.

### ● **Cool**

Love urban life? Then visit “Cool”! The section focuses on the chic items that can inspire everyday life. Cutting edge designs for an active lifestyle are displayed at this area.

### ● **Industerior**

Ease of operation is important for consumer-electronics, but it's not enough. Products must have style! A special exhibitor area “Industerior” introduces products with a smart look with high performance.

### ● **Indoor Green**

Be more green in our everyday life! The leading companies relating interior green and outdoor furniture provide “a life of ease and leisure.”

### ● **Euro Style**

The mode from Europe is presented at “Euro Style”. Leading brands from Europe introduce their very best products.

### ● **Nordic Lifestyle**

The comfortable but still stylish Nordic designs and products have been nurtured in abundant natural essence. Simple but well-designed items bring warm atmosphere to fit every lifestyle and space. The area features products designed and produced in Nordic countries.

### **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, “Neon” is the designer presentation area which has a purpose to build a 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)

## Interior Lifestyle

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

For more information, visit: [www.interior-lifestyle.com](http://www.interior-lifestyle.com) or email [info@interior-lifestyle.com](mailto:info@interior-lifestyle.com)

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**Ambiente family trade fairs**

- Ambiente Italia  
6 - 8 June 2009, at Roma (Italy)
  
- Interior Lifestyle China  
11 - 14 November 2009, Shanghai (China)
  
- IFFT / interiorlifestyle living  
2 - 4 December 2009, Tokyo (Japan)
  
- Ambiente  
12 - 16 February 2010, Frankfurt (Germany)

**Heimtextil family trade fairs**

- Intertextile Shanghai Home Textiles  
25 - 27 August 2009, at Shanghai (China)
  
- Heimtextil Russia  
21 - 24 September 2009, Moscow (Russia)
  
- Heimtextil India  
10 - 12 October 2009, Mumbai (India)
  
- Heimtextil  
13 - 16 January 2010, at Frankfurt (Germany)
  
- Hometextile Intertextile (China)  
18 - 21 March 2010, at Guangzhou (China)

**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](http://www.messefrankfurt.com)