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#orgatec #newwork #culture@work #newvisionsofwork

ORGATEC 2018 addresses the opportunities and challenges in tomorrow's worlds of work

When ORGATEC 2018 opens its doors in Cologne from 23 to 27 October, well over 50,000 trade visitors from all over the globe, who want to inform themselves about the future of modern worlds of work, are awaited again. However, the days when just desks, filing systems etc. were presented at the leading international trade fair for the modern worlds of work are long gone. Nowadays, it is much more to do with work culture, work processes and work environments. ORGATEC not only offers an almost complete overview of the global market of furnishing, lighting, flooring, acoustics and media technology for the office and other commercial applications. The event and congress programme of the fair showcases the current trends and developments as well as best practice examples from all over the world. Topics addressed at the fair include new concepts on the current trends of team work, digitalisation, holistic interiors and the attractiveness of the workplace. The following provides an initial overview of the specialised events and what the event programme offers.

New offer for architects, planners and engineers

This year the architectureworld and the German Hotel Day are being held during ORGATEC 2018. As such ORGATEC is reinforcing the infrastructure, real estate, architecture and interior activities of the real estate industry and enabling a larger spectrum of architects an extensive exchange on the challenges of the industry. The new demands in building and hotel construction through improved networking and digitalisation demand involving architecture in the planning of office and hotel buildings at a very early stage. Based on precisely this future-looking theme, the congress trade fairs architectureworld and the German Hotel Day both have the approach of integrating architecture more intensively in the planning of commercial and hotel buildings. Especially the networking of and in buildings plays a major role at architectureworld. The German Hotel Day fits in well here in terms of contents and enhances the theme in the sections (interior) architecture, facade design as well as technology issues of hotel chains, private hotels or even old people's homes.

Activity-based Working - Plant 10.1

The environment we work in influences among others our well-being and our creativity. That is actually nothing new, is it? But then why are so few of our worlds of work not really creative or even a little bit "crazy"? This is one of the questions that the event area "Plant 10.1" deals with. Its makers - detecon and the ORANGE Council - implement creative ideas for a wide range of worlds of work on this space and call upon the visitors to take a totally different approach to human and (working) spaces. And this is important for the companies in the battle for the best



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employees. Since through the digitalisation and globalisation processes new markets, new players and new products are arising. In order to keep pace with this development, companies have to reinvent themselves. The result is new corporate cultures and new organisation structures. This has a big influence on working environments and the design of the workplace. In this connection companies, planners and designers not only search for functional solutions, but also new contents and emotional forms of expression. Because a necessary innovative culture is the most important prerequisite for companies to put transformation processes in the scope of NEW WORK successfully into practice. How offices can become innovative tools will be demonstrated on the central exhibition area.

"SmartOffice & Conferencing Technology"

Digitalisation is the talk of the town and without doubt digital technologies have significantly changed our working world over the past years. However it is also clear that this development is just at the start. The event area "SmartOffice & Conferencing Technology", which is being realised together with the partner Zgoll Konferenzraum GmbH and further sponsors, shows which new technologies and developments there are in this area. The special aspect here: The high-tech products are not simply being exhibited, but indeed presented under real conditions and can thus be subjected to a real everyday test. The conference rooms that are innovatively equipped technically speaking can for instance actually be used for meetings at the fair.

ORGATEC Trend Forum

Building on the success of the Trend Forum of the past years, international speakers will present the themes and trends influencing the working worlds of the 21st century at ORGATEC 2018 in Hall 6 and discuss how companies can adjust to accommodate them as well as using them to their competitive advantage.

ZEIT "Work & Style" CONFERENCE

In 2016, the ZEIT "Work & Style" CONFERENCE celebrated a successful premiere at ORGATEC in Cologne. In a social-political and aesthetically designed congress format in the premium segment the weekly newspaper "DIE ZEIT" is picking up on themes again this year that are of burning importance to all concerned. Top-class speakers and star-studded discussion rounds will once again at ORGATEC 2018 address current questions to do with the major challenges that our global and digitalised society has to deal with in everyday working life.

Xing New Work Sessions

Working worlds influence people just as much as the individual influences the working worlds himself to make his environment as pleasant, individual and practical as possible. In this area of tension, the industry, trade and companies can stimulate each other. This makes it all the more important to recognise the current developments and social currents. This is why the cooperation between the industry association IBA and the XING network at ORGATEC 2018 makes so much sense. Because here the trade visitors can experience new work close-up, get to know exciting pioneers and meet inspiring people. Here the stories from everyday practice not only help accompany the future of work passively, but indeed to co-shape it in its colourful diversity.

Health Culture Knowledge Forum

Always a topical theme when it comes down to work - however it is designed - in an office environment is the theme health. The Health Culture Knowledge Forum picks up on this theme at ORGATEC 2018 and under the title "Making health experienceable through office infrastructures" illustrates which effects the different aspects of the current world of work have on the health and well-being - and thus also on the creativity and efficiency of employees.

Theme Day for Workforce Representations

This year, the second theme day for works councils, staff councils and representatives of the disabled is being organised by the Educational Institute of the Trade Union Confederation (DGB-Bildungswerk) at the leading fair for worlds of work. It deals with the question which trends, opportunities, risks and co-determination rights should be taken into account in the scope of the digitalisation. Because the demands in (office) workplaces, work and health protection as well as data protection and security are changing. Work is becoming more independent of time and location, work performance can be assessed more efficiently, data communications are increasing and demand improved safety standards and health measures. Registrations for the theme day are possible immediately via the DGB's Educational Institute for North Rhine-Westphalia (DGB-Bildungswerk NRW).

„Culture Materials“

In Hall 8, the experts from Haute Innovation will be demonstrating the potential offered for modern working environments by the latest innovations in materials. Special attention is paid to the topics of "smart material properties and high-tech developments", biobased raw material sources and "lightweight construction and resource efficiency".

Materials Pavilion by Interiors + sources

In the Materials Pavilion by Interiors + sources, Stamats Communications and further sponsors everything revolves around materials. The section will provide the trade visitors from all over the world with extensive inspiration. Whereby it is not about extravagant materials here which are indeed nice to look at and nice to feel, but which ultimately are never implemented. The aim of the pavilion is to present innovative materials that carry the seal "suitable for mass production" and which are aligned for speedy implementation.

Koelnmesse - Global Competence in Furniture, Interiors and Design: Koelnmesse is the world's top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the leading international fair imm cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include CIKB in Shanghai, interzum guangzhou in Guangzhou and Pueri Expo in Sao Paulo. With ambista, the online

portal for the interiors business, Koelnmesse offers direct access to products, contacts, expertise and events relevant to the industry all year round.

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Further information is available at: <http://www.global-competence.net/interiors/>
Further information about ambista: <http://www.ambista.com/>

The next events:

Pueri Expo - International Trade Fair for Baby & Childcare Products , Sao Paulo
07.06. - 10.06.2018

spoga+gafa - The garden trade fair, Cologne, Cologne September 2018

Kind + Jugend - The Trade Show for Kids' First Years, Cologne 20.09. - 23.09.2018

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