

Interior Lifestyle Japan

Occupying four (4) major halls and two levels, the show featured a diverse range of products from textile, kitchen and tableware, gifts and novelty, men's lifestyle, home furnishings and home lifestyle products, completing a perfect mix catering to the contemporary Japanese Lifestyle.

Interior Lifestyle Japan attracted more than 27,000 visitors from 36 countries, while 652 exhibitors from 31 countries presented a fascinating overview of the market and a chance to make important business contacts.

The ASEAN Pavilion

The ASEAN Style Pavilion by the ASEAN-JAPAN CENTRE (AJC) continues the tradition of showcasing an excellent selection of products from various manufacturers within the ASEAN. Thirty (30) companies have been selected, with an average of three (3) companies from each of the 10 ASEAN countries.

For the past two years, the Philippines was part of the Asean Pavilion at the Interior Lifestyle through the Asean-Japan Centre (AJC). As in the previous two shows, we are once again part of the Asean Pavilion with three (3) participating companies selected by the AJC experts. This year also marks the Philippine's debut as a country pavilion in the show.

Among the ASEAN companies present were Alice Blue Candle, Locsin International and S.Z. Vizcarra from the Philippines. While exhibitors from Brunei Darusalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Singapore, Thailand and Vietnam showcased their craftsmanship via home décor, accessories, furniture, bed & linen, textile,

gifts, lamps, bags and storage baskets product line.

Best and Fastest selling products in the show

Kitchen and tableware were a hit in the Interior Lifestyle. There were a number of pottery and earthenware products mainly for the kitchen seen at the show, being one of Japan's oldest forms of art.

Gadgets, tools and men's essentials (especially bags) were also some of the most sought after items, with the dawning of a more stylish lifestyle among Japanese men.

Highlights at Interior Lifestyle Japan Nordic Lifestyle

Nordic Lifestyle is the special exhibit which focused on the lifestyle of Nordic countries, such as Norway, Denmark, Sweden and Finland.

The flower tower created by Nicolai Bergmann was the exclusive work of him for interiorlifestyle 2008.

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An exclusive, selected group of talented, young designers showed their designs to the world. The designer(s) nominated for "INTERIOR LIFESTYLE Young Designers Award" will be invited to participate in the area 'talents' at world-largest consumer goods fair 'ambiente'(Feb 2009, Frankfurt). This year's winner is "sora design works".

Trend Cafe

This year, 2 cafes with different concepts were set in the halls – Nordic & Belgian Café.

INTERIOR LIFESTYLE AWARDS

This award aimed to praise good design products or presentations at the fair. Each judge, appointed by the organizer set the criteria based on her/his knowledge or concept, and selected the most suited exhibits.

Award & Judge Winner

JID DESIGN AWARD:

Ms. Reiko Kawakami,
Former President of Japan Interior Designers' Association
Winner: IOTC (Japan)

JDCA DESIGN MANAGEMENT AWARD:

Ms. Coco Funabiki
(Managing Director) and
Mr. Sotaro Miyagi (Director),
The Japan Design Consultant Association
Winner: YOnoBI (Japan)

MONO MAGAZINE AWARD:

Ms. Yasuko Hoashi,
Chief Editor of mono magazine
Winner: Foodesign Guzzini Made in Japan (Italy)

NIKKEI DESIGN AWARD:

Mr. Kazuya Shimokawa,
Chief Editor of NIKKEI DESIGN
Winner: Onao (Japan)

INTERIORLIFESTYLE YOUNG DESIGNER AWARD:

Mr. Kouhei Takata,
Producer of Interior Lifestyle
Winner: sora design works (Japan)

