



PROSPECTS PREVIEWS

PAOLA GOVONI
CSIL EDITORIAL CONTRIBUTOR

ORGATEC 2024, New Visions of Work

In recent years we have been witnessing a profound transformation of workplaces and the latest edition of ORGATEC, which took place in 2022, had already highlighted the new trends in the world of work, pointing out the transformation of the office from a workplace into a 'social hub'. A place where to meet, exchange information and knowledge and produce value. The implications of this mutation are numerous and affect both the configuration of spaces and the ways of working, which often takes place partly in the office, partly at home or in other places, according to the consolidated claim 'office is everywhere'.

At trade fairs dedicated to the office world, for some time now we have no longer just talked about office furniture, but about equipment and systems for an increasingly complex world. Workplaces tend to resemble social hubs, therefore office furniture systems go beyond classic workstations and must include multifunctional areas, divided by movable partition walls with decorated sound-absorbing panels, to make the office smarter and cozy. The number of common areas is still increasing and, for this reason, the proposals for soundproofed cabins, modules for isolated and soundproofed meeting areas and chat-sofas, small sofas for more restricted conversations, are increasing as well.

Once again, ORGATEC confirms its role as a world's leading event for the 'future of work' and, as evidence of Koelnmesse's sensitivity in capturing the signals of change coming from the sector, the event scheduled from 22 to 25 October 2024 presents itself with a new trade fair concept which includes a complete redesign of the pavilions. The innovative project was presented at the ADI Design Museum in Milan last March on the occasion of the ORGATEC and interzum forum italy 2024 press conference

with the participation of Matthias Pollman, Vice President Trade Fair Management Koelnmesse, Dick Spierenburg, Art Director and Thomas Rosolia, CEO Koelnmesse Italia.

INNOVATIVE FORMAT AND NEW CONCEPTS

ORGATEC 2024 continues to closely monitoring the changes affecting workplaces and will propose the Wherever Whenever Festival - Work Culture Festival, in collaboration with IBA, the Association of German Office Furniture Manufacturers, dedicated to the evolution of

work with an eye to the future. Over the four days of the fair, the Festival will explore all aspects of the office, through the three main paths "Life", "Team" and "Impact". A mix of conferences, panels, workshops, experiences and exhibitions will make 'Wherever Whenever' an essential destination for global professionals shaping workplaces.

At ORGATEC 2024 a dedicated pavilion will host high-end companies wishing to meet international furniture professionals: a context where they will be

able to present their latest collections, models, materials and colors in an environment featuring a true exclusive atmosphere.

While ORGATEC essentially focuses on the future of workspaces, Hall 5 will have a broader conceptual approach, offering space to companies that mix residential, hospitality and office in their portfolio. The theme will be Hybrid Interior Design and will showcase highly inspirational spaces and multiple high-end collections from companies that have an innovative vision and a strong brand identity.

Staged for the first time at ORGATEC 2024, the CIRCLE concept, is an exclusive, high-quality area where renowned premium brands present design-oriented products. With a clear focus on hospitality and residential, office and out-



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door, a unique platform for high-end products and innovative designs will be created, giving this sector a whole new level of attention. With this new CIRCLES concept, Koelnmesse aims to set trends and offer trendsetters a new and exciting form of presentation for 95 sq.m. or 200 sq.m. exhibition spaces. Attractive catering areas will also be set up in the hall to welcome buyers visiting the companies. The Impulse Contract thematic area will present new products for the contract sector in terms of furnishing elements

and accessories. Exhibitors will benefit from affordable pre-fittings in a high-end pavilion featuring renowned brands. Furthermore, for the first time, a “blind date with design” will be held, an event that will give participants the opportunity to be inspired by new ideas.

Young Innovators is a stage for young innovative start-ups, supported by the German Federal Ministry for Economic Affairs and Climate Action (BMWK). Pre-assembled, smart and functional packages will be available.



Matthias Pollmann presenting ORGATEC 2024 innovative formats



Dick Spierenburg focusing on the concept of Hybrid Interior Design

KOELNMESSE – GLOBAL INSPIRATION FOR LIVING, CONTRACT AND PUBLIC SPACES

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

At the trade fair hub of Cologne, in addition to IMM Cologne and Interzum, other trade fair formats such as ORGATEC, spoga+gafa, FSB and Aquanale are among the internationally renowned and established industry meeting places. 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 public space, sports and leisure facilities and also sauna, pool and ambiente.

In addition to the events in Cologne, Koelnmesse is strategically expanding its portfolio in key growth markets around the globe like with the successful shows ORGATEC TOKYO in Japan, Interzum Bogota in Colombia, Interzum Guangzhou in China and Interzum Forum Italy (first edition scheduled to take place on 6-7 June 2024 at Bergamo fairground).

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