

WORKSPACE DESIGN AND EXPERIENCE IN A HYBRID WORLD

TO EXPAND YOUR
NETWORK, TURN
AROUND AND
SAY "HELLO".

New ways of working are radically transforming the traditional concept of 'the office'.

"The world is changing, and the way that we design workspaces needs to change, too. Above all, we need to design spaces that are inviting and flexible, where people can work in the ways that suit them best."



Mark Dixon,
Founder & CEO,
International
Workplace Group

IWG The Global
Workspace
Leader

Introduction

The boom in hybrid working. A heightened focus on sustainability and the environment. Advances in technology. An increased preoccupation with wellness and diversity. These are the powerful trends that are radically reshaping the design of the modern workspace.

New flexible working practices have transformed the traditional concept of 'the office'. Once

a single location reached via a lengthy daily commute, it has become something much more fluid, a distributed work ecosystem that allows people to work when and where they feel most fulfilled and productive.

Today's workspaces are increasingly being designed to reflect this, offering a mix of environments for a wide range of different



Spaces Granite Place, Southlake, Texas



Regus EUR Woliba, Rome, Italy

“Work is now something we do, not a place where we go.”

Mark Dixon, Founder & CEO, International Workplace Group

work styles, from collaborating with colleagues, to networking and socialising with like-minded individuals, to doing quiet, focused work.

In this new world of work, sustainability is a major influence on workspace design. Driven by a collective mindset that seeks greener solutions, innovative eco-friendly practices are being embedded at the heart of both the design and construction of new office buildings.

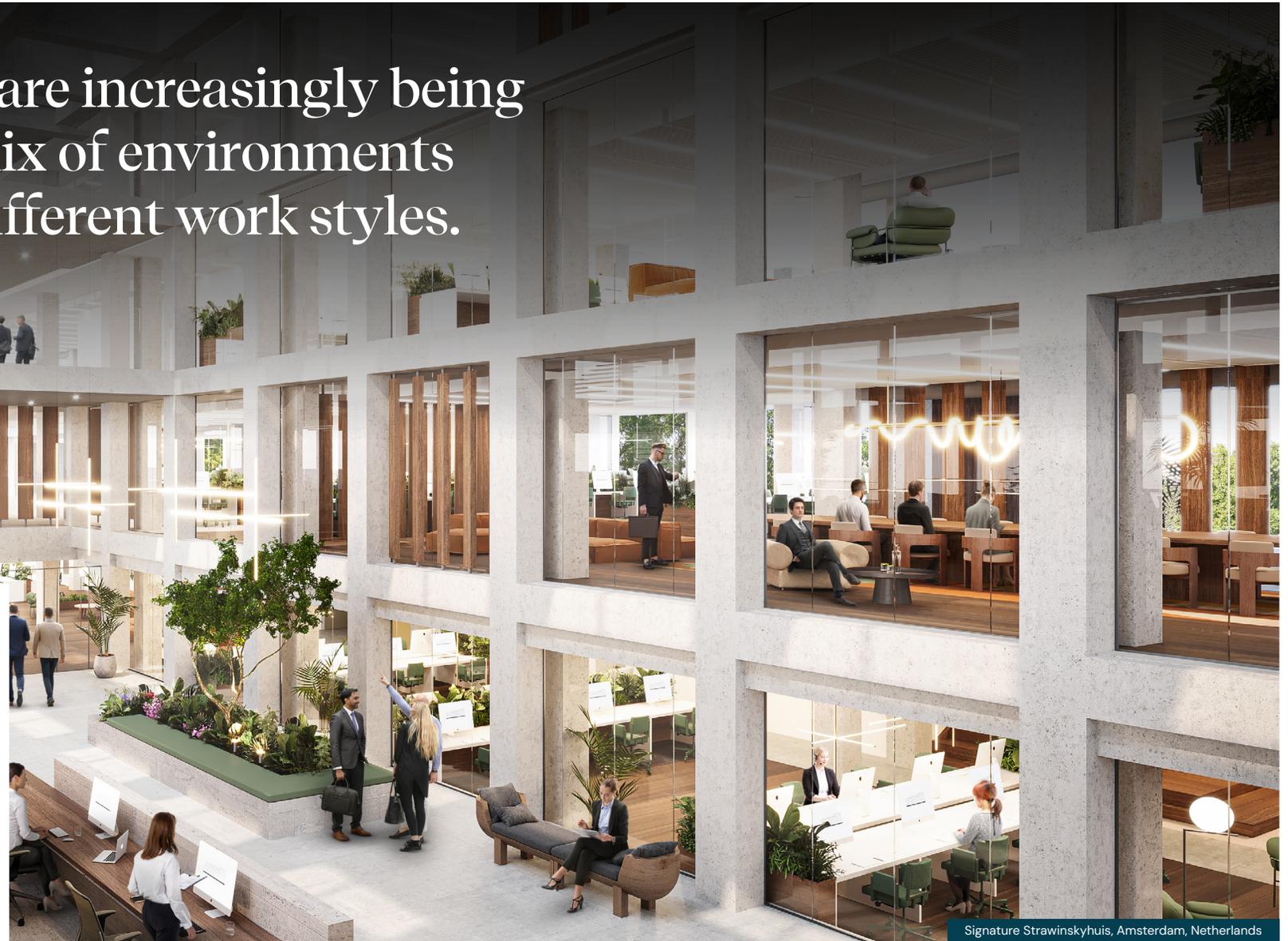
The provision of local flex spaces can also significantly reduce emissions, while new technologies, in particular AI, are being employed to make workspaces more efficient and more sustainable.

Increasingly, the wellbeing of those who use workspaces is an additional factor in the way that they are designed. This ranges from ensuring that the physical environment offers optimum working conditions to taking steps to provide a friendly environment for the neurodiverse.

Today's workspaces are increasingly being designed to offer a mix of environments for a wide range of different work styles.

