

'WORK' – Vitra at Orgatec 2018

At this year's Orgatec fair, Vitra will be focusing on the increasing convergence of the office realm and public spaces, subsumed under the title 'WORK 2018'. The presentation showcases new and familiar Vitra products in three innovative office scenarios conceived by Edward Barber & Jay Osgerby, Konstantin Grcic and Sevil Peach.

Where is the office today? Is it in our smartphones and tablets? Does it only exist in our heads? Or do we still need the ritual of coming to a physical space dedicated to work?

The ideal life plan of the current generation includes the priorities of maximum flexibility, minimal commitment to a physical location, diverse experiences and the desire for personal well-being. Work is performed, but not necessarily at a given place or during specific hours. A generation is building its professional life around individual life plans, wireless connections and charging options for digital devices.

Nora Fehlbaum, Vitra CEO, observes: *'We see people working wherever they happen to be – in hotels, airports, cafés, at the beach, on the train from A to B. These developments are increasingly turning public space into a productive workspace.'*

Yet the office will not disappear, because the need for direct, real-world exchanges and interaction remains unabated – and is even on the rise with the growth of virtual applications. Some of the most successful companies of our time construct a campus – a home base for their staff to cultivate the tradition of coming together in a single place.

Many of these office projects are of impressive architectural quality, built for the long term by confident corporations. For employees these sites are like miniature cities with a wide range of goods, services and facilities in the immediate vicinity of the workplace. The interiors play a crucial role in manifesting the corporate identity, communicating attitudes and values to clients, partners and – most importantly – the company's own workforce.

Other businesses are taking a different approach by adapting to the noncommittal, unpredictable nature of our time: in order to react to rapid changes in their markets, they are forming agile organisational structures that constantly evolve. They do not create permanent, definitively equipped work environments, but keep the infrastructure light and mobile, so that it can be readily modified or moved to a new location at any moment. They prefer to rent furniture and office space instead of owning it.

For decades, Vitra has developed products and solutions for the constantly changing office world. These objects and concepts not only address the challenges of the present era, but will endure and still be appreciated by the next generation.

In a hall dedicated solely to 'WORK 2018', Vitra is presenting three scenarios that offer new solutions for contemporary work environments: Shared Office by Barber & Osgerby, Super Flexible Office by Konstantin Grcic, and Company Home by Sevil Peach.

Shared Office, Barber & Osgerby

In today's urban settings, we are familiar with collective, public work environments in the form of coworking spaces, cafés and hotel lobbies. These can also be found in more and more company buildings, as firms open their ground floor to the public. There is little demand for the classic desk in such places – rather, large sofas form the hub of new working practices. As a platform around which the workday revolves, they are equipped with power connections, worktops and privacy screens. Additional tables and chairs are grouped around the sofa and can be pulled up as needed. The Shared Office blurs the boundaries between the office and public space. As part of this concept, Soft Work is a new modular sofa system by Vitra that responds to today's needs, drawing on Vitra's extensive experience in the office, airport and home sectors. Developed in collaboration with the designers Edward Barber and Jay Osgerby, Soft Work is being presented for the very first time at Orgatec.

'Formal work rules are dissolving, regardless of where and how we work – now frequently in hotel lobbies or cafés. As a result, the desk is no longer at the centre of our work life. It is disappearing as an archetype.' Edward Barber and Jay Osgerby

Super Flexible Office, Konstantin Grcic

Konstantin Grcic's concept for the Super Flexible Office is all about creativity, communication and innovation. Users can easily rearrange this office on their own: divider curtains, mobile partition walls, furniture on castors and stacking chairs make it possible to create differently sized rooms for myriad uses in just seconds. The Super Flexible Office can be frequently reconfigured while always maintaining its identity – now a meeting room, then a café, tomorrow a communal space. Vitra stelt twee nieuwe producten voor in het Super Flexible Office: Rookie, een kleine bureaustoel voor flexibele werkplekken, ontworpen door Konstantin Grcic en Dancing Wall, gecreëerd in samenwerking met Stephan Hürlemann.

