

SEDUS INSIGHTS

TREND MONITOR FOR VALUES AND WELLBEING AT WORK · 18

WORKPLACE BLEND



HOW TO REDESIGN THE OFFICE TO BE THE BEST PLACE FOR HYBRID WORK

sedus

**“CITIES MUST REIMAGINE THEIR DOWNTOWNS
TO BE MORE THAN BUSINESS HUBS,
THEY MUST ALSO EVOLVE INTO LIFESTYLE
CENTERS THAT SUPPORT THE WORKFORCE”.**

SOFIA SONG, GLOBAL CITIES RESEARCH LEADER, GENSLER

INDEX



5 Facts and figures WORKPLACE BLEND

When we have the ability to work anywhere, the sole purpose of going to the office cannot be to just work. This is why offices are transforming. In constant competition with the new workspaces offered to hybrid workers, they are changing the very way we experience towns and cities.



14 The expert speaks THE IMPACT OF HYBRID WORK ON REAL ESTATE

An interview with Alberto Cominelli, the Head of Project Management and Building Consultancy Italy at CBRE.



18 Emerging patterns TRENDS

Eight case studies of spaces, applications, initiatives, policies, products, and services that highlight the new relationship between work and the city.



22 The case study CBRE HENRIETTA HOUSE LONDON, UNITED KINGDOM

The new London headquarters has an employee-centric approach focused on wellbeing.

It provides individuals with a variety of spaces and different configurations from which to choose based on their needs and preferences throughout each working day.



26 Solutions - Tips to treasure THE NEXT GENERATION OFFICE

To meet the new demands placed on it, the office must evolve, hybridising itself with other spaces such as homes, hotels, bars and public areas. It must also centre people's wellbeing.



**“A DAY AT THE OFFICE WILL BE SPENT
LESS IN A SINGLE BUILDING AND
BECOME MORE LIKE A LOCALIZED
BUSINESS TRIP”.**

RICHARD FLORIDA

FACTS AND FIGURES



WORKPLACE BLEND

When we can work anywhere, the sole purpose of going to the office cannot be to just work. This is why offices are transforming. In constant competition with the new workspaces offered to hybrid workers, they are changing the very way we experience towns and cities.

The extensive adoption of various forms of hybrid work is challenging the traditional relationship between the office and the city. The business districts that dominated many urban centres right up until the pandemic have to work out what to do now that many people work away from the office for at least a fifth of the week. This is not only reducing the demand for office space but also cutting down on the use of the facilities that go hand in hand with them.

At the same time, many urban centres are already offering alternatives to the traditional office as places of work. So-called third spaces are enjoying a heyday as cafés and coworking spaces continue to flourish alongside new models we haven't necessarily seen before.

According to a report from JLL, "hybrid work now means more than just the home and office. A variety of locations form part of the typical working week as employees seek boundaries between personal and professional lives"¹.

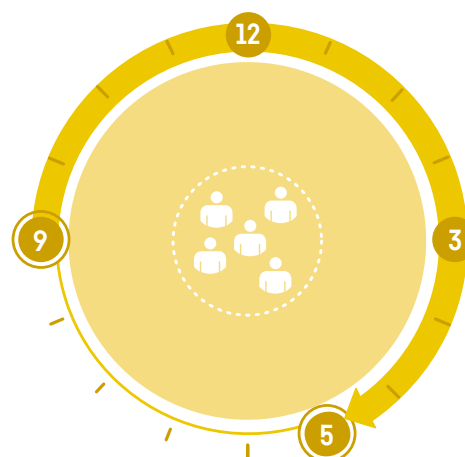
A growing number of hotels and restaurants are turning themselves into informal workspaces. They are more discreet than an office, but just as well equipped; and as welcoming as a home but without its distractions².

One example is 'Working from The Hoxton', which opened in Brussels in July 2023; a hybrid hotel and coworking space with almost 200 rooms and 500 different workspaces.

The growing abundance and variety of third spaces that are now available to people marks a real and profound shift in workplace culture³.

This is part of an evolutionary process as people wake up to the full range of choices open to them. They no longer just have to choose between a different part of the office or finding a third space such as a coworking space. It's about acknowledging how time, space and work intersect with other interests and motivations.

9 TO 5 MODEL



HYBRID MODEL



A paradigm shift in space and time. Adopting a hybrid work model means not only an ability to choose the place but also the time of day one can work.

Source: original by PACO Design Collaborative, 2023.

The traditional demarcation between office-based workers, flexible workers and digital nomads is no longer clearly defined. While such roles still exist, the distinctions between them are not quite so evident. A growing number of people are borrowing the characteristics of the work styles that best suit them at any particular time based on what they are doing or their need for interaction. As a result, the very notion of what an office is or can be, is changing forever.

As a result, many companies and designers are experimenting with new forms and functions to transform the traditional office into somewhere that is the “best place to work” among a range of choices.