In terms of how radical all of these changes may be, Mark Dixon points to *The Office*, the mid-2000s sitcom that enjoyed huge success in different iterations in both the UK and the US. "In fifteen years' time, if you show *The Office* to a young person, you'll have to explain to them what that setting is," he says. "It'll be a bit like old movies set on steam locomotives."

In this paper, we set out some of the most significant trends that are influencing workspace design and experience now, and into the future.



Signature Strawinskyhuis, Amsterdam, Netherlands

Designing *for the* Planet

For architects, building owners, developers and investors, sustainability is now a major priority.

Ensuring the future of our planet is arguably the greatest current influence on workspace design. For companies around the world, sustainability is a major priority, and achieving net zero is a principal focus. Regulatory authorities are also imposing ever more stringent environmental standards to which buildings must comply. This challenge is being addressed through the use of innovative design and new materials, minimising environmental impact. The International Workplace Group's workspaces are certified carbon neutral – and many of the Group's locations take their environmental credentials much further.

In Oslo, Spaces Tullinløkka is constructed from 80% recycled materials. This includes bits and pieces from 25 refurbished or demolished buildings, including windows, wall tiles and even benches from an old swimming pool. The use of reclaimed tiles alone saved 34,000kg of CO₂ in the construction project.

At Spaces Gasperich, home to HSBC in Luxembourg, recycled materials were incorporated in the build, including furnishings reused from an HSBC office in Switzerland. The bank has also signed a ground-breaking 'green lease' for its use of the space, guaranteeing it will uphold the building's commitment to social and environmental sustainability.



In the Caribbean, Regus One Welches is one of the most energy-efficient commercial buildings in Barbados. It also boasts the largest solar carport and electric vehicle-charging infrastructure on the island: it generates enough electricity to power a Nissan Leaf for more than two million kilometres of travel in a year.

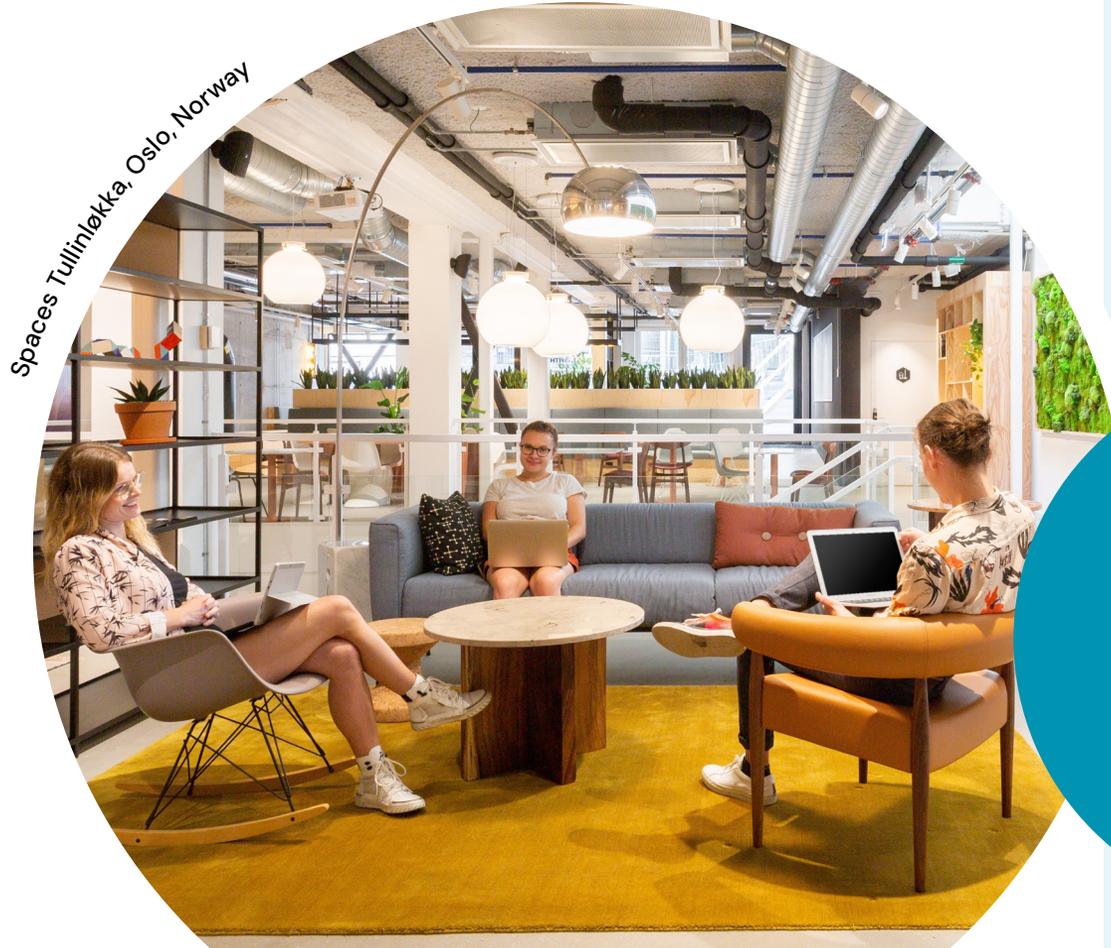
In Australia, Spaces Jubilee Place in Brisbane's Fortitude Valley is located in a modern building designed around the 19th-century Jubilee Hotel. The 14-storey building has achieved a 6-star Green Star sustainability rating thanks to a host of environmental features including green roof coverage, rainwater harvesting, solar power and thermodynamic design.

