



Cebit 2018

SMART. DIGITAL. COMMUNITY.

KÖNIG + NEURATH DEVELOPED DESIGN CONCEPT FOR FAIR BOOTH

A solid infrastructure is essential to a city and a municipality. It is just as decisive when planning a working world or a trade fair booth. In designing the CEBIT fair booth for *GFKD - Gesellschaft für kommunale Digitalisierung AG*, hospitality and collaboration zones for all cooperation partners were the focal point. An auditorium and quiet zones to retreat were to complement those areas. It was important to find a solution for the agile use of the space while including the desired, natural design style in the furniture. Above all – which is a given for a CEBIT trade fair presentation – was the idea of digitalisation which was to be reflected by the entire booth

Work smarter, not harder - that was the motto that guided the entire booth, planned and furnished by our K+N SMART.OFFICE solution. The system facilitates transparency of use of the different resources across the entire area. One advantage for companies and municipalities undergoing change as this solution supports the continuous optimisation of areas and space offers.

The furniture selection fell on a combination of single-user work stations with TABLE.H paired with K+N

ACTIVE.T sitting-standing workstations. Integrating the K+N STANDBY.OFFICE 2.0 concept was also a request of kommune.digital as this integral workstation solution enables autonomous working. Municipalities and companies must adapt to this requirement in the future in order to co-create the change that the working world faces. An indispensable feature of an agile, multi-territory work method is therefore a solution such as the K+N BALANCE.CHAIR, our multi-talent that supports working while seated or standing.





For open layouts that are common to the open space or a trade fair booth, our QUIET.BOX offers the desired privacy when making a sensitive phone call. To store personal documents, ACTA.PLUS lockers were used. The communication areas feature our NET.WORK.PLACE Organic upholstered elements, plus chairs and stools from the MOVE.MIX line. To meet the desired interior style that kommune.digital requested, oak wood paired with shades of green and white were the chosen features.

A consistent, subdued overall concept that provides space in which to showcase the cooperation partners in the various lofts of the booth. "I am very satisfied with how the fair went. The booth concept met all our requirements for the the launch of our kommune.digital platform at CEBIT which we dynamically showcased together with many cooperation partners", says Martin Schmiedel, chairman of GFKD - Gesellschaft für kommunale Digitalisierung AG.

” For me personally, K+N SMART.OFFICE in particular was a crucial component to indicate to cities and municipalities that digitalisation must happen even on the inside – not only towards citizens – and that a sensible tool is available to implement this.“

Martin Schmiedel, CEO GFKD - Gesellschaft für kommunale Digitalisierung AG