

The 35th

Architecture + Interior Week

JAPANTEX 2016

FINAL REPORT

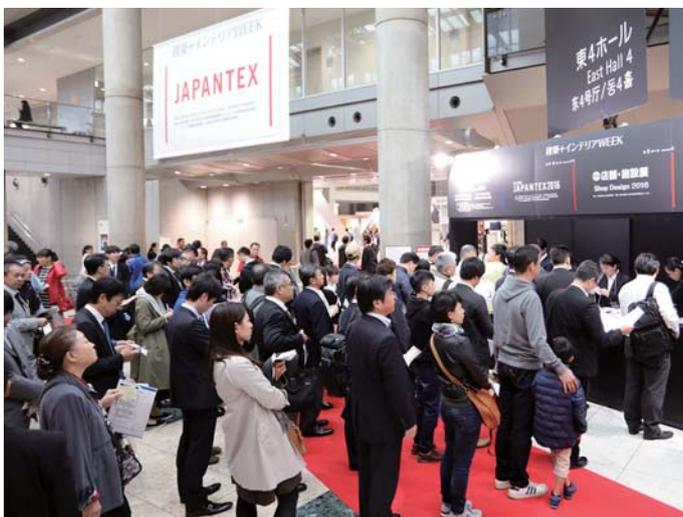


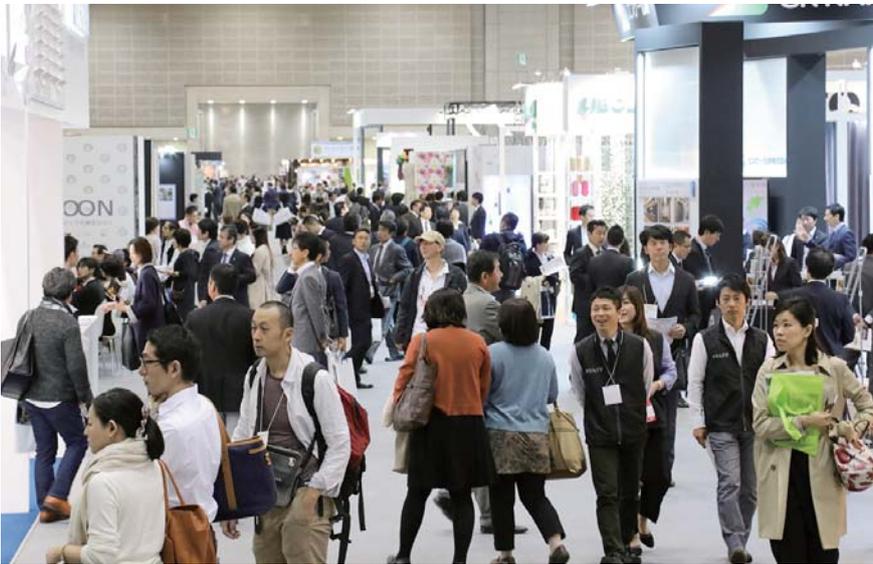
Encounters and discoveries
in the evolving
world of interior decoration

1 Outline

Title	Architecture + Interior Week The 35th JAPANTEX 2016	
Organizer	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 http://www.japantex.jp/english Japan Management Association 1-2-2, Hitotsubashi, Chiyoda-ku, Tokyo 100-0003 Japan TEL+81-3-3434-1988 FAX+81-3-3434-8076 http://www.jma.or.jp	
Theme	New Stage Re Interior —Encounters and discoveries in the evolving world of interior decoration.—	
Admission Fee	JPY3,000	
Date	October 26 (Wed.) - 28 (Fri.), 2016 Opening Hours:10:00~17:00	
Venue	TOKYO BIG SIGHT East Hall 4•5 3-10-1 Ariake, Kotoku, Tokyo 135-0063 Japan Tel:03-5530-1111 http://www.bigsight.jp/english	
Guest	Her Imperial Highness Princess Takamado Takumi Ihara, Parliamentary Vice-Minister of Economy, Trade and Industry Makoto Sugiyama, Lifestyle Industries Division Director of Ministry of Economy, Trade and Industry	
Support	Ministry of Economy, Trade and Industry (METI), Japan External Trade Organization(JETRO), The Association of the Promotion of International Trade, Japan. Economic and Commercial Office Embassy of Spain, The Economic and Commercial Counsellor's Office of the Embassy of the Peoples Republic of China	
Joint Exhibition	Architecture + Interior Week Japan Home Show 2016 (Japan Management Association) East Hall 1•2•3 Kitchen & Bathroom Tokyo 2016 (Japan Management Association) East Hall 6	Shop Design 2016 (Japan Management Association) East Hall 5•6 CLEAN EXPO 2016 (Japan Management Association, Japan Cleaning Proficiency Exam Association) East Hall 6
In Conjunction with	The 41st International Healthcare Engineering Exhibition HOSPEX Japan 2016 (Japan Management Association) West Hall 1•2	

