



The 32nd

ホーム・ビル&インテリアWEEK

# JAPANTEX2013

## INTERIOR TREND SHOW

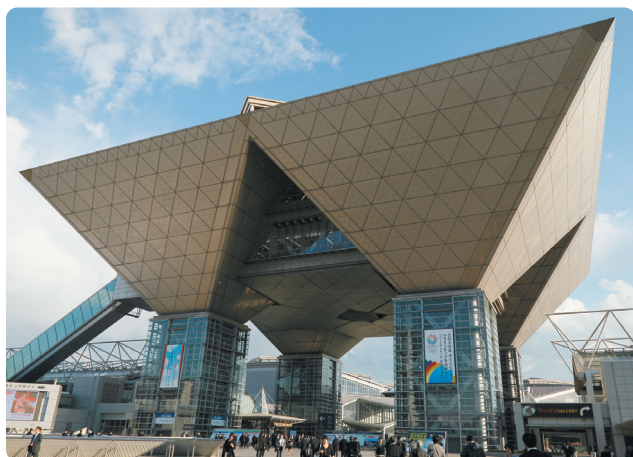
FINAL REPORT



Nippon Interior Fabrics Association

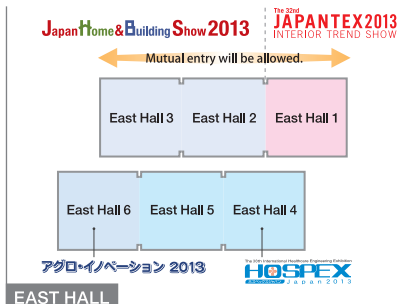
# 1 Outline

<b>Title &amp; Theme</b>	<p>ホーム・ビル&amp;インテリアWEEK The 32nd <b>JAPANTEX2013</b> INTERIOR TREND SHOW</p> <p> Renovate Your Way of Life*</p>
<b>Organizer</b>	<p>Nippon Interior Fabrics Association (NIF) 6F, Fukuda Bldg., 2-3-23, Hamamatsucho, Minato-ku, Tokyo 105-0013 Japan TEL+81-3-3433-4521 FAX+81-3-3433-7860 <a href="http://www.japantex.jp/english">http://www.japantex.jp/english</a></p> <p>Japan Management Association 3-1-22 Shiba-koen, Minatoku, Tokyo 105-8522 Japan FAX+81-3-3434-8076 <a href="http://www.jma.or.jp/en">http://www.jma.or.jp/en</a></p>
<b>Date</b>	October 23 (Wed.) - 25 (Fri.), 2013
<b>Opening Hours</b>	10:00~17:00
<b>Venue</b>	<p>TOKYO BIG SIGHT East Hall 1 3-10-1 Ariake, Kotoku, Tokyo 135-0063 Japan Tel:03-5530-1111 <a href="http://www.bigsight.jp/english">http://www.bigsight.jp/english</a></p>
<b>Admission Fee</b>	JPY1,000
<b>Guest</b>	<p>Her Imperial Highness Princess Takamado Mrs. Midori Matsushima (The Vice Minister of Economy, Trade and Industry)</p>
<b>Support</b>	<p>Ministry of Economy, Trade and Industry (METI), Japan External Trade Organization(JETRO), The Association of the Promotion of International Trade, Japan. The Economic and Commercial Counsellor's Office of the Embassy of the Peoples Republic of China, Embassy of India, Economic and Commercial Office Embassy of Spain</p>
<b>Joint Exhibition</b>	<p>ホーム・ビル&amp;インテリアWEEK <b>Japan Home &amp; Building Show 2013</b></p>
<b>In Conjunction with</b>	<p>The 38th International Healthcare Engineering Exhibition <b>HOSPEX Japan 2013</b></p>