CRADLE TO CRADLE DESIGN

A blueprint for the future

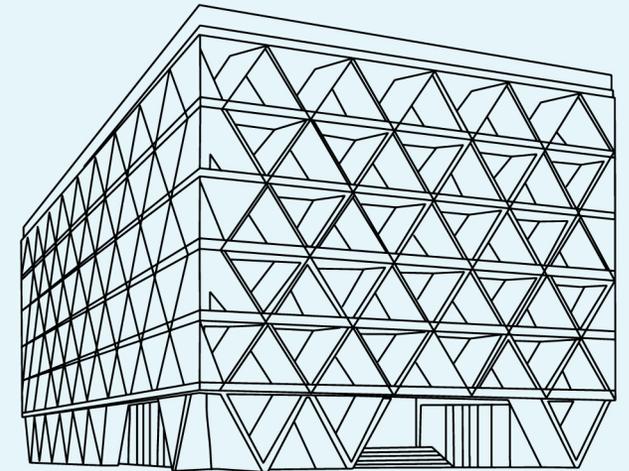
With its A-shape façade, Spaces The Cradle is one of Düsseldorf's most prominent office buildings. As its name suggests, it is designed according to the Cradle to Cradle principle, in which materials are reused indefinitely or serve as 'nutrients' for new products. The goal is to create positive effects, rather than simply trying to mitigate negative ones. For example, most of the fundamental elements of The Cradle's structure, including its entire façade, are made from timber elements that come from sustainable forests in Europe.

The Cradle to Cradle principle takes sustainability to new levels. "Every element that you use in the building must be able to be taken back, disassembled and reused, and not just recycled, where it's chopped into pieces," says Maarten Jamin, Chief Design Officer at the International Workplace Group, who oversaw the design of the recently opened Spaces location. "I think we will see much more of this in the coming years," he adds.



Spaces Tullinløkka, Oslo, Norway

Spaces Tullinløkka is built from **80%** recycled materials.



Spaces The Cradle, Düsseldorf, Germany

Designing for Wellness

Following the Covid-19 pandemic, companies understand that a focus on both mental and physical health in the workplace is fundamental to attracting and maintaining talent.



The wellbeing of employees is today a key pillar of every corporate sustainability strategy, and workspace design trends increasingly reflect this. Many International Workplace Group locations are certified with the WELL Building Standard, a global benchmark for promoting health and wellbeing in buildings. It places emphasis on aspects such as ventilation, air filtration, proper humidity, thermal comfort, water quality and adequate lighting.

Innovative design techniques and ideas are contributing to greater human sustainability in the Group's locations in a number of ways:

Lighting

At Spaces Westerpark in Amsterdam, the International Workplace Group has partnered with lighting company Signify to introduce its NatureConnect system, which recreates natural light in indoor settings. It effectively simulates the rhythm of the sun's daily patterns, and runs automatically to ensure the right light at the right time of day. Studies have shown that natural light (even the synthesised version) can have a big positive impact on office occupants.



Spaces Orbi Tower, Vienna, Austria

Air quality

A computer-based building management system (BMS) is taking ventilation to new levels of sophistication at Spaces Marszałkowska in Warsaw. The BMS is linked to a weather station in the building and ensures workers have constant access to fresh air.

The WELL-certified WAVE building in Gdansk, home to another Spaces location, takes a novel approach to filtering air outdoors. The development incorporates an 'anti-smog pavement' of tiles coated with titanium dioxide. When sunlight hits the tiles, a chemical reaction takes place, neutralising hazardous airborne gases such as nitrogen dioxide.



Spaces Wave, Gdańsk, Poland

Thermal comfort

A key feature of the Spaces location in the Omnium Tower in Frankfurt is its solar protection glazing. The glass has a special coating that's designed to reduce the amount of heat entering a space, reflecting and absorbing light, and filtering it for reduced glare. As well as making life more pleasant for workers, it has the added benefit of reducing the need for air-conditioning and artificial light and heat, ultimately cutting the building's carbon footprint.



Spaces Omnium, Frankfurt, Germany

Health and fitness

In a hybrid working world, employees are increasingly reluctant to relinquish their new-found work-life balance, and making time for exercise is a non-negotiable for many. To meet this need, a large number of International Workplace Group locations now have on-site fitness facilities, enabling workers to prioritise both their work and their wellbeing.

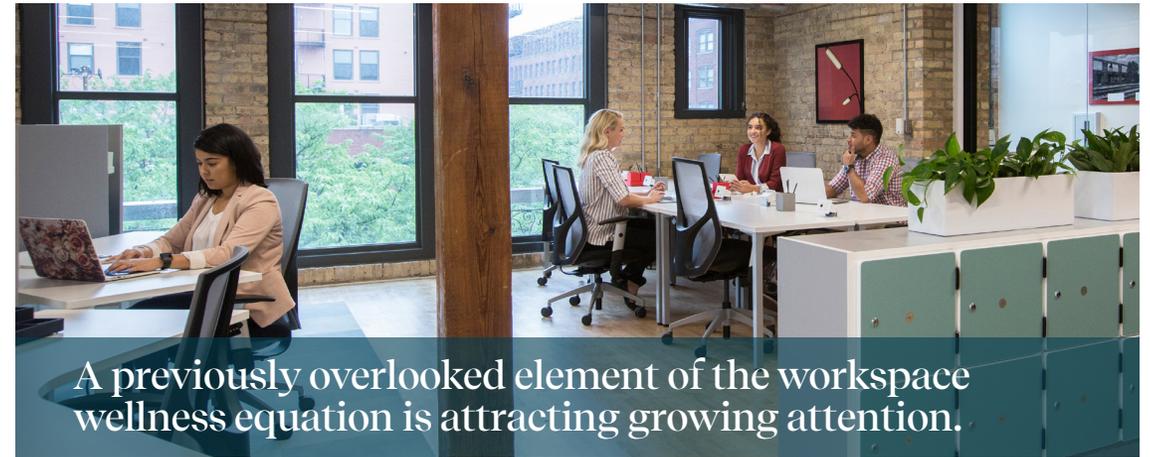
In Geneva, Signature Quartier des Banques offers not only a state-of-the-art gym but also access to on-demand personal trainers. 'Work hard, play hard' is the motto at Regus 249 North in Altrincham, on the outskirts of Manchester, UK, where the on-site gym features luxurious showers and changing rooms. At Spaces Stortorvet 7 in Oslo, an on-site gym is an integral part of the newly refurbished building.