'The idea is that of an empty space that can be redesigned to suit new purposes at any time, or just as quickly be restored to its original set-up. I find it extremely interesting not to create a definite layout. A good analogy would be sports halls, which can be configured to suit a wide variety of sports and activities.' Konstantin Grcic

Company Home, Sevil Peach

De Company Home toont een deel van een hoofdkantoor. Een combinatie van elementen creëert een harmonieuze werkomgeving, geeft medewerkers een gevoel van welzijn en biedt talrijke mogelijkheden om te werken, te vergaderen en te ontspannen. De architectuur, de ruimtelijke inrichting, de materialen en de keuze van de meubels tonen duidelijk waar deze denkbeeldige onderneming voor staat, en drukken haar waarden en streefdoelen uit.

De Britse ontwerper Sevil Peach ontwikkelde dit scenario, met een stadspark en café, specifiek voor "WORK 2018". Het ontwerp illustreert hoe de werkomgevingen van een modern hoofdkantoor de traditionele kantoorgrenzen overschrijden en zich uitstrekken naar het naburige stedelijke gebied en zo een fysieke en emotionele band met de stad creëren. Op de Orgatec-beurs van dit jaar vormt de

Company Home het decor voor Vitra's lancering van de AC5-productfamilie van Antonio Citterio, de Eames Fiberglass Chair en talloze producten van Artek.

"Als je een kantoorproject ontwerpt, is het belangrijk om de bedrijfsgeest te vatten. Als je dat lukt, ontstaat goed design bijna vanzelf." Sevil Peach

Het concept voor 'WORK 2018' werd gecreëerd door Vitra in samenwerking met het Londense architectenbureau van Pernilla Ohrstedt en de designstudio in Los Angeles onder leiding van Jonathan Olivares. Ohrstedt is known for her interactive installations and innovative use of materials. The work of Olivares explores the interface between industrial, interior and communication design. Vitra's presentation at Orgatec is accompanied by the publication 'Where to Work', which is freely available to visitors at the fair stand.

Partners

To provide a comprehensive perspective of work environments, Vitra has invited various companies from the realms of design, architecture and technology to participate in 'WORK 2018'. Their products, interior solutions and furnishing concepts enrich the Swiss furniture manufacturer's presentation, creating a multifaceted view of the constantly evolving world of work.

Partnering companies are: Aircharge, Artek, Bulthaup, Forbo Flooring, Gantner, Gerriets, IdeaPaint, Kvadrat Soft Cells, Laufen, Locatee, Naava, Panasonic, Piaggio Fast Forward, Rieder, Studiotools.io, Technogym, Thingdust and Wästberg.

Aircharge

Founded in Oxford, UK in 2013, Aircharge is the leader in offering the latest wireless charging technologies for the office, public venues and home. Aircharge seamlessly integrates into any desk or table top for a premium finish and enhanced experience, allowing users to charge their mobile devices by simply placing them on a charger without the need of a plug or cable.

www.air-charge.com

Artek

Artek has much to contribute to the design and individualisation of open, informal work environments. Transversality is key; Artek furniture moves easily between work and residential spheres and can be both customised and flexibly coordinated. The Universal Wooden Chairs in the Artek collection – classic and contemporary designs – exemplify this versatility while showcasing the brand's commitment to sustainable, natural materials.

www.artek.fi

Bulthaup

bulthaup b.architecture is a future-oriented overall room concept for a working environment in which people can work collectively and creatively, but also relax: a centre for communication and regeneration and the starting point for greater productivity.

www.bulthaup.com

Forbo Flooring

As a manufacturer of elastic and textile floor coverings, Forbo Flooring offers a variety of flooring solutions for the office segment. The newest textile design collection FLOTEX BY STARCK, created in collaboration with Philippe Starck, will be presented at Orgatec 2018.

www.forbo-flooring.de/flotexbystarck

Gantner

In today's modern office, storage still plays an essential role. Employees need easy-to-use lockers or cabinetry, while operators require an easy-to-manage solution. Valued across the globe by large and small office clients, GANTNER's electronic locking systems use pre-existing staff-id cards as locker keys and are the market's most powerful solution to comprehensively and securely manage any storage system - staff lockers, mail boxes, office furniture, bike storage, safe boxes, and more.

www.gantner.com

Gerriets

At Orgatec, Gerriets presents innovative sound curtain systems for perfectly designed acoustics as well as flexible rooms through our "touch and divide" mechanisms. Our fabric solutions offer a wide range of products for the modern design of private and public spaces as well as offices.

