

PRESS RELEASE

October, 2018

LIVING & DESIGN Organizing Committee



LIVING & DESIGN 2018

Final Report

The 10th “LIVING & DESIGN 2018 - Housing and Living Renovation”, was held at ATC (Asia and Pacific Trade Center) Hall , from October 10th (Wed.) to 12th (Fri.) under the theme, “NEXT FRONTIER - toward a new era - “. It was three days of fruitful results with selected participants and exhibits including 6 overseas countries such as the United States, Italy, the UK, Canada, Germany and Belgium.

30 exhibitors (including joint exhibitors) newly joined the exhibition this year. New exhibitors included the UK’s long-standing stove manufacturer ESSE, which created a cutting-edge wall-mounted fireplace built upon their environmental concerns and sophisticated aesthetics, as well as a manufacturer that esteems tradition and inherited techniques while envisioning a future for developing new materials to utilize such techniques and ideas in modern living spaces. With their outstanding proposals, utilizing sustainable materials and relating to “naturalization”, the exhibits were more fulfilling than ever.

In the Special Events—an unending attraction along with the exhibits--lectures were held by leading specialists of industry. The lecturers included Eugenio Perazza, the founder of Magis, architects Hiroshi Naito and Makoto Tanijiri, and Masataka Hosoo, who internationally develops and presents Nishijin-ori as a new material by applying the unique Nishijin-ori weaving techniques with 1200-year-old tradition. In addition, presentations by exhibitors and seminars by new exhibitors (such as Material ConneXion Tokyo that operates the latest material library from all over the world, and crowd funding Makuake) were also held to bring new business opportunities that are widely appealing to architects, designers and creators.

Ten unique materials and techniques, which impressed recommenders with their past works, were introduced in the Special Event "New Material Selection 10" (the event was first held last year and was highly regarded). The recommenders were eight international architects and designers involved in spatial design, including architect Hiroshi Nakamura (Hiroshi Nakamura & NAP) and architect Ryuichi Ashizawa. Construction examples and works were exhibited with unique materials, and caused a sensation. Furthermore, in the fourth competition for wooden furniture, “Wood Furniture Design Competition 2018”, award-winning works among many competition entries were announced and exhibited.

In line with the 2018 theme of “NEXT FRONTIER—toward a new era,” LIVING & DESIGN 2018 presented and proposed the necessity of flexibly integrating changes and different areas, and of enhancing added values, while confronting a new era with increasingly rapid changes due to technological innovations. On this 10th anniversary, LIVING & DESIGN proposed future “houses and lives” from various angles, focusing on future possibilities based on past performances.

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LIVING & DESIGN 2018 Outline

Title : LIVING & DESIGN 2018
Living & Living Space Renovation – TOTAL INTERIOR –

Period & Hours : October 10 (Wed.) - 12(Fri.), 2018 10:00 - 18:00 (17:00 on the last day)

Venue : Osaka-Nanko, ATC Hall
2-1-10, Nanko-kita, Suminoe-ku, Osaka 559-0034, Japan

Theme of LIVING & DESIGN 2018:
"NEXT FRONTIER" Toward a new era

Organizer : LIVING & DESIGN Organizing Committee

Supporting Organizations :

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 Council / Renovation Management Association of Japan / 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) / Consulate of Canada in Nagoya / Flanders Investment & Trade (FIT) / Consulate General of Italy in Osaka / Commercial Section of the U.S. Embassy

Publicity Collaboration : U-35 Under 35 Architects Exhibition 2018

Collaboration : GREEN SPACE / Hearst Fujingaho Co.,Ltd. / Frazee Craze Inc.

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

Spatial Design : infix design inc.

Executive Producer: Toshiyuki Kita
Creative Director: Yoshihiko Mamiya
Coordinator: Reiko Kawakami

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Classification of Exhibits:

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

Business categories:

Construction/Real Estate/Housing Manufacturer/Remodeling Contractor/
Interior Coordinator/Decorator/Architect Office/Design Studio/Shop
/Retail Store/Department Store/Large Scale Retail /Outlet/Mail Order House
/Trading House/Importer/Distributor/Wholesaler/Hotel/Restaurant/
Manufacturer/Related Institutions, Organizations/Press/Other

Admission Fee: ¥ 1,000 (Free for pre-registered visitors or with an invitation)

Exhibition Scale:

Number of exhibitors: 121 (Japan: 92, Overseas: 29)

Number of booths: 118,5 (Japan: 91,5, Overseas: 27)

Number of participating countries: 6 countries(Belgium, Canada, Germany, Italy, The U.K., The U.S.A.)

"New Material Selection 10" exhibitors: 7

Exhibition scale: 3,770 m²

Number of Attendee Registrations

Date	Weather	Number of Attendee Registrations	Daily Total
Oct 10 (Wed.)	Cloudy then rain	1,917	
Oct 11(Thurs.)	Rain then Cloudy	1,865	3,782
Oct 12 (Fri.)	Cloudy	2,415	6,197
Total			6,197

Those who visited the fair two or more days are counted as one person.

The numbers of exhibitors are not included.

