

The 40th
JAPANTEX 2021
INTERIOR TREND SHOW

November 17 (Wed.) to 19 (Fri.), 2021
Tokyo Big Sight West Halls 3 & 4

Regular Members of Nippon Interior Fabrics Association

Aswan Corporation / Kawashima Selkon Textiles Co., Ltd. / Kyokko Co., Ltd. / Kyokuto Sanki Co., Ltd. /
Sangetsu Corporation / Sincol Interior Co., Ltd. / Suminoe Textile Co., Ltd. / Tachikawa Corporation /
TOLI Corporation / Toso Co., Ltd. / Nichibe Co., Ltd. / Fujie Textile Co., Ltd. / Lilycolor Co., Ltd.

JAPANTEX will be Reborn!!

Concept Book

 **Nippon Interior Fabrics Association**

2F, Asakawa Bldg., 2-1-17, Shibadaimon, Minato-ku, Tokyo 105-0012 Japan

TEL: 03-3433-4521 FAX: 03-3433-7860

E-mail: nif2021@nif.or.jp Web: www.japantex.jp

Interior design has
the power to bring joy
to people's lives.



JAPANTEX will be Reborn!! Look forward to an all new JAPANTEX.

Based on the lessons learned from the cancellation of last year's event, this year's JAPANTEX will try some new things befitting the times. With an eye to meeting the needs of the new normal, this year's JAPANTEX will deliver a hybrid exhibition experience that integrates an online event with the real-life event held at Tokyo Big Sight under the banner "JAPANTEX will be Reborn!!"

This hybrid event will create more meeting opportunities than ever for visitors to get information on the latest trends and information that will directly result in business deals as they make connections with new business partners. New ideas, innovative programs, ever-popular exhibits and talk sessions covering a range of topics, and more, all designed to bring people together, are introduced in the Concept Book.

If you are looking to exhibit this year, we encourage you to join us at the all new JAPANTEX 2021 so we can help your business achieve new heights.

JAPANTEX 2021 Executive Committee

Come discover a new world of interior design.

The 40th
JAPANTEX 2021
INTERIOR TREND SHOW

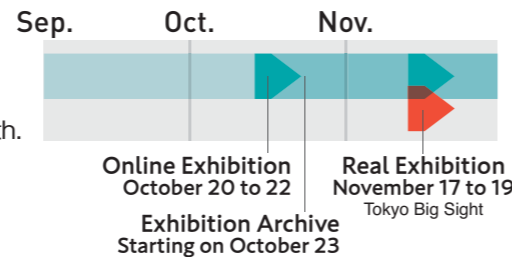
This is New JAPANTEX

This year's JAPANTEX will feature an online exhibition designed to bring people and products together ahead of the real exhibition to be held at Tokyo Big Sight. Look forward to an all new JAPANTEX and the myriad of business opportunities it offers.

The all new JAPANTEX 2021 will be a hybrid exhibition blending online and real events into one.

You can choose to attend either the online or real exhibition, or both.

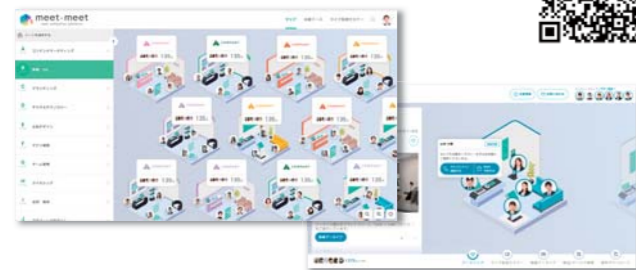
Whichever you choose, you are sure to have a fruitful trade show experience.



JAPANTEX online exhibition providing opportunities to meet people ahead of the real exhibition

The JAPANTEX online exhibition will enable visitors to look at products, learn about product features, and negotiate business deals with exhibitors. Enabling visitors to talk with the exhibitors face to face, the online exhibition will deliver the same trade show experience as the real exhibition. Combined with the real exhibition, you will have more business opportunities than ever.

For more information about the JAPANTEX online exhibition, click here. <https://japantex.jp/?p=10807>



Keep updated via the redesigned special website and YouTube channel.

The special JAPANTEX website will be revamped to make it more user-friendly than ever. The redesigned website will enable both exhibitors and visitors to quickly get the latest information and spark even greater interest in the show. At the same time, JAPANTEX's own YouTube channel will be launched, where you can enjoy rare talk sessions and see what's happening in the booths.