All of these are based on the enduring and comprehensive ability of the office to offer a great place to meet and engage with both colleagues and the firm itself. It is this core function that ensures the office will remain at the heart of the new ecosystem of work spaces.

Across towns and cities business districts and offices are moving away from the traditional, cookie cutter models that offer adequate but uninspiring solutions for businesses and the people who work for them. It has simply become unsustainable to dedicate an entire district to nothing but offices.

Right:
A world apart

Source: original by PACO Design Collaborative, 2023.

This page:
The evolution of third places

Source: original by PACO Design Collaborative, 2023.

THE EVOLUTION OF THIRD PLACES

HOW CITIES REACT TO THE ADOPTION OF HYBRID WORK



A WORLD APART

While Americans keep working from home, Europeans return to the office.

US

OFFICE? NO, THANKS.

The office occupancy rate ranges between 40% and 60% of pre-pandemic levels.
The Wall Street Journal, 2023

58% of employees report having the option to work from home for the whole week or part of it.
McKinsey, 2022

35%-40% of current office space in the next three years will no longer be needed.
BCG, 2023

Downtown San Francisco's retail vacancies rose from 4.5% to 8.2%, between 2020 and 2022.
Forbes, 2023

Brooklyn's bars and restaurants sales growth recently exceeded Manhattan's, according to Square.
The New York Times, 2023

EU

BACK TO THE OFFICE.

The office occupancy rate has reached about 70%-90% of pre-pandemic levels.
The Wall Street Journal, 2023

The number of companies offering entirely remote roles has decreased by 35% in the last year.
Laborability, 2022

52% of companies in London are increasing their office space, compared to 22% who are downsizing them.
Savills 2023

Just a quarter of Italy's 8 million potential "smart workers" work remotely at least one day every week.
Rai News, 2022

Barely 18% of employees can work from where they want in France, according to an ADP study from last autumn.
Dayfr, 2023

DIFFERENT APPROACHES TO HYBRID WORK

60% of employees prefer a hybrid model rather than exclusively working from the office or home.
JLL, 2022

73% of employees say they need a better reason to go into the office than just company expectations.
Microsoft Worklab, 2022

41% of tenants expect to increase the use of flex space as part of post-pandemic workplace strategy.
JLL, 2021



**“THE OPTION TO WORK FROM HOME WHEN NEEDED,
OR TO TRY A DIFFERENT LIFESTYLE WITHOUT HAVING
TO CHANGE JOBS, IS A WIN FOR EVERYBODY”.**

SCOTT BERKUN



Workers have changed the ways they think about and experience the city. You only have to look at the ways they use public transport to know how true this is. In London, Transport for London (TfL) has urged workers to commute to the office on Mondays and Fridays, after data showed a significant drop in the number of commuters on those days. Even allowing for this, across the whole week there has been a significant drop in the numbers of people using the tube each day, which remain at between 75 to 80% of pre-pandemic levels⁴.

This varies between cities and regions across the world depending on local conditions and cultures. There remains a clear difference in the approach taken in Europe and North America. But all of the world's urban centres are having to adapt in some ways to this new reality.

In the US, cities are addressing the challenge of a hollowed out downtown, with San Francisco alone having over 2.5 million sq. m. of vacant office space⁵.

Major changes are evident at both the building and the neighbourhood level. The aim is to open up offices to the city, to create mixed ecosystems of functions and users, providing a new experience for people supported by a wider mix of services: offices, schools, shops, restaurants and, increasingly, homes.

This page:

To go or not to go?

Source: original by PACO Design Collaborative, 2023.

Each building has the opportunity to rethink itself and experiment with the new relationship between public and private space. It can reshape to meet the new and emerging demands for new ways of working to improve the wellbeing of individuals and better serve them. People may be returning to offices in greater numbers, but their expectations of work and the workplace have changed forever.

People are no longer pursuing work-life balance but rather something that might be best described as work-life blending⁶, as they pursue happiness and engagement in what they do. As a result, the office is adopting many of the functions that were previously the sole preserve of the city. By bringing the outside in, the designers of offices take their inspiration from parks and city cafés. Contemporary offices are created with rooftops and libraries. What were once considered third spaces are now regular features of the office.

In a previous edition of INSIGHTS - Extensive Collaboration⁷ - we identified the four main drivers of people's desire to return to the office. They reflected the need for people to come together to share, decide, create and learn. These activities underpin the essential role of teams and the need for people to share a common space with colleagues.

Right:
The hybrid office

Source: original by PACO Design Collaborative, 2023.

