

Press information

Office lighting of the future – Zumtobel at Orgatec 2018

“WORK TO GO” and a joint stand with Easterngraphics: Two interdisciplinary collaborations where Zumtobel will be represented at this year's ORGATEC (October 23. – 27. in Cologne). In the first showing of the special “WORK TO GO” exhibition, Zumtobel and selected companies have come together to support the implementation of new concepts for the workplace of the future. Innovation at work – in more ways than one. Initiated by AIT-Dialog, this project offers visual perspectives for autonomous and location-independent working (Stand E010/F011 in Hall 10.1). At the same time, by providing luminaires and lighting solutions for a shared stand with EasternGraphics, Zumtobel is set to present cutting-edge lighting simulation technology and thereby offer fascinating insights into the offices of tomorrow (Stand C048 in Hall 8.1).

Dornbirn, 15. October 2018 – Visionary approaches to the world of work: The motto “Rethinking work” clearly sets the tone for this year's ORGATEC. Taking place in Cologne from 23. to 27. October, this leading international trade fair for modern working showcases future-oriented ideas for future-oriented workplaces. The kind of places where future-oriented lighting plays a major role. Zumtobel will be making an appearance on two stands this time around: the special “WORK TO GO” exhibition and a shared stand with the EasternGraphics software company.

The future of work – Zumtobel as a partner for the special “WORK TO GO” exhibition

“WORK TO GO” will be shown for the first time this year at ORGATEC. The interdisciplinary project was kicked off by the German architecture journal AIT-Dialog in cooperation with the Academy of Architecture, Fashion and Design (AMD or *Hochschule für Architektur, Mode und Design*) in Hamburg and the brandherm + krumrey interior architecture studio from Cologne. Zumtobel is one of a select group of specialist companies to support this initiative and help promote the development of innovative spatial and working concepts. “WORK TO GO” is all about modern working. That means flexible working – in terms of time and location. What could this approach actually look like? The answer lies somewhere on the 400-square-metre stand, where intriguing views on autonomous and location-independent working from the perspective of the younger generation will be brought to life.

A semester project gave 24 students the opportunity to devise visions and concepts for the future implementation of location-independent occupations. The results of these undertakings will now be realised with the help of key partners on stand E010/F011 in hall 10.1. Zumtobel is set to showcase innovative ideas for modern office applications that incorporate tunableWhite technology and acoustic benefits. The trade fair itself is supported by a comprehensive programme of seminars

and events. Aimed especially at architects, planners and experts in office equipment, the schedule includes guided tours, workshops, impulse lectures, keynote talks and podium discussions. Eminent companies such as Bolia, Coalesse, Creation Baumann, Gira, Microsoft, Pfleiderer, Polyvision, Sodexo, Steelcase and Viccarbe have joined Zumtobel in this intriguing initiative, so information and inspiration are certainly guaranteed.

“The “WORK TO GO” project is an exciting cooperation with varied partners who are committed to thinking about the future of working and how to support innovative spatial concepts,” confirmed Manfred Petschulat, Marketing Director Germany at the Zumtobel Group. “We are proud that Zumtobel is part of this project and that we can make a real contribution to the ground-breaking nature of this event.”

“Office worlds and light”: a joint presentation from Zumtobel and EasternGraphics

The planning processes for core elements like furniture, acoustics and light are becoming ever more closely linked. Now EasternGraphics, one of the top international providers of graphical 3D planning and configuration solutions, is set to use their ORGATEC stand to put the focus firmly on the key issue of light. Zumtobel will present the central theme of “office worlds and light”. As well as providing light for the entire exhibition stand, the Austrian lighting specialist will use its own section of the booth to introduce new product and system solutions. Visitors can control the innovative [TEELA](#) pendant fitting, part of [the editions](#) special collection that Zumtobel launched in 2016, using Bluetooth and [tunableWhite](#) technology via the [basicDIMwireless](#) app from [Zumtobel Group Services](#) (ZGS). Or they can experience at first hand the impressive lighting comfort of the [LINETIK](#) free-standing LED luminaire. “We value [EasternGraphics](#) as an important partner in the office furniture sector. The various shared touch points and synergies have laid the foundations for a successful long-standing partnership,” explained Bert Junghans, Head of Lighting Solutions & Concepts in Atelier of Light at the Zumtobel Group. “This cooperation is taking place at various levels.” EasternGraphics and Zumtobel are currently working together to develop software packages that actively support lighting design and project processes.

The EasternGraphics data platform already includes information on 140 Zumtobel luminaires. With the help of specially developed lighting simulation software, which is integrated into the EasternGraphics interior design [pConPlanner](#) programme, real-time 3D simulation and virtual reality (VR) tours give customers real added value. And no end of interesting insights. Users can receive live updates with suggestions for furniture and innovative lighting solutions on computers and other networked devices. Thanks to the new mobile apps, visitors to stand C048 in hall 8.1 will get the chance to test the products and incorporate them directly into a spatial design concept. A prototype of a jointly developed graphical configurator will also be previewed at ORGATEC.

Photo captions:

(Photo credits: Zumtobel)



Image 1: Nothing is as vibrant as white, natural light – the role model for the dynamic and powerful emotional quality of tunableWhite.

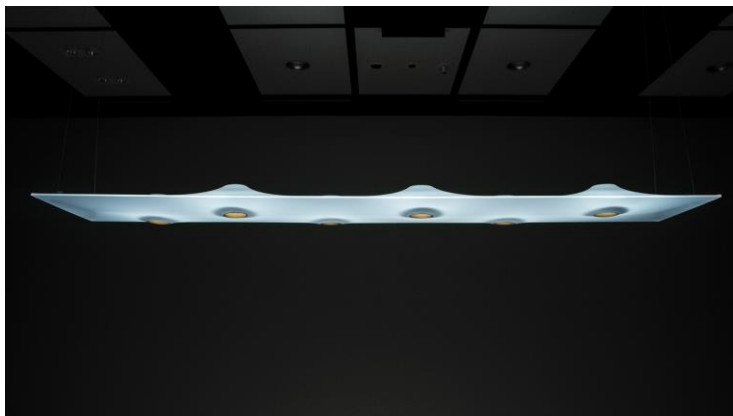


Image 2: TEELA is as versatile as a person – even though the way it creates a special atmosphere in spaces makes it sometimes seem almost superhuman.



Image 3: LINETIK challenges the accepted principles of office lighting and yet still manages to simultaneously integrate perfectly into any office environment.



Bild 4: The joint stand of Easterngraphics and Zumtobel can be visited virtually before the fair:
https://vivaldi.zumtobel.com/data/360/Orgatec_Fair/

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About Zumtobel

We are passionate about designing and producing the highest quality of light. Our work is driven by the knowledge that the right light can create the right environment for people to thrive when tailored to their individual needs. Guided by a unique design approach, we continuously push our boundaries in search for perfection through unique and timeless design. As we develop the next generation of lighting, we build on our family heritage to refine the aesthetics of light and shape the lighting of tomorrow. With a special blend of passion, grace and avant-garde ideas, we turn light in to an experience and remain committed to the goal of improving the quality of life through light. Zumtobel is a brand of the Zumtobel Group AG with its headquarters in Dornbirn, Vorarlberg (Austria).

Zumtobel. The Light.