

No. 14 / August 2024, Cologne  
#orgatec

## Wherever Whenever: Work Culture Festival at ORGATEC 2024

From 22 to 25 October 2024, the Wherever Whenever - Work Culture Festival will celebrate its inaugural edition as part of ORGATEC in Halls 6 and 9 of the Koelnmesse exhibition grounds. Organised by the German Interior Business Association (IBA), the festival will present a high-calibre programme featuring over 100 international speakers across six stages. It will focus on groundbreaking trends and the transformations that modern work environments are undergoing.

With a line-up of exciting keynotes, stimulating panel discussions, interactive workshops and exhibitions, the Work Culture Festival is set to be one of the highlights at ORGATEC 2024. The event is conceived and organised by the IBA, which acts as ORGATEC's conceptual sponsor. The festival's title, Wherever Whenever, encapsulates the idea that individuals can work productively anywhere, any time. The event is aimed at experts from the fields of architecture, design and culture, New Work, HR and trend research.

"We're delighted to be able to offer our visitors fresh impetus, inspiration and hands-on solutions for transforming the world of work with the IBA's Work Culture Festival," says ORGATEC Director Thomas Postert.

Helmut Link, president of the IBA, adds: "The Work Culture Festival will enrich ORGATEC as the sector's leading international trade fair with new experience components. The festival creates an interactive platform that will allow visitors to experience visions of the future and new forms of collaboration and coexistence first-hand. The event is aimed at everyone who wants to actively help shape tomorrow's world of work."

### Four inspiration-packed days for exchanging ideas

An impressive festival programme invites trade fair participants to experience, discuss and celebrate the future of work in all its facets over four whole days. Taking place across six stages, the event will bring together over 100 speakers from a wide range of specialist fields and has more than 75 items on the programme. Accompanying the impressive line-up, exhibition spaces hosted by IBA members, workshop areas and special art and design spaces will provide diverse inspiration. To complete the festival experience, food trucks will provide refreshments, and live music will mark the end of the third day of the trade fair.

### Three perspectives on the future of work



ORGATEC  
22.10. - 25.10.2024  
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District Court Cologne, HRB 952

What makes ORGATEC and the Wherever Whenever - Work Culture Festival unique is the hall layout with its direct connections between the different sections: Participants will be able to move easily between the trade fair stands, special exhibitions, talks, panels and workshops. Instead of focusing solely on work, the event will also shed light on how we will live alongside and with each other in the future. The festival aims to foster an understanding of how these aspects are interrelated to make participants better equipped to respond to challenges. This mission is reflected in the event's three tracks - TEAM, LIFE and IMPACT - which will examine the workspaces of tomorrow from specific perspectives.

### **TEAM, LIFE, IMPACT**

The TEAM track will examine building communities to achieve shared goals. Key topics on this track will be team processes and employee retention.

The LIFE track will focus on improving people's health and well-being from a holistic perspective.

IMPACT will explore people, organisations, society and the environment as interrelated dimensions. It will shed particular light on diversity, equity and inclusion, and strategies for reducing environmental impact.

### **Prominent speakers**

Across these three tracks, speakers and panel members from diverse fields and disciplines will provide exclusive insights into the future of work. The high-calibre line-up of speakers includes the musician and racing driver Smudo, football coach Ralf Rangnick, neurobiologist Bernd Hufnagl, UX expert Sophie Kleber, designer Sabine Marcelis, HR executive Cawa Younosi, architect Ben van Berkel and digital expert Sascha Lobo, alongside many other renowned experts.

Further information on the festival programme is available at: <https://iba.online/en/festival/>

Tickets for ORGATEC are available at: <https://orgatec2021-de.koelnmesse.net/die-messe/tickets/tickets-kaufen/>.

### **Koelnmesse - Global Inspiration for Living, Contract and Public Spaces**

Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces.

Alongside imm cologne and interzum, other event formats hosted at the trade fair hub of Cologne such as ORGATEC, spoga+gafa, FSB and aquanale are among the most internationally renowned and established industry gatherings.

These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as modern work environments, the garden lifestyle, public spaces, sports and leisure facilities, along with saunas, pools and wellness centres.

To complement the events in Cologne, Koelnmesse is constantly strategically

expanding its portfolio in key growth markets around the globe. Its foreign trade fairs include ORGATEC TOKYO in Japan and the events in the interzum brand family: interzum guangzhou in China, interzum bogota in Colombia and interzum forum italy in Italy. Koelnmesse recently added a cooperation between imm cologne and an established design trade fair in Colombia to its portfolio. This event will be hosted under the name La Feria De Diseño Medellín powered by imm cologne. Further information: [www.orgatec.com/trade-fair/orgatec-2024/industry-trade-fairs/](http://www.orgatec.com/trade-fair/orgatec-2024/industry-trade-fairs/)

**The next events:**

ORGATEC - New visions of work, Cologne 22.10. - 25.10.2024

imm cologne - The interior business event, Cologne 12.01. - 16.01.2025

ORGATEC TOKYO - SHIFT DESIGN - The leading international trade fair in Asia for the modern workspaces, Tokyo 03.06. - 05.06.2025

**Note for editorial offices:**

ORGATEC photos are available in our image database on the Internet at [www.orgatec.com/imagetdatabase](http://www.orgatec.com/imagetdatabase) in the “News” section.

Press information is available at: [www.orgatec.com/press/press-releases/press-releases-of-orgatec/](http://www.orgatec.com/press/press-releases/press-releases-of-orgatec/)

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