



## Experiencing the megatrend New Work at first hand

### New exhibition in Karlsruhe: Three days dedicated to modern working culture

Karlsruhe, 25 April 2023. Companies today have to cope with the demands of a rapidly changing VUCA world.<sup>1</sup> One reaction of many companies is to break up previous structures and working methods under the keyword "New Work" in order to be able to act faster and more flexibly. However, what exactly New Work means and whether the concept is at all suitable for all sectors and companies will be explained by experts at the new trade fair New Work Evolution from 23 to 25 May at Messe Karlsruhe.

According to the Future Report 2023, New Work is the current megatrend and expression of a new era in work.<sup>2</sup> Appreciation and meaningful work are intended to attract and retain skilled workers and at the same time boost productivity. In Karlsruhe, exhibitors from all areas of New Work will use hands-on solutions, practical examples and individual advice to explain how people-centred and purposeful work can succeed. On the Main Stage, 26 speakers will provide information on the various aspects of New Work, from leadership culture and methodology to hardware and software.

### On-site audit: Where does a company stand - and what needs to be done?

Exhibitor Venture.idea supports its clients' management in terms of strategy, innovation and organisation. The basis for the management consultancy based in Düsseldorf, Germany, is first to record the status quo of a company and thus to define gaps and the individual starting point for a transformation towards New Work. At the booth, the company offers, among other services, an individual New Work audit with an evaluation directly on site (Hall 3, Stand 3.E29). For Nils Cornelissen, founder of the Berlin consultancy Return on Meaning and also an exhibitor at the new exhibition, New Work is "first and foremost an attitude. It's about creating a workplace culture that promotes enthusiasm and renewal and thus enables people to do more of what they really want and can do." His company advises companies around transformation processes, talent management, culture change and leadership. At the trade fair, Return on Meaning will present, for example, mindfulness hacks for everyday work (Hall 3, Stand 3.C28).

<sup>1</sup> VUCA is an acronym made up of the terms volatility, uncertainty, complexity and ambiguity.

<sup>2</sup> <https://www.zukunftsinstitut.de/artikel/aufbruch-in-die-neue-arbeitszeit/> (website visited on 13 April 2023)



## **New work culture needs new workspaces - and IT solutions**

The experts from Drees & Sommer, leading European consulting, planning and project management company, will explain at their stand how the diversity of the modern working world - whether in the office, home office or further workplaces - and the corporate culture can be depicted in a functional and people-centred way in interior design (Hall 3, Stand 3.E10). New rooms for new work is also on the agenda of the joint stand of feco-feederle and Steelcase. The two companies will be on hand to provide information on which office types are suitable for which teams or work situations and what role design, acoustics or furniture play in a productive, feel-good atmosphere (Hall 3, Stand 3.D10). In order for the flexibilisation of the working world to succeed smoothly, collaborative IT tools are also needed - from desk and room occupancy in real time via control of the room climate in offices to data security. Among others, Bachmann GmbH will present corresponding solutions at its booth (Hall 3, Booth 3.D21).

Jennifer Laue is People Manager at Messe Karlsruhe. She says: "One size fits all does not work for New Work. Many paths can lead to a modern and improved work culture. That's what we learned at Messe Karlsruhe: About two years ago, we started to question and improve our structures in order to increase employee satisfaction, to develop team potential and to be able to react more quickly to the needs of the market. We are all the more pleased to be the organisers of the first New Work Evolution in exhibition format and to be able to bring many practical approaches to the tableau for visitors, both on the exhibitor and speaker side."

Information on exhibitors, the programme and tickets is available online at [www.newworkevolution.de/en](http://www.newworkevolution.de/en).

**Note to the press:** Press registration for the New Work Evolution is now open at <https://www.newworkevolution.de/presseservice.html>. Press tickets are valid for the new trade show as well as for LEARNTEC and the LEARNTEC Congress.