2 Pictures of Exhibitors





3 Result of Exhibition

Number of exhibitors	650 Booth, 267 Companies / Organization from 17 Counties and regions Japan 218,China 15,UK 4,Spain 4,Germany 3,Finland 3,France 3,Iran 2,India 2,Netherland 2,Sweden 2, Taiwan 2,USA 2,Italy 1,Australia 1,Turkey 1,Hong Kong 1,Lithuania 1
Floor Space	12,800m ² ("Architecture + Interior Week" 42,710m ²)
Number of booth	660 ("Architecture + Interior Week" 1,876)

▶ "Architecture + Interior Week" Number of visitors

() is 2015

Date	Weather	JAPANTEX	Architecture + Interior Week	Visitors from Other Exhibition	Total	Press
October 26 (Wed.)	Fine	4,037 (4,274)	12,001 (10,384)	727 (961)	12,728 (11,345)	108 (132)
October 27 (Thu.)	Fine/Cloudy	3,484 (3,639)	11,040 (9,859)	803 (904)	11,843 (10,763)	54 (78)
October 28 (Fri.)	Rain	3,083 (3,573)	11,288 (9,771)	911 (952)	12,199 (10,723)	47 (64)
Total		10,604 (11,486)	34,329 (30,014)	2,441 (2,817)	36,770 (32,831)	209 (274)

▶ "Architecture + Interior Week" Visitors Specificatio in 2016

Occupation	Number of visitors	Occupation	Number of visitors	Occupation	Number of visitors
Building Owner	335	Trading	2,003	Public Office / Association	207
Building Management		Wholesaler		Hospital / School / Public Facility	
Developer		Maintenance	Owner		
Real Estate Agent		Franchise	Consumer	1,162	
Architectural Design Office	226	Department Store	Student/Other		
Design Office	850	Mass Merchandise	1,244	JAPANTEX Total	10,604
Builder's Office	608	Interior Specialty Shop		JH&BS	17,356
Home Builder		DIY Store		CLEAN EXPO	6,369
General Contractor	139	Mail-order Business		Kitchen & Bathroom	2,441
Construction Company		Other Retail	From Other Exhibition (HOSPEX・Smart Engineering)		
Interior Finishing Store	1,499	Event	290	Total	36,770
Hyoso / Tatami Shop		Advertisement	2,004		
Sewing		Manufacturer			
Remodeling Contractor			Lighting Maker		

Subscribers Press 209

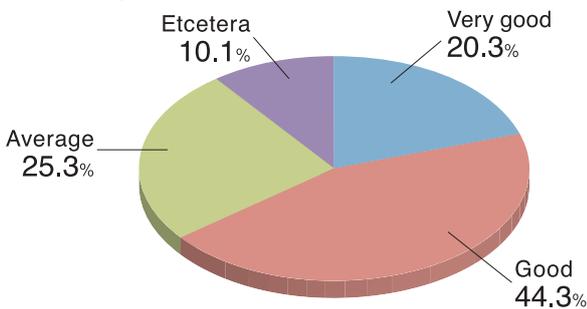
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Exhibitors Questionnaire Results

