

ambiente

Future of Work Academy: First online event provided impulses for New Work and for the design of modern office spaces

Frankfurt am Main, May 2022. How should modern office spaces be designed? What does New Work mean? And how do we deal with home office, remote work and on-site work at the office? Five nationally and internationally renowned architects and planners shed light on all these and many other questions at the Future of Work Academy online event. This event was the prelude to a series of digital events, both for other online events and for the international Ambiente trade fair. More than 400 interested participants from 33 countries registered for the event and also received valuable impulses for their own office planning. The digital event was realised together with World-Architects.

Architects, interior designers, office planners and facility managers experienced in the four-hour lecture programme how collaboration, office design and spatial planning can be rethought. Five nationally and internationally renowned architects and planners took part in the Future of Work Academy and provided insights into current building projects and the state of contemporary office planning and spatial design in the workplace.

"Hello again office" was the greeting by **Peter Ippolito** from the Ippolito Fleitz Group, with which he began his presentation on the topic "Decidedly in between". His credo is: If you want to design working environments, this means that you have to understand the (management) culture, processes, communication and structure of a company and include them in the planning. "Everything must function together and spaces should be changeable by their users. Because we are in a paradigm shift that says that space should follow the way we work," says Ippolito. According to him, spaces are never finished. The focus should always be on the meaningfulness of spaces, whether in the office or in the home office – and this is changeable.

"Welcome Home to Office" is the title of the lecture by **Jessica Borchardt** of BAID Architekten, who focused on two specific projects for her presentation. On the one hand, the start-up company Applike and, on the other, the Aldi Nord Campus, which her architectural office planned and built. Both companies and also their office complexes have one thing in common: they focus on employee retention. "This aspect expresses appreciation, which is also reflected in the buildings and office spaces. The employee should feel at home and feel like going to work," says Borchardt. This is achieved with her system of the four zones Arrival, Communication, Concentration and Regeneration within the office buildings, which she presented and explained in more detail on the basis of the two projects.

Margit Sichrovsky from LXS Le Roux Sichrovsky Architekten spoke on the topic of "Exploring the future in action". For this, she showed the emergence and history of New Work in advance. "New Work combines several aspects: the self-determination of the individual, the meaning of work as well as doing work that you really want to do. People, organisation and space play an interlocking role – if you change one aspect, another automatically changes as well," Sichrovsky says. Making work more flexible – both in terms of time and space – is a top priority for her. Office space must be adapted to this, which can be achieved most effectively through zone offices. In addition, the topic of sustainability and the use of resource-saving materials plays an essential role for Sichrovsky in all architectural projects and is the future topic for the industry.

Petra Pfeifer and **Andreas Moser** from MA Architekten devoted their lecture "We – I – We " to the topics of identification and security, wellbeing and feel at home, concentration and communication as well as recruiting. They presented these complexes of topics using several architectural examples. "We have to rethink corporate culture and at the same time pay attention to the change in values. Conscious action brings satisfaction as well as a new culture of trust that goes hand in hand with flexibility", says Andreas Moser. Nevertheless – there is no universal recipe for 'the workspace' and it should always be developed along the corporate culture.

The presentations were broadcast and recorded both in German and English. They are available free of charge at: www.ambiente.messefrankfurt.com/future-of-work-academy. The Future of Work Academy is part of the new Ambiente Working area, which will complement Dining, Living and Giving from 2023. This product area focuses on paper and office supplies and, with modern office equipment and the meta theme of New Work, offers new links to interior design and combines Living and Working. From 3 to 7 February, Ambiente will once again feature the Future of Work area with the associated Academy live on site.

From February 2023, Ambiente will be held at Messe Frankfurt at the same time as the leading international consumer goods fairs Christmasworld and Creativeworld.

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| Ambiente / Christmasworld: | 3 to 7 February 2023 |
| Creativeworld: | 4 to 7 February 2023 |

Note for journalists:

Further information can be found at: www.ambiente.messefrankfurt.com

Press releases & images:

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Information on Ambiente

New perspectives open up undiscovered opportunities: As the leading international consumer goods trade fair, Ambiente maps the changes in the market with an eye to the future. For five days, it presents a unique mix of ideas and products - and is the platform for global trends. For Table, Kitchen and Housewares, the fair is the unrivalled No. 1 in the Dining segment. In Living, all styles and market segments can be experienced around the home, furnishing and decorating. Giving presents gifts and personal accessories in all facets and will in future offer high-quality stationery as well as articles relating to school supplies. The new Working section fleshes out the working worlds of tomorrow. With its future-oriented HoReCa and Contract Business segments, Ambiente also has a strong focus on the international contract business. The major themes of sustainability, new work, design, lifestyle, digital expansion of trade, and future retail accompany the event, as do a large number of industry events, young talent programs, trend presentations and awards ceremonies. Due to its unrivalled product range in terms of breadth and depth, it is unique worldwide and offers the best connections for making contacts and finding new business partners.

Home of Consumer Goods - the new one-stop store for the global order season

Under the motto "Home of Consumer Goods", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade fair centers from February 3-4 to 7, 2023. The newly created combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible.

Conzoom Solutions - the platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of revenue. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

www.conzoom.solutions

Nextrade - the digital marketplace

The digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year.

www.nextrade.market

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com * Preliminary figures for 2021