

FINAL REPORT

The best first: ARCHITECT@WORK Vienna 2024 as a top highlight

Information, impressions, interactions: ARCHITECT@WORK kicked off its autumn trade fair season in the Austrian capital - an eagerly awaited event that absolutely delivered what it promised. And beyond.

Unfortunately, the two inspiring days of the Vienna edition of ARCHITECT@WORK, which was part of the city's intense autumn of design and trade fairs, are already over. Around 2,640 visitors heeded the call of the new and innovative - 10.5 per cent more than in 2022 - and seemed to have thoroughly enjoyed the exclusive atmosphere of the event. The bar was particularly popular, where there was a lively exchange and many good conversations. The ARCHITECT@WORK concept has been very well received in Austria, so much so that next year, on 3 and 4 September 2025, there will be a new first edition in the very design-oriented Styrian capital of Graz.

In addition to the new products presented by the highly satisfied exhibitors, the supporting programme, which includes top-class lectures in addition to the special show LEICHT.BAUEN by Raumprobe in every edition, aroused a great deal of interest. This time, ARCHITECT@WORK welcomed Christoph Falkner from SWAP Architekten, Silvia Forlati from SHARE Architects, the architectural duo Elmar Ludescher and Philip Lutz, Tom Lechner from LP architektur, Zurich architect Wolfgang Rossbauer and Markus Pendlmayr from einszueins architektur. It was also noticeable that an increasingly young audience felt addressed by the format: students and trainees took advantage of the information and inspiration that could be discovered at the Vienna trade fair.

One of the great strengths of ARCHITECT@WORK is that it makes visitors' stay at the trade fair as pleasant and inviting as possible. Another is that the products selected by a professional jury of experts have great appeal for anyone who wants to get to grips with design, architecture and interior design. The clear focus is on innovation, which also carries a certain element of surprise that makes the event exciting time and time again. Last but not least, it is the personal and intensive dialogue with the exhibitors that is greatly appreciated by all sides: by the one who can present the product in detail and by the other who can get in-depth advice without time pressure. So no speed dating: the clear and compact organisation of the trade fair offers a comfortable stay with all-round service on all lines. Many visitors come regularly, such as an architect, for whom the qualities of the trade fair, such as getting a very complex cross-section, are personally interesting, as well as seeing what new materials and new possibilities are available. The presentations are also highly appreciated, as is the atmosphere, which another visitor emphasises: 'It's not like a normal trade fair, where the halls are unsociable and the stands are huge. It has something intimate about it.' Another visitor sums it up: 'I think the large number of exhibitors is great and that it's still so small and compact. That's what I really like about it.'

On the other hand, there is a lot of positive feedback from the exhibitors. 'As an architectural consultant, my customers - architects, planners, designers - are of course extremely important to me,' says Reinhard Metzinger from Dormakaba. 'There are few trade fairs that specialise in this clientele. ARCHITECT@WORK is such a trade fair. I think it's wonderful to be able to present our products in such a great setting.' Christoph Vetter from Hasenkopf is also convinced: 'ARCHITECT@WORK brings together the entire architecture industry and the entire interior design industry, which are very important for our products in particular. That's exactly why we're here. That's why the event is the ideal platform for us.' A particular strength of the event is that every company is given the same amount of space, i.e. always three or four square metres, and the focus is really on the product and not on the company itself. Regardless of whether you are a global corporation or a start-up.

But the 'in-between tones' also make music. For example, ARCHITECT@WORK presented its visitors with a special installation by Studio Quirin Krumbholz called 'Sea of Stories'. The sea stories are based on the fundamental force of magnetism, from an extract in the form of wave-like patterns in an endless loop that appear to move across a mirror. In reality, each repetition creates a unique formation or - if you like - the history of tiny particles, which in turn constantly adapt and change their stories to the changing context.

While Vienna will now have to be patient until 2026, Graz - as already announced - will take off in 2025. Anyone who can't bear to miss ARCHITECT@WORK and wants to invest two hours of travelling time is welcome to come and see the newest member of the family for themselves. More information will follow!

All important information about the ARCHITECT@WORK Vienna 2024 edition can be found at www.architectatwork.at

Unlike traditional trade fairs in the construction and architecture sector, ARCHITECT@WORK was developed by four interior designers especially for the relevant target audience. Selected exhibitors present selected products, all of which are innovations, and the presentation layout is specially tailored to the needs of the target group.

A@W takes place in 12 different countries and 30 locations throughout Europe.

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