# JAPANTEX 2013 Exhibitors List

- A** A Style & TORII DESIGN OFFICE (IFDA)  
Abeyoushindou (Tokyo Hyougu Kyouji Naisou Bunkakyokai)  
Acorns Flower Design Studio (IFDA)  
ALL JAPAN BEDDING GOODS ASSOCIATION  
ANHUI JANTENE HOME TEXTILES CO., LTD.  
(CHINA ARTS INTERNATIONAL EXHIBITION CO., LTD.)  
Anonimo Design (Theme exhibition)  
Anshin Project Japan Inc.  
Art Planning Service Co.,LTD (Theme exhibition)  
ARTE JAPAN (Theme exhibition)  
art-k (Theme exhibition)  
Asahi Kasei Trading Co., Ltd.(JAPAN CARPET MANUFACTURES ASSOCIATION)  
Asahi Textile Co.,Ltd(Gifushi Habitat Textile Association)  
ASWAN CORPORATION (Theme exhibition)  
Azuma Hyouguten (Tokyo Hyougu Kyouji Naisou Bunkakyokai)
- B** BAKUMA INDUSTRIAL CO.,LTD  
Balmoral International (TEXTILES FRAU PEREZ S.L.)  
BELK CO.,LTD  
Bikentec Co., Ltd. (IFDA)  
Blanc Plan LLC (IFDA)  
BRITISH WOOL MARKETING BOARD  
(JAPAN CARPET MANUFACTURES ASSOCIATION)
- C** CARPET EXPORT PROMOTION COUNCIL  
Carpet Gallery co.,Ltd  
Cegi Tekstil Konf San ve Tic Ltd Sti  
CHANGSHU QUNYING KNITTING MANUFACTURE CO., LTD.  
(CHINA ARTS INTERNATIONAL EXHIBITION CO., LTD.)  
CHINA ARTS INTERNATIONAL EXHIBITION CO., LTD.  
Chinar International (CARPET EXPORT PROMOTION COUNCIL)  
CLARKE & CLARKE  
CLASICA Co., LTD. (Theme exhibition)  
Creation bauman japan (Theme exhibition)
- D** DAIICHI HANPU CO.,LTD  
DAISEN Ltd.  
D'Arc Deco co.,Ltd.  
DECORADOR (Theme exhibition)  
DECORATORS (IFDA)  
Design Club Co., Ltd. (IFDA)
- F** F&H Farhadian OHG. (MEIWA INTERNATIONAL CORP.)  
Fill inc.  
Form Associates Design (Theme exhibition)  
FUJIE TEXTILE CO.,LTD  
FUJII DESIGN OFFICE  
FUJILIGHT CARPET CO.,LTD.  
Fujisawa Corporation Co.,Ltd.  
FULLNESS CO.,LTD  
Furumaki Hyougu Interiorten  
(Tokyo Hyougu Kyouji Naisou Bunkakyokai)
- G** Gallery Hirota (IFDA)  
Gallery Soujiro (IFDA)  
Gifushi Habitat Textile Association  
Giso Co.,Ltd (Gifushi Habitat Textile Association)  
Goyo Shoji Co.,Ltd (Gifushi Habitat Textile Association)
- H** HANGZHOU RUICHANG BEDCLOTHES CO., LTD.  
(CHINA ARTS INTERNATIONAL EXHIBITION CO., LTD.)  
HASETORA SPINNING CO.,LTD.  
(JAPAN CARPET MANUFACTURES ASSOCIATION)  
Hideyo Asano (KURASHIBOKKO)  
Hideyuki Kobayashi Design Office (IFDA)  
HIRAKU SPINNING CO.,LTD.  
(JAPAN CARPET MANUFACTURES ASSOCIATION)  
Horisyou Co.,Ltd (Gifushi Habitat Textile Association)  
HOSOBADA DESIGN  
HOTTA CARPET CO.,LTD.  
(JAPAN CARPET MANUFACTURES ASSOCIATION)  
HUBEI YABI HOME TEXTILE CO., LTD.  
(CHINA ARTS INTERNATIONAL EXHIBITION CO., LTD.)
- I** I.D.TANAKA (Tokyo Hyougu Kyouji Naisou Bunkakyokai)  
IICRC JAPAN  
(JAPAN CARPET MANUFACTURES ASSOCIATION)  
INTERIOR DECORATION ASSOCIATION OF TOKYO  
Interior Jouhoukikaku Ltd.  
International Furnishings and Design Association (IFDA)  
Ishii Sandayuu Hyouguten  
(Tokyo Hyougu Kyouji Naisou Bunkakyokai)  
Ishizuka Hyouguten  
(Tokyo Hyougu Kyouji Naisou Bunkakyokai)  
Itoh Hyouguten (Tokyo Hyougu Kyouji Naisou Bunkakyokai)
- J** JAPAN CARPET CO.,LTD.  