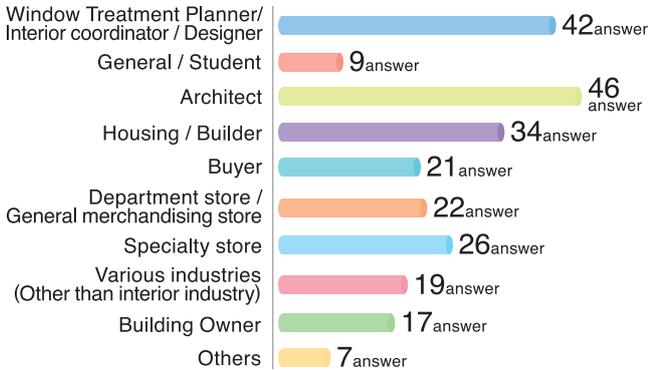
1 What is your purpose of exhibiting products in the fair? (Check all relevant items.)



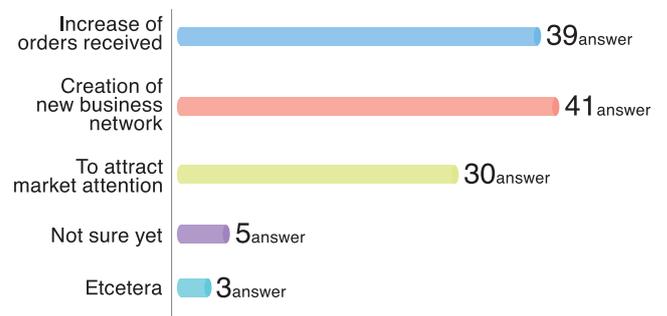
2 How do you evaluate the effectiveness of exhibiting in this year's show?



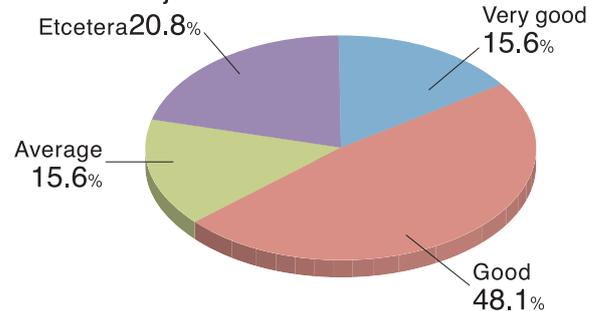
3 Which fields of business would you like the visitors to come from in the future? (Check all relevant items.)



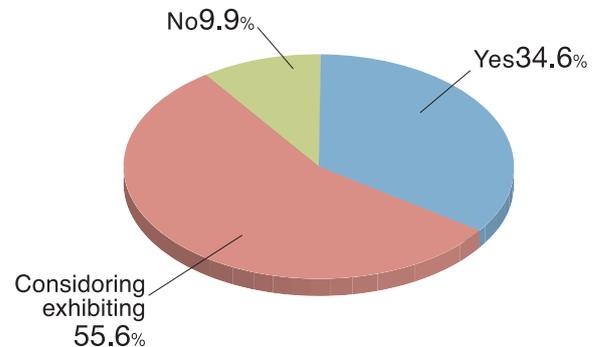
4 How do you think participation in this year's show will affect your future business transactions?



5 How was the effect of Japan Home Show held in conjunction with?



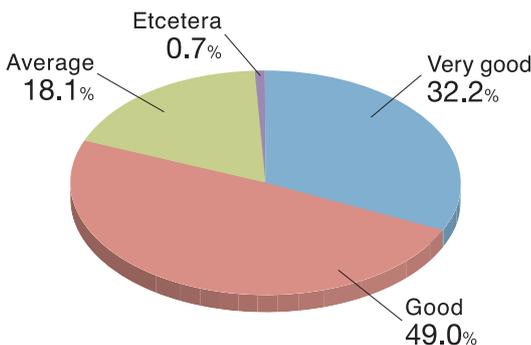
6 Would you exhibit in JAPANTEX 2017?