This page:
When the city goes to the office

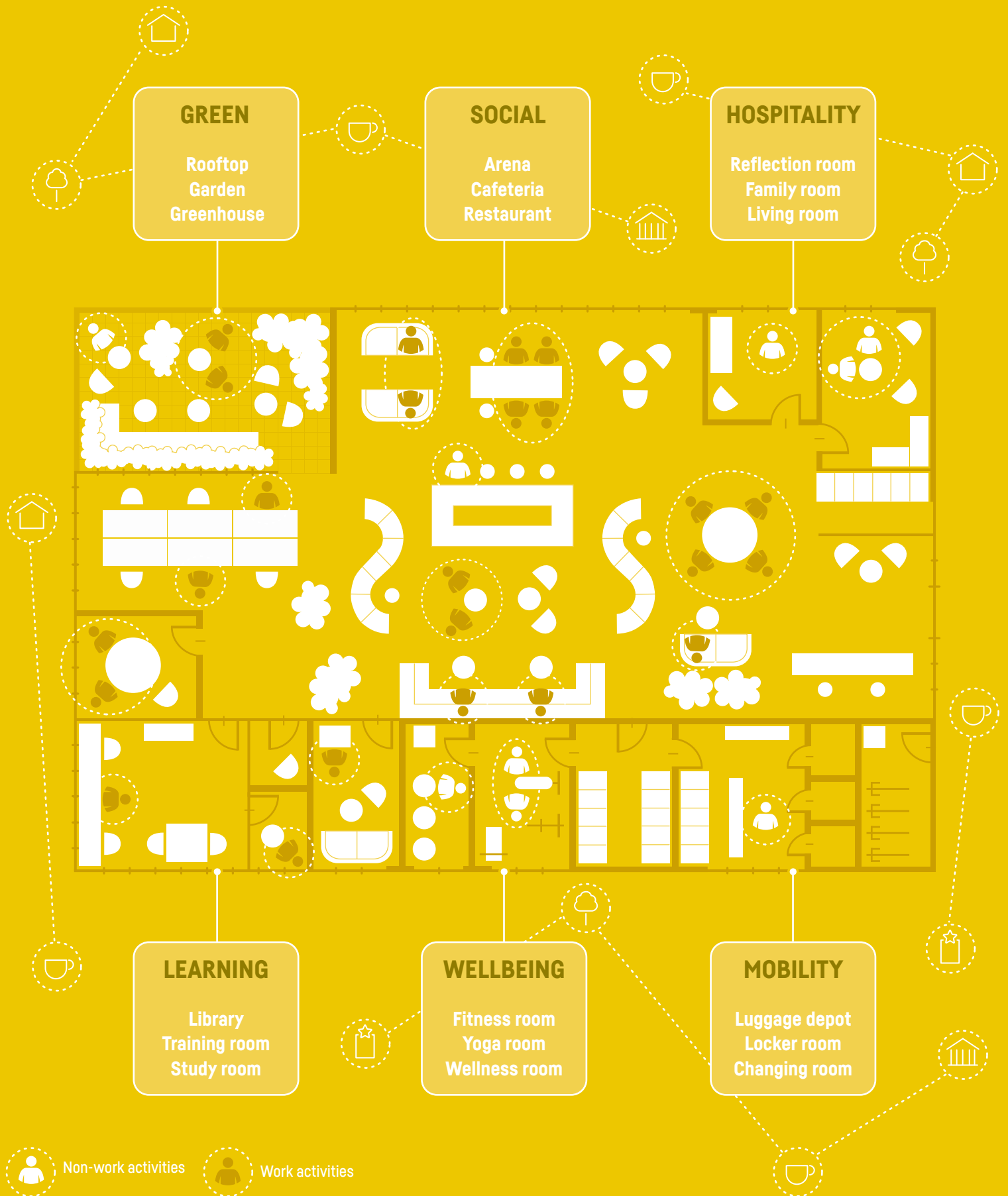
Source: original by PACO Design Collaborative, 2023. Elaborated from the article "Hybrid cities and new working spaces - The case of Oslo", Mina Di Marino, Helyaneh Aboutalebi Tabrizi, Seyed Hossein Chavoshi, Anastasia Sinitsyna, 2023.

WHEN THE CITY GOES TO THE OFFICE



THE HYBRID OFFICE

WORK-LIFE BLENDING SPACE



NOTES

¹ Pradère F. in JLL, "How third places are becoming mainstream", 2022.

² Ung E., "This founder is turning restaurants and hotel rooms into coworking spaces", Forbes, 2021

³ Perino C., "Evolution of the 'Third Place' in a Hybrid World", Work&Place, 2022.

⁴ Lodge M., "City workers told to stop WFH on Mondays and Fridays", Daily Mail, 2023.

⁵ Campbell A., Holly Arnold H., Zucker D., "From Vacancy to Vibrancy: Reimagining the Future of Downtown San Francisco", Gensler, 2023.

⁶ Ross H., "Shifting from Work-Life balance to Work-Life blend", Follows, 2022.

⁷ Pierandrei Associati, "Extensive Collaboration", Sedus INSIGHTS 14, 2021.

⁸ K2Space, "Hybrid Office Design", 2022.

⁹ Pierandrei Associati, "My Personal Sphere", Sedus INSIGHTS 16, 2022.

