

## **Working without limits: Sedus' LOOKBOOK reveals how Europe's creatives are personalising and diversifying the urban working landscape**

Everything is subject to change. Even the working environment. While a few years ago the office was still the most important workplace, many people now also work from home, in coworking spaces or while travelling. In the new LOOKBOOK, Sedus takes a look behind the scenes: Across ten interviews, Germany's largest office furniture manufacturer provides personal insights into the workspaces, working styles, work facets and furnishing solutions of creative people in Europe.

"In the new LOOKBOOK, we authentically show how the working environment is evolving," explains Ernst Holzapfel, Head of Marketing at Sedus Stoll AG. "We visited ten workplaces across Europe. These individually designed workspaces wonderfully reflect the new 'work.life.style', which Sedus also supports with its product solutions."

### **Working in a unique feel-good atmosphere**

Especially in large cities, creative, culturally driven impulses are giving rise to new hybrid forms of work that could not be more different from a traditional office. The LOOKBOOK analyses these trends: In the sections "Facets of Work", "Home Office Stories", "Extraordinary Places to Work" and "New Era of Seating", Sedus illustrates that workplaces are as diverse as the professions and the people who do them. The interviews conducted explain how the working environment is constantly evolving and the boundaries between private and professional life are being redefined. But the interviews also reveal one fact: the feel-good factor has become necessary in today's workplace.

The complete first issue of the LOOKBOOK can be found here:

<https://www.sedus.com/en/knowledge/lookbook>

Sedus Press Office

Bernadette Trepte, real communications, Barbarastraße 70, 50735 Köln

Telefon 0221 26136742, E-Mail [sedus@real-communications.com](mailto:sedus@real-communications.com), [www.real-communications.com](http://www.real-communications.com)

Sedus Pressestelle / Sedus press office

Christof-Stoll-Str. 1, D-79804 Dogern