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#orgatec

Circularity in the focus of ORGATEC 2024

From 22 to 25 October 2024, ORGATEC, in cooperation with partner CADEMI, will present the Focus Area #TheCircularHouse in Hall 4.2 of the Cologne fair grounds. The 500 m² visionary platform provides profound insights into the circular economy, illuminates the interrelations of the actors involved and dedicates itself to the promotion of circular business models in the office furnishings industry.

The leading international trade fair on the topic of the "Future of Work" starts this year with a new hall layout. A central element of the revised trade fair concept are the "Focus Areas" centrally positioned in the individual trade fair halls, which also include the experience world #TheCircularHouse. Initiator and curator of this special area is "CADEMI - Academy and Community for the Circular Transformation". Together with Koelnmesse, CADEMI brought the initiative Furniture 4.0 to life at ORGATEC 2022 together with founding members from ministries, associations and many other partners from science, services, the disposal economy, industry and commerce. Two Circular Cooperation Network Days (CCND) have already followed since then, the workshop and conference format of Furniture 4.0.

A look into the future with #TheCircularHouse

The necessity for a circular economy is growing constantly, driven by legislative regulations and the expectations of future generations. Circular business models are key to achieving CO₂ neutrality and protecting the planet. The establishment of circular services and business models is a decisive competitive advantage as a catalyst for innovative services. The Focus Area #TheCircularHouse provides orientation, know-how and competent cooperation partners for the circular transformation. The offerings provide both an overview of the thematic complex and more in-depth expertise and specialist information in the context of the conference programme.

Inspiring stage experiences and interactive showcases

At the heart of #TheCircularHouse is the round "Circle Lounge", in which workshops and lectures of the third Circular Cooperation Network Days (CCND) take place. The Circle Lounge is surrounded by an interactive tour that allows visitors quick access to and an overview of the circular ecosystem and its methods. In the surrounding area one finds the "brand platforms" for the representation of the products and services of the participating exhibition partners. One prominent cooperation partner is the start-up Concular, which is viewed as a pioneer and leading figure in the circular construction industry. In the context of #TheCircularHouse, Concular is a cooperation partner for the thematic focus of circular building and thereby spans



ORGATEC
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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

the arc from architecture to interior design. For the thematic area of circular and modular product and service development, the Focus Area will receive competent support from the Effizienz-Agentur NRW, the competence centre for resource efficiency in North Rhine-Westphalia, and the Ministry for the Environment of the Federal State of North Rhine-Westphalia. The special area is divided into four thematic areas in total: Design and Production, Service and Services, Usage and Business Models as well as Logistics and Mobility.

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Platform for networking across industries

#TheCircularHouse is oriented to all those who are active in the fields of sustainability and future-oriented workplace design and are committed to promoting a sustainable world. Manufacturing companies, commerce, suppliers, service providers and experts from the fields of product innovation, service design and management come together in this focus area to exchange ideas, network and work together to develop concepts for the future. The goal is to create sustainable office and work environments and to integrate these effectively into everyday routine.

Companies that wish to participate in the context of the Focus Area #TheCircularHouse can contact [CADEMI directly](#). Co-founder Christof Flötotto is available to answer questions and provide further information per e-mail at christof@cademi.de.

In addition to #TheCircularHouse, the Focus Areas #InspiredAugmentedOffice, #OfficeXperience: NextGenWorkplaces, #ImpulseContract as well as #Indoor&OutdoorHospitality are also among the highlights of [ORGATEC 2024](#).

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.

At the trade fair hub of Cologne, in addition to imm cologne and interzum, other trade fair formats such as 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/

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

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

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spoga+gafa - The world's biggest garden and BBQ trade fair, Cologne 22.06. - 24.06.2025

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

Note for editorial offices:

ORGATEC photos are available in our image database on the Internet at www.orgatec.com/imagetdatabase in the "News" section.

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

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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

www.koelnmesse.com