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ORGATEC 2012 Preliminary Report

ORGATEC 2012 global sector meeting point

Worldwide office furnishings and Contract Business sector represented in October in Cologne

The focal points: international dialogue on the future of office work and practical examples from all over the world

From 23rd to 27th October 2012, ORGATEC, leading International Trade Fair for Office and Facility, is once again set to make Cologne the global sector meeting point in all things modern working spaces. At the leading international business platform for office and facility around 600 suppliers from approximately 40 countries are expected, including in particular, market leaders and innovation drivers from the participating sectors. Also numerous returning companies, exhibitors and renowned first-time exhibitors, for example Artemide, Assmann, Bert Plantagie, de Sede, Flötotto, InterfaceFLOR, Lindner Group, Mauser, Mobic, Scandinavian Business Seating, Schulte Elektrotechnik, Secto Design, Strähle, tretford and Wiesner-Hager have registered. "The extremely high quality and international range in the segments furnishings, lighting, flooring, acoustics and media technology is unique worldwide and enables the trade visitors to obtain a comprehensive overview of innovative solutions for the holistic design of professionally used rooms", said Katharina C. Hamma, Chief Operating Officer Koelnmesse. In terms of contents, the event is concerning itself with the requirements of the modern working world. The solutions presented by the exhibitors show how well-planned workplaces promote the well-being and the creativity of the employees and, in the process, also increase companies' efficiency and productivity. The supporting programme at the event is placing the focus on current trends and developments along with practical examples from all over the world – this year with an even stronger international focus. "As the theme fair for the sector, ORGATEC is presenting future-relevant themes and solutions, identifying trends and offering a great



ORGATEC 2012
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MODERN OFFICE & FACILITY
www.orgatec.com

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deal of scope for business and communication”, says Hamma. “We regard the clear commitment by renowned exhibitors from all over the world as confirmation of this concept.”

Probably just over half of all suppliers in Cologne come from abroad. The largest participating contingents currently travelling to Germany are from Italy, Spain, Denmark, Sweden and Turkey. The international range presented by the manufacturers extends across gross exhibition space of around 105,000 m².

Planners, user companies and trade representatives from all over the world at the event

ORGATEC concerns itself with all the relevant aspects of office and facility design – from planning through to furnishings and equipping right up to the operation and management of the respective facilities. As a result, the event is in particular aimed at planners (interior architects and architects), decision-makers from user companies (e.g. managing directors, buyers or Facility Managers), who are planning corresponding investments, and also at the office specialist trade. In 2010 the three target groups stated each accounted for around 30 percent of visitors. At ORGATEC 2012 a similar demand structure is expected.

Modern working spaces at a glance

The event is concerned with the requirements of modern working worlds. These are characterized by increasing dynamism and internationality, rapid technical advances, changing communication structures and not least also by demographic change. The design of modern workplaces must take these changes into account in order to create optimal preconditions for companies aiming to be competitive in the long term. The supporting communication programme at ORGATEC 2012 is looking at these themes in greater detail. With competence centres on the themes of (room) acoustics, lighting and media technology, the “International Trend Forum”, “INSIGHT COLOGNE – ORGATEC Night of Office and Architecture” or also the ORGATEC Boulevard, the event offers diverse opportunities to discuss current trends, take a more detailed look at the contents of more complex themes, enter into a specialist dialogue and exchange on an international level and not least, the networking of those involved with the sector.

