



## Innovative new exhibition dedicated to modern working environments

**New Work Evolution will take place for the first time at Messe Karlsruhe from 23 to 25 May 2023**

Karlsruhe, 12 January 2023: The world of work is undergoing seismic and far-reaching changes, with emerging work concepts and technologies becoming the new normal. From 23 to 25 May 2023, Messe Karlsruhe will be hosting New Work Evolution, which will run in parallel with LEARNTEC, Europe's largest event for digital learning at school, university, and work.

Around 30 exhibitors from the New Work sector will be showcasing their products and services for innovative working environments, and modern corporate culture. The trade show will feature an exciting programme of lectures by experts on the topic of New Work, as well as numerous best-practice examples and networking opportunities.

The New Work Evolution, masterminded by AppSphere AG, has for many years been Southern Germany's leading congress on modern work concepts and corporate culture. Now it will be held as an exhibition and included in Messe Karlsruhe's own trade show portfolio, with AppSphere AG continuing to support the team with its content expertise as a member of the advisory board.

"Digitalisation is changing the culture of cooperation within companies and institutions. As a result, a rethink of new working worlds is required, alongside ways in which the physical workplace can be redesigned," says Britta Wirtz, Managing Director of Messe Karlsruhe. "With New Work Evolution, we are creating a stage here in Karlsruhe, Europe's leading digital hub, for innovative ideas and solutions to further advance the structural change in our working world."

### Spotlight on the future of work

During the three days of the exhibition, company decision-makers such as managing directors, HR managers, facility and infrastructure managers, IT managers, planners and consultants, can network and exchange ideas on the topic of New Work. At the same time, New Work Evolution offers exhibitors an ideal platform to showcase products and services from the New Work sector to a specialist and targeted audience.

The exhibition will focus on four main themes, which will be reflected both spatially in the exhibition hall and through content in the lecture programme. The topic "New Work Stories", for example, will show best-practice examples

**Karlsruher Messe- und  
Kongress GmbH**  
Festplatz 9  
76137 Karlsruhe  
tel +49 721 3720-0  
fax +49 721 3720-99-2116  
info@messe-karlsruhe.de  
messe-karlsruhe.de

**Messe Karlsruhe**  
Messeallee 1  
76287 Rheinstetten

**Kongresszentrum**  
Festplatz 9  
76137 Karlsruhe

**Geschäftsführerin**  
Britta Wirtz

**Vorsitzende des Aufsichtsrats**  
Erste Bürgermeisterin  
Gabriele Luczak-Schwarz

Reg.-Ger. Mannheim  
HRB 100147

**Mitglied**  
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from everyday working life, while "New Work Generations" will focus on different age groups and their individual needs, such as New Work working time models and potential benefits. Company culture and mindset in a New Work context are dealt with under the "New Work Culture" banner. And last but not least, "New Work Innovations" will highlight hardware, IT solutions and furniture that focus on people and their work.

For further information and registration forms, please visit the website: [www.newworkevolution.de](http://www.newworkevolution.de)