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#orgatec

ORGATEC 2024: exploring the future of work with a new concept

From 22 to 25 October 2024, the sector's leading international trade fair will present pioneering innovations in an optimised hall layout covering around 140,000 square metres and featuring inspiring Focus Areas.

With its new hall concept, condensed duration and themed Focus Areas, ORGATEC 2024 will provide exciting insights and interactive platforms for exchanges of ideas about developments in the world of work. The Work Culture Festival is set to be one of the event's additional highlights and a forum for creative and thought-provoking ideas. Many prestigious companies and industry professionals have already confirmed their participation: They see the trade fair as a unique opportunity to experience the innovations and solutions on display first-hand. An event filled with fresh inspiration and new perspectives is lined up for visitors.

"We're delighted to be able to further consolidate ORGATEC's position as the central platform for innovations and trends with the new trade fair concept for the 2024 edition. The event will once again provide crucial impetus for the design of the workspaces of the future," explains Thomas Postert, ORGATEC's director.

"Our goal is to translate the future of work into tangible concepts and to combine this with taking the exchange of ideas between leading companies, trade visitors and industry professionals to a new level. With the introduction of the Focus Areas and innovative formats such as the Work Culture Festival, we will create inspiring experiences. The trade fair will provide a comprehensive overview of the developments and trends that will shape tomorrow's world of work."

Focus Areas and further highlights

The Focus Areas will be centrally positioned in the halls and offer insights into the new directions and developments that are defining the future of work. Grouped around these highlight areas will be exhibitors that are presenting products and solutions linked to the topic for the particular Focus Area. With this marketplace concept, the trade fair is further enhancing navigation for visitors with a thematic dimension. In addition, the new concept expands the available exhibition space and provides tremendous scope for inspiration and for stimulating and productive conversations.

The centrally located Focus Areas will present the latest industry trends and are being curated with distinguished partners. The diverse array of themes addressed in these special event areas ranges from circular biomaterials and mixed reality installations to future-proof solutions for office building management. The Focus



ORGATEC
22.10. - 25.10.2024
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Areas will offer both inspiration and practical insights, combined with valuable networking opportunities for all participants.

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Among the other highlights in store for visitors are the [#Bauspiel](#) project and the [#BlindDate](#), a unique design challenge that will mark its debut at this year's edition of ORGATEC. The [#BlindDate](#) format sets out to free creative processes from preconceptions and to make sustainability central to design. On 22 October 2024, the first day of ORGATEC, the finished designs will be presented at 4:00 p.m. in the [#BlindDate](#) Pavilion in Hall 4.2 of the trade fair grounds in Cologne, and the identities of the contestants will be revealed.

The [#Bauspiel](#) project is designed to show how old structures can be revived and redesigned by adopting creative approaches. An impressive undertaking, the project invites participants to see architecture as a living process in which aesthetics and functionality can be enhanced by incorporating emotional dimensions.

In addition, [#TheCircularHouse](#) at ORGATEC 2024 will set new standards for sustainable office spaces and work environments. Covering 500 square metres, the platform will serve as a showcase for circular transformations and provide access to valuable resources and partnerships.

Overview of the guided tours and congresses at the event

Exciting insights into tomorrow's world of work are lined up for visitors on 22 October, the first day of ORGATEC 2024. The [Agile World of Work theme day](#), organised by the German Trade Fair Confederation's Educational Institute for North Rhine-Westphalia, will be devoted to AI and agile working methods and how they can be combined. Visitors will be able to join interactive workshops and discussions, and discover innovative best practices on a guided tour of the trade fair. Parallel to the theme day, the [workplace congress](#) will take place in the Konrad Adenauer Hall in the Congress Centre North. Hosted by the trade publisher FORUM Zeitschriften und Spezialmedien GmbH, the congress will focus on forward-looking and hybrid office workspaces that are designed to be both attractive and productive. The event is aimed at facility managers, planning departments, office planners, architects and HR professionals. Both events will offer valuable insights into modern work environments and real-world examples of their practical implementation.

Work Culture Festival

Alongside the Focus Areas, interactive workshops and congresses, the programme for ORGATEC 2024 features the [Work Culture Festival](#). The event is conceived and hosted by the German Interior Business Association (IBA), which acts as ORGATEC's conceptual sponsor. In exciting keynotes, stimulating panel discussions, interactive workshops and exhibitions, international experts from the fields of architecture, design, culture, New Work, HR and trend research will address the latest issues and challenges facing modern work environments. The Work Culture Festival will focus on three key themes: **TEAM** - How can we create communities to pursue our goals together? **IMPACT** - How can we maximise the social impact of our work while minimising its environmental impact? **LIFE** - How can we improve people's health and well-being?

With more than 100 international speakers, including names such as Sascha Lobo, Ralf Rangnick and Jette Hopp, the festival will provide valuable impetus for the transformation of the world of work. To accompany the content on the stages, themed exhibitions will be staged. Further information is available in the [ORGATEC event database](#).

A broad line-up of exhibitors and high-calibre trade visitors

This year's edition of ORGATEC has once again attracted an exceptional line-up of exhibitors. Numerous major industry players from the fields of floorings, lighting, furniture and acoustics will present innovative solutions that will shape tomorrow's world of work. These presentations will share a focus on creating attractive office, administration and hospitality spaces that promote teamwork, communication and social interaction. A key theme throughout the showcases will be the growing shift away from rigid workplaces and towards flexible spaces that support creative and flexible ways of working. All the participating exhibitors can be found in the list of exhibitors.

Alongside this impressive field of exhibitors, the organisers also expect a diverse range of sectors to be well represented on the visitor side. The audience at the trade fair will include interior design and furniture professionals and corporate VIPs. Associations representing the specialist trade and major purchasing groups have also announced that they will be attending: <https://www.orgatec.com/trade-fair/orgatec-2024/visitors/>

Tickets for ORGATEC

Tickets for ORGATEC are available at: <https://orgatec2021-en.koelnmesse.net/trade-fair/tickets/buy-tickets/>.

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/

The next events:

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

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

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Press information is available at: www.orgatec.com/press/press-releases/press-releases-of-orgatec/

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