

bitte sweet **symphony**



Sedus

As most of you regular Mixers will know, we do love a major industry show. Over the past decade we've become regular visitors to Chicago and Milan, while we have also learned how to deal with the vastly different climates of Dubai and Stockholm.

There is nowhere, however, that we have become more accustomed to than Cologne. Not only is Orgatec still a vastly important show, it is in fact as good a barometer as anything for the market itself – and a slightly scary barometer for how quickly two years can disappear!

Putting together a major preview of Orgatec is always a tricky thing – especially in times of economic uncertainty, nee depression. This does, however, prove our barometer theory; quite simply, the chances are that if a number of major players are not, erm, playing in Cologne, then you can pretty much guarantee that all is not rosy in the furniture garden.

Putting that (extremely important) indicator aside for a second, there are also a number of other difficulties faced by us magazines when it comes to the Orgatec preview; those manufacturers who are looking to make a genuine splash at the show are often either keen to keep their powder dry and reveal absolutely nothing before the event itself, or offer to give you the name of their new product launches but no photographs, or (dare we suggest?) are currently scrambling to get the new stuff ready in time.

Not exactly conducive to riveting copy!

So, in terms of this preview alone, the big story here is in many ways the companies who will not officially be attending the show.

The 2008 edition will not be featuring majors such as Steelcase, Haworth, Ahrend, >>>>>



Kokuyo



Colebrook Bosson Saunders

including a Martin Ballendat (yes, that man again!) designed banqueting chair from which the company expects to receive a lot of interest from the hospitality sector

Staying in central Europe, Austrian giants Bene will also provide a must-visit display at the show. This will be led by the introduction of the Filo table, which has been developed to define areas for concentrated communication. With this new table line, Bene is presenting an intelligent system for conferences and meetings. The Filo table was designed by the Vienna-based design team of EOOS, who conceived the Filo family with the introduction of the Filo chair in 2004. The table makes the perfect addition to the successful swivel chair line. State-of-the-art technology is subtly concealed within the table, leaving the surface untouched, to create a smooth table top as far as the eye can see. The design by the EOOS design team (including Martin Bergmann, Gernot Bohmann and Harald Gründl) will undoubtedly prove to be successful. 'The view across the table top creates a sense of calm,' says Martin Bergmann. 'Every meeting requires concentration.'



Connection



Orangebox



Senator



Herman Miller



Wiesner Hager



Bisley

▶▶▶▶▶ 'We will present a variety of themes at this year's Orgatec,' Thomas Bene confirms, 'such as the 'living office'. This concept focuses on the variety at the office. We will also unveil Bene's first swivel chair for the back office. We used to feature products of our trading partners, and these partnerships are to be continued in future too. However, we joined forces with the Austrian designers of EOOS to develop the Filo meeting table system, whose design inspired the eponymous chair line. At Orgatec, we will present this elegant new table line, which is equally suited for large (linear) set-ups and also smaller and more compact solutions.

'In Central Europe the focus is on creative work. The office has become a platform for knowledge, learning and exchange. The question is: how can we create a stimulating environment that encourages people to learn and develop new things? To this end we developed integrated solutions which present the identity of the organisation and at the same time increase productivity and motivation among the staff.

'Our society is attaching more and more importance to the office as a resource. Therefore, we expect an increase in visitor numbers. Especially our diverse solutions for communication areas and our new products will for sure draw attention.

'I look forward to the products which will be presented by our competitors. It is exciting to see ideas and concepts of competitors and compare them with our own. However, I don't want to judge them. We encourage visitors at Orgatec to form their own opinions.

'It is, of course, a pity that these companies will miss the opportunity to exhibit their products at this year's fair. Orgatec always benefits from major, international exhibitors. I am not in the position though to judge the reasons for their decision.'

Giroflex, Dietiker and Itoki will have a strong presence at this year's Orgatec. The show will mark the European launch of the Itoki Spina chair and the Giroflex G434 – as profiled by our friends from Orangebox at Design Prima this year. There will, as ever, also be a major offering from Dietiker at the show.

