

## 書籍『ステージング・ザ・ワールド』(2019年3月刊)に 日本版ホームステージング体系化の背景と事例が掲載されました

快適な住まいと暮らしを実現するための様々な問題を専門知識と技術で解決し、住まいの価値や暮らしの質を高めるホームステージングの普及活動を行う一般社団法人日本ホームステージング協会(東京都江東区/代表理事:杉之原富士子、以下日本ホームステージング協会)は、提唱する日本版ホームステージングがこのほど発売された世界のホームステージングを紹介する書籍『ステージング・ザ・ワールド』(2019年3月刊)に掲載されました。米国のホームステージング創始者であるバーブ・シュワルツ女史が執筆した書籍で、日本ではアマゾンで購入できます。

掲載のきっかけとなったのは、2018年4月にイタリア・ローマ市で開催されたホームステージングヨーロッパ大会2018(主催:IAHSP - International Association of Home Staging Professionals ※1)に日本代表として招聘されたことです。この際に発表した、日本版ホームステージングとその背景、日本の住宅事情、ホームステージング事例は、バーブ・シュワルツ女史から驚きとともに、高く評価され、参加者から多くの称賛の声を得ました。掲載内容は、このときの発表内容に基づいています。掲載内容の抜粋は資料編のとおりです。

日本ホームステージング協会は、ホームステージングを広めることを目的に2013年に設立されました。協会が日本独自の内容で体系化したホームステージャー認定講座(※2)では、2019年3月末現在2,712人が資格試験に合格しています。一方で、ホームステージングには各地域に見合った手法があることや、ライフステージの変化にその都度対応できる新しい職種になるという手応えを感じ、そのことも多くの方に知っていただくべく活動しています。代表理事杉之原は「インテリアをおしゃれに設置することだけがホームステージングではなく、片づけや掃除を含めた日本版ホームステージングは世界にも必要なスキルといえます。快適な住まいや暮らしを実現するためにホームステージングを依頼することが世界中であたりまえになってくる時代が近いのではと期待しています」と語っています。

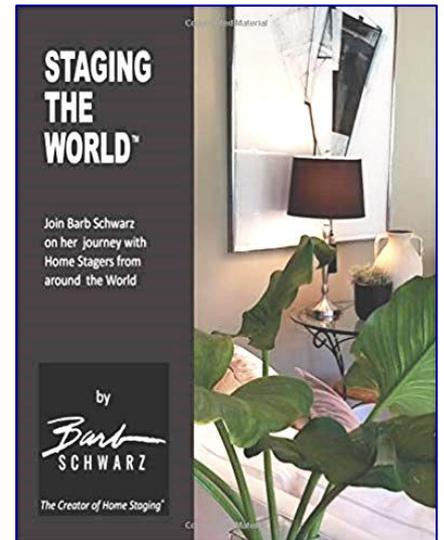
※1 IAHSPは、バーブ・シュワルツ女史が1972年に立ち上げた団体で、日本ホームステージング協会は、2013年の協会設立当初から交流を深めてきました。

※2 ホームステージャー認定講座について日本ホームステージング協会ウェブサイト、東京、大阪、名古屋ほかで開催している認定講座日程を公開し、受講申し込みを随意受け付けています。サイトURLは次のとおりです。<https://www.homestaging.or.jp/shikaku/>

### <日本版ホームステージングの定義>

日本ホームステージング協会では、快適な住まいと暮らしを実現するための様々な問題を専門知識と技術で解決することで、住まいの価値や暮らしの質を高めることをホームステージングと定義しています。

(組織概要) 一般社団法人日本ホームステージング協会 代表理事:杉之原富士子 設立:2013年8月19日  
事務局:〒135-0042 江東区木場6-4-2 KIBビル4F 電話番号:03-6810-5708  
URL: <https://www.homestaging.or.jp>



バーブ・シュワルツ女史(中央)と  
代表理事杉之原(右)、理事鶴沼(左)  
(2018年のヨーロッパ大会にて)