EXHIBITORS

Japan (121)

A&A CO.,LTD./Anshin Project Japan Inc./Maristo(AVELCO CO.,LTD)/BANDO SHOTEN Co., Ltd./
DAIKIN INDUSTRIES, LTD./DesignArc Co.,Ltd./ENERGY INNOVATIONS JAPAN Co.,Ltd/FUKUI
KINZOKUKOUGEI CO.,LTD · TOMA CO.,LTD/Heiwa-Mokkou Limited company/Higashiosaka Design
Project (Higashiosaka City)(excellent Co.,Ltd./ichizo Co.,Ltd./maruni kinzoku co.,ltd./SEIKO SCM
CORPORATION/TAIYO SEIKO CO, LTD./Taiyouseisakusho Co.,Ltd./U · CON CO.,LTD/YAHIRO
ELECTRONICS CO.,LTD.)/HINOKI SOKEN Co.,Ltd./HIRATA TILE CO.,LTD/IBUKI CRAFT CO., LTD/
INSTACUBE(CIAOLA Co.,Ltd.)/IOC Co.,Ltd/ISKcorp/ISUTOKUSEISAKUSYO CO,Ltd./ITOKO CO.,Ltd
/IZUMO LUMBER MARKET Co.,Ltd.(hidakarinsan Corp. /iishi-shinrinkumiai/saitoumokusai
Co;Ltd/shimaneken seibusanson sinkouzaidan/watanabeseizaisyo)/Japan Institute of Design
Promotion/JAPAN INTERIOR INDUSTRY ASSOCIATION(COLUM DESIGN CENTER/CUCINA/DAIKO
ELECTRIC CO., LTD./eoglantz/FI-SHOP TENMA/hokuyo Koeki./IHPC(Imported Housing Promotion
Center)/KARIMOKU FURNITURE INC./KAWASHIMA SELKON TEXTILES CO.,LTD./Koizumi Lighting
Technology Corp./Lilycolor CO., LTD./MEGASOFT Inc/MITSUI Designtec Co., Ltd./NICHIBEI CO.,
LTD./Pamouna/Panasonic Corporation Eco Solutions company/RUNON CO., LTD./Sangetsu
Corporation/SEKISUI SEIKEI CO., LTD./SUMINOE Co., Ltd. /TACHIKAWA CORPORATION/TAIYO/TENDO
CO.,LTD./TOLI Corporation/TOSO CO., LTD)/KAJISHIN. CO., LTD/KAKUDAI MFG CO., LTD./KMEW
Co.,Ltd/KOBAYASHI INDUSTRY INC./KOYOSEIGA Co., Ltd./matsuzaki inc./OCT Inc./OKABE CO.,
LTD./ONTHEWALL, INC./osaka design center/Osaka University of Arts Design Department/
RELIANCE INCORPORATED/Risa Braire Co.,Ltd./Riviera Co.,Ltd./Royal Furniture Collection Co.,Ltd/
SAKATOCHAIR Co., Ltd./SEIKO SCM CORPORATION/SHIMAMOTO MOKKOUSHO Co.,Ltd./
SUGATSUNE KOGYO CO.,LTD/SUIBA By Kyoto SUS/TAKASHO DIGITEC CO.,LTD./TANEMURA

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WOODWORKS LTD./Tanimoto fusuma kosyoku Inc./TN CORPORATION CO., LTD./TOTSUKAWA FURNITURE ASSOCIATION/Wakayama Prefecture furniture industry cooperative KABUSHIKIGAISYA AKIZUKIKAGU/Wakayama Prefecture furniture industry cooperative Shiga woodwork Co.,Ltd./woodstyle co.,Ltd./X's corporation /YAHIRO ELECTRONICS CO.,LTD./YAMAWAKE CO., LTD

Overseas(29)

American Luxury Living(HANAMURA CO.,LTD./HIRATA TILE CO.,LTD/IONIA Ltd./NOBU ARCHI DESIGN Inc./Rockies corporation /TECIDO, LTD./TSUNASHIMA & CO.,LTD.)/Audi Osakachuo/Audi Umeda/BC Wood Japan Office(CHANNEL ORIGINAL/Clean Line Designs /Interfor Japan Ltd./ Maruyoshi/ NAKAGAWA LUMBER Co., Ltd./RINYU Housing CO., Ltd./TAKAHIRO LUMBER CO., Ltd./Western Forest Products Inc./WRCLA)/Commercial Service Western Japan, U.S. Consulate General, Osaka-Kobe/ CONCEPT-B CORPORATION・Brighton Co., Ltd./esse-japan/Häfele Japan K.K./Ikeuchi Shouten co., ltd./Magis Japan Co.,Ltd./Material ConneXion Tokyo/sixinch JAPAN co., ltd/RIKKYO INTERNATIONAL CORP./

EXHIBITORS for LIVING & DESIGN 2018 “New Material Selection 10”

AICHI-METAL Co., Ltd.

Ryuichi Ashizawa Architects & Associates' (RAA)

Analog Co.,Ltd.

SHARE WOODS

DAIKO ELECTRIC CO.,LTD.

