



We held an international workshop for products, sales and industry trends from 15th - 18th November 2015. A total of 10 employees from Interstuhl's partners in Qatar, Egypt, India, Ghana and Saudi Arabia took part in the three-day event.

After a detailed company tour, the highlight of the first day was the visitors being able to assemble and upholster their own EVERYis1 chair! In the evening, the group were taught more about the roots of the Link Family and the history of the company in the company's smithy. Under Alfred Dinser's expert guidance, the visitors used historical tools to shape and form horse shoes, applying the finishing touches under Mr Dinser's watchful gaze.

On the second day, after product- and marketing training, Andreas Krob, designer of Interstuhl's innovative new soft seating solution, TANGRAMis5, gave a speech about the development of the product. From the initial idea, to the finished product, Mr Krob talked the guests through every phase of this exciting product development for Interstuhl in a very graphical manner. The TANGRAMis5 configuration and planning app (available free to download from the App Store) was presented, to round off the topic. Towards the end of the day, the following topics were covered: project- and key-account management at Interstuhl, pricelist training and practical tips and advice on all Interstuhl's products and services.

On the final day, we visited the Fraunhofer IAO Institute in Stuttgart, with the focus on the subject of "Workplace Innovation Lab". Interstuhl's research partner presented the marvellous visitors the future of the office - from virtual reality in the planning process, to innovative lighting concepts and completely networked "smart offices". "Working 4.0" is the keyword under which Interstuhl and well-known firms from other industries are working on the "Office 21" Project, under the umbrella of Fraunhofer's research projects. Prior to this, the visitors were given a tour of the Mercedes-Benz Museum, where they learned more about the history of the motor car, whilst being inspired by the stylish architecture of the museum. An intensive and eventful workshop was brought to a close with a group dinner in the centre of Stuttgart.