International Trend Forum – trends and practical examples from all over the world

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The central discussion platform at the fair is the “International Trend Forum” in Hall 6. Here, top-ranking experts from the fields of architecture, planning, consulting and user companies are discussing trends or presenting Best-Practice examples from the (office) working world. A new feature is a double series of lectures, one of them with a clearly more international orientation: the “International Trend Radar” lecture series focuses attention particularly on exemplarily designed offices in other countries. Based on outstanding practical examples from all over the world, current trends and developments on different markets are thus being presented. In contrast, during the second “Office Interior Trends” lecture series, global trends of the working world are the focus. In this connection for example, for the first time the results of a current study on the future of work at ORGATEC - also the sponsor of this study – are to be published. The research project commissioned by the Association of Office Seating and Object Furniture Manufacturers (bso - Verband Büro-, Sitz- und Objektmöbel) is titled “Departure to a new working culture”. It is concerning itself in particular with the changing communication and work habits, which go hand in hand with a perceptible, fundamental change in values. The focus here is on the question as to how the flexibilisation of work, digitalization and socio-demographic change effect the organization of work. In this connection, in particular, the changeover to the network economy and the value judgements of Generation Y¹ are taken into special consideration – also in relation to the question as to how both younger as well as older employees and their needs can be integrated in this new working culture. Also on the agenda of the Trend Forum series is an exciting panel discussion on the theme of Open-Plan office concepts.

Competence Centres on the themes of lighting, acoustics and media technology

Office and workplace concepts, which enable the best possible design and structure of working environments for all those involved, are always based on the perfect interaction between furnishings, lighting, flooring, acoustics and media technology. Competence Centres in the areas lighting, acoustics and

media technology therefore offer the ORGATEC visitors a central, initial contact point for the respective specialist theme. In this connection the Acoustics Competence Centre under the heading “Understanding acoustics?!” is for example explaining elementary specialist terminology from the room acoustics field and presenting it in connection with the various acoustic-effective solutions for walls, ceilings, flooring and furnishings. Within the framework of the Lighting Competence Centre, the exhibition entitled “The office as a world of light” is explaining and shedding light on innovative concepts in the area of light planning from the sectors “Daylight”, “LED”, “Lighting and health” along with “Lighting and materials”. In contrast, the Architecture & Media Technology Competence Centre is concerning itself with the question as to how media technology can be harmoniously integrated in modern, design-orientated office furnishings. To this end, an exemplary reconstruction of an impressive conference room is demonstrating how media technology, in symbiosis with furnishings, acoustics, lighting and flooring, can facilitate work and communication. In all three areas the manufacturer-neutral presentations are complemented by a correspondingly concentrated range from the exhibitors.

INSIGHT COLOGNE – ORGATEC Night of Office and Architecture

Current trends, which have already become reality, are on the agenda for the second time during INSIGHT COLOGNE – ORGATEC Night of Office and Architecture. In this connection, the fair is once again being continued and extended in practical applications. Because in keeping with the motto “Experience today how we’ll work tomorrow” on the evening of 26th October 2012, around 15 offices and facilities in the Cologne municipal area can be seen and viewed live by the ORGATEC visitors. The individual stations or companies respectively represent different implementations in the categories “New office concepts and architecture trends”, “Sustainably developed offices and buildings” as well as “Expertly revitalized buildings”. Within the framework of visits and guided tours, insights are provided into sophisticated, high-quality office and workplace concepts, which would otherwise be inaccessible to the general public. A new feature for participants is the visit to selected stations together in guided German and English-speaking groups. They can however

¹ Generation born after 1980. Generation Y is regarded as well-educated and technology-savvy as this is the first generation, which for the most part, has grown up in the Internet and mobile

also participate individually in one of the numerous guided tours through single stations – connected by shuttle bus – and individually arrange their main visit objectives.

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ORGATEC Boulevard – between work, communication and relaxation

Once again the ORGATEC Boulevard is a full reflection of inspiration, communication and the sector dialogue. Under the heading “Modern Working Spaces”, with communication zones and nature-based lounge areas, it offers the opportunity for people to reflect and think about things as well as relaxed networking between all those involved with the sector. Thanks to its emotional presentation, it is also both a source of creative design inspiration and not least invites interested parties to enjoy some rest and relaxation.

Note for editorial offices:

Photos from the last ORGATEC, as well as the trade fair logo, are available in our [image database](#) on the Internet (www.orgatec.com), “For the Press”.

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