The provision of bike storage not only encourages more active lifestyles but also helps to reduce carbon emissions. The vast majority of International Workplace Group workspaces offer this, along with showers and lockers. Spaces House Modernes in Utrecht has one of the largest bike sheds in the city, with space for 900 bikes. Oslo's Stortorvet 7 features drive-in bike parking. And in Seattle, Spaces 2+U even offers use of a bike repair shop.



Regus 249 North, Altrincham, UK

DESIGNING FOR DIFFERENCE



A previously overlooked element of the workspace wellness equation is attracting growing attention.

One of the biggest trends highlighted in the International Workplace Group's 2024 Future of Work forecast was an increasing focus on designing workspaces that allow for the requirements of neurodivergent workers. Estimates place around 15-20% of the population under this umbrella, which includes a variety of conditions such as autism, ADHD, dyslexia and other social and learning disabilities. Research has shown that neurodiversity can bring valuable new ways of thinking to the workplace – but the workplace can often seem an unaccommodating environment for the neurodiverse.

One recent study looked at how to design offices that accommodate a broad spectrum of needs, and singled out troublesome issues including surfaces that have uncomfortable textures or 'visual noise' such as distracting patterns: a neurotypical person may not notice these things but for someone who has autism or ADHD, they can be very stressful.

Other ways in which environments can become more user-friendly for the neurodiverse include providing different kinds of office furniture such as sit-to-stand desks and even rocking chairs, as well as zones where people can pace and work at the same time.

New Science

Technology changes everything, and it's currently changing office design very quickly.

As in other walks of life, artificial intelligence is beginning to have a major impact on the design and construction of office buildings. A recent survey by Remit Consulting found that nearly two-thirds of companies in the real estate sector are currently using AI, and this proportion is only likely to increase. AI offers a host of applications for architects and constructors, and one major beneficiary is the environment: a host of variables including materials, climate data and energy consumption can be processed via AI algorithms to produce the best possible outcomes in terms of a building's sustainability.



Regus Avenida Europa, Toledo, Spain

When it comes to the workspace, the use of AI serves two main functions:

Designing the space

AI plays an important role right at the initial planning stages. The International Workplace Group uses an AI tool to analyse the existing floor plan in a building and work out all possible permutations of designing it, in order to come up with the best configuration. "Getting the floorplan right is essential for making a location work," says Jamin. "The aim is to provide the greatest flexibility for as many different end users as we can."



Optimising the space

AI can then play a key role in maximising the efficiency of the space. There is currently a boom in technology that allows companies to fully understand how their employees are using their buildings by analysing sensor data on movement and interaction, as well as environmental conditions such as temperature, air quality and noise levels. "Once you know exactly how your office is being used, AI can suggest new layouts to increase collaboration, interaction and wellbeing," says Jamin. "And it can also result in a reduction in costs and carbon footprint, as most companies will find that they don't need the amount of space they currently have."



Regus Fazzari Square, Riyadh, Saudi Arabia

WORKING IN THE METAVERSE

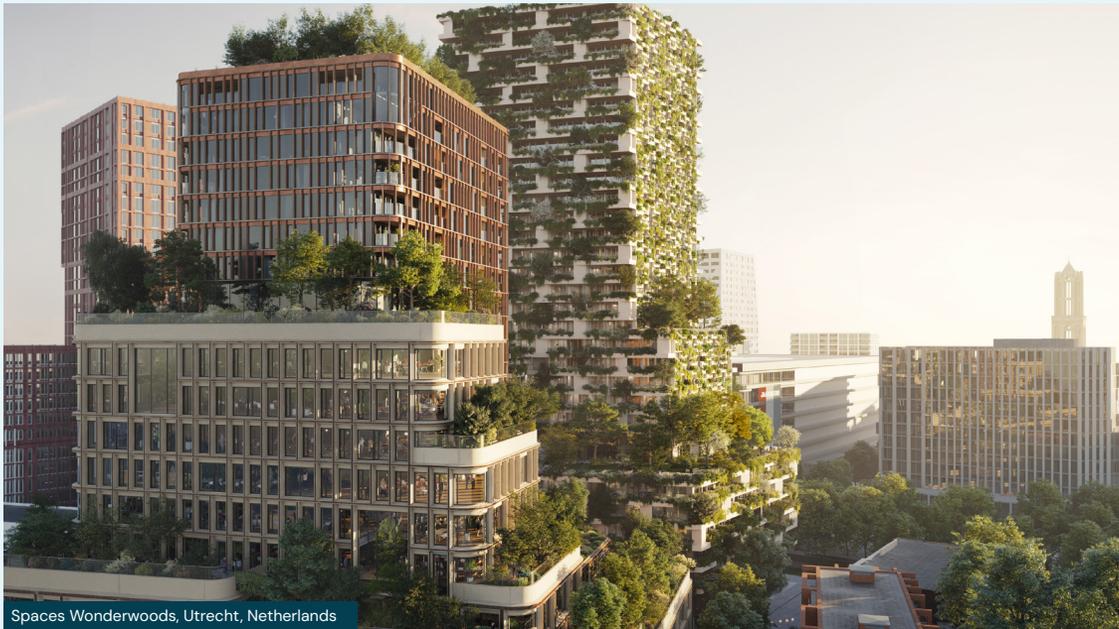
Another dimension in the hybrid workspace takes shape.

Technology is ramping up solutions to ensure that those who are working remotely enjoy equal status when office meetings take place. This can involve, say, multiple, voice-activated cameras that track individual contributors in a meeting room, and individual screens for each remote worker. LinkedIn says its goal at its new HQ is for the tech to be so good that “you’ll look back on your last meeting and not be able to recall which teammates were in the office and which were not.”

An alternative is to hold meetings in the metaverse. While companies are unlikely to migrate en masse to the virtual world for the foreseeable future, many are using a version of the metaverse as a place not just for meetings but also training, onboarding and just hanging out. Accenture is one of the leaders in this area: its enterprise metaverse, called The Nth Floor, was born during the pandemic as a way for distributed colleagues to come together in a way that offered a deeper sense of presence than a two-dimensional Zoom call.



