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ORGATEC Work to go: The freedom to work when and where you like

“We can’t always choose what we have to do. But how, where and when we do it should not be decided by anyone but ourselves!” This is the kind of response you get when you ask the younger generation about the future of work. Under the title “work to go”, students at the AMD Academy of Fashion & Design in Hamburg have developed their visions for the future of modern working environments as part of a joint initiative with the architecture magazine AIT and the firm brandherm + krumrey interior architecture. It has led to new perspectives on how we can or must organise our working environments in the future. The results can be seen in their entirety from 23 to 27 October in the special exhibition “work to go” at ORGATEC 2018 in Cologne.

The special exhibition will not only present the “new work” theme - that is, the future of work - but also introduce the subject in a fun way to visitors to the stand. The “work to go” stand concept gives trade visitors exciting perspectives on location-independent working from the younger generation’s point of view. But that’s not all: “work to go” takes one step further. On all days of the trade fair, there will be an extensive programme of events and education opportunities with guided tours, workshops, headline talks, keynote lectures and panel discussions. The programme is aimed at all visitors to ORGATEC and at interior designers/architects, planners and experts from the world of work in particular. For the students, it was important for their involvement to create an interface between today’s reality and future requirements for modern working environments. They believe that “work to go” is a step into the future. A future in which work no longer defines our everyday life, but instead our everyday life defines our work.

With the competitive market for young and qualified employees in mind, the special exhibition offers HR managers and company decision makers a unique opportunity to find out what requirements tomorrow’s employees will have for modern workplaces. Combining work and private life, being flexible and free, working independently within existing work structures, ensuring tolerant and open working methods, creativity, fun and well-being at work, the relaxation of fixed structures and interconnected work within the various hierarchies and disciplines are just some of the demands that the younger generation is making on future employers.

“Work to go” partners:

Global competition and the digital revolution present companies with new challenges on an almost daily basis. Within the scope of this project, several well-known businesses are focusing on the future of work and have set themselves the



ORGATEC

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www.orgatec.de

Your contact:

Michael Steiner |

Tel.

+49 221 821-3094 |

Fax

+49 221 821-3544 |

E-mail

m.steiner |
@koelnmesse.de

Koelnmesse GmbH

Messeplatz 1

50679 Köln

P.O. Box 21 07 60

50532 Cologne

Germany

Tel. +49 221 821-0

Fax +49 221 821-2574

info@koelnmesse.de

www.koelnmesse.de

Executive Board:

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goal of using their extensive knowledge and the resulting products, applications and services to support customers all over the world as they head into this future. In addition to students from Hamburg, a total of eight partners from various industries are involved in the project initiated and devised by AIT-Dialog, the AMD and brandherm + krumrey interior architecture.

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Contact

AIT-Dialog

Gesellschaft für Knowhow-Transfer in Architektur und Bauwesen mbH

Bei den Mühren 70

20457 Hamburg

Tel. +49 (0)40 7070 898-15

Fax +49 (0)40 7070 898-20

kbacht@ait-online.de

www.ait-online.de

bki - brandherm krumrey interior architecture

Hamburg office:

Donnerstraße 20

22763 Hamburg

hamburg@b-k-i.de

Cologne office:

Aachener Straße 23

50674 Cologne

koeln@b-k-i.de

www.b-k-i.de