All of these drivers are reflected in the new conception of the offices as a centre for the workplace community, a place designed to attract and retain the best talent by providing the spaces and opportunities for social, educational or recreational activity. These offices reinforce a sense of community around shared values - which ideally echo those of the company.

As well as serving a community, the space should also address the needs of each person who uses it, with tailored services and facilities dedicated to their personal health and wellbeing.

The case study in this issue, CBRE's The Henrietta House offices in London, demonstrates this approach. The rethinking of the office as a communal space is evident in the offering of family rooms and in the variety of spaces dedicated to meetings and public presentations. At the same time, it doesn't neglect private and personal spaces, providing a full range of services to support individual productivity and wellbeing.

Regardless of the strategy chosen by a particular company to adopt various forms of hybrid work - e.g. virtual-first, office-occasional, or office-first⁸ - the need to ensure flexibility, collaboration and free choice between office, third-party locations and home remains unchanged.

This is also demonstrated by the example of Dropbox, recounted in an earlier edition of INSIGHTS⁹, in which traditional office spaces are transformed into 'studios' where employees can collaborate and find spaces for teamwork.

The office becomes the epicentre of a system of spaces that are no longer in competition with each other. They are coordinated to allow each worker to prioritise his or her own efficiency and health, providing them with a tailored solution wherever and however they choose to work.

36%

PLAYER

OF THE WORKFORCE SPENDS AT LEAST 1 DAY PER WEEK IN A "THIRD PLACE"
"Workforce Preferences Barometer", JLL, 2022

41975.00

COWORKING SPACES ARE EXPECTED TO OPEN BY 2024
"Coworking Statistics 2023", Gitnux blog, 2023

IN LONDON, THE TIME WORKED OUTSIDE OF THE OFFICE SINCE 2020 IS
"Staff work in central London offices for 2.3 days a week" The Guardian, 2023

41%

BALL

70% OF WORKERS SAID THAT HYBRID WORK GAVE THEM TIME TO PREPARE HEALTHY BREAKFASTS
"Hybrid & Healthy" IWG, 2023

55% OF PEOPLE USE DIFFERENT WORKING AREAS EACH WEEK
"Workforce Preferences Barometer", JLL, 2022

67% OF PEOPLE SAID THEY TAKE A SHORT WALK DURING THE DAY THANKS TO THE SHIFT TO HYBRID
"Hybrid & Healthy" IWG, 2023

+100% EXPECTED GROWTH IN THE NUMBER OF COWORKING SPACES BY 2026
"UK Flex Market Review 2022", The Instant Group, 2022

4/5 WORKERS SAID THEY HAD BEEN MORE PRODUCTIVE SINCE SWITCHING TO HYBRID WORK
"Hybrid & Healthy" IWG, 2023

4% OF EMPLOYEES WORK JUST FROM "THIRD PLACES"
"Workforce Preferences Barometer", JLL, 2022

16% OF ALL EMPLOYEES WORK EXCLUSIVELY FROM HOME
"Workforce Preferences Barometer", JLL, 2022

FINALLY BACK HOME

PEOPLE EXPECT TO BE OUTSIDE OF THE OFFICE 1.2 DAYS COMPARED TO 0.7 DAYS EXPECTED BY EMPLOYERS
"Working From Home Around the World", WFH Research, 2022

Push the button!
STATUS REPORT

IN 2022 THE USAGE OF PUBLIC TRANSPORT IN LONDON HAS DECREASED BY 14%
"Staff work in central London offices for 2.3 days a week", The Guardian, 2023

SHOOT AGAIN

33% OF EMPLOYEES EXPECT THEIR EMPLOYER TO HELP THEM IN SETTING UP A HOME OFFICE.
"Workforce Preferences Barometer", JLL, 2022

THE WORKING PINBALL

THE EXPERT SPEAKS



THE IMPACT OF HYBRID WORK ON REAL ESTATE



Alberto Cominelli

Alberto Cominelli is currently the Head of Project Management and Building Consultancy Italy at CBRE, developing Project Management and Technical Due Diligence services for investors and occupiers.

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Alberto Cominelli has 20 years' experience in the real estate sector joining CBRE in 2005. In 2010 he started the Project Management department and took responsibility since 2017 in establishing robust client relationships, formulating presentations, building teams, and delivering consultation and strategic leadership. Alberto combines the professional advisory at CBRE with complementary activities, including lecturing at university and proactively participating to the ongoing technical debate in Italy and Europe, both within CBRE and other institutions.

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https://www.linkedin.com/in/alberto-cominelli-27161947/?locale=en_US

The adoption of hybrid work seems to be a universal factor in the transformation of workplaces. Many offices and business districts have emptied to some extent, presenting a challenge to those parts of a city dedicated solely to the tertiary sector. What are the consequences of this phenomenon for the real estate sector?

