

31 May 2024, Japan

The 3rd ORGATEC TOKYO - Envisioning the Future of the Workplace through the Power of Design - Over 40,000 Visitors Gather as Scale Expands



The 3rd ORGATEC TOKYO, held from 29 to 31 May at Tokyo Big Sight East Halls 4, 5, and 6, successfully concluded with over 40,000 visitors, marking a 55% increase from the previous edition. The exhibition space expanded by 30%, bringing together 163 top brands, including 78 first-time exhibitors from Japan and abroad, meeting the expectations of returning visitors.

ORGATEC TOKYO
29-31 May 2024
www.orgatec-tokyo.com

The Xperience Area featured a stunning stage blending biophilic and digital elements. Each day, prominent creators from architecture, spatial design, interiors, and workstyle design sectors took the stage for a series of diverse seminars, exploring the potential of design in envisioning the future of workplaces and workstyles.

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On the opening day, Satoshi Yoshiizumi, representative of TAKT PROJECT, known for his advanced design expressions based on material research, delivered the keynote address. The keynote topic, "The Future of Workplaces from an 'Experimental Perspective'," delved into the questions surrounding AI's proposals for creative office designs and shared deep insights into the true elements that nurture a creative environment.

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The second day featured the ORGATEC TOKYO Awards, recognizing products and booths embodying the concept of "SHIFT DESIGN" through unique concepts, high-quality design quality, and excellent technology. "Karimoku Furniture" won the Grand Prix for its unique display concept, "We create everything," using vibrant fabrics and offering a comfortable booth that challenged the traditional use of domestic materials beyond furniture. The prestigious Runner-up Grand Prix went to PLUS for its engaging booth with thought-provoking questions, ADAL for its focus on materials (urethane) and sustainable initiatives, and ITOKI for its global office space proposals and organic visitor flow. Additionally, 10 companies received special awards for booths with strong originality and innovation, and the newly established "Best Booth Award Selected by Exhibitors" was awarded to ITOKI, highly acclaimed by other exhibitors.

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Selection Committee Chair Ryuko Kida, Brand Director of ELLE DÉCOR Japan, remarked, "The quality of the exhibitions has improved each year, reflecting well-considered brand identities. This year, I particularly noted an increase in booths mindful of sustainability, with carefully selected reusable materials aimed at reducing waste. ORGATEC TOKYO has grown into a place where those involved in design, architecture, and planning can interact while being conscious of shifts in eras and lifestyles."

The organizer's special area "CIRCULAR MIRAI" (CIRCULAR FUTURE in Japanese) showcased numerous innovative materials promoting resource loss elimination, reuse, and recycling. As efforts towards a circular economy accelerate, the area emphasized the importance of new technologies and ideas in revitalizing market awareness and presented the future vision of a circular economy drawn by office furniture.

On the evenings of the 29th and 30th, "ORGATEC NIGHT" provided high-quality entertainment with events like an Argentine Tango night and a Jazz night, allowing participants to relax, deepen their interactions, and cultivate new business networks.

Koji Minato, President & Representative Director of ITOKI Corporation, the Platinum Sponsor, stated, "I feel that ORGATEC TOKYO is establishing itself as a platform for showcasing the future of workstyles in Asia. This year, the distinct themes and assertions of each brand stood out, generating enthusiasm among the attendees. I hope that ORGATEC TOKYO continues to be a venue that presents a unique Japan model, full of originality."

Masayuki Nakamura, Chairman of Japan Office and Institutional Furniture Association (JOIFA), concluded, "Thanks to everyone's support, we welcomed many visitors. The growing interest in diverse workstyles, fueled by the establishment of telework, contributed to this. We will continue to propose offices that people want to visit, striving for further development in the office furniture industry."

Makoto Takagi, Managing Director of Koelnmesse Japan, expressed his gratitude, saying, "Under the theme of 'SHIFT DESIGN,' the united efforts of the organizers and exhibitors contributed to the satisfaction of participants. I hope that through this event, each participant deepens their understanding of diverse interpretations of design, sparking new ideas and values for future workstyles and leading to further development."

The next ORGATEC TOKYO is scheduled to take place from 3 to 5 June 2025. For future updates, please visit www.orgatec-tokyo.com.

ORGATEC TOKYO 2024 in Figures

- 25,690 sqm of gross exhibition space (201% of the previous edition).
- 163 exhibitors from 13 countries, including 71 exhibitors from abroad
- 40,631 visitors (55% compared to the previous edition).

ORGATEC - New visions of work

ORGATEC is the leading international trade fair for the modern working world. Hosted every two years, the fair in Cologne is the creative hotspot for networking, collaboration, and new trends in office space planning. As the industry's most important innovation and business platform, ORGATEC presents the whole world of work, tackles the big questions, and presents new solutions: from furnishings to flooring, acoustics and lighting to media and data processing. ORGATEC transforms Cologne into the global meeting place for architects, planners and engineers, as well as sector experts from industry and commerce. The fair explores the interaction of

work environments and work culture and presents new visions of work.

The next edition of ORGATEC will take place in Cologne from 22 to 25 October 2024.

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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: [Industry Trade Fairs | ORGATEC](#)

Next events:

interzum forum italy - The Networking Event in Italy for Suppliers of the Furniture Industry and Interior Design, Bergamo 06.06. - 07.06.2024

spoga+gafa - The world's biggest garden and BBQ trade fair, Cologne 16.06. - 18.06.2024

La Feria De Diseño Medellín powered by imm cologne -

The meeting point for the interior design, architecture and lifestyle scene in Latin America and the Caribbean, Medellín 19.09. - 21.09.2024

ORGATEC - New visions of work, Cologne 22.10. - 25.10.2024

imm cologne - The interior business event, Cologne 12.01. - 16.01.2025

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