

Sedus at Orgatec 2018: Express your Genius

Sedus at Orgatec, 23-27 October 2018, in Cologne – Hall 8, Stand B50

DOGERN, BADEN-WÜRTTEMBERG, GERMANY, September 30, 2018 /EINPresswire.com/ -- Orgatec, the international trade show for the world of work, is traditionally quite true to its name: it is indeed a lot of work for all involved. Stand designers want to realise the details of their grand vision, designers and developers want to showcase their latest innovations, and the people staffing the stands need to be motivated and alert for five days back to back, taking exquisite care of visitors, who themselves are hard at work discovering all the new products and offerings.

But for Sedus, this year's Orgatec is something of a special occasion – the culmination of months of preparation, now building into a sense of optimism and anticipation as the company's creative labours will finally bear colourful fruit. The large 1,300 m² stand in Hall 8 will be an architectural statement – an inspiring world of colour and an oasis of wellbeing. And the place where, as pioneers in ergonomics, Sedus will open a new chapter in the company's impressive history.



Express your Genius – let your creativity flow

Orgatec 2018 will be the first opportunity to experience the new Sedus 2019+ colour concept close up. This inspiring concept will influence the future fabric and material collections of all Sedus products.

Various areas of the trade fair stand will be designed as individual worlds of colour that expand beyond the products themselves, harmoniously incorporating key spacial elements and surfaces, including the ceiling, walls, and floor, as well as light and acoustics. □The central presentation area provides a space for visitors to create their own worlds of colour. Just like in a creative workshop, visitors will have a selection of materials, surfaces, and structures to choose from. The new colour system is so ingeniously simple that even experienced planners and office designers will be surprised by the results.

But Express your Genius by Sedus takes this idea even further. As true technology pioneers and office furniture specialists, Sedus has carefully considered what the 'office of the future' would look like. The company has developed its own vision through market observation and research, with a particular focus on knowledge work and productive learning environments. Working in collaboration with experts from the fields of education, neuroscience, psychology, experimental research, communication, architecture, and design, Sedus is developing future-proof office environments that can be adjusted to the activities and needs of their users, providing the freedom for people to develop their talents and fulfil their full potential.

Through this plethora of innovations, Sedus is already proving the benefits of this modern approach to working environments and methods. The Express your Genius concept has been put into practice for creative designers and development engineers working at the Sedus research and development centre.

Twelve new products

Sedus will surprise trade visitors to this year's Orgatec with a total of twelve new products and product enhancements. The most important of these are two swivel chairs for modern flexible workplaces, an office cube system, and a digital analysis tool to optimise the use of offices and work environments. The entire exhibition is equipped with state-of-the-art technology and shows how media technology and video conference systems can make everyday life more efficient. Sedus is continuing to build on its strong history as an ergonomics pioneer while also expanding on its expertise as a furnishing specialist for cutting-edge office concepts.

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