(JAPAN CARPET MANUFACTURES ASSOCIATION)  
JAPAN CARPET MANUFACTURERS ASSOCIATION  
JAPAN CONSTRUCTION INTERIOR COOPERATIVES FEDERATION  
Japan Interior Architects / Designers' Association (IFDA)  
JAPAN INTERIOR DECORATION ASSOCIATION (JIDA)
- K** K Tec Company Ltd.  
KAGUMACHI KOUBOU & KAGUMACHI LAB  
Kanako Ohnishi (KURASHIBOKKO)  
KAWASHIMA SELKON TEXTILES CO.,LTD  
(JAPAN CARPET MANUFACTURES ASSOCIATION)  
kawashima selkon textiles co., Ltd  
Kaz Matsumoto (KURASHIBOKKO)  
KB ENTERPRISES UNITED CO., LTD  
(CHINA ARTS INTERNATIONAL EXHIBITION CO., LTD.)  
Keiko Mizuta (KURASHIBOKKO)  
Kida Design (IFDA)  
kiji craft (Theme exhibition)  
KINKAME SHIGYO CO.,LTD  
KINUGAWA CO.,LTD. / KINUGAWA PACK GROUP  
Konabe Seiseidou  
(Tokyo Hyougu Kyouji Naisou Bunkakyokai)  
KOWA (Theme exhibition)  
Kunika Kishida (KURASHIBOKKO)  
KUWA DESIGN STUDIO  
KYOKKO CO., LTD. (Theme exhibition)  
KYOKUTO SANKI CO., LTD. (Theme exhibition)  
Kyoushindou Inazaki (Tokyo Hyougu Kyouji Naisou Bunkakyokai)
- L** La vie au Japon (IFDA)  
Lea Lea Enterprise Co.,LTD (LI PENG ENTERPRISE CO.,LTD)  
LI Peng Enterprise CO.,LTD  
Life Style Museum INTERIOR HIKAMIYAMA Co., Ltd.  
LILYCOLOR CO., LTD. (Theme exhibition)  
Living Design Center Co., Ltd.  
LUICE CO.,LTD  
Lune d'eau Co.,LTD
- M** MACHIDA HIROKO ACADEMY Co., Ltd.  
MAKEMAN (Theme exhibition)  
Marusa Co.,Ltd (Gifushi Habitat Textile Association)  
Marusu Suzuki Co.,Ltd (Gifushi Habitat Textile Association)  
MEGASOFT Inc  
MEGASOFT Inc (Theme exhibition)  
MEIWA INTERNATIONAL CORP.  
Michiyuki Katayanagi (KURASHIBOKKO)  
MIHASHI Co., Ltd. (MACHIDA HIROKO ACADEMY Co., Ltd.)  
Mihashi Techno-Art Co.,Ltd  
(MACHIDA HIROKO ACADEMY Co., Ltd.)  
Minamisanriku sewing club  
Minamisanriku sewing club  
(THE TEXTILE DESIGN ASSOCIATION OF JAPAN )  
Modam GmbH  
Momoko Yamamoto (KURASHIBOKKO)  
Morisima Souge (Gifushi Habitat Textile Association)  
Mortazavi Carpet Group Iran  
MURAKAMI CARPET CO.,LTD.  
(JAPAN CARPET MANUFACTURES ASSOCIATION)
- N** Nambu Hyouguten (Tokyo Hyougu Kyouji Naisou Bunkakyokai)  
Naoko Tsuchiya (KURASHIBOKKO)  
Nara Yamato Co.,Ltd (Mehrali Carpet)  
Natsuko Iiduka (KURASHIBOKKO)  
Neo TAPIS inu  
NICHIBEI CO.,LTD.  
Nihon shinso shibbun co.,Ltd  
NIHON SHORYOKU CO.,LTD.  
(JAPAN CARPET MANUFACTURES ASSOCIATION)  
NIHONSEIZUKIKOGYO CO.,LTD  
NINGBO LIYANG CURTAIN COMPANY LIMITED  
(CHINA ARTS INTERNATIONAL EXHIBITION CO., LTD.)  
NISSHIKI CO.,INC.  
(JAPAN CARPET MANUFACTURES ASSOCIATION)  
NISSIN CO.,LTD.(JAPAN CARPET MANUFACTURES ASSOCIATION)  
NITIE CORPORATION  
Nobuaki Komaki (KURASHIBOKKO)  
Nobuyuki Design Office Inc. (IFDA)  
Norman Terry Towel Mills Ltd.
- O** OHNO INC.  
OHNO INC.(JAPAN CARPET MANUFACTURES ASSOCIATION)  
Ohtaka Hyouguten (Tokyo Hyougu Kyouji Naisou Bunkakyokai)  
OKAZAKI CO., LTD. (Theme exhibition)  
Ota Textile Co.,Ltd (Gifushi Habitat Textile Association)  
OTSUKA KAGU, LTD. (Theme exhibition)  
OZONE LIGHTING ACADEMY (Living Design Center Co., Ltd.)
