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ORGATEC 2024 surpasses expectations: Business festival presents the future of work

New trade fair concept impresses: considerable increase in visitors compared to the previous event

Visionary, focused and full of dynamism - from 22 to 25 October 2024, ORGATEC presented an impressive overview of tomorrow's world of work. With a restructured hall layout, topic-centred Focus Areas and the Work Culture Festival, ORGATEC further consolidated its position as the sector's leading international trade fair. 729 exhibitors from 40 countries presented innovations and visions for modern work environments across 140,000 square metres of exhibition space. Around 50,000 trade visitors from 126 countries used the industry platform to establish valuable contacts, develop new business relationships and glean inspiration. These figures represent a significant increase in visitors compared to the 2022 edition of ORGATEC - in challenging times like these, this is a strong indicator of the event's relevance.

"In close collaboration with our partner, the German Interior Business Association (IBA), we have made ORGATEC a go-to destination for everybody who is actively helping to shape the future of work. The considerable increase in visitors underscores the international significance of this leading trade fair. ORGATEC has demonstrated yet again that Cologne is an outstanding venue for interior design trade fairs - impressive results can be achieved by working together," says Gerald Böse, President and Chief Executive Officer of Koelnmesse.

Helmut Link, President of the IBA, adds: "The new trade fair concept is a complete success! With the Work Culture Festival, ORGATEC transformed itself into a real industry spectacle. The success of ORGATEC 2024 sends a clear signal: A strong trade fair is important for our industry, especially in a challenging economic phase. When the sector association, its manufacturers, and their trade fair work together as partners and know the needs of their target groups - architects, HR professionals, the industry and services, to name just a few - and keep their requirements in mind, it creates an outstanding event. ORGATEC 2024 did more than just present the latest products - it also showcased the concepts for tomorrow's world of work that are urgently needed now."

New topic-centred concept captivates trade audience and exhibitors

ORGATEC 2024 impressed with its redesigned trade fair format, which was centred around the new Focus Areas and gave visitors insights into the key trends and developments in the world of work. Interactive special event areas shed light on topics such as the circular economy, augmented reality, hybrid workspaces,



ORGATEC
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sustainable material technologies and smart building management solutions, all with a strong focus on hands-on and commercially viable approaches to the work of tomorrow. Positioned around the highlight areas were exhibitors whose product innovations and concepts address the specific focus topic.

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Premiere of the Work Culture Festival

One of the trade fair's special highlights was the Work Culture Festival, hosted in close collaboration with the IBA, which acts as ORGATEC's conceptual sponsor. The inaugural edition of the festival attracted more than 100 international speakers from the fields of architecture, design, New Work and trend research. The event was packed with valuable impetus for the transformation of the world of work. Three key tracks - TEAM, IMPACT and LIFE - provided the structure for the festival. The talks, presentations and discussions on these topics offered wide-ranging insights into the design of productive, healthy and sustainable work environments.

Renowned experts such as Sascha Lobo, Jette Hopp and Sabine Marcelis shared their views on current challenges in inspiring keynotes and panel discussions. They were joined by prominent figures, including Smudo and Ralf Rangnick, who shared their own sector-transcending ideas for the future, opening up new perspectives.

Hybrid Interior Design

Another new feature at this year's edition of ORGATEC was the Hybrid Interior Design format. While the trade fair primarily concentrated on the future of the workplace, this section of ORGATEC followed a broader approach in its concept and selection. It provided a space for leading companies that combine home, hospitality and office furnishings in their collections. The premium brands appearing in the format showcased their new designs in the aptly named Circles and gallery-like stands.

Oliver Frese, Chief Operating Officer of Koelnmesse, sums up his verdict: "After four successful days of the trade fair, one thing is clear: In terms of its content, this year's edition of ORGATEC has been the best ever. Together with the IBA, we've transformed the event into a dynamic, topic-centred hub that both informs and inspires. ORGATEC doubles as the business festival for the future of work and shows what the trade fairs of the future could look like: path-defining, experience-focused and highly efficient."

ORGATEC 2024 in figures

A total of 729 exhibiting companies from 40 countries participated in ORGATEC 2024, which was staged across a gross exhibition area of 140,000 square metres. Foreign exhibitors represented 76 per cent of the total. Based on estimates that include the last day of the trade fair, around 50,000 trade visitors from 126 countries attended ORGATEC 2024, with international visitors accounting for approximately 56 per cent of the audience.

The next edition of ORGATEC will be hosted from 27 to 30 October 2026.

Koelnmesse - Global Inspiration for Living, Contract and Public Spaces

Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces.

Alongside imm cologne and interzum, other event formats hosted at the trade fair hub of Cologne such as ORGATEC, spoga+gafa, FSB and aquanale are among the most internationally renowned and established industry gatherings.

These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as modern work environments, the garden lifestyle, public spaces, sports and leisure facilities, along with saunas, pools and wellness centres.

To complement the events in Cologne, Koelnmesse is constantly strategically expanding its portfolio in key growth markets around the globe. Its foreign trade fairs include ORGATEC TOKYO in Japan and the events in the interzum brand family: interzum guangzhou in China, interzum bogota in Colombia and interzum forum italy in Italy. Koelnmesse recently added a cooperation between imm cologne and an established design trade fair in Colombia to its portfolio. This event will be hosted under the name La Feria De Diseño Medellín powered by imm cologne.

Further information: www.orgatec.com/trade-fair/orgatec-2024/industry-trade-fairs/

The next events:

ORGATEC TOKYO - SHIFT DESIGN - The leading international trade fair in Asia for the modern workspaces, Tokyo 03.06. - 05.06.2025

spoga+gafa - The world's biggest garden and BBQ trade fair, Cologne 24.06. - 26.06.2025

FSB - International Trade Fair for Public Space, Sports and Leisure Facilities, Cologne 28.10. - 31.10.2025

aquanale - International Trade Fair for Sauna.Pool.Ambience., Cologne 28.10. - 31.10.2025

Note for editorial offices:

ORGATEC photos are available in our image database on the Internet at www.orgatec.com/imagedatabase in the "News" section.

Press information is available at: www.orgatec.com/press/press-releases/press-releases-of-orgatec/

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