

**ORGATEC 2016 ADDRESSES THE OPPORTUNITIES AND CHALLENGES IN TOMORROW'S WORLDS OF WORK**



From 25 to 29 October, at ORGATEC in Cologne, 665 companies from 40 countries will be presenting the current trends in the world of work of the future. Long gone are the days when just desks, filing systems etc. were presented at the leading international trade fair for the modern world of work. Nowadays, it is much more to do with work culture, work processes and work environments. With its wide spectrum of products and concepts from international exhibitors, plus an excellent programme of events, ORGATEC 2016 is once again set to act as a think tank for the international office furniture industry. Topics to be addressed at the fair, which is expected to attract around 50,000 trade visitors from all over the world, will be new ideas on the current trends of team working, digitalisation, holistic interiors and the attractiveness of the workplace. The following is an overview of what is on offer in the supporting programme.

In high-calibre congresses and forums, trade visitors from all over the world can find out about current trends and discuss pressing issues of theory and practice.

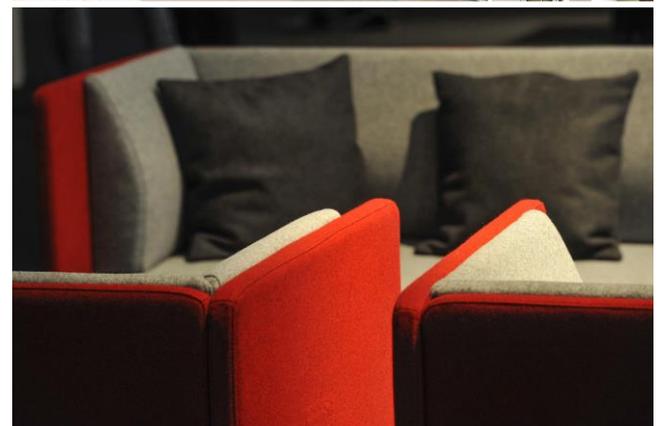
**ZEIT Work & Style conference**

The Work & Style conference, a premium congress format hosted by the renowned German weekly newspaper "DIE ZEIT" will launch this year's ORGATEC and address both sociopolitical and aesthetic questions, in particular the following issues: what role does work play in the identity of the upcoming generation? How will work, life and lifestyle interact? What is it that makes an employer attractive? Which approaches to work will be successful in the future?

*26 October 2016, from 10:00 a.m., Congress Centre North*

**ORGATEC Trend Forum**

At the Trend Forum hosted by Hajo Schumacher, creativity and design will be the focus of discussion: with numerous exciting talks on the various different aspects of office design and work culture by distinguished speakers from the International Interior Design Association (IIDA) and the Fraunhofer Institute, among others. On the very first day of the trade fair, it's already all about "Working differently and better!" This is where Bernd Fels, co-founder of if5, will be pre-



senting trends, facts, ideas and examples for the journey into the world of work 4.0. The talk by AECOM, entitled "See further, go further - transformational change" will provide an in-depth exploration of the new challenges facing the world of work in the future and what new approaches global companies are adopting. And trend consultant Brigitte Gebhard will delve into the subject of creative learning environments under the banner of the "New Work Order".