- P** Pamposh International  
(CARPET EXPORT PROMOTION COUNCIL)  
PELMET Co.,Ltd  
Pradeep Carpets International  
(CARPET EXPORT PROMOTION COUNCIL)
- Q** Q Designs  
QINGDAO BAOLI TEXTILES,EMBROIDERY&DRAWNWORK CO.,LTD.
- R** Risa Braire Co., Ltd. (IFDA)  
Rita International (CARPET EXPORT PROMOTION COUNCIL)  
RUNON CO.,LTD.
- S** SAN-ETSU CO.,LTD.  
SANGETSU CO.,LTD  
Sankyo Co.,Ltd (Gifushi Habitat Textile Association)  
SANSAN Co., Ltd.  
Segafredo Zanetti Espresso Worldwide Japan,Inc.  
SEIREN CO.,LTD  
Sekisui House, Ltd, SHIC Plaza Yokohama (Theme exhibition)  
SEKISUI SEIKEI, Ltd.  
Senken Shimbun co.,Ltd  
Shanghai Revon Trade Co.,Ltd.  
SHANDONG QINGZHOU SHUNFA EMBROIDERY CO., LTD.  
(CHINA ARTS INTERNATIONAL EXHIBITION CO., LTD.)  
SHANGHAI SHANFU TRADING CO., LTD  
SHENZHEN RICHESUN TEXTILE CO., LTD.  
(CHINA ARTS INTERNATIONAL EXHIBITION CO., LTD.)  
Shinohara Obano-yama Design  
Shuukoudou (Tokyo Hyougu Kyouji Naisou Bunkakyokai)  
SIESTA International Associates (IFDA)  
Sincol  
SK Kaken Co.,Ltd  
Studio Ma (IFDA)  
Suikoudou (Tokyo Hyougu Kyouji Naisou Bunkakyokai)  
Sujata Exports (CARPET EXPORT PROMOTION COUNCIL)  
SUMINOE TEXTILE CO.,LTD.  
SUMINOE TEXTILE CO.,LTD.  
(JAPAN CARPET MANUFACTURES ASSOCIATION)  
SUMIYOSHI CO.,LTD.(JAPAN CARPET MANUFACTURES ASSOCIATION)  
SUNCHEMICAL CO.,LTD.  
(JAPAN CARPET MANUFACTURES ASSOCIATION)  
Sunohara Hyouguten (Tokyo Hyougu Kyouji Naisou Bunkakyokai)  
SUNROSE CO.,LTD  
Suzuki Hyouguten (Tokyo Hyougu Kyouji Naisou Bunkakyokai)
- T** TACHIKAWA CORPORATION  
TAJIMA,INC.(JAPAN CARPET MANUFACTURES ASSOCIATION)  
Tapié corp. (IFDA)  
TEXTILES FRAU PEREZ S.L.  
The Joyo Chamber of Commerce and Industry Sansaishi project  
The Murakami Shin design o ce (IFDA)  
THE TEXTILE DESIGN ASSOCIATION OF JAPAN  
THE WOOLMARK COMPANY YD  
(JAPAN CARPET MANUFACTURES ASSOCIATION)  
TOA CORK CO., LTD.  
TOABO MATERIAL CO.,LTD.  
(JAPAN CARPET MANUFACTURES ASSOCIATION)  
Tokyo Hyougu Kyouji Naisou Bunkakyokai  
TOLI Corporation  
TOLI Corporation (JAPAN CARPET MANUFACTURES ASSOCIATION)  
Toray Amtech Inc.(JAPAN CARPET MANUFACTURES ASSOCIATION)  
TOSO COMPANY, LIMITED  
Total Interior Yamamoto (Tokyo Hyougu Kyouji Naisou Bunkakyokai)  
TOWA SHOKAI (Theme exhibition)
- U** UNIVERS CO.,LTD.  
UNIVERSAL TREASURE CO.,LTD
- V** VIUDA DE RAFAEL GANDIA SA
- W** WON ON ONE  
WuJiang WeiJiang Textile-Machine Co., Ltd.
- Y** Yamada Hyouguten (Tokyo Hyougu Kyouji Naisou Bunkakyokai)  
YAMADA SHOMEI LIGHTING CO.,LTD (SANGETSU CO.,LTD)  
YAMAMOTO INDUSTRIAL CO.,LTD.  
(JAPAN CARPET MANUFACTURES ASSOCIATION)  
YAMATOBOKU CO.,LTD.  
(JAPAN CARPET MANUFACTURES ASSOCIATION)  
Yamazaki Hyouguten (Tokyo Hyougu Kyouji Naisou Bunkakyokai)  
YAYOI CHEMICAL SALES CO.,LTD  
YAYOI CHEMICAL INDUSTRY CO.,LTD  
(YAYOI CHEMICAL SALES CO.,LTD)  
YKK AP Inc.  
YONEZAWA-BUSSAN CO.,Ltd  
YOSHIDAFUSA ORIMONO CO.,LTD.  
(JAPAN CARPET MANUFACTURES ASSOCIATION)  
Yoshikazu Nonaka (KURASHIBOKKO)  
Y's Hands (IFDA)  
Yuki Koshiba (KURASHIBOKKO)