Upgrading the Interior Trend Square, JAPANTEX's ever-popular special program

For the last three years, JAPANTEX featured Windows Paradise, a special exhibit where interior design professionals used their expertise to create the perfect room. This year's show will once again bring this special exhibit back, featuring a new theme that reflects the times. The Premium/Japan and Premium/International exhibits will also be held concurrently, featuring fabric manufacturers from Japan and overseas proudly showcasing their products.



Premium / JAPAN (2019)



Windows Paradise 2019



Premium / INTERNATIONAL (2019)

RoomClip, an online portal for the latest in interior design, will host a tour of the venue.

Invited RoomClip users will have a tour of the JAPANTEX venue, to share their comments and insights with the exhibitors. Exhibitors can then incorporate RoomClip users' opinions into future product development to expand their business horizons. The tour will be streamed on the JAPANTEX website.

Introducing a new exhibit that meets the needs of the times, featuring a host of products addressing the SDGs.

Like other commercial sectors, the interior design industry is developing a variety of new products that will help it achieve the sustainable development goals (SDGs). Explore products that are environmentally friendly throughout their lifecycle, infection control products, and more to see manufacturers' ideas and efforts to respond to the needs of the next generation.



Take advantage of Japan's largest international interior design trade show and the rewarding business opportunities it offers.

Showcasing the latest in interior design and fabrics.

In the last 40 years since the association was launched, JAPANTEX has been planned and carried out by industry experts from the companies that form the association's regular members.

Incorporating the opinions of outside experts, we are working to bring a hybrid interior trend show experience that is sure to tick all the boxes for both visitors and exhibitors alike.

— JAPANTEX 2021 Executive Committee

Interior design professionals are working to create the kind of outstanding exhibition experience that only JAPANTEX can offer.

YUASA Hajime (Aswan Corporation)	SUGAWARA Mamoru (Suminoe Textile Co., Ltd.)
KOBAYASHI Yoshihiro (Kawashima Selkon Textiles Co., Ltd.)	HARA Shozo (Tachikawa Corporation)
TAKIGAWA Seiji (Kyokko Co., Ltd.)	SATO Hiroyuki (TOLI Corporation)
KIMURA Kazuki (Kyokuto Sanki Co., Ltd.)	MIZUKOSHI Shinichiro (Toso Co., Ltd.)
IWATA Minoru (Sangetsu Corporation)	NAKAMURA Hidehiko (Nichibei Co., Ltd.)
KAMIMURA Masaya (Sincol Interior Co., Ltd.)	OOHARAZEKI Shinji (Lilycolor Co., Ltd.)



Showcasing carefully selected interior design products from all over Japan and around the globe, JAPANTEX 2021 will create lots of opportunities for visitors and exhibitors to connect. Staged in Japan, this cutting-edge exhibition spotlights the latest in interior design trends for all the world to see.

JAPANTEX 2021 Executive Committee Chair

HANADA Masataka Managing Director, Nippon Interior Fabrics Association

About **90%** of exhibitors consider exhibiting again at the next event. *Based on the 2019 exhibitor questionnaire survey

The upcoming event will be the **40th** to be held, marking the 40th anniversary.

About **85%** of exhibitors were hopeful about making business deals in the future. *Based on the 2019 visitor questionnaire survey

A total of **260** companies from around the world have participated.

Power of JAPANTEX Backed by Data

About **75%** of visitors were satisfied with the event. *Based on the 2019 visitor questionnaire survey

More than **40,000** people registered to attend the previous event. 829 interior coordinators, 253 window treatment planners, and 158 media people attended!

About **98%** of visitors will consider attending or want to attend the next event. *Based on the 2019 visitor questionnaire survey

*One registration for JAPANTEX is counted as one visitor. A person attending the event on multiple days or visiting the venue multiple times is counted as one visitor. Data includes Japan Home & Building Show 2019, Asia Furnishing Fair 2019, Toilet Tokyo, Aroma Design Tokyo, Building Maintenance Human Fair & Clean Expo.

Interior Original Exhibition

It is a world of unique thematic exhibitions by interior design professionals, full of exciting tips and ideas.

Out-of-the box combinations of materials and colors as well as innovative fabrics you've never seen before, along with new ways of using them, will wow you. These exhibitions will offer a world of interior design ideas.

Theme Interior Essence "Chic&Now" – The Really Important Things are here-

JAPANTEX2015 / JTEX TRENDS 2015



"Harmony" of materials, "Harmony" of interiors

JAPANTEX2017 / Japan Style x Interior Beauty – "Japan's Hospitality and Humanistic Design Aesthetics"



NIF/YOUNGTEXTILE

JAPANTEX2018



Interior Special Talk Session

Talk sessions providing rare and unique opportunities to learn about the latest in interior design.

