

Press

## **ASSUFFICIO AT I SALONI 2013: SMART, SUSTAINABLE AND WORK-LIFE BALANCE ORIENTED WORKING ENVIRONMENTS**

SaloneUfficio returns with a broad range of innovative solutions for the workplace. At 3 pm on 12th April, the lesson from the Office Design course opens to the public at the Assufficio stand (Hall 24/b15) for a collective reflection on the theme of work-life balance oriented workplaces.

The development and spread of ICT technology and intelligent mobile devices to support the communication, collaboration and creation of teamwork that have appeared in recent years, are leading to companies adopting new work models oriented towards smart working. On the one hand, they are more responsive to the optimisation of resources, and on the other to increasing a sense of responsibility and motivation among knowledge workers. In this scenario, the concept of the quality of the physical environment must be completely revised: it is no longer considered a cost but as a fully-fledged work 'tool' and a benefit that assumes increasing value for employees.

Basing itself on this current transformation, for iSaloni 2013 Assufficio is presenting the Office to live in project by Pritzker Jean Nouvel. A large space measuring 1200 square metres within Hall 24 of SaloneUfficio, which will explore the possibilities of building through the liberating principles of sweeping away cloned, closed and repetitive spaces, and suggesting new forms of aggregation to the exhibiting companies to tackle the domestic and international market with great force.

At 3 pm on Friday 12th April, a special edition open to the public of the lesson from the Office Design course will be held at the Assufficio stand (Hall 24/b15) and dedicated to 'Offices for living in (work-life balance oriented)'. The course itself has been organised by Assufficio with Poli.Design (Consorzio del Politecnico di Milano) for the past two year as a point of reference for architects, designers and facility managers operating in the office and contract area of the service sector. Office design represents a strategic investment that can contribute in a vital way to the optimisation of space, with consequent savings in money and the creation of quality, effective, efficient and stimulating workplaces able to increase the productivity of employees considerably.

Ufficio stampa e comunicazione  
FLAmedia  
Foro Buonaparte, 65 • 20121 Milano  
Italy • Tel +39.02.80604.1  
Fax +39.02.80604.392  
press@federlegnoarredo.it



Over the course of 2012, interest in the activities and events organised by Assufficio has grown, with the participation of over 500 businessmen; a mark of great energy on the part of the businesses concerned and of the association. For 2013 too, Assufficio intends continuing its work to meet the needs of companies, implementing initiatives and proposals that support businesses both in refreshing their technological and organisational knowledge, and launching partnerships and offering unique solutions for businesses for participation in fairs, a fundamental priority for companies in the sector, which includes highly varied categories (furniture for offices, technological panels and chairs).

Milan, 9th April 2013