TAMIYA CO.,LTD.

Matsushita kousakusyo co., ltd.

SPECIAL PROGRAM

Forum/Seminar

October 10 (Wed.)

- Makoto Tanijiri “Beginnings”
SUPPOSE DESIGN OFFICE / Architect
- Ryuko Kida “Milano, Paris, London- Newest Design Affairs of the World”
ELLE DECOR BRAND DIRECTOR
- Hiroshi Naito “Warming up for a new era”
Architect / Emeritus Professor, The University of Tokyo

【TALK SESSION】 “Hirata Hiranuma”

- Akihisa Hirata
Architect/Architect Akihisa Hirata
- Kohki Hiranuma
Architect/Representative of Kohki Hiranuma Architect & Associates Co., Ltd
×Rei Mitsui
Architect/Rei Mitsui Architects

October 11 (Thurs.)

BC Wood Japan Office Seminar

- Blair Ballard “North American trends in using solid wood in furniture design”
Owner, Clean Line Designs
- Hiroshi Nakagawa “Characteristics and durability of Western Red Cedar”
NAKAGAWA LUMBER Co., Ltd Vice President
- Kumiko Yoshikawa “Possibility of innovation which material expands”
Chief Executive Officer, Material ConneXion Tokyo

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- Eugenio Perazza “The Design Magic of Magis”
Founder of Magis (Italy)
[moderator] Toshiyuki Kita / Design Producer

October 12 (Fri.)

- Noritsugu Oda “Furniture-making of Denmark”
Honorary professor of Tokai university, Higashikawa Arts & Cultural coordinator
- Ryutaro Matsuura “BORDERLESS -Design exceeding fields, and their materials-”
NOMURA CO., Ltd. Creative Director
- Hosoo Masataka “From Traditional Crafts Industry to a Creative Industry”
Brand Director of HOSOO/ MIT Media Lab Director's Fellow

◆LIVING & DESIGN 2018 “New Material Selection 10”

http://www.living-and-design.com/new_material_selection_10/

The second “New Material Selection 10” which received a high reputation last year was also carried out this time

We introduced 10 impressive and unique materials with actual examples recommended by seven architects and designers leading the new generation of industry, and which have been used in their own works and spaces.

Exhibitor:	Recommender
Aichi-metal Co., Ltd.	Hiroshi Nakamura / Representative of Hiroshi Nakamura & Nap
Aichi-metal Co., Ltd.	Makoto Tanijiri / SUPPOSE DESIGN OFFICE / Architect
Ryuichi Ashizawa Architects & Associates' (RAA)	Ryuichi Ashizawa / Ryuichi Ashizawa Architects & Associates' (RAA)
‘Reed’ (A project located on the coast of Lake Biwa.)	
‘Driftwood’ (A project located on the coast of Okishima, Lake Biwa.)	
‘Soil’ (Architecture borne of the soil from the site on which it stands.)	
Analog Co.,Ltd.	Yasuaki Nakagawa / muura inc.
SHARE WOODS	Fumi Aso / FUMIASO ARCHITECT & ASSOCIATES
DAIKO ELECTRIC CO.,LTD.	Ryutaro Matsuura / nomurakougei.co.ltd.
TAMIYA CO.,LTD.	Tatsuya Yabe / Yabetatsuya architects
Matsushita kousakusyo co., ltd.	Kenji Hashimoto / kenji hashimoto architecture office

◆Wood Furniture Design Competition

Inviting designers to join the contest under the theme “furniture designed with wood,” such as the ones featuring the characteristics of coniferous or deciduous trees. Judges are Hiroshi Naito, Makoto Koizumi, Yuko Nagayama and Toshiyuki Kita. Prize winning works are exhibited. An award ceremony was held during the exhibition period.

Organizer:	Japan Interior Architects / Designers' Association
Special Collaborator:	Osaka Design Center
Collaborator:	LIVING & DESIGN Organizing Committee
Judges:	Hiroshi Naito (Architect / Emeritus Professor, The University of Tokyo), Makoto Koizumi (Furniture Designer), Yuko Nagayama (Architect) and Toshiyuki Kita (Product Designer, LIVING & DESIGN Executive Producer)

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Grand prix	『FITS CHAIR』 Manabu Kameda
Gold medal	『Fra-me』 Takaaki Maeda
Silver medal	『Vertical Bike Stand』 Yusuke Yotsuji
Bronze medal	『ZEN CHAIR』 Yutaro Kumagai
Honorable mention	
	『Mchair (Bath Chair』 Takatoshi Tsuji
	『CIVIL CHAIR』 Hidemasa Yatabe
	『LB Chair』 Masayoshi Oda
	『unique rod』 Hitoshi Motomura
	『3D drawing』 Hiromi Inoue
	『Akamatsu Stacking Chair -Reuse of Fallen Sacred Tree』
	Daiki Uchiyama, Keisuke Tanaka, Shunpei Morishima, Ricardo Shiroma, Takumi Hara, Ryuichi Hamasaki, and Yuki Ueda

- For more information -

LIVING & DESIGN Organizing Committee

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