Back to Nature



Spaces Wonderwoods, Utrecht, Netherlands



Copernico Centrale, Milan, Italy

At Utrecht in the Netherlands, a new Spaces location is currently being built within Wonderwoods, a mixed-use development that has nature at its core. When it opens in late 2024, there will be a total of 10,000 flowering plants and bushes on top of and inside the development's two towers, as well as 360 trees. This green oasis will produce a remarkable 40,000kg of oxygen a year, as well as capturing 5,400kg of CO₂.

The role of green spaces in and around the workplace, especially in inner city areas, where they can be rare, is important for worker wellbeing. New developments also increasingly incorporate plants and trees on the exterior of buildings: these help to reduce pollution while mitigating the effect of heat that is trapped in built-up areas.

A former goods railway station forms a striking centre point to Gare Maritime, a combination of retail, work and hang-out experiences in the Brussels district of Tour & Taxis – and nature lies at its heart. Users of the Spaces Tour & Taxis location, situated within the former railway hall, can step out into ten indoor gardens. The plants are watered using an irrigation system that harvests rainwater from the building's roof.

In Frankfurt, a previously sealed 5,400 sq m area close to the 170m OpernTurm Tower, home to a Regus flexible workspace, has been converted into parkland and integrated into the nearby Rothschild Park. The Star Metals Offices building in Atlanta, home to a Signature location, includes landscaped, open-air terraces on every floor, and the broader development of the area will incorporate a dense 'urban forest'.

The role of green spaces in and around the workplace, especially in inner city areas, where they can be rare, is important for worker wellbeing.

7%

Outdoor spaces offer a reduction in the prevalence of depression.

As well as offering a space to chat and to get a little exercise, green spaces can be beneficial to mental health. Visits to outdoor green spaces lasting 30 minutes or more during the course of a week result in a 7% reduction in the prevalence of depression according to research carried out by the UK's Royal Society for Public Health.

Plants within the workspace have a similar effect, and also help to absorb carbon dioxide from the office atmosphere. "Green is most definitely good when it comes to new design trends," says Jamin.

Live, Work, Play

Thanks to advances in technology and the subsequent growth in hybrid working, the geography of work is shifting away from cities and closer to people's local communities. As a result, mixed-use developments in suburbs and small towns are beginning to proliferate. The trend is central to the concept of the 15-minute city, where everything we need is located within a 15-minute walk or cycle ride from home. The idea has been hailed for increasing sustainability and quality of life in local communities, as well as boosting local businesses, and it is rapidly catching on around the world.

In Paris, a major project is currently underway to regenerate the city's industrial belt and to create vibrant new decentralised communities. This will be achieved with the help of a new transport network to link developments of housing, offices and amenities. The International Workplace Group recently partnered with Perial Asset Management with a view to opening flex spaces in Perial's properties across France and the rest of Europe, and the first two are located in Le Bourget and Malakoff, two Parisian suburbs. The aim is to revitalise local areas by empowering workers to stay close to home.



REINVIGORATING LANDMARKS

In the UK, three famous locations demonstrate the growing ‘live, work, play’ ethos, with flex space a crucial component.



After a long period of disuse, London’s iconic Battersea Power Station has been reopened as part of a vibrant development comprising apartments, offices, shops, bars, restaurants and leisure facilities. The second and third floors of the building are home to The Engine Room, a bespoke International Workplace Group flexible workspace comprising private offices, coworking spaces, meeting rooms, event and conference spaces, and a drop-in business lounge.



At The Mailbox in the centre of Birmingham, the former location of the Royal Mail’s main sorting office is now home to blue-chip companies, hotels, fashion and lifestyle outlets, a cinema and a wide range of restaurants and bars. On the ground floor, a 50,000 sq ft area that was formerly a poorly performing retail mall has been transformed into Spaces The Mailbox. The design of this bright, airy space carefully breaks up the former arcade into human-scale zones. Overall, the existing configuration of the building, including the structure, finishes and technical services, was used to limit the environmental impact.



Olympia London is currently undergoing a £1.3 billion redevelopment, which includes the existing listed exhibition halls and the creation of new offices, a four-screen cinema, a 4,000-seat music venue, a 1,500-seat theatre, two new hotels, new retail outlets and public space. The ultimate aim is to transform the area into a world-class arts, entertainment, exhibition and creative district. International Workplace Group recently signed an agreement to deliver a range of workspaces across an entire floor of the One Olympia building. The 73,000 sq ft space will include private offices, coworking and creative areas, recording studios and podcast rooms.



What’s happening in Paris is just a taste of what’s to come.”

“What’s happening in Paris is just a taste of what’s to come,” says Dixon. “In the future, communities will increasingly become self-sustaining, with local flex spaces allowing people to do their jobs close to where they live.”

New real estate developments increasingly allow people to do just this, with flex space being incorporated alongside residential, leisure and hospitality facilities. Atlanta’s Star Metals district is a perfect example of this new self-contained ‘live-work-play’ paradigm. Situated in the city’s thriving West Midtown neighbourhood, it describes itself as “the ultimate integrated district experience, tailored to the new urban lifestyle”. Offices (including a Signature flex space), homes, hotels, shops, a café and a bar are all part of the stylish development.

LOCAL WORKING HELPS THE ENVIRONMENT

Companies can reduce their office carbon footprint by adopting flexible working.

It has been shown that buildings currently account for 40% of societal energy use, and that every unused desk in an office creates a tonne of unnecessary CO₂ each year. By downsizing their real estate portfolios as a result of hybrid working arrangements, companies can use office space far more efficiently, taking on only the space that they need.

Research by the International Workplace Group and Arup in the UK and the US has found that the switch to hybrid working can massively reduce urban carbon emissions caused by both building emissions and commuting. For example, it showed that if a worker in Los Angeles stopped commuting into the city centre every day and instead worked close to home, their carbon footprint would decrease by 70%.

Another recent International Workplace Group research project revealed that businesses have cut energy usage by a fifth as a result of the more efficient use of office space or by providing teams with access to flexible workspace. It also found that more than four-fifths (84%) of companies that have adopted hybrid working have reduced their energy usage and overall carbon footprint.