5

Visitors Questionnaire Results

1 How do you rate the overall exhibition?



2 Visiting purposes (multiple answers available)



▶ Opening Ceremony October 26 (Wednesday), 2016

In the presence of Her Imperial Highness, Princess Takamado, and Takumi Ihara, Parliamentary Vice-Minister of Economy, Trade, and Industry, the opening ceremony got under way, on an especially constructed stage, at 9:00 a.m. on October 26 (Wednesday), 2016.



Ichizo Yoshikawa, chairman of the Nippon Interior Fabrics Association, delivered an opening address. This was followed by an address by Masami Nakamura, chairman of the board of the Japan Management Association; a congratulatory address by Parliamentary Vice-minister Takumi Ihara; an explanation of the show by Takeshi Nishida, Chairman of the Executive Committee of JAPANTEX; and remarks by Princess Takamado. The three days of the exhibition were officially initiated by a tape-cutting by Princess Takamado. A joint JH and BS reception began in the reception hall at 17:30 on the same day.



▶ Theme exhibit, “New Stage Re Interior – Encounters and discoveries in the evolving world of interior decoration”

JTEX TRENDS 2016 NIF×TDA×JIJA

JTEX TRENDS 2016 was a 3-way collaboration between the NIF (Nippon Interior Fabrics Association), TDA (The Textile Design Association of Japan), and the JIJA (Japan Interior Industry Association). Together they set up JTEX TRENDS AVE. in the center of the JAPANTEX venue, showing the latest colors and trends.

They set up the Japan Interior Industry Association booth, “IC YOKOCHO” based on 3 color themes from this year's trending lifestyle colors, “Simple Modern,” “Natural Modern,” and “Authentic Modern.” They also presented an exhibition of art and interiors (COLORWAVE) inspired by trending colors made by members of the Kanto Koshinetsu IC (interior coordinator) Association.



▶ Seminar venues were set up in 2 locations.

The number of seminars also increased by 20, with seminars and talk sessions held every day.

All seminars are free.

* Seminars and talk sessions were broadcasted live through Internet and the videos can now be viewed on Youtube.

- 1** The Japan Carpet Industry Association
How do we create healthy spaces for raising children?
The role of carpets in child safety and health



- 2** The Changing World of Interior Decorating in 2016
The potential of digitally printed wallpaper for interior decorating



- 3** JTEX TRENDS Seminar
2016 JTEX TRENDS based on popular lifestyle trends
Lecture on Color (explanation)



- 4** Hospitality Design
The Spirit of Hospitality and Future Lifestyles



- 5** Active Care
Interiors for the Body and Mind
Interior planning for health, inspired by an encounter with medical care



- 6** Interior Textiles Young Japan
2016 Commemorative Seminar
Considering the unknown to the famous in textile design



- 7** Japan Wallcoverings Association Lecture
As the room changes, the mind changes
Future consumer needs - Sensory



- 8** Let's decorate the walls!
"Wall Art
- The Rules of Decorating"



- 9** Interior Styling Pro Seminar
How to use the "power" of a window treatment planner
Searching and Gathering Business Style



- 10** WALPA - Kabegamiya Honpo Koichi Hamamoto x Natsumi Kumi - Decor Tokyo Natsumi Sakata
NEW RETAIL - The beginning of the end of DIY



6 Show Report

- 11** “SUUMO Renovations” Chief Editor Seminar
Renovation that meets needs, explored through customer surveys and the study of real-life examples



- 12** A seminar where specialty store managers speak about the latest business trends
“Share the fun!” Pursuing a new style of curtain retailing...



- 13** Textile Brand COOVA (coova = factory)
Cherish the feeling of creating fabrics - Talking about the charms of Japanese factory made materials



- 14** JAPAN DECOON presents WORLD TREND TIME
Import Fabrics - Uncovering the charms of wallpaper



- 15** Revitalize! Interior Design
Exploring ideas for the future revitalization of interior design, from the viewpoint of architects and interior planners



- 16** University professor and IC Kazu Sensei's white-hot interior decorating strategy cram school
Things you should know! Knowing these things will make Japan's super-elderly era dramatically more enjoyable!!