Wiesner Hager, meanwhile, will be presenting the new client table range and the fizz barstool at Orgatec. We think we might see quite a few barstools over the week, although we doubt many will be as impressive as fizz.





Connection

▶▶▶ designed by Roger Webb, David Fox and Paul Brooks, include soft seating and breakout solutions as well as innovative task seating designs; visitors looking for innovative new ideas and inspiration will not be disappointed, we are assured.

In addition to the unveiling of the new prototypes, Orgatec will provide European customers an opportunity to see the IS, Kala and Halo Compact collections outside of the UK for the first time.

IS, designed by Roger Webb Associates, was launched in the UK in June 2008. The IS task chair, designed to be adjustable for that individual look, also meet the needs of many – it has been designed in conjunction with FIRA to fit 98 of the population percentile. Sleek curves and contours provide an attractive look while multiple adjustment options mean that it can accommodate changes in posture or user throughout the day. This unique chair has been engineered for sustainability – it's made of 65% recycled content and is made of 100% recyclable or re-usable material.

The Kala and Halo Compact collections are designed by David Fox. They suit a range of environments including lounge and reception areas, cafes, bars and restaurants, meeting areas and hotels. Focusing on comfort, versatility and appearance, these contemporary designs provide a stunning and versatile selection.

'We are delighted to showcase our latest innovations at Orgatec 2008,' Managing Director Jonathan Hill tells us. 'I am especially pleased to introduce the IS task chair, which represents the culmination of a great deal of time, research and investment from Connection. This chair contains many features and benefits at a competitive price point and we know it will have a really broad appeal.'

Orgatec perennials Boss Design will exhibit a range of products from its evolving product portfolio this year.

Recently launched in the UK, Lily will make its international debut at Orgatec. Lily is the very latest task chair development from Boss Design and, we are assured, is set to take task chair technology to the next level.

Incorporating advanced materials and technologies, Lily combines maximum support and ergonomic excellence to deliver an aesthetically satisfying task chair that provides a superior level of comfort.

Boss will also take the opportunity to preview Moneypenny – an advanced new mesh back task chair which will be launched in 2009. Moneypenny



Sedus



Dauphin

►►► **Birsel.** The focus for us will be the International launch of a major new task seating product.

'This will be one of the most exciting product launches for the business since 1994.

'In terms of hopes and expectations for the show, I'd like to see footfall increase over 2006, and the scope, breadth and quality of the event raised, in line with other European industry shows. A greater internationality of visitors would also be welcomed.'

Other offerings to keep an eye open for include XrossIT from Gotessons – a computer holder that can easily be adapted to suit standing CPU's, horizontal CPU's and laptops. The uniqueness of XrossIT is that it suits all computers. 'At Gotessons we have worked long and hard on coming up with a universal computer holder solution,' says MD Johan Gotesson. 'The idea originated from a visit to one of Sweden's largest companies, who had bought 3,000 CPU holders from us the previous year. We have sold over 360,000 of them over the years but we noticed that over half the workstations had horizontal CPU's or laptops, making the original CPU holder unnecessary. We immediately realised we needed to come up adaptable holder. Now when ordering a computer holder, our retailers no longer need to worry, they know that XrossIT will fit!'

Moving away from furniture, Orgatec is the culmination of an intense year of product development for Camira, who has expanded its portfolio of environmental, technical and wow factor designer fabrics. If you miss the UK launch at 100% Design, there'll be another chance to see new nettle fabric Sting, plus the first showing of EasyFit, which is a new concept of knitted component seat covers made from recycled polyester. Designer jacquard Smarty is also well worth a look.

Kvadrat, meanwhile, has commissioned Swedish furniture designer Gunilla Allard to design its stand. A series of exciting new products will be launched, including upholstery fabrics Remix, Layers and Herringbone, and new colours Cava and Polo. Also, look out for an updated version of Soft Cell.

There will of course be much, much more for your delectation in Cologne next month – both at the fair and in the bars of the old town. We're certainly going to be focusing on Resolve this year – and sorry Miller, we're not talking about your fantastic system! ●



Boss