## Result Of Exhibition

For 3 days from October 23 (Wednesday) to 25 (Friday), the 32nd Interior Trend Show - JAPANTEK2013 was held in Tokyo Big Sight East Hall 1, with conjunction with Japan Home & Building Show which were organized by Japan Management Association - under the titles of Home, Building & Interior Week,

<b>Number of exhibitors</b>	208 companies/organization Japanese exhibitors: 176 / Overseas exhibitors: 32 from 10 countries and regions Bangladesh(1), China(13), Germany(1), India(7), Iran(2), Spain(2), Taiwan(2), Thailand(1), Turkey(1), UK(2)
<b>Floor Space</b>	8,700m <sup>2</sup> ("Home, Building & Interior Week" 25,700m <sup>2</sup> )
<b>Number of booth</b>	500 ("Home, Building & Interior Week" 1,278)

### ■ "Home, Building & Interior Week" Number of visitors

( ) is JAPANTEK2012

Date	JAPANTEK	Japan Home & Building Show	Visitors from Other Exhibition	Total	Press
October 23 (Wed.)	4,010 (4,555)	4,960 (5,465)	880 (1,093)	9,850 (11,113)	165 (168)
October 24 (Thu.)	3,276 (3,790)	4,965 (5,844)	957 (1,157)	9,198 (10,793)	77 (89)
October 25 (Fri.)	3,057 (4,128)	4,002 (6,031)	1,003 (1,307)	8,062 (11,466)	66 (99)
<b>Total</b>	<b>10,343</b> (12,475)	<b>13,927</b> (17,340)	<b>2,840</b> (3,559)	<b>27,110</b> (33,372)	<b>308</b> (356)

### ■ "Home, Building & Interior Week" Visitors Specificatio in 2013

	Occupation	JAPANTEK	Japan Home & Building Show	Total
A	Building Owner	273	481	754
	Developer			
	Real Estate Agent			
B	Architecture Design Office	878	1,189	2,067
	Design Office			
C	Builder's Office	628	2,598	3,226
	Home Builder			
D	General Contractor	180	777	957
	Sub Contractor			
	Construction Company			
E	Interior Finishing Store	1,197	604	1,801
	Wallpaper Shop and Tatami Shop			
	Remodeler's Shop			
F	Department Store	1,278	263	1,541
	Mass Merchandiser / DIY Store			
	Interior Specialty Shop			
	Mail-order Business			
	Other Retail			