SS The single biggest positive environmental change we can all make is to provide people with the choice to work closer to where they live.”

Mark Dixon, Founder & CEO, International Workplace Group

84%
of hybrid companies have reduced their energy usage and carbon footprint.



A Place to Come Together

“The new office philosophy is ‘we will bring you together, not just to work, but to communicate, collaborate and socialise with others.’”

Mark Dixon, Founder & CEO, International Workplace Group



Companies are now building or redesigning their central workspaces with camaraderie in mind. Before the pandemic arrived, LinkedIn’s main consideration for its new HQ in Sunnyvale, California, was going to be how many people they could fit in. But since the boom in hybrid working, they’ve pivoted, cutting the original 1,080 desks by nearly half and introducing a range of collaborative workspaces.

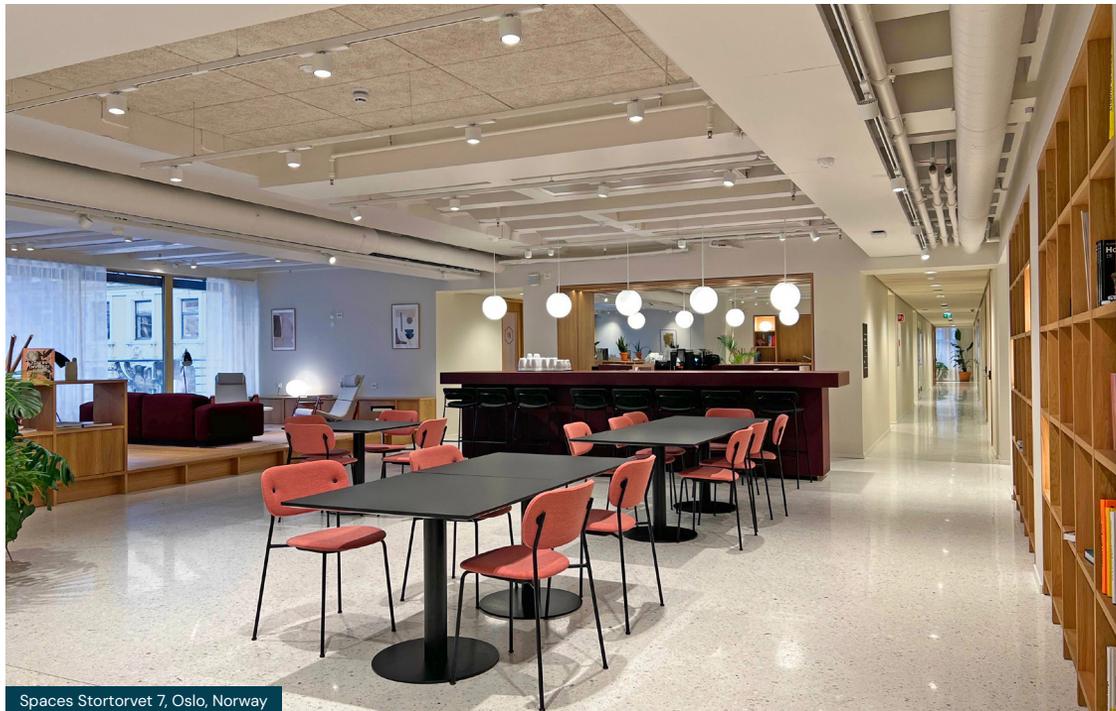
“People need the buzz of human interaction and creative energy, and the shared spirit of inspiration and innovation that comes from bouncing ideas around, face-to-face, with other people,” says Dixon.

In Norway, EY needed a new HQ especially designed to meet the evolving needs of its hybrid workforce. That meant a place to meet, collaborate and build strong teams. The company partnered with the International Workplace Group to create Stortorvet 7, a state-of-the-art campus in a refurbished complex in Oslo. Four of its nine floors are allocated to EY, and EY employees also have access to the stylish Spaces location that takes up another two floors (as well as access to the Group's global network).

It's a bright and airy space with a layout that encourages movement, conversation

and interaction. That means long, shared tables, breakout areas with comfy, Nordic soft furnishings, communal meeting rooms and flexible workspaces. Sustainability was a key factor in the design of the space, which includes the use of Richlite, a material made from 66% recycled paper.

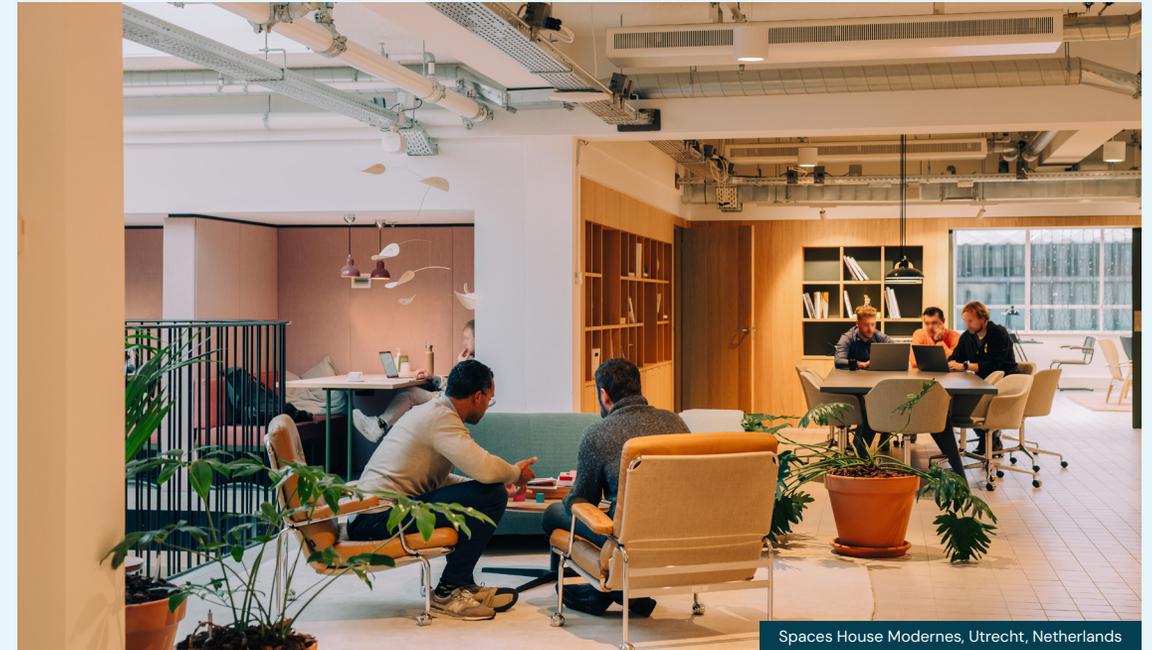
"The main purpose of the future EY offices is to meet, collaborate and build strong teams, and not just to work," says Claus Christensen, Workplace of the Future Strategy Leader at EY.