〔資料編〕 『ステージング・ザ・ワールド』掲載内容抜粋

ホームステージング創始者のバーブさんとは、私たちの切望にお応えいただきアメリカのシアトルで2015年にお会いできる機会を頂きました。その時バーブさんより『世界最高のチームになることを望んでいる』という力強い言葉は今でも私たちを勇気づけ、背中を押してくれています。

日本ホームステージング協会は、快適な住まいと暮らしを実現するための様々な問題を専門知識と技術で解決することで、住まいの価値や暮らしの質を高めることをホームステージングと定義しています。つまり、不動産事業者だけでなく、住まいや暮らしに関わる幅広い事業者がホームステージングの知識や技術を習得することによって、より快適な暮らし、住み心地のよい住まいを実現できるのではないのでしょうか。当協会は、その実務ができるホームステージャーの人材育成と日本の住宅事情に見合った日本独自のホームステージングの普及を目的に日本で初めて2013年設立いたしました。

今後ホームステージャーは結婚、子ども誕生、定年、一人暮らしなど、ライフスタイルの転換期に様々な相談ができる存在になるはずですよ。

『ホームステージングは、住まいの価値や暮らしの質を高める第一歩なのです』

住まいの一部をホームステージングすることで、「明日はもっとこうしたい」という意欲が湧いてきた方や、表情が明るくなり笑顔になった方を何人も見てきました。私たちはホームステージングを通じて、「住まい」と「暮らし」の質を高めるお手伝いができることに誇りを持っています。

ここ数年、ホームステージングは主に不動産業界をはじめとして、日本でも広がりつつあります。その背景には高齢化による空き家や中古住宅の増加があり、それらの流通を活性化させることにホームステージングが少なからず役に立っていると思います。私たちが「ホームステージングをもっと知ってほしい」と思う最大の理由は、ホームステージングが多くの方々にとって住宅の流通だけにとどまらず、居住中の住まい、そこに住むひとの暮らし方を変えることもできる力を持っているからです。(以下略)




**Fujiko Suginojara**  
**Toshhide Unuma**

**Home Staging Japan General Incorporated Association**

We had been longing to meet Mr. Barb Schwanz, founder of IAHSP. We finally met her in Seattle, Washington, in 2015. At that time, she said, "I hope to make a world's top team with you". Her message has been encouraging us and pushing us forward even now.

The Japan Home Staging Association defines "Home Staging" as enhancing value of houses and quality of life by solving various problems in order to realize comfortable houses and living through specialized knowledge and skills. This means that not only Real Estate industry related people, but also various people who work for housing and living-related industries acquire knowledge and skills of Home Staging.

The Japan Home Staging Association was established in 2013. Our goal is to nurture Home Stagers so they can give their Clients hands-on help in realizing more comfortable houses and living. The Japan Home Staging Association coordinates original Home Staging with current housing situations.

Home Stagers are meant to become great consultants for each Client's lifestyle changes, such as marriage, childbirth, retirement and starting to live on one's own in one's own way to come. As of June of 2018, The Japan Home Staging Association has more than 2,300 members.

While Staging parts of residential homes, we have seen many people become passionate about wanting further styling improvement. We have also managed to put smiles on the faces of many more. We are very proud that we can help improve the quality of homes and lifestyles through our Staging services.

In recent years, Home Staging has continued to grow in popularity across Japan, particularly within the Real Estate industry. Underpinning this popularity is the increase in homes left vacant because of an aging population, as well as the growing number of existing homes in the market. Home Staging services are playing a considerable role in revitalizing the sales of these types of homes.



**"Home Staging is the first step in increasing property values and improving standards of living."**

The biggest reason Clients want to know more about Home Staging is that it not only helps Homeowners sell their properties, Home Staging offers the power to transform the lifestyles of those living in existing homes.

