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ORGATEC TOKYO 2022 kicks off in 4 days

With a central theme of 'The Rise of Hybrid Work, the inaugural ORGATEC TOKYO, held from 26-28 April 2022, will present an extensive line-up of programmes that gives a comprehensive look at the future of workspace in Asia.

Tokyo, Japan, 22 April 2022 - In 4 days, the leading office furniture trade show, ORGATEC, will be launching in Asia for the first time. Focusing on the theme, 'The Rise of Hybrid Work', ORGATEC TOKYO will tackle issues surrounding hybrid work in the 'new normal'. Participants will experience how four disparate workspace scenarios prevalent in today's times can be united; #1 (office and home), #2 (capital and rural areas), #3 (primary and secondary jobs), and #4 (work and hobby/vacation). This will be illustrated through the wide range of innovative workspace products, go-to solutions, and the latest trends across the 10,000 sqm space at Tokyo Big Sight Hall 1-2.

The show ground will be supplemented with an Xperiential Area (XA), where participants can immerse in current working trends that have impacted the changing office environments. The XA consists of Athletics, Avatar, and Biophilic workspace zones, and live lectures by representatives of leading brands, such as Endo Lightings, iPresence, Itoki, Kokuyo, Office Busters, and Okamura.

The line-up of seminars revolving around the theme "Creative Creation" is also not to be missed. Officially kickstarting the seminars is a keynote speech by renowned architect Mr. Sou Fujimoto, titled 'Future Architecture That Fosters "Hybrid Work"' happening on 26th April - followed by a series of talks and panel discussions across three days by thought leaders with science, research, and real-world practice.

- **Session 1: Engaging through Beautiful Architectural Designs** by Ikuo Maeda, head of Mazda design. Moderated by Kotaro Watanabe, takram contextual designer
- **Session 2: Well-Being As A Way Of Life - The Future Of Society And Living** by Takeshi Natsuno, Kadowaka's CEO, and Yuki Maeda, flower artist
- **Session 3: Unprecedented Value Formation from the Metaverse** by Kazuhiko Nakama, Keisuke Toyoda, and Daito Manabe, moderated by journalist Nobuyuki Hayashi
- **Session 4: A Diverse Society Is A Key Solution For Various Problems In The Modern World** by Ryusuke Naka, professor at Graduate School of Craft Science, Kyoto Institute of Technology, and Nobuko Nakano, brain scientist
- **Session 5: Architectural Design: Sustainability in Decisions** by architect Yuko Nagayama, moderated by Takako Kida, brand director of ELLE DÉCOR



ORGATEC 2022
25.10. - 29.10.2022
www.orgatec.com

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To spotlight the top innovations and set impulses for the future of workspaces, ORGATEC will honour top exhibits with 'Best Presentation Awards'. 80 leading global brands will compete for 1 Grand Prix and 3 Semi-Grand prizes based on concept, design, functionality, originality, and uniqueness. The selection committee includes Takako Kida, the brand director of ELLE DÉCOR Japan, leading Japanese architect Sosuke Fujimoto and Ikuo Maeda, Mazda's Head of Global Design.

Anticipation is building as the event draws closer. "After months of planning, we are looking forward to welcoming the workspace industry community to the 1st edition of ORGATEC TOKYO next week," says Managing Director of Koelnmesse Japan, Mr Makoto Takagi. "The 3 days event is run by the industry for the industry. It's not just a place where active, highly relevant knowledge transfer occurs, but it's also a place where we set benchmarks for future innovations. Participants can fully immerse into modern work environments, as they receive large doses of inspiration and arm themselves with the knowledge of future trends."

Register for ORGATEC TOKYO [here](#).

For more information on the event, visit www.orgatec-tokyo.com.

Koelnmesse - industry trade fairs for the interior, outdoor and design sector:

Koelnmesse is the world's top trade fair organiser in the fields of interiors, furnishings, design, home living, garden lifestyle and modern work environments. At the trade fair grounds in Cologne/Germany, the leading international trade fairs imm cologne, LivingKitchen®, spoga+gafa and ORGATEC showcase the latest trends, products and innovations, serving as international, central gatherings for the global industry. In addition to the events at its Cologne headquarters, Koelnmesse is strategically expanding its portfolio internationally: The inaugural ORGATEC TOKYO will be hosted in 2022. It will be the first trade fair in Japan to focus on professional and hybrid work environments. As the satellite event for imm cologne and ORGATEC, idd shanghai provides European companies in the premium and luxury segment of the interior design industry with a unique platform for showcasing exclusive, design-driven products.

The in-person events are complemented by ambista, the online business network for the international interiors industry, which provides direct anywhere, anytime access to relevant products, contacts, expertise and events.

Further information: <https://www.orgatec.com/trade-fair/industry-sectors>

Further information about ambista: www.ambista.com

The next events:

ORGATEC TOKYO - The Rise of Hybrid Work, Tokyo 26.04. - 28.04.2022

spoga+gafa - The garden trade fair, Cologne 19.06. - 21.06.2022

ORGATEC - New visions of work, Cologne 25.10. - 29.10.2022

Note for editorial offices:

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