ORGATEC 2014

Outstanding forecast for ORGATEC 2014

- Around 600 exhibitors from almost 40 countries
- 95 percent of the available exhibition space is already booked
- New: "ORGATEC Space" and "ORGATEC Mobile" Competence Centres

Six months ahead of the event, the forecast for ORGATEC 2014, which opens its doors at the Koelnmesse exhibition centre from 21 to 25 October, is outstanding. In the autumn, around 600 companies from almost 40 countries will present their novelties on exhibition space covering 105,000 gross square metres. According to the status in May, over 95 percent of the available stand space has already been booked and more than 500 companies have already confirmed their participation at the ORGATEC. As such, the current booking rate is slightly higher than it was for the same period of the previous event. Moreover, many of the exhibitors have opted for bigger stands for their trade fair appearance compared to the ORGATEC 2012. Numerous national and international market leaders and industry players have already registered to exhibit including Actiu, Bene, Dauphin, Durable, Giroflex, Haworth, Interface, Interstuhl, Kokuyo, Komtech, König + Neurath, Nowy Styl, Nurus, Palmberg, Sedus, Tobias Grau, Unifor, Vitra and Wilkhahn. Almost two thirds of the exhibiting companies come from abroad. There will be a particularly strong presence from companies from Italy, Spain, Sweden, Denmark, Turkey and France. "As such, the ORGATEC 2014 will be doing its role as the leading international trade fair for office & facility justice in all sectors," emphasised Katharina C. Hamma, Chief Operating Officer of Koelnmesse. "However, the ORGATEC not only offers solutions for the classic office. The public spaces in the "Contract" sector are also under focus."

With its four exhibition zones "ORGATEC Office", "ORGATEC Contract", "ORGATEC Space" and "ORGATEC Mobile", the ORGATEC 2014 presents integrated solutions and overall concepts for everything connected with the office as a working and living space office. In Halls 6, 7, 8, 9, 10.2 and 11.2, leading national and international manufacturers from the furnishing, flooring, acoustic, light, media and conference technology sectors will present their
novelties to industry players from all over the world. The spectrum of trade visitors ranges from founders of start-ups, to dealers and decision-makers from medium sized companies, through to executives from the purchasing and personnel departments of major corporations. With almost 50 percent of the trade visitors coming from abroad, the ORGATEC also underscores its international significance.

Modern work environments under scrutiny
The event focuses on the demands of modern work environments. Factors that have a significant influence on work environments are increased dynamics and internationality, the rapid progression of technical development, the changing communication structures and last, but not least demographic change. Contemporary workplaces have to be designed in line with these changes in order to create the ideal prerequisites for the long-term competitiveness of companies. The accompanying supporting programme of the ORGATEC 2014 will address these themes in detail. In the form of the "ORGATEC Space" and "ORGATEC Mobile" competence centres, the "ORGATEC Trend Forum", "INSIGHT COLOGNE - the ORGATEC Office and Architecture Night" or also the "ORGATEC Boulevard", the event offers diverse opportunities for the discussion of current trends, for dealing with complex themes in-depth, for the exchange of expertise at international level and for networking among industry players.

Innovations and new impulses in six halls
Innovative solutions for office furnishing can be found at ORGATEC in Halls 6-9 as well as in Hall 11.2. Furthermore, Hall 6 is also home to the international "ORGATEC Trend Forum". Here, on all five days of the fair, top-level experts will be discussing current trends and presenting best practice scenarios, including topics like Demographic Change in the Office, Change Management or Gamification, the latter will be dealt with for the first time at ORGATEC. Here, companies such as SAP, Rabobank or Centigrade will demonstrate that employee commitment can be improved by implementing playful elements. The market research institute, Gallup, will provide an overview of the status quo regarding employee commitment. Furthermore, scientific lectures as well as a podium discussion will present reasons for the effectiveness and the chances of success of Gamification in the corporate sector.

"Smart Office Materials"
New at ORGATEC: "Innovation of Interior" is the new exhibition in Hall 8. Under the banner "IOI – Smart Office Materials", the exhibition is an attraction for architects, planners, equippers and fitters who are looking for something special. The special exhibition puts the spotlight on materials for the working worlds of tomorrow.
The focus is on the sustainability of the products. "Smart office materials are made out of biological resources, are conducive to health and are produced out of other waste materials," explained Dr. Sascha Peters, organiser of the exhibition and owner of Haute Innovation - a Berlin-based material and technology agency. "Light-weight construction solutions, as well as multifunctional or smart materials with a hidden added value are gaining increased significance for mobile working.

