

No. 5 / February 2024, Cologne  
#orgatec

## ORGATEC 2024 with "Focus Areas" and an innovative marketplace concept

**With a new hall layout, the leading international trade fair on the theme "The Future of Work" will offer an optimised trade fair experience from 22 to 25 October 2024.**

ORGATEC is presenting itself this year with an innovative trade fair concept that encompasses a totally restructured hall plan. Each exhibition hall has its own thematic focus this year, manifesting as a "Focus Area" in the middle of the hall and offering inspiring insights into trends and developments related to the future of work. Exhibitors, who will present products and solutions relating to the respective focal theme, will position themselves around these highlight areas. This marketplace concept enables an optimised, theme-oriented guidance of visitor flow, an expanded exhibition area and offers a lot of space for inspiration and exchange revolving around the design of the working world of tomorrow.

### #InspiredAugmentedOffice Focus Area

What does the workplace of the future look like that makes the office attractive for employees again and enables new ways of working? In addition to live scenarios, in the course of guided tours the trade visitors can experience the end-to-end mixed reality dimension as an enrichment for the office and discover solutions for mastering daily tasks. In the #InspiredAugmented Office Focus Area, ORGATEC will together with zgoll GmbH Trends, present concrete examples of best practice, outlooks on hybrid meetings, "Spatial Computing" as well as the future of mixed and augmented reality in smart work environments. The trade fair participants can experience and take photographs of all this using the MR headsets provided as well as their own mobile devices. They will additionally receive an insight into the current status of different best practice approaches for hybrid meeting rooms as well as into the future prospects - the "Mixed Reality Collaboration Rooms" - including their function and added value.

### #OfficeXperience Focus Area: NextGenWorkplaces

The #OfficeXperience in Hall 8 that was created by experts offers an insight into a live office showcase. In a cross-industry community one strives to unravel pioneering focal themes and demonstrate how these can already be lucratively implemented today. The trade fair participants have the opportunity to explore the direct added values of a next-gen workplace in the scope of get-togethers, guided tours, workshops and much more. The combination between a special exhibition and actual lived co-working enables a cross-manufacturer experience of innovative space, product and service concepts in this Focus Area.



ORGATEC  
22.10. - 25.10.2024  
www.orgatec.com

Your contact:  
Sarah Kuna  
Tel.  
+49 221 821-3746  
e-mail  
s.kuna@koelnmesse.de

Koelnmesse GmbH  
Messeplatz 1  
50679 Köln  
P.O. Box 21 07 60  
50532 Köln  
Germany  
Tel. +49 221 821-0  
Fax +49 221 821-2574  
www.koelnmesse.com

Executive Board:  
Gerald Böse (President and Chief Executive Officer)  
Oliver Frese

Chairwoman of the Supervisory Board:  
Mayor of the City of Cologne  
Henriette Reker

Headquarters and place of jurisdiction:  
Cologne  
District Court Cologne, HRB 952

### **#TheCircularHouse Focus Area**

The "Circular House" concept devised in cooperation with CADEMI provides an extensive overview of the circular economy that enables an understanding of the significance, impact and intertwining of the involved players.

The format focuses on the themes "Design & Production", "Service", "Usage and Business Ideas" as well as "Logistics & Mobility". A future-oriented experiential world with circular solutions for the office furnishing industry and beyond awaits the visitors on exhibition space measuring 500 m<sup>2</sup>. Trailblazing impulse lectures, Deep Dives and discussions examine the effects of circular product, service and business models. Furthermore, a tour of the future of the working world will be offered, where exhibitors from the office furnishing industry and related sectors will present circular solutions.

### **#ImpulseContract Focus Area**

The #ImpulseContract Area presents product and design concept highlights for contract and building equipment. Furthermore, the trade fair participants will have the opportunity to take part in the Design Blind Date that is being held for the first time. Together with Danish Design Makers, exhibitors and product designers will be brought together here in the scope of a unique design challenge, the results of which will be presented exclusively.

### **#Indoor&OutdoorHospitality Focus Area**

On the Central and North Boulevard of the Cologne fair grounds everything will revolve around the Indoor and Outdoor Lounges section at this year's ORGATEC. The manufacturers of high-quality contract furniture will demonstrate how their concepts upgrade the quality of stay and hospitality.

### **Diversified event programme**

In addition to the Focus Areas, future-oriented congresses, inspiring exhibitions, award ceremonies as well as numerous opportunities for personal exchange make up part of ORGATEC 2024. A further highlight is the "Wherever Whenever - Work Culture Festival" of the German Interior Business Association (IBA). In the scope of this format, Halls 6 and 9 will be transformed into an "event floor" through inspiring and stimulating lectures, discussion rounds, workshops, experiential spaces and exhibitions and will become the central point of contact for professionals from all over the world.

As such, in addition to the presentation of new products, trends and innovative solutions, ORGATEC 2024 promises to be an all-encompassing trade fair experience that inspires the participants to actively co-design the workplaces of tomorrow.

### **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.

Page

3/3

At the trade fair hub of Cologne, in addition to imm cologne and interzum, other trade fair formats such as LivingKitchen, ORGATEC, spoga+gafa, FSB and aquanale are among the internationally renowned and established industry meeting places. 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 public space, sports and leisure facilities and also sauna, pool and ambiente.

In addition to the events in Cologne, Koelnmesse is strategically expanding its portfolio in key growth markets around the globe like with the successful shows ORGATEC TOKYO in Japan, interzum bogota in Colombia and interzum guangzhou in China and interzum forum italy.

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 TOKYO - SHIFT DESIGN - The leading international trade fair in Asia for the modern workspaces, Tokyo 29.05. - 31.05.2024

spoga+gafa - The world's biggest garden and BBQ trade fair, Cologne 16.06. - 18.06.2024

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

**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/)

If you reprint this document, please send us a sample copy.

**ORGATEC on Facebook:**

<https://www.facebook.com/orgatecmesse>

**Your contact:**

Sarah Kuna

Public and Media Relations Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Telefon: + 49 221 821-3746

[s.kuna@koelnmesse.de](mailto:s.kuna@koelnmesse.de)

[www.koelnmesse.com](http://www.koelnmesse.com)