A.C. In reality, hybrid work is a highly dynamic element. According to data from the Smart Working Observatory, the number of smart workers has decreased year on year. About 500,000 fewer than in 2021. This indicates that the trend is variable and that we are gradually returning to pre-pandemic levels. This does not change the fact that large corporations have a consolidated 30% average daily occupancy. The phenomenon we are observing is space subleasing, which allows giant corporations to generate new revenue, while allowing small growing corporations to lease ready-to-use space in attractive locations. In essence, a new sublease market is taking shape.

Looking at the new and changing relationship between office buildings and the city itself, the differences between the approaches taken in the North American and European markets seem very obvious. What is your opinion about this?

A.C. The European and North American markets are not comparable in terms of size, territory, or regulations. America's development potential is nearly limitless. Europe is substantially smaller in size, due to geography and population density. America builds, while Europe rebuilds. Major European tertiary developments are sections of cities that are being remodelled by forging new connections within the urban system. This has an impact on the entire city, which is not the case when new suburban development is built from the ground up. There are notable examples throughout Europe, beginning with Milan, where urban regeneration has provided an economic and social boost that has benefited the entire system.





“THE OFFICE IS NO LONGER ONLY A LOCATION WHERE PEOPLE COME TO WORK; IT IS ALSO A PLACE WHERE THEY MAY MEET, ENJOY, NOURISH, AND DEVELOP INNOVATION THROUGH IDEAS”.

Owners, tenants (companies) and users (office workers) play different and often conflicting roles in the adoption of hybrid employment strategies and in the use of office space. What are the main elements that cause friction and how can this be reduced or eliminated?

A.C. The primary cause of disagreement between landlord and renter is the rent and the incentives that come with it. The main factor driving interactions between parties' is the increase in office rents, which is a result of the macroeconomic environment and product scarcity. This results in a decrease in demand for space, which is represented by the reduced number of workstations and communal areas. Common interests include user well-being and building sustainability, both of which are ESG principles that owners and businesses cannot ignore. Market stakeholders agree on the fact that buildings must decrease their carbon footprint and become places that enhance the well-being of those who use them.

In the past, office design looked at the number of square metres per person as an essential indicator. With the multiplication of social spaces, common and shared areas, does this ratio still exist and if not, what other parameter has replaced it?

A.C. The square metre per person is no longer a valid measure. Since workers no longer have a designated workplace, the square metre per workstation has taken its place. Companies today demand an average of 0.5 to 0.7 workstations per person. The required net area, including the share for ancillary and shared areas, is estimated using a methodology based on this ratio. However, now more than ever, it is necessary to develop a workplace plan targeted at detecting real employment needs based on workforce and company activity. We live in an unpredictable and dynamic historical era marked by incredibly rapid changes, therefore flexibility and, as a result, customisation of places are necessary requirements.

As work becomes possible from anywhere, the office is just one of the many suitable places offered by cities, and the amount of quality space for remote work continues to grow. How can a company that wants to bring its workers back to the office compete with these new spaces and become - why not? - the workplace of choice?

A.C. It's pretty simple. To attract workers nowadays, workplaces must be both aesthetically and functionally appealing. The office is no longer only a location where people come to work; it is also a place where they may meet, enjoy, nourish, and develop innovation through ideas. Today, we discuss the concept of "Hotelification" of the workplace, as well as real estate in general. What does it mean? It involves creating spaces that are aesthetically and operationally comparable to hotels, with amenities aimed to generate an "employee experience" that encourages employees to come to work. This is accomplished through collaboration between those who design the space and those who manage the operations of a company.



TRENDS

Eight case studies of spaces, applications, initiatives, policies, products, and services that highlight the changing relationship between work and the city.

1



CALGARY TOWER

Repurposing vacant offices as vertical farms

The popularisation of hybrid working means that the demand for many office buildings will shrink. While companies are grappling with the need to put their empty or underused premises to use, other stakeholders are coming forward with proposals for the reinvention of office buildings. In Calgary, Canada, about 65,000 square feet of office space at the Calgary Tower Centre has been acquired by Agriplay Ventures. They aim to turn underutilised spaces into vertical farms focusing on non-local produce, in an attempt to stabilise the local food supply. The modularity of their equipment makes Agriplay Venture the perfect candidate to quickly take over and repurpose vacant spaces of different sizes and shapes. As office footprints shrink, more space will be freed up for other – sometimes unexpected – new entrants to transform and diversify the urban landscape.