25.-28. Oktober 2016, Halle 6, Stand B 029

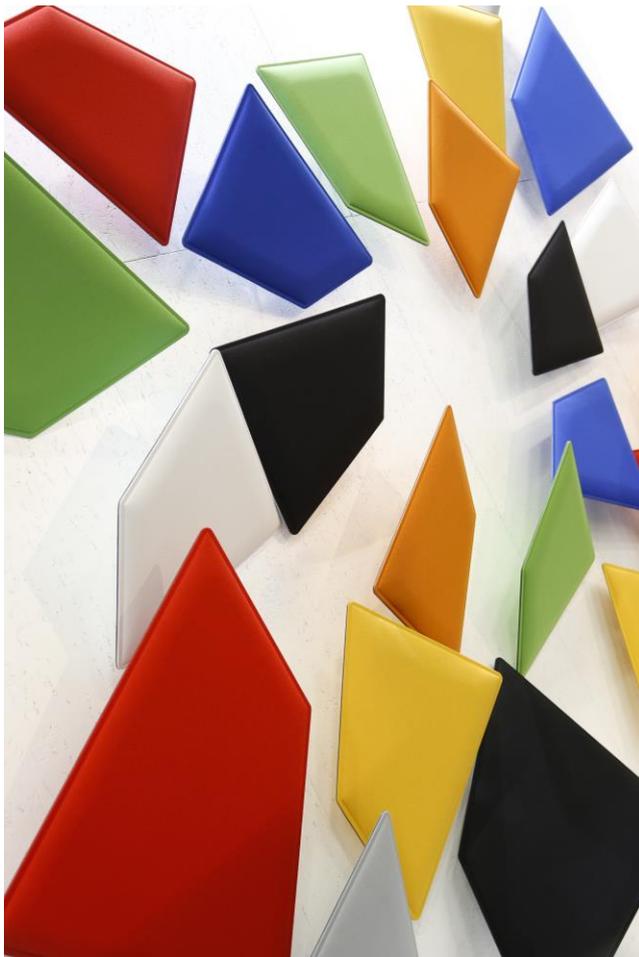


**Workplace Congress**

The trade journals "Der Facility Manager" and "industrieBAU" are hosting the second workplace congress at ORGATEC in Cologne. The congress, like its first edition, will focus on all aspects of the challenges posed by the office, in particular how to provide functioning, motivating workplaces.

Practical concepts and solutions for office workplaces will be presented. Acclaimed speakers from research, teaching and practice will explore topics such as space and room planning, lighting, acoustics, air conditioning and ergonomics, and discuss current trends and their experiences, gathered over the course of many years in the field. The event is recognised by the Chamber of Construction Engineers of North Rhine-Westphalia as an advanced training course with six time units of 45 minutes each.

27 October 2016, 9:00 a.m. to 2:00 p.m., Offenbachsaal



### **SEO Day**

Presented for the first time at ORGATEC 2016: the SEO Day is an annual industry meeting of the search machine optimisation scene. Around 800 experts are expected to attend, with more than 40 German-speaking industry experts on hand, holding numerous talks and sharing the latest tips and tricks in the area of search engine optimisation, Google and co.

*27 October 2016, Konrad-Adenauer-Saal, Congress Centre North*

### **Speakers' Corner**

Following a successful premiere in 2014, exhibitors at ORGATEC will this year once again have the opportunity to present themselves as well as new products and services to a broad trade audience and answer questions directly on site. In half-hour-long presentations, speakers will introduce trends, innovations and methods from their particular field of expertise (daily between 11.00 a.m. and 3.00 p.m.).

*25 through 28 October 2016, 11:00 a.m. to 3.00 p.m., Hall 11.2, Stand J 002*

Alongside the congresses and the forum, ORGATEC 2016 also offers numerous special events that offer trade visitors real added value. The offering ranges from the presentation of innovative materials, through Scandinavian design for indoors and outside, to the current trend of co-working spaces.

### **"RE/WORK - Moments of Inspiration by Ippolito Fleitz Group"**

The competence centre "RE/WORK - Moments of Inspiration by Ippolito Fleitz Group" is an inspiring staging that traces valuable moments of inspiration, combines analogue and digital experiences, enabling a fresh view on the world of work from new perspectives. It shows, in a creative and humorous way, what the office of the future might have to look like in order to address changing requirements. The workplace is no longer bound to a particular space, but rather to moments: moments of networking through the perfect integration of technology, moments of well-being, of inspiration, of lifelong, playful experimentation. The competence centre takes ten examples of these moments and brings them to life in three dimensions. The Competence Centre takes ten examples of these moments and brings them to life in three dimensions.

*Daily, Hall 11.2, Stand E 031/ F 030*

### **Smart Coworking Space: "The smart coworking lobby"**

The influence of design on co-working spaces can be seen by visitors to ORGATEC at the special event "The smart working space", in which the "smart co-working lobby" model showcases a module that will be at the core of the modern office block and that enables the co-working philosophy to be adopted in existing buildings. Using this approach, the trend towards co-working can be embraced relatively quickly and economically. The model will be presented in the form of a fully functioning prototype at ORGATEC. The curator of this specially designed area is Michael O. Schmutzer who, as Managing Director of Design Offices, has turned the idea of "New Work" into a remark-

able success story. "The Smart Co-working Lobby" was developed in cooperation with the prestigious interior design office, brandherm + krumrey interior architecture (b-k-i), based in Cologne and Hamburg.

