

news +++ Ambiente
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Future of Work Academy invites to exciting talks & tours

Frankfurt am Main, December 2024. The world of work is changing, AI is on the rise, sustainable solutions are more in demand than ever: New Work has many faces - let's talk! Renowned speakers will discuss these aspects and many more at the Future of Work Academy. New: For the first time, the Association of German Interior Designers (bdia) is organizing the Interior Designer Day program on the Monday of the fair. In addition, guided tours will take visitors to selected exhibitors offering smart interior and office design solutions.



New Work has many faces - let's talk at the Future of Work Academy in Hall 3.1 in the Ambiente Working area at Office Design & Solutions. Photo: Messe Frankfurt/Jens Liebchen

On the Future of Work stage in Hall 3.1, top speakers will be on hand on all five days of the trade fair to answer questions about the current challenges, opportunities and new solutions that the New Work megatrend brings with it. Artificial intelligence and sustainability will be hotly debated topics across the board. Partners are the Association of German Interior Designers (bdia), World Architects, Prima Vier Publishers with the trade magazine Office Rxxx and the Federal German Working Group for Environmentally Conscious Management (BAUM e.V.), who are putting together a diverse program.

On Friday, the **Office Rxxx office trend forum** will once again kick off the event. This time under the motto "The country needs new offices. New solutions for a new era". Speakers include: Cultural Capital Producer professor Jan Teunen, trend researcher Birgit Gebhardt and Marco Schoneveld, Managing Director of Vepa Germany. Architect **Peter Ippolito**, for example, will discuss how the traditional role of the designer is changing. He poses the questions: Does the use follow the space, or does the space follow the user? And is the relationship between strong identity and agility a contradiction or an opportunity? He will explain his answer "1 + 1 = 3" from 12:20 to 12:50.

Saturday and Sunday are the **World Architects Days**. The keynote by **Key Kawamura**, for example is worth dropping by: The internationally recognized expert on the future of the workplace and co-founder of Studio Banana will be speaking on Saturday from 11:30 to 12:15 on the topic of “From Tradition to Metaverse: The Transformation of the Workplace Experience at Audemars Piguet”. The case study shows how a nearly 150-year-old, family-run Swiss company is creating modern work environments that reflect its corporate culture. He shares key insights of the strategic process towards a positive employee experience that makes the brand more attractive to new talents, increases loyalty and development potential. On Sunday from 11:30 am to 12:15 pm, **Chris Middleton** will follow up on this topic with his presentation on “From the Office with an Identity Crisis to the Place to Be”. What will it take to turn the office of the future into a place that strengthens identity and team spirit and becomes an attractive attraction for different user groups? And how can we transfer the special charm of unique places to the office? The founder of the Kinzo architecture studio in Berlin addresses these and other questions with user-centered New Work concepts. Each day, two differently designed guided tours from 13:00 to 14:00 and from 15:30 to 17:00 will take visitors to selected manufacturers from the Interior Design and Office Design & Solutions segments.

A new highlight is the **Interior Designer Day** organized by the **bdia** on the Monday of the trade fair. It is dedicated to the topics of circularity, resource efficiency and artificial intelligence as a driver of innovation in interior design. Interior designers, students and professionals are invited to discuss current developments and challenges in the industry together with experts from science and practice. **Stefanie Böhnert** will be among those taking part with her keynote speech and subsequent discussion on “How to build sustainably & circularly”. The **bdia** guided tours with experienced interior designers from 11:00 to 12:30 and from 16:00 to 17:00 will provide in-depth insights into the fusion of home and office, lifestyle and workstyle - and how these concepts are being redefined by sustainable materials and AI-supported solutions. Participants will experience first-hand how innovative approaches will shape the way we live and work.

The Federal German Working Group for Environmentally Conscious Management **BAUM e.V.**, which is celebrating its 40th anniversary this year, is organizing the **Sustainable Office Day** on Tuesday. Founded in 1984, the association is a voice of sustainable companies at national and European level and a driving force for the socio-ecological market economy. At the Sustainable Office Day, experts will explain their views on various aspects such as the sustainable procurement of office furniture or supply chain due diligence obligations. Those interested in transformation will receive practical tips for setting up and developing sustainability strategies.

The [Future of Work Academy program](#) is online and will be updated on an ongoing basis.

Ambiente will once again take place at the same time as Christmasworld and Creativeworld at the Frankfurt exhibition grounds in 2025.

Ambiente/Christmasworld: 07 to 11 February 2025

New: Creativeworld: 07 to 10 February 2025

Note for journalists:

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Your contact:

Katrin Westermeyr

Tel.: +49 69 75 75-6893

katrin.westermeyr@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com

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