	Occupation	JAPANTEK	Japan Home & Building Show	Total
G	Building Management	101	193	294
	Building Maintenance			
H	Trading	1,502	2,511	4,013
	Wholesaler			
I	Infrastructure	103	451	554
	Communication/IT			
J	Building Material Manufacturer	2,740	3,625	6,365
	Housing Equipment Manufacturer			
	Interior Manufacturer			
	Other Manufacturer			
K	Public Office/Association	207	468	675
	Hospital/Scholastic Institution/ Communal Facility			
L	Owner	1,256	767	2,023
	Consumer			
	Student			
Visitors from Other Exhibition		2,840		2,840
Total				27,110

Subscribers Press 308

## ■ Opening Ceremony October 23 (Wednesday)

The Ceremony was started with greetings by Chairman Ichizo Yoshikawa of Nippon Interior Fabrics Association Japan, and followed by greetings from President Masami Nakamura of Japan Management Association. Then, the Chairman of the Executive Committee of JAPANTEX, Takeshi Nishida, explained the summary of the Show and Midori Matsushima, the Vice Minister of Economy, Trade and Industry expressed her congratulations on the event. Lastly, Her Imperial Highness Princess Takamado made a speech and cut the ribbon to officially start the 3-day event.



## ■ Themed Exhibition “Shiawase + Interior” – Renovate Your Way of Life

This is the themed exhibition that expresses the theme of JAPANTEX 2013: Shiawase + Interior - Renovate Your Way of Life”. New life styles were proposed through renovation and redecoration. The concept of the Exhibition included Separate Bed Rooms for Active Seniors as well as Apartment Renovation for Singles.

### Themed Exhibition 1

## Active Senior with Own Way of Life – Mr. & Mrs. Sun to Moon

Cooperation: Interior Styling Pro

Director: Junko Maehata, Free To Be Me, Sub Director: Yuko Muroga, Garomyou, Manager Coordinator: Eriko Shirakawa, Leveil

Advisor: Hiroko Shiotani, Fabric Works, Support: Rika Sato, Textile Shim

Designer: Hiroaki Shimokawa, Form Associates Design, Tomoyo Tsuchiya, Okazaki

Yuko Nishimura, Sekisui House, Ltd, SHIC Plaza Yokohama, Chisato Maruyama, Decorator

### Husband's Bed Room

The room is themed Moon using the element of WA (harmony) to express husband's character, who gets absorbed in hobbies. The design ensures seniors to enjoy their own comfortable, stylish and fun space.



### Wife's Bed Room

With the theme of Sun and by using hip-hop colors, the room is designed to express the generation of wife who used to love Elvis and Rolling Stones. A whole new idea to enjoy the expression of fabrics.



### Wife's Atelier

An atelier designed for wife, who enjoys voluntary activities through travelling the world and making fabric accessories, to design and making prototypes of fair-trade accessories with friends.



### Themed Exhibition 2

## <For Singles> - Apartment Renovation for single career woman-

Single life does not need a lot of rooms, so the walls are taken off for a studio type open space.

Interior coordination workshops were held using miniature furniture collection from the exhibition.

Cooperation: Japan Freelance Interior Coordinator Association (JAFICA), Director Designer: Kumiko Takeuchi, KUU Design Office

Planner: Masami Inoue, Interior Planning Sumika, Display Management: Reiko Saito, IF Planning

Display: Yasuko Umemoto, Office Maison, Supporter: Toshiko Nishihori, Iki-iki Plan21 and Mizuho Nakayama, Merry Poppins

### Closet

Using the image of Through the Looking Glass, the closet is full of favorite and can be seen from other rooms. Clothes and shoes are expressed by cartonnaged hangers and shoe boxes and fabric is turned into art works.



### Bedroom

Settings of bedroom can be changed according to season and mood. The bed head cover can also be easily changed.



### Living & Dining

Using the image of Alice's Adventures in Wonderland, chairs and windows can be customized according to user's mood.



## 5 Show Report

### ■ Hosted by a number of leading creators of interior industry Interior Seminars and Talk sessions All seminars are free.