Spaces Stortorvet 7, Oslo, Norway

DESIGN YOUR OFFICE

Getting the perfect mix with International Workplace Group's bespoke service.



Spaces House Modernes, Utrecht, Netherlands

International Workplace Group's Design Your Office service lets you create a workspace that's perfect for your needs. What is your preferred mix of work styles? How do you want your teams to collaborate? Will you be hosting guests from outside your company? There are a multitude of options to choose from, including meeting rooms, break-out areas, focus rooms, phone booths, executive offices or even a private reception. A choice of high-quality, ergonomic furniture from leading brands is also available, and a customised technology setup can be configured to meet your requirements. On top of all this, the whole space can be fully customised in line with a company's brand identity.

Getting *the* Vibe Right

Workspaces need to offer a range of enticing experiences, especially when it comes to city centre working.



Spaces Bahnhofplatz, Zürich, Switzerland



Spaces Lee Garden 3, Hong Kong, China

A large roof terrace, a fitness room with personal trainers, gaming rooms, a bar and a luxury restaurant. Is it a five-star boutique hotel? No, it's Bahnhofplatz by Signature, a new luxury flex space located in an iconic 19th-century building in Zurich, Switzerland. Each of the seven floors boasts unique workspaces reflecting the building's rich history, from its vaulted ceilings to its carefully preserved original features.

One of the most important functions of new office design is to create a space that workers

want to come to, especially if they need to commute a long way into the city. That means a space that offers positive experiences, and one way to do this is to draw inspiration from the hospitality sector.

"In general we're seeing a lot of corporate commercial spaces trying to be more friendly and hotel-esque in terms of the finishes, the furniture, the colours, making them warmer, more human," says Demers. "I don't see that changing any time soon."

Located above New York's Grand Central Terminal at 250 Park Avenue, Signature Manhattan boasts the attention to detail and level of service typically seen in a luxury hotel. Teak panelling, satin lacquered shelving, leather booth seating, classic furniture and lighting design pieces all give a feeling of warmth and a sense of timeless luxury.

In Sacramento, California, Spaces R Street is located in The Ice Blocks, a design-forward, mixed-use Midtown development. A dramatic, dynamic two-storey space, it has the feel of an urban design hotel, from the natural beams and exposed air ducts in its ceilings to its brutalist concrete floors and huge windows.

Buckhead Village is one of the most sought-after districts in Atlanta, Georgia, and home to No18 Buckhead, an outpost of the International

Workplace Group brand that offers a blend of curated business club environments in the best locations, with first-class service and expansive member benefits. Here, that means an environment where productivity and culture combine, with highlights including a private chef and bespoke artwork.

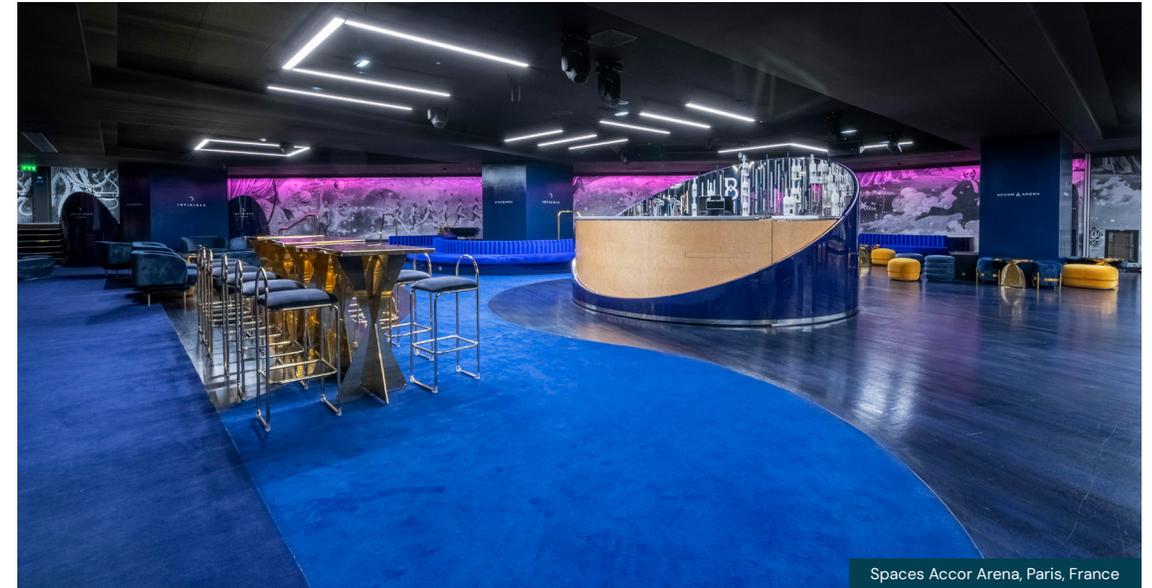
Spaces for play and social interaction are also important when it comes to turning a workspace into a talent magnet and building a sense of community. Big tech companies have long been known for their play areas – Google's California HQ long ago set the standard, with its gym, swimming pools and video games. The company's huge new London HQ, scheduled to open in 2024, will feature a multi-use games area where employees can play basketball, five-a-side football or tennis.



