

# IFFT interiorlifestyle living

Exhibitor's  
guide

**20 – 22 (Wed – Fri)  
November 2019**

10:00 – 18:00 (Last day until 17:00)

**Tokyo Big Sight South hall** \*South hall will be newly constructed next to the west hall.

Organisers: Japan Furniture Industry Development Association /  
Messe Frankfurt Japan Ltd.

[www.iff-Interiorlifestyleliving.com](http://www.iff-Interiorlifestyleliving.com)

**Application deadline: 31 July (Wed)**

If your application is received after the hall is at maximum capacity,  
you will be added to the wait list of potential exhibitors.



## The special highlight “OFFICE”

IFFT/Interior Lifestyle Living 2019 will offer the interior design and trend  
in the office environment for visitors in the contract sector.

The highlight will be curated by the architects,  
Makoto Tanijiri and Ai Yoshida from SUPPOSE DESIGN OFFICE.



### Directors

**SUPPOSE DESIGN OFFICE Co., Ltd.** [www.suppose.jp](http://www.suppose.jp)

Representative directors

**Makoto Tanijiri / Ai Yoshida**

SUPPOSE DESIGN OFFICE Co., Ltd. is architectural design office based in Tokyo and Hiroshima. They've been working on a wide range of projects including housing, commercial facilities, exhibitions, landscape design, product design and installation art for both Japan and abroad. The projects “hotel koe tokyo” and “Mazda Showroom in MEGURO HIMONYA” are their representative works in the recent years.

# IFFT interiorlifestyle living

**Zoning guide** —based on product categories and themes—

## Special zone OFFICE

– The special highlight focused on the theme “OFFICE” (*specialty screened zone*)

## HOME

– Design concept for new living spaces such as furniture, home textiles, lights, and interior greenery

## ACCENT

– A new accents to lifestyle such as design items, gifts, and art & objects

## KITCHEN LIFE

– Adding flavor to the kitchen and dining table such as tableware, kitchen utensils, and designed home appliances

## EVERYDAY

– Accessories for comfortable living such as laundry care and storage items

## GLOBAL

– A showcase for overseas manufacturers

## CREATIVE RESOURCE (*specialty screened zone*)

– Material and fixtures technology for living space and contract use

## JAPAN STYLE (*specialty screened zone*)

– High-quality Japanese products, design and craftsmanship

## MOVEMENT (*specialty screened zone*)

– A must-see trendsetting design products from all over the world

## Supporting programme (*specialty screened zone*)

### FOODIST

– Presenting a diverse array of foods from in and outside Japan

### NEXT

– Launching new brands by young entrepreneurs

### TALENTS

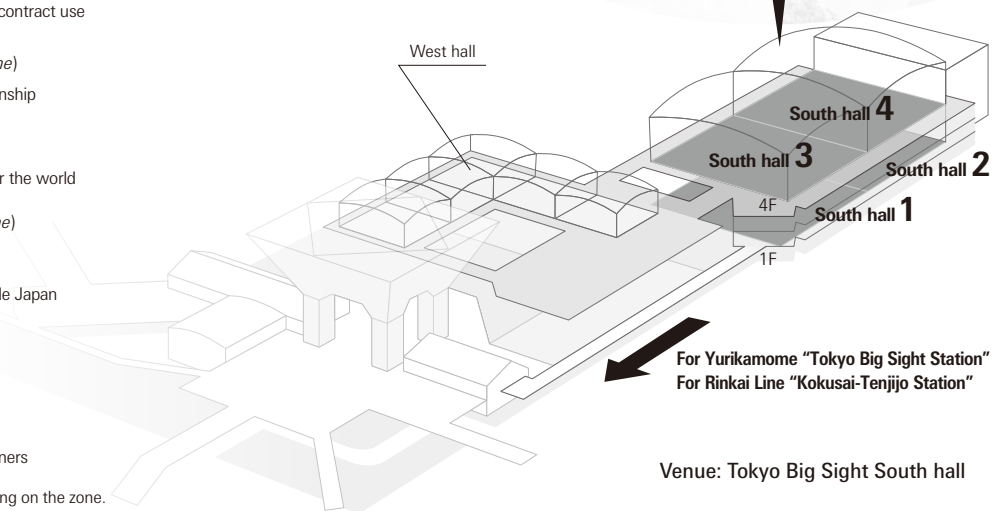
– Proposing prototypes by young up-and-coming designers

\*The use of an appointed package booth is required depending on the zone.



**We move to South hall!**

**South hall** NEW



Venue: Tokyo Big Sight South hall

## Participation fee (raw space only)

**1 booth = 9m<sup>2</sup> (W3m×D3m)**

1 – 9 booths **JPY 340,000 / booth** (tax excluded)

### Big booth discount

10 – 19 booths **JPY 306,000 / booth** (tax excluded)

Over 20 booths **JPY 289,000 / booth** (tax excluded)

\*Construction costs such as booth furnishings, electricity and water supply is at the exhibitor's responsibility.

\*Participation fee and conditions for supporting programme (FOODIST / NEXT / TALENTS) are different. Please contact the organiser for more details.

\*With adherence to the Consumption Tax Act in Japan, 10% tax is charged upon all prices declared for fairs of Messe Frankfurt Japan Ltd. taking place after 1st of October, 2019.

### Early-birds discount Exhibitors in IFFT/Interior Lifestyle Living 2018 only

Application by 19 April (Fri) **10%OFF JPY 306,000 / 1 booth** (tax excluded)

Application by 17 May (Fri) **5%OFF JPY 323,000 / 1 booth** (tax excluded)

\*Big booth discount cannot be combined with early-birds discount.

\*Discounts will be applied to the participation fee only. Rental stand, optional furniture are not applicable to this discount.

\*Please use the general application form for discounts.

### Rental stand

If you are looking for easy way to arrange your booth, packaged rental stand including basic booth fittings is available.

1 booth **JPY 116,000~** (tax excluded) + **JPY 340,000** (tax excluded)

**Application deadline**

**31 July (Wed)**

**1. Application form** (available from the official fair website) [www.iffit-interiorlifestyleliving.com](http://www.iffit-interiorlifestyleliving.com) → “For exhibitors” → “Application form” on the right column.

**2. Product information**

**3. Booth presentation draft or photograph of previous booth presentation**

**4. Company profile** (only for first-time exhibitors)

**For enquiries and submission**

**Messe Frankfurt Japan Ltd.**

IFFT/Interior Lifestyle Living organiser's office

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