We established our specialist company in 2011, offering clean-up and packing services for residential moves. We have visited hundreds of Client properties. It was our desire to help find better solutions for our Clients were facing with their moves. This motivation led us to set up the Home Staging Japan General Incorporated Association.

**Listening to our Clients:** Homeowners confided they were concerned their property was not selling because they were finding it difficult to present the home as an attractive way.

We used our skills to fix Cracks, Reorganize and Revitalize room layouts and decor. These actions quickly resulted in a Buyer. It was after that moment we realized Clients wanted more than just an attractive styling of interior, they needed precise De-Cluttering and cleaning services along with clever solutions to help the Homeowner live in their property during the living process.

This motivation propelled us to formulate a system of uniquely Japanese Home Staging practices that align with Japan's housing conditions and fully consider lifestyle securities and Homeowner challenges. Specifically, this system consisted of special knowledge and technologies to bring about more comfortable lifestyles and appealing homes. Our System targeted Interior Design, De-Cluttering, cleaning, use of home accessories, disposal and storage services as well as the logistical knowledge associated with these services. In some cases, we coordinated estate cleanup and/or fire.

Japan faces numerous social problems. An aging population, declining birth rates and a growing number of homes left vacant, are just some of the problems closely related to residential living and lifestyle. Handover homes, social disengagement and unmet longings are the manifestation of these issues and an uniquely Japanese social problem that are not faced by Home Staging industries in Europe or America. Japan's living environments and lifestyles are completely different to those in western countries. It was, therefore, vital that Japan have its own Home Staging industry.

Our association certifies people who study specialist Home Staging knowledge and technologies and acquire the related "Home Stager" qualifications. The Home Staging Japan General Incorporated Association was set up in 2013 for the purpose of spreading Japanese-style Home Staging skills and developing talented Home Stager practitioners.

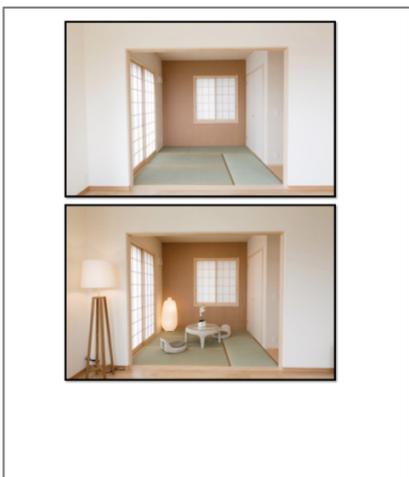
Demanded for extensive knowledge related to residential living will increase as living conditions and lifestyles change dramatically in the future. Undoubtedly, Home Stagers with home-styling knowledge will become an essential addition to not only the Real Estate and renovation industries, but also to a large number of other industries and business sectors. It is not an exaggeration to say Home Staging holds the promise of creating new business models in the future.

The Home Staging Japan General Incorporated Association looks forward to exchanging global information and ideas with Home Staging associates in America, Europe and other countries around the world to expand and grow Japanese-style Home Staging practices together and further enrich the lifestyles of home owners.

**Fujiko Suginojara** is the Representative Director of Home Staging Japan General Incorporated Association. After being a housewife for many years, she started working for a delivery service company as a part-time office worker. Engaged in sales and packing/unpacking work, Fujiko established **Sansaraku** and has appeared in 2011. She has appeared on NHK's TV program, in 2013, she established Home Staging Japan General Incorporated Association.

**Toshhide Unuma** is a Managing Director of Home Staging Japan General Incorporated Association. He is in charge of Home Staging, interior and Qualification Seminars. After graduating from Tokyo Zaimo University, Toshhide worked for an Architectural Studio and Interior Design company. He has been engaged in more than 1,000 public design projects for model rooms as well as entrances of apartments and houses. Toshhide has appeared on TV programs and authored several books.

**Fujiko Suginojara and Toshhide Unuma**  
**Home Staging Japan General Incorporated Association**  
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