*Daily, Hall 9, Stand B 010*

**Innovation of Interior**

In Hall 8, the experts from Haute Innovation will be demonstrating the potential offered for modern working environments by the latest innovations in materials. They will be presenting about new sources of raw materials for manufacturers and planners, sketching out scenarios for the deployment of intelligent materials in the context of the smart office or smart home and outlining the opportunities for additive manufacturing in the furniture industry.

*Daily, Hall 8, Stand B 010*

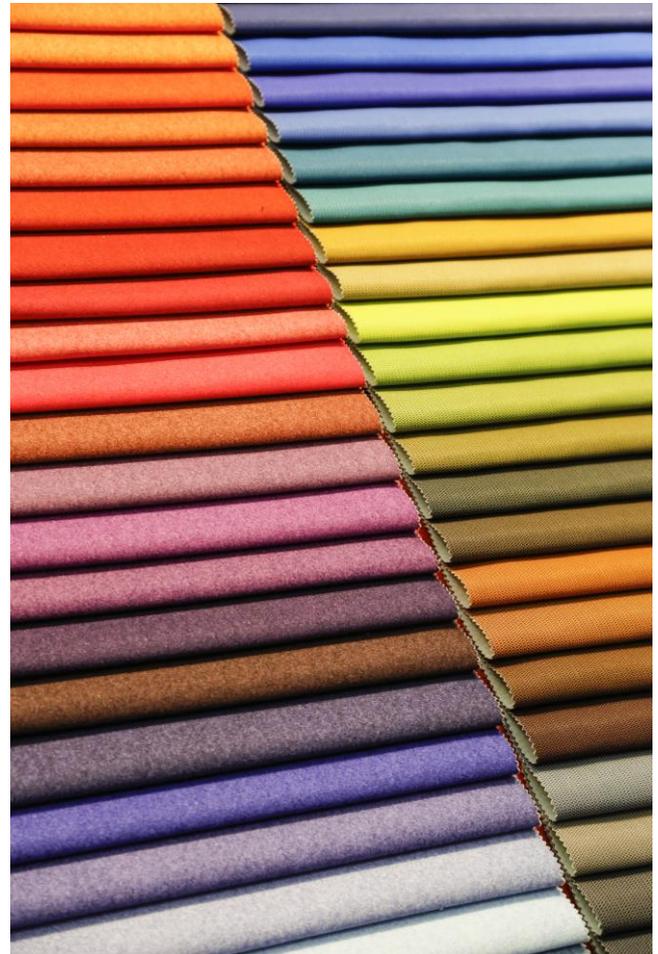
**Design meets movement**

Creative design will be lined up for the visitors in the Passage between Halls 10 and 11. In the special exhibition Design meets Movement, leading European designers will present smart solutions from Scandinavia that go beyond working indoors and act instead as an interface to the outside world - a multifunctional installation for outdoor working.

*Daily, Passage 10/11*

**ORGATEC Boulevard - Creativity Works**

Exceptional design will also be on display on the Boulevard. This is where Koelnmesse, in cooperation with the German association for the office and working environment (IBA / Industrieverband Büro und Arbeitswelt e.V.) will be presenting various projects on the topic of "Creativity Works". For instance, the magazine FRAME will be staging a captivating exhibition of forward-looking workplace design in collaboration with young creative professionals. The magazine "100 working SPACES" will be presenting 100 current and innovative workplaces and office concepts from



Germany, Austria and Switzerland, as well as the best and most amazing projects from the rest of the world. And, presenting the results of their research project, students of design at the University of Applied Sciences, Düsseldorf (HSD / Hochschule Düsseldorf) will be showing an ingenious fusion of fashion, workspace, performance and identity.

*Daily, Boulevard*

ORGATEC, with its 50,000 trade visitors from all over the world, has also traditionally been the appropriate place for the awarding of important honours. This is also the case in 2016.

**Prize ceremony for the "Büro & Umwelt" ("Office & Environment") competition**

Sustainable behaviours in everyday office life and attention to environmental requirements in the procurement of office equipment are extremely important for our environment. The German Association for Environmental Management, B.A.U.M e.V. (Bundesdeutscher Arbeitskreis für Umweltbewusstes Management) aims to draw attention to this with the "Büro & Umwelt" competition. At the heart of the competition is the sustainable handling of resources in everyday office life, as well as the awareness of environmental concerns when procuring office equipment.