- 17** Luxury Interiors that make life richer
The world of rich and beautiful interiors that is desired in the present era



- 18** Unleash the full power of the IC!
Shop design that get's close to the owner's ideas and fulfills their wishes



- 19** Representatives from BIID JAPAN and HOUZZ JAPAN discuss the best interiors / Interior Adventures
Know the true enjoyment of design from the experience of an interior designer in England



- 20** KURASHIBOKKO Part 5 “Close to you...”
Interior design pros share wisdom and thoughts on the future



Speakers

(1) Taku Hibino (Hibinosekkei, Inc.), Yasuko Ohtsuka (noanoa ateria), Masaya Hotta (Carpetroom Co., Ltd.), (2) Fumio Konno (Textile Design Association of Japan) (3) Eiji Honda (Interior Culture Institute), Kazuhito Kojima (LINTEC SIGN SYSTEM, INC.), Tomoko Iinuma (DECO'R), Mayumi Takada (ailes creation, inc.) (4) Hiroko Machida (Hiroko Interior Co-ordinator Academy) (5) Megumi Oda (SAI INTERIOR STYLING INC.) (6) Emiko Suzuki (Makeman), Kazushi Kouno (Towa Shoukai), Yukio Suzuki (Curtain House Silk), Yukiko Morita (SPILT PINK) (7) Kiyoshi Yamamoto (Yamamoto Kiyoshi Design Office, Inc.) (8) Mayumi Amimura (Color Design Firm) (9) Chiseko Niwa (IDA Japan Chapter) (10) Koichi Hamamoto (Fill Inc.), Natsumi Sakata (Natsumi Sakata) (11) Yoshie Fukuzawa (Recruit Sumai Company, Ltd.) (12) Tsuyoshi Ishida (HOME DÉCOR) (13) Ryo Fukuzawa (HapyWal), Junya Hayashi (J-Fabric), Yohei Koshikawa (aube international Co., Ltd.), Shima Arai (CHIC INTERIOR PLANNING), Shinya Yoshikawa (CB SOWM), Reiko Kimura (D'Arc Deco Co., Ltd.) (14) Shiho Seya (COOVA) (15) Tsutomu Ben Sato (bensato architecture), Tetsushi Kurokawa (KUROKAWA DESIGN) (16) Kazu Matsumoto (Aichi Shukutoku University) (17) Noriko Sawayama (BIID Japan), Aiko Katoh (Houzz Japan) Dan Hopwood (BIID) (18) Naomi Kiyota (DESIGNERS STUDIO) (19) Chie Yagyu (Strasse) (20) Kurashibokko

6 Show Report

▶ The 13th Interior-design Contest 2016 Exhibition and Awards



▶ Recommended product contest, with winners selected by interior design pros

In this contest, interior design professionals voted on products entered by exhibitors, selecting those that they themselves would like to use and recommend. Gold, Silver, Bronze, and Special prizes were awarded on the final day. The Gold Award went to Kawashima Selkon Textiles Co.,Ltd. "Sumiko Honda", the Silver Award to "Recipes for Coordinating" by Sangetsu Corporation, and the Bronze Award was given to Suminoe Textile Co., Ltd. for its "Disney Home Series." Special Awards were presented to Ktec Co., Ltd. for their "Zero Wall - Panel Type"; Runon Co., Ltd. for their "Disney Premium Collection Wallpaper"; and Merry Poppins Co., Ltd. for their "Obi Tapestry." Winning companies received trophy plaques as well as secondary prizes (a feature article in an interior design journal), presented by JAPANTEX Executive Committee Vice-chairman Michiharu Tanaka. Also, based on a random draw, one voter received an invitation to the 2017 German interior design fair tour. There were 92 products entered from 42 companies



6 Show Report

▶ Exhibition of rewarded works of the 11th and 12th “Heya Mite Posting Award”



▶ Presentation Time: Introducing the Latest Technology, Materials, and Products Location: Stage B

A program briefly outlining interior decoration today and giving exhibitors a chance to present their products and technological characteristics and their appeal to the public.