\* The seminar and talk session was posted online in real time.

#### Japan Interior Fabrics viewed from world trends



#### Lighting designer talks about Interior and lighting



#### Memorial Lecture: Renovate Your Way of Life Realization of stylish disaster prevention, renovation and conversion



#### Current and future of stock market How to link to demand and stimulation of interior industry



#### Especially for interior coordinators! New life styles viewed from renovation plans



#### “Room customization” of Leoplace21 chosen by 8000 tenants



#### The 5th Interior Talk Session Front runners of the industry talks about space design power



#### Fashion show by members of Kurashiboko Wear Shiawase interiors



#### Seminar regarding house market for dog lovers To make life of dog and owner more enjoyable



#### Front line of renovation industry Darling of the industry talks about current renovation market



#### iCON Super Presentation Have fun with Interior coordinators



### Speaker

Fumio Konno, Asami Oba, Katsuo Omori, Kimi Kitahara, Toyoko Musashi (TextileDesign Association of Japan) / Tatsuoaki Nakajima (Lighting Design Laboratory Inc.) / Hiroko Machida(Machida Hiroko Interior Co-ordinator Academy) / Manjo Shimahara (NEXT Co.,Ltd.) / Kyoko Nishida (Life Style Labo, Mitsui Home Remodeling Co., Ltd.) / Hideki Nishigaki (decorators) / Koichi Hamamoto (FILL Ltd. ) / Jun Aoki (Maison Aoki) / Natsumi Sakata (natsumikumi co.ltd.) / (Kurashi Bokko) / Hirokazu Nakajima (Won on one) / Akihiro Yamazaki (YAMASHO REFORM SERVICE CO.,LTD, JERCO) / Tatsuya Sasaki(Leoplace21) / Megumi Moriyama, Reiko Yokota, Wakako Sugiyama (iCON, All Japan Interior Coordinator Association)



## 5 Show Report

### ■ WTP (Window Treatment Industry Activation Project) and specialized shop support

WTP held a seminar for interior shops and interior construction shops

Pathes interior shops should take  
Know today and read  
tomorrow of the industry



Panel discussion  
Young business owner talks about  
the future of specialized shops



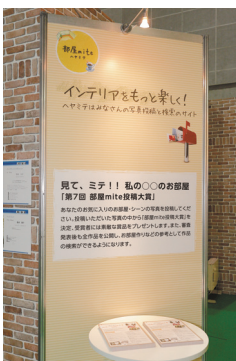
Customer service using sketch  
Face-to-face selling  
- Introduction to ultimate techniques  
(use drawing)



### ■ Exhibition and Award of the 10th Interior Design Competition 2013



### ■ Exhibition of rewarded works of the 5th and 6th “Heya Mite Posting Award”





## 5 Show Report

### Material contest recommended by 1000 interior coordinators

A thousand interior coordinators voted for the quotient material which they were willing to use and recommend, selecting from materials posted by exhibitors. The best 3 entries (Gold, Silver and Bronze) were announced on the last day of the Show and posted on Youtube.



Suminoe



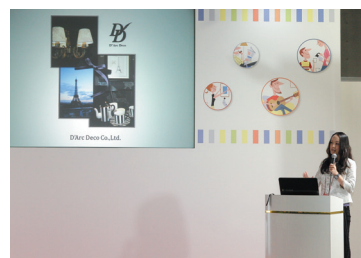
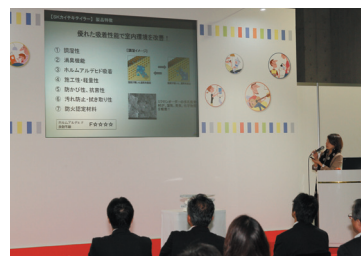
Sangetsu



Runon

### Exhibitor Presentation

Each exhibitor carried out PR activities targeting participants of the Show.



### Information station and Café corner

At information station, participants can find a lot of useful information and services including venue map, schedule of seminars and talk session, voting point of Quotient Material Contest Recommended by 1000 Interior Coordinators, and battery charging point of smartphone, iPhone and tablet device. Café corner operated by Segafredo Zanettie also attracted many users during the event.





## 6 Pictures of Exhibitors





## 6 Pictures of Exhibitors