*25 October 2016, 11:30 a.m. to 1:00 p.m., Trend Forum stage, Hall 6, Stand B 029*

**"Architektur + Office" Innovation Prize**

The 9th Architecture + Office Innovation Prize will be awarded by AIT and xia during ORGATEC 2016. Designers and manufacturers will submit their products to the critical judgment of renowned architects. The aim of the award is to underline the importance of quality in architecture in the office interiors sector. Products on the market that are particularly effective in addressing the concerns of the target group will be awarded a prize. All of the submitted products will be displayed in a special exhibition at ORGATEC 2016 in Cologne.

*25. October 2016, Hall 10.1, Stand E 011*

Time is money. The same is true for the trade



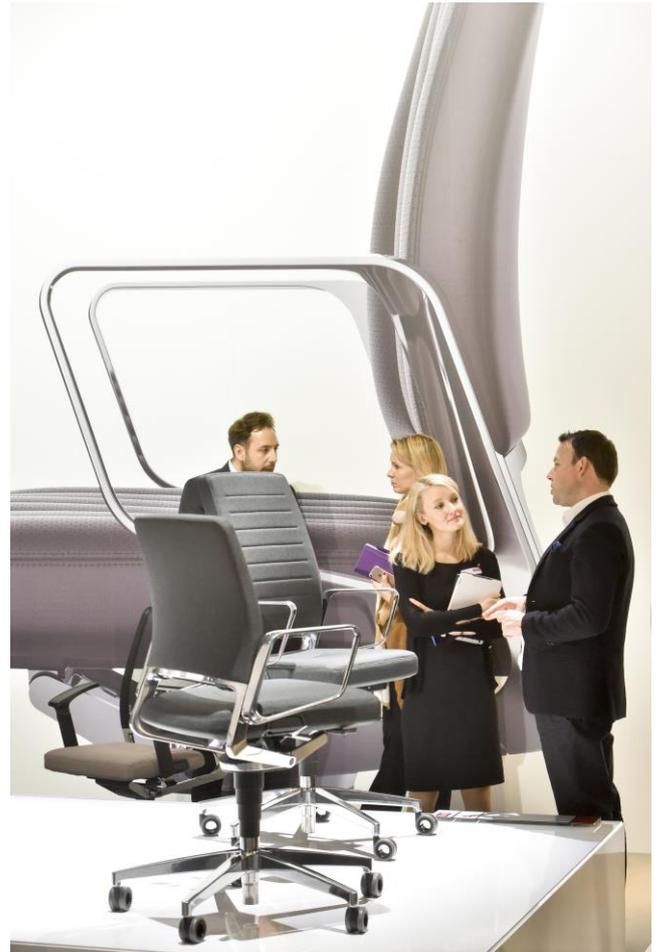
visitors to ORGATEC 2016. In order to get a comprehensive overview of the important new developments and trends on show, guided tours around the trade fair are available.

### **Guided tours around the fair by the Mensch&Büro-Akademie (People&Office Academy)**

The Mensch&Büro-Akademie (MBA) and PRIMA VIER Publishing Frank Nehring (P4) will be offering two guided tours around ORGATEC 2016, based on the topics of "Health & Ergonomics" and "Design & Innovation", both taking place twice daily on 26, 27 and 28 October 2016.  
*Meeting point: Hall 7, Stand B 073*

### **Guided tours for architects organised by Bauverlag**

Actively promote dialogue between architects, interior designers, lighting planners and exhibitors - with this aim in mind, Bauverlag publishers is offering guided tours on four trade fair days to selected trade fair highlights at ORGATEC. The "Bauverlag architects' tours" around the trade fair will be conducted by editors from the magazines "Bauwelt" (Building World) and "DBZ" (Deutsche



Bauzeitschrift/German Building Magazine). In the approx. 2 ½ hour tour around 10 important exhibitors will be visited. You will be met by competent representatives at the stands, who will demonstrate their new products and systems specifically from the viewpoint of the architect.

*25 through 28 October 2016, 11:00 a.m. to 1:00 p.m., setting off from: Passage 3/11, Stand P 001*

### **SIX-TO-NINE Party**

What could be better than bringing the exhibition day to a relaxed close? On the first day of the fair, nothing could be easier - the ORGATEC Boulevard is the perfect setting for the legendary ORGATEC SIX-TO-NINE party. On the evening of the first day of the fair, all exhibitors, visitors and journalists are invited to this industry meeting to engage in lively conversations and exchange ideas in a relaxed atmosphere.

*25 October 2016, 6.00 p.m. to 9.00 p.m., ORGATEC Boulevard*

*Textination*