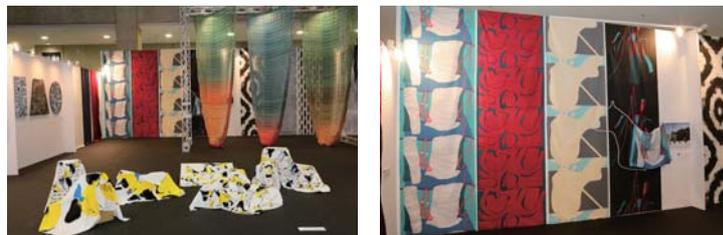


▶ Window Treatment Planner



▶ Interior Textiles Young Japan 2016

This exhibit featured textile designs for interiors produced in 2015 as graduation projects and as completed works at textile design schools. Young artists imagining interior spaces for a new era were introduced together with their work. It was a new form of exhibit, specialized for interior textile design.



▶ Japan Wallcoverings Association - I want to change my room - Make life fun with Re Walls

Sensory Design is a hot topic. This gallery walk-style special exhibit developed the idea of using walls to create interior design plans that “entertain the senses.” The “I want to change my room” area showed how to make daily mood changes to a room simply by changing one sheet of wallpaper. The concept was also explained at a seminar on October 27th (Thu). In connection with the up and coming “sensory” design concept, there was an area to vote on MY Sensory Wall. It was full of fun participation exhibits for visitors to come, see, and learn. The results of the vote were announced on the final day.



壁紙から、くらしを、あたらしし。

▶ Digital Print Area

Digital printing technology for wallpaper and textiles is gaining increased attention. Digital printing equipment makers and companies involved in sign display will gather to introduce the latest technology. In addition, a seminar was held with Eiji Honda, who also acted as an adviser in the area.



▶ JAPAN DECOON in JAPANTEX2016

DECOON, who decorate and display spaces using brands, fabrics, and wallpapers imported from overseas, held an exhibit that was even more powerful than the previous year's. They also set up a library of catalogs from countries around the world and hosted a seminar.



▶ Awarded works exhibition of the 10th High School Students Design Contest



▶ Akari Image 2016

・・・ The light that colors the space

Have you ever thought that you'd like to add some glamour to your space? Use light to add charm to a space, based around the concept, "Let's add spice with designed lighting!", Akari Image held a design event on how to use light to make life feel richer.



▶ Workroom Council Osaka

The craftsmen of the sewing world (legends) gathered at a specially set up JAPANTEX assembly hall for a live contest where they used their outstanding sewing techniques to make fabric into decorative curtains. They showcased previously unknown techniques and the greatest techniques for making decorative curtains.



▶ Japan Interior Decoration Association

Organized in conjunction with the Japan Interior Material Cooperative, this area hosted daily demonstrations by technicians on "wall covering workmanship," "floor covering (carpet, plastic) finishing," and "decorative film manufacture."

[The Third JIDA Next Generation Forum]

October 26 (Wed) 2 pm - 4:50 pm Venue: Conference Room 101

What to do!? The Regional Interior Design Industry - How the industry will be shaped by the next generation

Centered around the Hokushinetsu region, the youth department and the next generation of members from around the country gathered to share views on the current situation and challenges in the regional interior decorating business, while at the same time developing deeper relationships and discussing the future revitalization of the industry.

Part 1 - Keynote lecture, "What to do!? The Regional Interior Design Industry" Lecturer: Minoru Tanizuka of the Creative Management Center

Part 2 - Case study report, "The industry created by the next generation"



▶ Project for the Vitalization of Window Treatment (WTP) and Interior store support

[Seminar for examination measures]

How to Pass the Window Treatment Planner Examination

[Workshop]

What a Window Décor Professional Can Do

[Seminar for supporting specialized stores]

Solutions for Issues Faced By Interior Specialized Stores



EAST HALL 4

EAST HALL 5

