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ORGATEC TOKYO 2022 KICKS OFF IN 4 DAYS

With a central theme of 'The Rise of Hybrid Work, the inaugural ORGATEC TOKYO, held from 26-28 April 2022, will present an extensive line-up of programmes that gives a comprehensive look at the future of workspace in Asia.



Tokyo, Japan, 22 April 2022- In 4 days, the leading office furniture tradeshow, ORGATEC, will be launching in Asia for the first time. Focusing on the theme, 'The Rise of Hybrid Work', ORGATEC TOKYO will tackle issues surrounding hybrid work in the 'new normal'. Participants will experience how four disparate workspace scenarios prevalent in today's times can be united; #1 (office and home), #2 (capital and rural areas), #3 (primary and secondary jobs), and #4 (work and hobby/vacation). This will be illustrated through the wide range of innovative workspace products, go-to solutions, and the latest trends across the 10,000 sqm space at Tokyo Big Sight Hall 1-2.

The showground will be supplemented with an Xperiential Area (XA), where participants can immerse in current working trends that have impacted the changing office environments. The XA consists of Athletics, Avatar, and Biophilic workspace zones, and live lectures by representatives of leading brands, such as Endo Lightings, iPresence, Itoki, Kokuyo, Office Busters, and Okamura.

The line-up of seminars revolving around the theme "Creative Creation" is also not to be missed. Officially kickstarting the seminars is a keynote speech by renowned architect Mr. Sou Fujimoto, titled 'Future Architecture That Fosters "Hybrid Work"' happening on 26th April- followed by a series of talks and panel discussions across three days by thought leaders with science, research, and real-world practice.

- **Session 1: Engaging through Beautiful Architectural Designs** by Ikuo Maeda, head of Mazda design. Moderated by Kotaro Watanabe, takram contextual designer
- **Session 2: Well-Being As A Way Of Life - The Future Of Society And Living** by Takeshi Natsuno, Kadowaka's CEO, and Yuki Maeda, flower artist
- **Session 3: Unprecedented Value Formation from the Metaverse** by Kazuhiko Nakama, Keisuke Toyoda, and Daito Manabe, moderated by journalist Nobuyuki Hayashi
- **Session 4: A Diverse Society Is A Key Solution For Various Problems In The Modern World** by Ryusuke Naka, professor at Graduate School of Craft Science, Kyoto Institute of Technology, and Nobuko Nakano, brain scientist

ORGATEC TOKYO
26 - 28 April 2022
www.orgatec-tokyo.com

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- **Session 5: Architectural Design: Sustainability in Decisions** by architect Yuko Nagayama, moderated by Takako Kida, brand director of ELLE DÉCOR Page
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To spotlight the top innovations and set impulses for the future of workspaces, ORGATEC will honour top exhibits with 'Best Presentation Awards'. 80 leading global brands will compete for 1 Grand Prix and 3 Semi-Grand prizes based on concept, design, functionality, originality, and uniqueness. The selection committee includes Takako Kida, the brand director of ELLE DÉCOR Japan, leading Japanese architect Sosuke Fujimoto and Ikuo Maeda, Mazda's Head of Global Design.

Anticipation is building as the event draws closer. " After months of planning, we are looking forward to welcoming the workspace industry community to the 1st edition of ORGATEC TOKYO next week," says Managing Director of Koelnmesse Japan, Mr Makoto Takagi. " The 3 days event is run by the industry for the industry. It's not just a place where active, highly relevant knowledge transfer occurs, but it's also a place where we set benchmarks for future innovations. Participants can fully immerse into modern work environments, as they receive large doses of inspiration and arm themselves with the knowledge of future trends."

Register for ORGATEC TOKYO [here](#).

For more information on the event, visit www.orgatec-tokyo.com.

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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 ORGATEC is scheduled to take place from 25 to 29 October 2022.

Koelnmesse - Global Competence in Furniture, Interiors and Design:

Koelnmesse is the world's top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the leading international fair imm Cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few

years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include interzum bogotá, interzum guangzhou and Pueri Expo in Sao Paulo. With ambista, the online portal for the interiors business, Koelnmesse offers direct access to products, contacts, expertise and events relevant to the industry all year round.

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Further information is available [here](#).

Further information about ambista is available [here](#).

The next events:

spoga+gafa, Germany, 19.-21.06.2022

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