

PRESS RELEASE

May, 2018

LIVING & DESIGN Organizing Committee



LIVING & DESIGN 2018

Outline

1. Title

LIVING & DESIGN 2018

2. Main purport

The international trade fair “LIVING & DESIGN” for living spaces and interiors was begun in 2009, with a theme of “renovating the home and lifestyles”, and this is the tenth year. Lifestyles with a keen sense, as well as spaces and their components have been proposed in this trade fair, where visitors can experience it via the five senses. Furthermore, we have been pursuing business expansion of the living environment industry. Our efforts have raised people’s interest in lifestyles and environments, promoted businesses, and reclaimed the next economic possibilities of Japan, where the living environment has significantly fallen behind. Currently, the international trade fair has been given high marks by many people for revitalizing industries and increasing domestic demand. While cooperating with various related organizations, “LIVING & DESIGN” transmits the latest information about living spaces and aids in designing lifestyles. We have established a unique style to incubate new ideas and creations through encounters, based on our core strength of bringing successful business arrangements that take advantage of the connections between exhibitors and visitors, or among exhibitors. At the same time, while paying attention to environmental issues and nature, we integrate Japan’s unique traditional lifestyles, traditions, technologies, and materials into the modern world by utilizing new ideas and methodologies of creators. We propose future lifestyles, solicit truly rich lifestyles for people, and realize the steady expansion of the renovation, interior, and living space industries. In this tenth year of “LIVING & DESIGN”, we are at another starting point and moving on to a new stage.

3. Theme of LIVING & DESIGN 2018 “NEXT FRONTIER”

We are in the midst of a period of reform before a forthcoming major change, as technological innovations accelerate the rate of change of everything. We are moving toward a new era, where the impossible will become possible and an unimaginable life will await us. Flexible integration of different areas and changes to enhance added value will likely be necessary. Based on our previous achievements, the tenth “LIVING & DESIGN” proposes future “houses and lifestyles” focusing on new possibilities, in order for the existing to become a foundation for innovations.

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4. Organizer

LIVING & DESIGN Organizing Committee

5. Special Partnership

Asia and Pacific Trade Center Corporation / DesignArc Co.,Ltd.

6. Supporting Organizations (scheduled)

Ministry of Economy, Trade and Industry / Ministry of Land, Infrastructure, Transport and Tourism / Osaka Prefectural Government / Osaka City Government / The Osaka Chamber of Commerce and Industry / Kansai Association of Corporate Executives / Manufactured Imports and Investment Promotion Organization (MIPRO) / Japan External Trade Organization, OSAKA / Organization for Small & Medium Enterprises and Regional Innovation, JAPAN Kansai Head Office / Architectural Association of Japan / ATC Imported Housing Promotion Center IHPC / DAS Designers Association / Glass Manufacturers' Association of Japan (GMAJ) / Japan Association of Home Suppliers / Japan Chain Stores Association / Japan Construction Material & Housing Equipment Industries Federation / Japan Department Stores Association / Japan Federation of Interior Planner's Association / Japan Furniture Industry Development Association (JFA) / Japan General Merchandise Promotion Center (GMC) / Japan Industrial Designers' Association / Japan Institute of Design Promotion (JDP) / Japan Interior Architects / Designers' Association / Japan Interior Industry Association / Japan Lighting Coordinate Association / Japan Lighting Manufacturers Association (JLMA) / Japan Office Institutional Furniture Association / Kansai Association of Home Suppliers / Nippon Interior Fabrics Association / Osaka Association of Architects & Building Engineers / Osaka Association of Architectural Firms / Osaka Design Center / Osaka Housing Revitalization Forum / Osaka Urban Industry Promotion Center / Renovation Management Association of Japan / Residential Renovation Promotion Council / The Association for the Promotion of Traditional Craft Industries / The Japan Direct Marketing Association / The Japan Institute of Architects (JIA) / United Societies of Design, Osaka (USD-O) / Foreign Embassies and Consulates General of participating countries.

7. Publicity Collaboration

Under 35 Architects exhibition 2018

8. Period & Hours

October 10 (Wed.) - 12(Fri.), 2018

10:00 - 18:00 (17:00 on the last day)

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9. Venue

Osaka-Nanko, ATC Hall

2-1-10, Nanko-kita, Suminoe-ku, Osaka 559-0034, Japan

TEL: +81-6-6615-5006 FAX: +81-6-6615-5021

10. Classification of Exhibits

Housing Accommodation / Renovation / Furniture / Lighting / Home Electronics / Home Textile / Interior Decoration / Household Equipment / Designing & Planning

11. Admission Fee

JPY1,000 (Free for visitors pre-registered or with an invitation)

12. Expected Scale

Number of booths: 160 (Domestic and International)

Main exhibition scale: 4,500sqm

Number of visitors: 10,000

13. Special Events (scheduled)

- A variety of forums and seminars presented by guests from related industries
- Projects exhibition area
- Wood working competition
- Installation

14. Attendees

Attract buyers and participants from the housing and interior industries in Japan and abroad.

Construction and Real Estate:

Interior coordinator, Interior decorating businesses, Architectural design office, Construction and housing manufacturer, Upholstery businesses, Remodeling contractors, other

Retail and Circulation:

Retail stores, Specialty shops, Department stores, General merchandising store, Mail-order business, Trading companies, Importers, wholesalers, other

Service Business:

Hotels and restaurants, Leisure facilities, Public facilities, other

Other:

People interesting for renovation or interior