Public Spaces under focus
Hall 10.2 is dedicated to "ORGATEC Contract". Here the trade visitor can find all-encompassing layout and furnishing solutions for a variety of public spaces, like transit lounges, hotel lobbies and restaurants. An initial overview of this year's exhibitors underlines the diversity of applications and ideas for architects, interior designers, property designers and other planners. From this sector among others Andieu World, Arper, Carpet Concept, De Sede, Fritz Hansen, Gallotti&Radice, Hay, Poltrona Frau and Walter Knoll will be exhibiting. Furthermore, there will be an architects’ lounge in Hall 10.2, which will be designed by the architecture and design platform Stylepark in collaboration with the Cologne-based Ungers Archive for the Science of Architecture.

Competence Centres for space concepts and mobile working
In Hall 11.2 the two competence centres, "ORGATEC Space" and "ORGATEC Mobile" will offer comprehensive solutions for both sectors. "ORGATEC Space" combines lighting, flooring, walls, climate and acoustics under the banner "Spaces 2014 – Connecting People" for a comprehensive exhibition on the use of space. "ORGATEC Space" is a joint project between the interior designer Sylvia Leydecker and the acoustician Dr. Christian Nocke.

The second competence centre, "ORGATEC Mobile", focuses on the topics of mobility and technology in the modern working world. The internationally-operating IT service provider, Materna, will be presenting solution proposals here, which enable mobile working. Here, the term "mobility" refers not just to working outside the concept of the traditional office, but indeed also offers solutions for flexibility at the actual workplace. "ORGATEC Mobile" will hence provide trend-setting impulses and solutions, which satisfy the growing demand for flexible working environments. The focus here lies on the fitting products and concepts, from software modules to portable terminals, through to traditional solutions for working on the go.
New at the ORGATEC: Speakers' Corner
For the first time the exhibitors of the ORGATEC will be able to use the "Speakers' Corner" concept. The new platform in Hall 11.2 offers companies the opportunity to present themselves as well as new products and services to a broad trade audience and answer questions directly on site.

"ORGATEC Boulevard" - between work, communication and relaxation
Dedicated to the motto "Out of Office", The ORGATEC Boulevard will offer the trade visitors further creative ideas. This emotional presentation is intended to create a counterpole to the dynamic working world in the form of areas of inspiration and tranquility. This year, the Boulevard is divided up into four different communication zones and lounge areas with feel-good character. In addition to its role as a place of reflection, the ORGATEC Boulevard also offers room for communications and the exchange with industry colleagues.

Presentation of the German Interior Design Prize 2014
For the first time ever, the German Interior Design Prize 2014 will be presented at the ORGATEC. The BDIA, the German Association of Interior Designers, will be distinguishing projects, whose "interior design" are exemplary in their concept, design and implementation, with the German Interior Design Prize 2014 for the eighth time. The festive award ceremony begins at 04:00 p.m. on Thursday, 23 October in the Offenbach Saal of the East Congress Centre of Koelnmesse. The designs of the award winners and the recognitions of the German Interior Design Prize 2014 will be showcased parallel as an exhibition in the foyer in front of the Offenbach Saal.

"INSIGHT COLOGNE - the ORGATEC Office & Architecture Night"
On Friday (24 October), the ORGATEC will be moving outside the exhibition halls with "INSIGHT COLOGNE". Following the motto "Experience today, how we will work tomorrow", in total approx. 15 offices and buildings in the city centre of Cologne will open their doors. The individual buildings or companies are divided up into two categories: "Working environments of the 21st Century" and the theme "Redevelopment of existing buildings". The event addresses both trade visitors of the Orgatec as well as interested members of the public. The participants can visit the buildings together in German or English-language tour-guided groups. Furthermore, countless locations offer an open, non-stop programme on-site.
Opening hours:
The ORGATEC 2014 is open to trade visitors from 21 to 24 October from 09:00 a.m. to 06:00 p.m. and on 25 October from 09:00 a.m. to 04:00 p.m. Further information is available at www.orgatec.com

For 90 years, Koelnmesse has been bringing people and markets together. The success story of Cologne trade fairs began in 1924 with the opening of the first event on the exhibition grounds in Cologne-Deutz. During the "economic miracle" of the post-World War II era, the "Rheinische Messe" became a global trading center. Today Koelnmesse has the world's fifth-largest exhibition complex and organizes approximately 75 trade fairs in Cologne and all over the world. During its anniversary year of 2014, Koelnmesse is bringing its history to the public’s attention through numerous activities, publications, and exhibitions.

Note for editors:
Photos from ORGATEC as well as the logo can be found in our image database at www.orgatec.com in the "Press" section.

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