

INSPIRING OFFICES. SINCE 1790.

BENE GMBH, SCHWARZWIESENSTRASSE 3, A-3340 WAIDHOFEN / YBBS  
TELEPHONE +43-7442-500-0, FAX +43-7442-500-3380  
EMAIL PRESS@BENE.COM, WWW.BENE.COM



## PRESS RELEASE

### **Bene announces new partnership with Brussels innovation hub “Living Tomorrow”**

**Waidhofen an der Ybbs, 30 January 2017: New Year celebrations at the innovation hub Living Tomorrow, in Brussels, included the opening of Bene’s newest showroom for the modern work environment, on 26 January. This means the Austrian office furnishing experts can now make their research on new forms of work available to a wide audience, together with design ideas for implementing them in the offices of the future.**

Advancing globalisation in recent years has had significant effects not only on employees’ working conditions but also on the working environment for all those whose work is office-based. *“Increasing flexibility and digitisation is making dynamic progress and all businesses today need to adapt continually to new demands in a wide range of markets.”* Michael Fried, Bene’s Managing Director for Sales, Marketing and Innovation, emphasises the *challenges which lie ahead for the office furniture industry*, and explains: *“This is resulting in huge changes in the working environment, which are still only in the early stages of development. Bene has been addressing these challenges for many years already and at our headquarters in Waidhofen/Ybbs we are continually researching innovations to meet these new requirements. Bene’s ongoing work is defining the topics of the future, and this is what makes us one of the leading innovation drivers in the industry. With the opening of the “Office of the Future” in the “Living Tomorrow” complex in Brussels, the Bene Group has once again taken a key step forward as a pioneer and trendsetter in this sector.”*

Bene is now exclusively responsible for the “Office” area of the Living Tomorrow innovation hub; the showroom presents coming trends in working environments, and their effects on office design. It is clear that the office of the future needs to promote creativity alongside innovation, research and development, as well as cooperation and communication. These were the aims of Bene Belgium’s design and refit for the Office section at Living Tomorrow. The result is an innovative showroom, representing the “Office of the Future”.

Brussels-based Living Tomorrow is a platform which brings together leading businesses and the public sector. Its research activities are focused on technical innovations which will affect people’s living and working conditions in the near future. The partners in this research group joined forces to create new ideas and visions for the future. The resulting concepts are introduced and tested in the realistic environment of the demonstration platform, and eventually made available for a wide range of visitors to see and experience. Guests and visitors are guided through the showrooms where they experience a taste of the future, in themed areas including “Smart Home & Internet of Things“, “Health & Care“, “Retail, Smart Cities, Agriculture & Food“, and now also “Office“. Living Tomorrow first opened to the public in 1995. The complex attracts over 150,000 visitors annually and hosts more than 300 events.

**INSPIRING OFFICES. SINCE 1790.**

BENE GMBH, SCHWARZWIESENSTRASSE 3, A-3340 WAIDHOFEN / YBBS  
TELEPHONE +43-7442-500-0, FAX +43-7442-500-3380  
EMAIL PRESS@BENE.COM, WWW.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, and develops and produces customised solutions for all company sizes – from one-person companies to SMEs and global corporations.

[www.bene.com](http://www.bene.com)

Photo: [LivingTomorrow\\_01](#)

© Bene GmbH, no charge for printing. Sample copy requested

Photo: [LivingTomorrow\\_02](#)

© Bene GmbH, no charge for printing. Sample copy requested

Photo: [LivingTomorrow\\_03](#)

© Bene GmbH, no charge for printing. Sample copy requested

Photo: [LivingTomorrow\\_04](#)

© Bene GmbH, no charge for printing. Sample copy requested