www.gerriets-acoustics.com

IdeaPaint

IdeaPaint is the inventor and leader of the dry erase paint category. IdeaPaint is a high-performing dry erase paint that transforms any smooth surface into an erasable canvas. We also have a line of dry-erase wallcoverings, the industry's only 100% tin-free dry erase paint and magnetic solutions.

www.ideapaint.de

Kvadrat Soft Cells

Kvadrat Soft Cells has become a leading manufacturer of high performance bespoke acoustic solutions since its establishment by Kvadrat in 2006. Soft Cells are acoustic panels which can be mounted both on walls and ceilings. Available in customisable sizes, shapes and colours, and upholstered in Kvadrat textiles, they can be seamlessly integrated into any design scheme.

www.kvadrat.dk

Laufen

As a manufacturer and supplier of bathroom solutions the Swiss company Laufen therefore observes exactly just how the understanding of life and work is changing within society. With its products the bathroom specialist occupies a central interface in the working environment, where all the threads for a health-conscious lifestyle and working style converge. Established in 1892, the company operates internationally manufacturing bathroom ceramics and faucets and distributes furniture, accessories for the bathroom and bathtubs.

www.laufen.com

Locatee

The Swiss company Locatee develops the smart building platform Locatee Analytics. The patent pending Big Data technology analyses different data sources from the existing IT infrastructure in real-time, thus providing companies with valuable insights for optimising their office spaces and creating more occupant-oriented office buildings. More than 20 companies world-wide rely on Locatee Analytics, such as Zurich Insurance Group, Swiss Post, UPC, Biogen and ABB.

www.locatee.ch

Naava

At Naava we are reconnecting humanity with nature. We make most intelligent green walls on the planet to bring nature inside, everywhere. We have created future technology that embraces millions of years of nature's innovation combined with Scandinavian design. Wherever you are should feel like a walk in the park. We make it happen by bringing fresh Nordic forest air and real nature indoors. All you have to do is: breathe.

www.naava.io

Panasonic

Our quest is to make technology work invisibly and with maximum flexibility in the workspace to free businesses to succeed. We believe that businesses will succeed if they can simply focus on their customers, in the knowledge that all the technologies work seamlessly together.

www.panasonic.eu

Piaggio Fast Forward

Piaggio Fast Forward (PFF) is pioneering the intelligent movement of people and goods. PFF's first product is gita, a mobile companion that follows people on the go while carrying their belongings. gita can carry up to 20 kilos and is built for the modern workforce: light, mobile, and ready to adapt. Through products like gita, PFF is creating a new mobility ecology of sustainability, health, social connection and pleasure for all people.

www.piaggiofastforward.com

Rieder

The Rieder Group specialises in the production of solution-oriented, environmentally friendly, and economical concrete products. Inspired by the needs of the customers, Rieder extends the limits of the concrete material beyond its protective function. Economy, intelligence, aesthetics and emotion are the ingredients which give concrete by Rieder new significance.

Close contact with students, artists, and architects characterises the company culture at Rieder. They contribute their creativity, flexibility, and their abstract, analytical thinking to the development department of the company.

www.rieder.cc

Studiotoools.io

Studiotoools.io is a flexible system to transform offices, seminar and meeting areas into productive, collaborative and creative work environments. The core of the Studiotoools.io system are the Studioboards. These 2m² whiteboards weigh only 4 kg - providing unsurpassed flexibility and mobility. In no time at all, a creative and agile working environment can be created in any room.
www.studiotoools.io

Technogym

Founded in 1983, Technogym is a world leading international supplier of technology and design driven products and services in the Wellness and Fitness industry. Technogym provides a complete range of cardio, strength and functional equipment alongside a digital cloud based platform allowing consumers to connect with their personal wellness experience anywhere, both on the equipment and via mobile when outdoors.
www.technogym.com

Thingdust

thingdust optimizes office spaces leveraging internet of things technology. Improve all kinds of building spaces - meeting rooms, desks, social areas and collaboration spaces. thingdust allows customers to proactively adapt to changing requirements for modern, creative and inspiring work environments.
www.thingdust.com

Wästberg

Wästberg is a Swedish lighting company. At Orgatec, Wästberg offers an opportunity to experience how plug-and-play lighting solutions can strike a balance between new technology and fundamental human needs and play an important role in a work-related context – as a tool for work tasks and a source of well being.
www.wastberg.com