<https://www.loopnet.com/learn/is-vertical-farming-a-green-solution-to-office-vacancy/1532952680/>

2



UNICREDIT

Offices give way to coworking spaces

Sometimes it is not the building that needs to be rethought but the type of office it offers. At the Unicredit “B Tower” in Milan, Italy, floors 3 through to 7 will be taken over by a provider of coworking spaces, as the banking giant has decided to leave the building and relocate its employees. Negotiations for some of the other floors are still ongoing and Unicredit aims to reach an overall 90% occupancy to ensure a steady income through rental contracts. The implications of this are twofold: on one hand, it signals a change in perspective that other companies located in important business districts may soon embrace; on the other, it shows the prominent role that coworking spaces now play.

https://milano.repubblica.it/cronaca/2023/06/05/news/torri_uni-credit_porta_nuova_smart_working_iwg-403268406/

3



GOOGLE WORKPLACE STRATEGY

The office blends into the city

As the very idea of dedicated business districts is being questioned, many companies are exploring new ideas about the relationship between office buildings and their host cities. Google's new campuses adopt different strategies depending on the local context. In London the company propose a more traditional office building filled with perks and amenities and will include community spaces and retail units open to residents. In San José Google's Downtown West project will consist of an entire neighbourhood made up of offices, housing units, green areas, and cultural spaces. Two different approaches that show how offices have become highly permeable to the city and are often conceived as hybrid places, to the point that it is sometimes difficult to draw clear boundaries between private and public space.

<https://realestate.withgoogle.com/sanjose/>
<https://www.kingscross.co.uk/google>

4



ZOKU

Embracing hybrid and nomadic lifestyles

As offices become permeable to the city, many urban premises are changing their business models to welcome hybrid workers. Zoku is an innovative hotel focused on supporting new ways of working by providing flexible spaces for working and living in a highly international environment. Zoku's vision, whose Japanese name means 'family' or 'clan', is pioneering what will become a major trend, and is enjoying rapid growth, as testified by the opening of their 4th location in Paris this year. Zoku hotels emphasise the importance of communal spaces, which are always located on the rooftop rather than the ground floor and are open to the public. Hotel rooms are "living and working" rooms in which beds can be tucked away easily, leaving space to welcome colleagues and collaborate. Zoku's concept is an example of emerging hospitality models that aim to support the flexible hybrid lifestyle of different types of customers.

<https://livezoku.com/copenhagen/>

5



LE SHACK

Blending work and social spaces

Le Shack is a Parisian café that combines the history and charm of a 19th-century publishing house with an innovative vision of urban workspaces. It is an inherently hybrid place, providing solutions for a variety of social and working needs and for customers looking for a blend of these two aspects, an increasingly common expectation in today's world. Le Shack includes a cafeteria, a restaurant, a hotel, and different work facilities that can be rented on demand. Le Shack helps clients to set up tailor-made events, offering atypical, and flexible workspaces (including podcast studios) and providing premium services such as wellness and team-building moments. Le Shack proves that the bar of expected service levels in shared workspaces is set high and that effective service models should be highly tailored and blend people's working and social life.

<https://leshack.fr/>

6



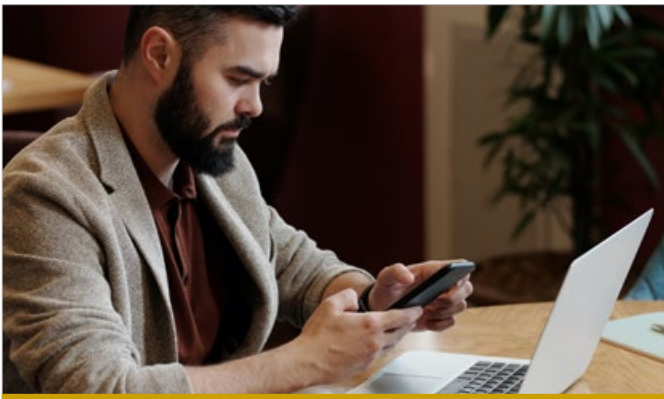
"NO LAPTOPS, PLEASE"

Some venues are reclaiming their main role

With the rise of new types of third places, working in a bar or café has become one of the most common activities in big cities. Many of them have transformed their spaces while experimenting with new business models and services to attract remote workers. As a result, the urban landscape has significantly changed, in a way that is visible to all citizens, eliciting a mix of positive and negative reactions. The presence of workers and their devices in bars and cafés has become so widespread that there is now a backlash from business owners who want to protect their cafes as genuine social spaces. Partisan Café Artisanal (Paris), amongst others, does this with a very straightforward note by the counter. Despite the obvious appeal of attracting working customers, it seems that some venues don't want to fully lose their former identity.

<https://www.thelocal.fr/20221211/they-are-squatters-are-paris-cafes-right-to-clamp-down-on-laptop-users>

7

**MY SPOT***A mobile app to support the 'hubquarter' vision*

Technology obviously supports new ways of working. The Real Estate company eFM has revamped its mobile app MySpot, to reflect how workers' habits are changing. The app fosters the creation of diverse communities and promotes creative synergies in shared workspaces; it profiles users based on their personal and professional interests and recommends shared office spaces accordingly while tracking the user's interaction with the platform and visualising them as a 'Relational Engagement' score. The app aims to drive the uptake of the so-called 'hubquarter', a vision in which the city itself becomes the office, not only providing distributed working facilities but also enabling the creation of diverse working communities.

