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#orgatec

#BlindDate makes its debut at ORGATEC 2024

This year, ORGATEC is bringing the #BlindDate project to the stage in collaboration with the Danish Design Makers (DDM) alliance and consultancy firm Målbar. The purpose of the unique design challenge is to foster creative processes without preconceptions and put sustainability at the forefront of design.

A “blind date” - but with a potential business partner rather than a romantic one. That is the concept behind the #BlindDate project at ORGATEC 2024, which aims to bring companies and creative talent together in an unusual way. Twenty design brands from across Europe were invited to submit anonymised briefs on the theme of “reduction”. Lots were drawn to assign each of the tasks to designers whose identities were also concealed. The creative minds had six months to develop a prototype based on the brief. At 4:00 p.m. on 22 October 2024, the opening day of the ORGATEC trade fair, the finished designs will be presented in the #BlindDate pavilion in Hall 4.2. of the Cologne fairgrounds and the identities of the participants in the competition will be revealed.

“We’re looking forward to this professional and social experiment and believe it will lead to a meaningful dialogue between creative talent and manufacturers,” says DDM co-founder and board member Antonio Scaffidi. “By putting the spotlight on reduction, we want to challenge the status quo and explore the relevance of good design in the future.”

New format to counter preconceptions

The special feature of the competition is that all participants will remain anonymous throughout the entire process. This innovative approach eliminates preconceptions and bias on the part of both the companies and the designers, ensuring that the sole focus is on the form and functionality of the designs.

“With the #BlindDate project, ORGATEC is encouraging creativity and resource efficiency while strengthening the bond between companies and creative talent. In collaboration with Danish Design Makers and Målbar, we are creating a platform where innovative ideas can flourish unconstrained by preconceptions,” says Thomas Postert, Director of ORGATEC, explaining the new format.

Reduction to improve sustainability

The design challenge focuses on the current issues facing the interior design industry: excessive use of resources, rising carbon emissions and the continuous upward trend in consumption levels. Despite growing awareness of global environmental problems, there has been little progress towards realising a



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sustainable future. Collective action throughout society is essential to protect both current and future generations and ensure that our use of resources does not exceed Earth's planetary boundaries.

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This is precisely where the #BlindDate project comes in by making “reduction” in connection with resource efficiency, renewable energy, environmental protection, the circular economy, behavioural change and innovation the central theme of the design challenge. The goal is to develop sustainable solutions for the future and break new ground in terms of design.

Danish Design Makers

Throughout the process, the participating designers have the support of Danish Design Makers. Through workshops and collaborative creative processes and with the expertise of specialists, the aim is to develop new ideas that minimise the use of resources.

Danish Design Makers is an alliance of high-profile designers united by a strong connection to Danish design culture. DDM has already partnered with imm cologne and undertaken a project at Neocon in Chicago. The initiative has been promoting innovation and critical dialogue in the design industry for over a decade, making it the ideal partner for ORGATEC 2024.

Målbar

The development of the products described in the anonymised briefs is underpinned by a screening tool that calculates their carbon footprint. Danish consultancy firm Målbar, founded in 2020, created this tool so that the environmental impact of products could be measured. The digital tool complies with the new EU Product Environmental Footprint (PEF) standards and can be used to calculate a product's footprint over its whole life cycle. Målbar offers an additional tool that draws on these findings to produce detailed overviews of entire product portfolios and value chains. These reports can then be used to assess sustainability strategies and company targets based on real data.

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/

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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

spoga+gafa - The world's biggest garden and BBQ trade fair, Cologne 24.06. - 26.06.2025

FSB - International Trade Fair for Public Space, Sports and Leisure Facilities, Cologne 28.10. - 31.10.2025

aquanale - International Trade Fair for Sauna.Pool.Ambience., Cologne 28.10. - 31.10.2025

Note for editorial offices:

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