

## Over 26,000 visitors experience the future of work at ORGATEC TOKYO 2023

The 2<sup>nd</sup> ORGATEC TOKYO was a resounding success as over 26,000 visitors joined 127 exhibitors from Japan and abroad to experience the latest and greatest in office design and furniture.

After 3 days of innovative product showcases, seminars on the future of workspace design and workstyles, networking and more, ORGATEC TOKYO 2023 has come to a close. The trade fair, organised by Koelnmesse and the Japan Office and Institutional Furniture Association (JOIFA), took place at Tokyo Big Sight from 26-28 April and saw architects, interior designers, developers and other design professionals come together with a wide range of decision makers in the office design and furniture industry in an exhibition space twice the size of the 2022 edition.

The trade fair theme, [SHIFT DESIGN], explored how good design can influence ever-changing societies, workstyles and lifestyles, and transform them for the better. Visitors were able to experience this theme at the ORGATEC TOKYO Xperience Area which featured a biophilic garden that highlighted the connection between work, design and nature. The Xperience Area was also the stage for presentations by top brands such as Itoki, Okamura, and Kokuyo on their visions for the future of work. On the fair's theme, Representative Director, President and Chief Executive Officer of Okamura Corporation, Masayuki Nakamura commented, "We hope that the theme [SHIFT DESIGN] will enhance the comfort and creativity of all working people and will serve as a catalyst for creating new value for society in the future."

The Xperience Area also served as the space for the ORGATEC TOKYO BEST PRESENTATION AWARDS Ceremony. The Grand Prize winner was KOKUYO Co., Ltd. Their booth concept "Let's Create Together" that invited visitors to design together with the company wowed the selection committee, chaired by ELLE DÉCOR Brand Director, Ryuko Kida. On the fair's presentations, Mrs Kida stated, "As ORGATEC TOKYO continues to send progressive messages, it will continue to be challenged to exhibit at a high level by being functional and beautiful, as well as sustainable, diverse and inclusive. We look forward to seeing more great presentations next year." Runner-up winners were Itoki Corporation, Sumisho Interior International Inc. and Nichiesu. At the ceremony, Akihiro Kuroda, Chairman of JOIFA gave an introductory speech on the importance of diversity in design. Mr. Kuroda added, "We are pleased to have been able to host the 2<sup>nd</sup> ORGATEC TOKYO and provide a platform for those looking to create offices for the post-pandemic world. Many exhibitors made exciting proposals for the future of work. The theme [SHIFT DESIGN] was also well received by visitors. We will make use of all exhibitor and visitor feedback to improve next year's ORGATEC TOKYO."



ORGATEC TOKYO  
26 - 28 April 2023

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Renowned interior designer Primo Orpilla kicked off the fair with a keynote speech on the next generation of office design. This was followed up by engaging seminars with up-and-coming designers on the possibilities for workstyles in the future.

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Not only did ORGATEC TOKYO participants took part in a varied programme of events during regular exhibition hours, but also enjoyed the relaxed atmosphere of ORGATEC NIGHT, a special after-hours event that allowed exhibitors, guests and visitors to mingle and network with drinks and music.

On the success of the 2<sup>nd</sup> edition of the fair, Koelnmesse Japan Managing Director, Makoto Takagi stated, “After the success of the premier of ORGATEC TOKYO last year, expectations for this year were very high. We believe that we were able to surpass these expectations in almost all areas. We are particularly encouraged by the positive feedback that we have received from exhibitors who emphasized the high-quality meetings and discussions they were able to have with highly informed visitors.”

ORGATEC TOKYO 2024 will take place 29-31 May, 2024 at Tokyo Big Sight East Halls 4-6. More information on ORGATEC TOKYO can be found on [www.orgatec-tokyo.com](http://www.orgatec-tokyo.com).

#### **ORGATEC TOKYO 2023 in numbers**

- 17,790 square meters (including Experience Area) total exhibition space
- 26,212 visitors
- 127 exhibitors from 14 countries

#### **ORGATEC - New visions of work**

ORGATEC is the leading international trade fair for the modern working world. Every two years, the fair in Cologne is the creative hotspot of networking, collaboration and new trends in office space planning. As the industry’s most important innovation and business platform, ORGATEC presents the whole world of work, tackles the big questions and presents new solutions: from furnishing to flooring, acoustics and lighting to media and data processing. ORGATEC makes cologne the global meeting place for architects, planners and engineers as well as sector experts from industry and trade. The fair explores how work environments and work culture interact and presents new visions of work.

The next edition of ORGATEC in Cologne will take place from 22 to 26 October 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 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.

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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.

Further information: [www.orgatec.com/trade-fair/orgatec-2024/industry-trade-fairs/](http://www.orgatec.com/trade-fair/orgatec-2024/industry-trade-fairs/)

### Upcoming events

interzum, Cologne, 09.05. - 12.05.2023

imm Spring Edition, Cologne, 04.06. - 07.06.2023

soga + gafa - The garden trade fair, Cologne 18.06. - 20.06.2023

interzum bogota, Bogotá, 14. - 17.05.2024

ORGATEC, Cologne 22.10. - 26.10.2024

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