

# #RETHINKWORK



**No.**

Edsbyn does not intend to guess what the next-gen workplace looks like.

**We will find out.**

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Edsbyn has been around for 120 years, the secret of our success is the ability to change. The goal with #rethinkwork is to find newthinking answers for a functional and pleasant workplace in the future.

- Bengt Gunnarsson CEO, Edsbyn.

## RESEARCH

An office revolution is ongoing. Digitalization questions the norm of how and where work is done, the need at the physical environment changes.

It's time to stop, ask the right questions and dare to listen.  
#rethinkwork is the starting point for a deep and honest analysis of the workplace, run by Edsbyn in collaboration with Superlab.

The analysis starts in Edsbyns interactive booth, Conceptualized by Superlab and Designed by Jens Fager. Are you curious about the future workplace? Welcome to join us in this journey, take part in our surveys and watch the results displayed in realtime.

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It's not enough to question just the workplace! We must dig deeper, think bigger and ask openly; What is work? When is work done? What is a place for work? – Niklas Madsen CEO & Co-founder, Superlab

Stockholm Furniture Fair – A18:10. Order a registration code at [edsbyn.com](https://edsbyn.com)

## AFTER WORK

Nobel Banquet Chef Sebastian Gibrand serves an Exclusive Snack Menu

Sebastian Gibrand has had a mega successful year and won a Silver Medal in Bocuse D'or in France and a Gold Medal in "Kockarnas Kamp", Sweden 2019.

Now we have the honor of welcoming Sebastian to serve us!

Tue-Fri 4.30-6.00 pm  
DJ #leotuhus is playing. Drop in

## ARCHITECT BREAKFAST

Breakfast & Micro Lectures by Superlab, a rewarded experimental design laboratory

Rethinkwork together with Edsbyn and our fantastic designers. Get inspired by Lecturer Niklas Madsen, CEO and Co-founder at Superlab.

Welcome to a tasty and inspiring Architect Breakfast!

Tue-Fri 9.00-10.00 am  
Sign up at [edsbyn.com](https://edsbyn.com)