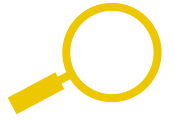
<https://www.myspohub.com/>

8

**LINKEDIN POSTURE MATRIX***Work styles inform interior design*

LinkedIn decided to revisit the interiors of its headquarters in Sunnyvale, California, focusing on designing office spaces that motivate workers to come to the office and carry out their best work. The space accommodates as many working styles and needs as possible. This approach is reflected in what the firm refers to as a 'posture matrix', a map of different work styles, and a tool to inform interior design choices based on factors such as time, type of work, and ergonomic needs. The next challenge for companies like LinkedIn who are adopting very flexible and empowering hybrid work policies will be to monitor the actual use of new working spaces and how they might change to better serve people over time.

<https://www.fastcompany.com/90784668/a-postures-matrix-shaped-how-linkedins-new-headquarters-handles-hybrid-work>



CBRE HENRIETTA HOUSE

LONDON, UNITED KINGDOM

The new London headquarters has an employee-centric approach focused on wellbeing. It provides individuals with a variety of spaces and different configurations from which to choose based on their needs and preferences throughout each working day.





The widespread adoption of flexible work means that the number of spaces from which people are free to work has multiplied dramatically. Inevitably, this means that many companies need to rethink their workspaces. The challenge is not simply about getting employees back to the office, but rather about creating a place where people want to go, making it the best choice amongst many.

CBRE recently tackled the issue in its refurbishment of Henrietta House in London, with a clear emphasis on individual wellbeing and productivity. To meet new needs and working cultures, a wide variety of spaces have been created for people to choose from. These spaces are often inspired by environments not traditionally associated with the office. The result is a hybrid workplace in which the office itself has adopted some of the forms and functions of other spaces such as homes, hotels, universities and coworking spaces. It even incorporates amenities like a gym and wellness centre.

The building is spread over seven floors organised as follows:

In the **basement**, there is a wellness area in which employees can attend spinning classes during the workday. Additionally, on this floor, there are spaces to promote and facilitate sustainable bicycle commuting.

The **ground floor** is dedicated to the reception. The atmosphere is more like the lobby of a boutique hotel than the reception of a typical office. In addition, site-specific artwork is displayed in the lobby and on the stairs.

The **first floor** is the heart of the office. It contains a large and bright cafeteria that takes its inspiration from hotels and coworking café areas.

Page 22:

For the renovation of Henrietta House, CBRE has collaborated closely with Lazari Investments and the design and architecture firm MoreySmith

Architects: Morey Smith

Photographer: Philip Durrant

This page:

The cafeteria area on the first floor of the new offices

Architects: Morey Smith

Photographer: Philip Durrant



This page:

The library for individual work on the seventh floor

Architects: Morey Smith

Photographer: Philip Durrant

Page 25

Interior view of the new headquarters offices

Architects: Morey Smith

Photographer: Philip Durrant

There are plenty of seating options and different configurations where people can spend their day. Additionally, from this floor, there is access to an outdoor zone, equipped with various furnishings and a barbecue area that employees can use for social events during the summer.

From the **second to the sixth floor**, you'll find a variety of work spaces characterised by a wide range of different furnishings and workstations. There are also private rooms that can be booked for tasks requiring isolation. The **fifth and sixth floors** are dedicated to personal spaces and privacy. On the fifth floor, there is the family room, a relaxing environment where people can go when needed. Additionally, the room is equipped for breastfeeding and includes baby changing facilities. On the sixth floor, there is a contemplation room, a calm space for reflection, meditation, and prayer.

On the **seventh floor**, there is a university-style library with furnishings and workstations for quiet work. This floor also features private dining rooms and an event bar connected to a spacious terrace with plenty of plants and outdoor furniture.

This adoption of the features, characteristics and aesthetics of urban spaces such as hotels, homes, coworking spaces, libraries and wellness centres marks the transition of workplaces such as Henrietta House from the traditional office.

This attractive mix creates a workspace in which individuals feel comfortable. It is designed to draw people to it. It is an inspiring and flexible office that caters to the diverse needs and preferences of people, allowing them to choose the space and setup that best suits with their changing needs throughout the day.





THE NEXT GENERATION OFFICE

To meet the new demands placed on it, the office must evolve, hybridising itself with other spaces such as homes, hotels, bars and public areas. It must also centre people's wellbeing.



One of the most important and enduring legacies of the end of lockdown is the proliferation of spaces that support people’s ability to work from almost anywhere. This is about far more than the choice between home and office. They are no longer tethered to those structures, places and times of work in the way they once were.

People have new needs and greater expectations. They want more control over their times and places of work. They want to work in environments tailored to their specific needs and preferences to make themselves more comfortable, productive and engaged.

