

INSPIRING OFFICES. SINCE 1790.

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PRESS RELEASE

Bene presents preliminary excerpts from its Future Report 2018 – Pioneering concepts for the working environment of the future

Waidhofen an der Ybbs, 28 September 2017: **Big data, digitalisation, mobility and social networks are just some of the factors that are fundamentally altering our society, politics and economy and, as a result, the ways in which we work. As the leading international designer of modern working environments, Bene is dedicated to keeping ahead of the latest trends and developments in business and society and transforming this knowledge into innovative concepts and products for the working environment of tomorrow. In cooperation with 40 international experts from the business, research and arts sectors, Bene has used the digital revolution as a jumping-off point for a methodical review and comprehensive presentation of the latest trends and their impact on working environments. Bene presented the first extracts from this large-scale research project yesterday as part of an expert roundtable in Vienna and has published them online at futureofwork.bene.com. The Future Report follows in the tradition of the company's two previous Trend Reports, both well received by the public. Bene will release bound copies of the Future Report, including all interview material, in early 2018.**

Together with more than 40 experts and opinion leaders from the research and arts sectors and from international companies – start-ups and consulting firms as well as large industrial companies from a variety of business sectors – Bene has conducted numerous interviews and round-table discussions in Berlin, London and Vienna over the past several months in conjunction with an intensive review of international publications on related future-oriented subjects. Bene will publish the results of this research undertaking in hard copy format under the title Future Report. The publication will provide its readers with an informative overview of the relevant trends and developments that will influence working environments of the future. Topics covered include digitalisation, mobility and big data along with new models of corporate leadership and a number of other developments that have – on their own – already effected fundamental changes in the way working environments are organised.

Bene presented the first excerpts from this research project in its Vienna flagship store's IDEA LAB yesterday as part of a series of expert talks organised in cooperation with Darwin's Circle. Prof. (FH) Michael Bartz, Department of Business at the IMC University of Applied Sciences Krems, moderated a discussion with Petra Hauser, CEO Exponential Business Hub and head of the Vienna Chapter of the Singularity University, and Lars Gaede, workawesome, Berlin. The conversation among these impressive discussants centred around the trends that are expected to revolutionise our working environments, trends that were summarised at the beginning of the session by Michael Fried, Executive Board member responsible for Sales, Marketing and Innovation. These include digitalisation, leadership, new forms of cooperative work and new job content. It became clear that there are many highly differentiated aspects that will alter working environments in a lasting way.

In publishing the Future Report, Bene seeks to illustrate and summarise these trends and provide an overview of their possible effects on working environments. By assembling international experts from such an array of economic backgrounds and with such a diversity of perspectives, Bene enables a comprehensive and multilayered analysis of the questions companies must grapple with as they think about the future. Thus the Future Report is intended as an instrument for companies to use in designing their own strategies to answer these questions.

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“The Future Report does not seek to provide a conclusive answer to these questions in thinking about the future. It offers instead a collection of relevant perspectives from international experts with which every company – regardless of size – will have to seriously engage if it hopes to remain successful in its respective markets,” says Michael Fried, who continues: *“Bene has consistently been an early recogniser of trends and, thanks to the emphasis on innovation, has regularly remained one step ahead of its competitors in developing its new products. Based on the research we have undertaken, we are already hard at work on the concepts and products that will be in demand in the working environments of tomorrow.”*

More information at: futureofwork.bene.com

About Bene

The international office expert is a specialist in the design and furnishing of office and working environments. Bene defines the office as a living space, and its concepts, products, and services turn this philosophy into a reality. The Bene Group is a globally active company with its head office and production facilities in Waidhofen an der Ybbs, Austria. Development, design, and production, along with consulting and sales, are thereby united under one Austrian roof. As a significant market player in Europe, Bene stands for innovative concepts, inspiring offices and high-quality design. Bene develops and produces customised solutions for all company sizes – from one-person companies to SMEs and global corporations.
www.bene.com

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