No18 Buckhead Village, Atlanta, Georgia

THAT'S ENTERTAINMENT

At the Accor Arena in Paris, the line between work and leisure has become blurred.



Spaces Accor Arena, Paris, France

From the legendary Eric Clapton to hip French rapper Kaaris, the Accor Arena in Bercy, Paris, hosts some of the biggest names in music. It's also a sporting arena and was the venue for the basketball finals and artistic gymnastic events at the 2024 Olympic Games. Following the opening of a Spaces location in the heart of the building in 2022, it's also a magnet for workers passionate about music or sport (or both). The stylish space includes lounge areas with atmospheric lighting and funky soft furnishings as well as private offices and dressing rooms transformed into meeting rooms. "The collaboration with the Accor Arena allows us to bring work not only as close as possible to workers' homes but also as close as possible to their extra-professional activities," says Christophe Burckart, Director General of the International Workplace Group in France.



Let's make offices places where people want to be, not where they have to be."

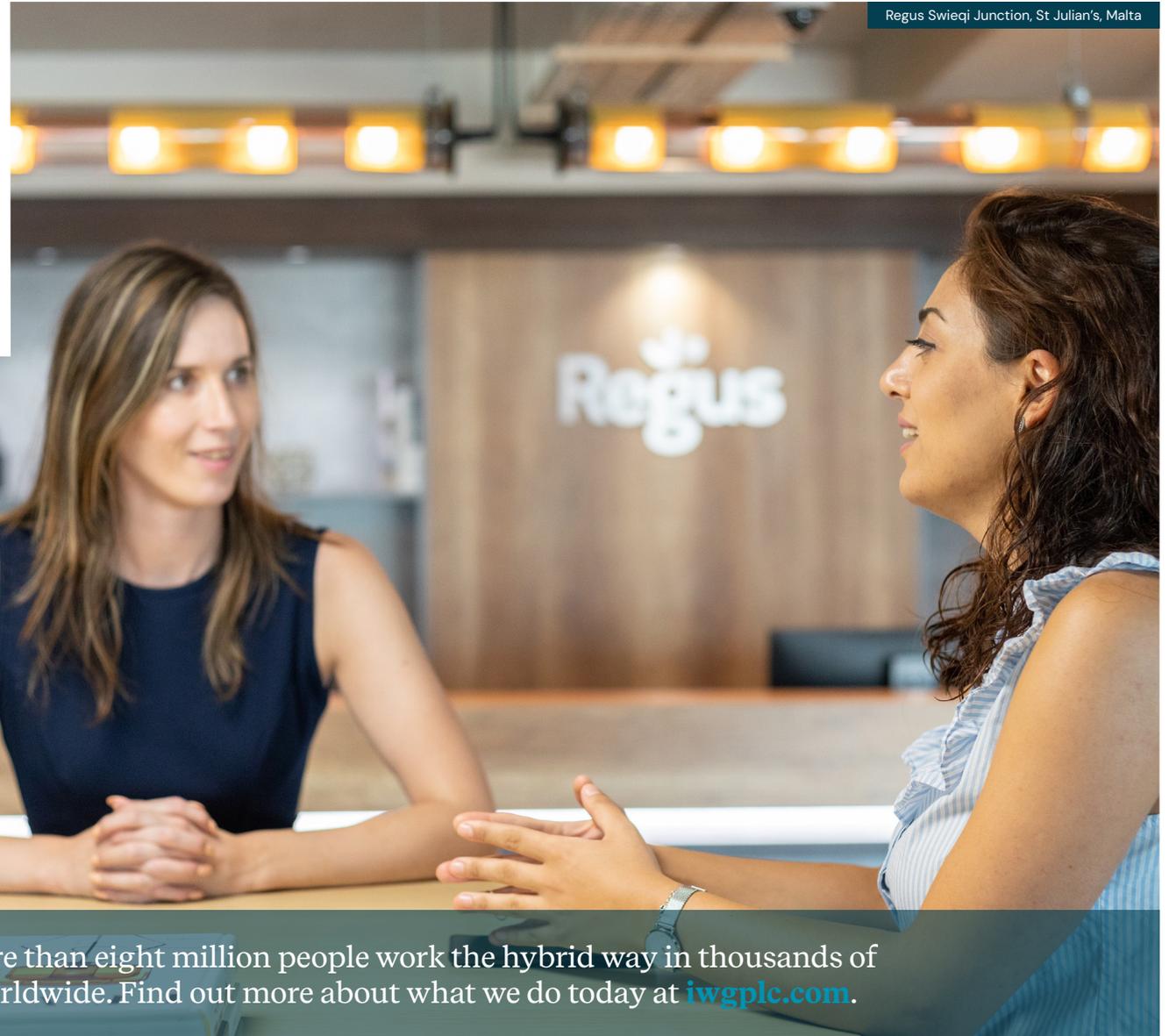
Mark Dixon, Founder & CEO, International Workplace Group

Conclusion

"Let's make workspaces hotbeds of creativity, innovation and camaraderie, where workers can experience a heady mix of chance meetings, brainstorming, play, excitement and purpose," says Mark Dixon. "As the huge growth in hybrid working leads ever more companies to re-evaluate their real estate portfolios, this is the perfect moment to create new spaces that truly serve their hybrid employees."

Focused on the needs of both people and the planet, the evolving workspace is no longer defined in terms of a physical space confined by four walls. Rather, it is defined in terms of flexibility, sustainability, wellbeing, creativity, collaboration and interaction. Happiness, even.

As working patterns change irrevocably, workspaces must inevitably change with them. For architects and designers, the challenge is to create spaces that allow people to be as productive as they can be, wherever they want to be, within the shifting ecosystem of work in the 2020s and beyond.



Regus Swieqi Junction, St Julian's, Malta

We help more than eight million people work the hybrid way in thousands of locations worldwide. Find out more about what we do today at iwgplc.com.