So, in some ways the office is now in competition with other places of work. It must continue to evolve to further prioritise wellbeing and nurture a better balance for people across the working day. To approach this effectively consider drawing inspiration from different types of spaces, especially those that are in competition to attract people's attention.

By adopting some of the features of cafés, hotels, and other forms of shared, public space the modern office can affirm a new place in people’s lives. A space no longer designed just for work, but a place in which people meet, have fun, eat, create together, and take care of themselves. It becomes a stimulating and comfortable place in which people enjoy spending time, being able to choose the space and surroundings that best suit their needs throughout the day.

Here are some tips for creating next generation offices focused on people's wellbeing:



- Spaces for study and concentration
- Areas for individuals and their private life
- Areas for the company community
- Services and areas for commuting



• Spaces for study and concentration

Over recent years, people have been able to experiment with a wide variety of places and understand where they perform best in individual work. This has led to the development of new habits and behaviours that people want to maintain even in a hybrid working culture. To meet these new expectations and needs, the office should provide suitable environments and workspaces for individual work.



se:dot



se:sofa

Page 26:
With secretair home and on spot cosy, areas for individual work can be created that combine the efficiency of the office and the comfort of home.

This page:
The se:dot stool and the new se:living sofa are an ideal solution for soft seating areas in the office.

These spaces are inspired by places other than the traditional office, such as homes, libraries, and cafés where people are already used to working. It is possible to create small bookable rooms that combine the efficiency of an office with the comfort and informality of a home or hotel room. Additionally, designated "quiet areas" can be provided, furnished and designed with inspiration from libraries, to allow people to concentrate by minimising sources of distraction.

- **Areas for individuals and their private life**

The hybrid work model is based on flexibility and the chance it offers people to transition effortlessly between work focused activities to their personal lives. For these reasons, offices must be designed not only with a focus on work but also on integrating and facilitating other aspects of employees' lives. This can be done by drawing inspiration from and hybridising with the new work spaces that have emerged in cities, homes, hotels, etc., which, being originally non-work-related spaces, are particularly suitable for these needs.

Furthermore, more specific areas for personal life needs should be provided. For example, rooms designed and inspired by domestic living rooms where people can have private meetings with friends or family, or relax and disconnect from work. Additionally, if there are groups with specific private needs, it is advisable to provide areas that cater to their requirements.

This page:

The upholstered and ergonomic se:works seating system can be used in a variety of configurations to create comfortable and functional offices.

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• Areas for the company community

In the hybrid work model, one of the main functions of the office is to facilitate social interactions among colleagues and foster a sense of community within the company. Meeting and interacting with colleagues is one of the primary reasons why people go to the office. To effectively fulfil this function, social areas within the office should take inspiration from external spaces such as bars and hotels. In particular, the cafeteria should provide a welcoming, informal, and comfortable environment that encourages socialisation. When designing these spaces, it is important to consider the new work behaviours that have emerged. People often choose to work at shared tables in bars or restaurants outside of the office, appreciating the freedom and informality they offer. The same organisational and usage approach can be replicated within the office by creating a cafeteria with various tables and open seating where individuals can choose to work.

• Services and areas for commuting

Research indicates that the issue of mobility, and in particular how and how long people travel each day, is one of the most important factors for office workers when it comes to their choice of work location. So, organisations need to think carefully about what they can do to make travelling easier for people. Spaces and services must be evaluated on a case-by-case basis as needs may vary depending on the context and location of the office. One consideration that is valid in many cases, however, is the need for lockers to store personal belongings. The inherent flexibility of hybrid working and the use of more unassigned spaces in the building makes it essential to equip the building with assigned or shared lockers.

This page, above:

The se:matrix is more than a bookshelf, it is a multifunctional modular system that allows the creation and reconfiguration of social office areas.

This page, below:

The se:hub intelligent locker system can be positioned in different areas of the office to create storage areas for personal belongings.

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Content, concept and graphic design:

PIERANDREI ASSOCIATI
in collaboration with PACO DESIGN COLLABORATIVE
Via Bellezza 7, I-20136 Milano, Italy
+39 0258319844
info@pierandreiassociati.it
www.pierandreiassociati.it
www.pacollaborative.com

Publisher:

SEDUS STOLL AG
Christof-Stoll-Strasse 1
D-79804 Dogern
+49 (77 51) 84-0
sedus@sedus.com
www.sedus.com

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Sedus, 2023

WHAT'S NEXT?

“Sedus INSIGHTS” n. 19 will focus on:

- **What are the main points of disagreement between the company and the workers and what issues could be worked on to find a new agreement?**
- **What are the emerging models that companies are experimenting in order to combine employee's needs with corporate productivity?**
- **How can the office support the different people's habits and behaviors in the hybrid work model?**

HOW CAN WE HELP CREATE FUTURE OFFICE SOLUTIONS WHICH ENHANCE PEOPLE'S WELLBEING, HAPPINESS AND COLLABORATION?

