

sedus

Executive, Meeting & Conference



Creating meeting areas that connect people.





Foreword

The rise of hybrid work models and the shifting expectations of employees regarding the office are significantly reshaping how workspaces are conceived and utilised.

This evolution is evident across all workspace types. In this document, we will delve into the changing landscape of meeting spaces, particularly focusing on the increased significance of communication spaces as employees gradually return to the office.

Our primary focus will be on meetings and communication activities that occur around a table, whether in an open-plan setting or a designated room, and that do not involve hands-on collaborative tasks.

This encompasses not only standard meeting areas but also specialised spaces such as conference rooms and executive offices. These in particular serve a dual purpose, functioning both as personal workstations for senior figures and as venues for private one-on-one discussions.

The transformation of these spaces is crucial, as they are central to fostering effective communication and collaboration in the modern workplace. Understanding these changes will enable companies to design workspaces that better cater to the evolving needs of employees and support the dynamic nature of contemporary work practices.

The role of the office has evolved

The modern workplace is experiencing a shift in the motivations driving office attendance. The office is evolving into a hub for interaction and communication. Employees now expect to engage in meaningful exchanges while at the office, elevating the importance of spaces that facilitate this.

This shift grants office space a new strategic significance. In an era marked by uncertainty and the rapid evolution of work activities and organisational structures, the office's capacity to accommodate a diverse range of activities is paramount.

Companies must move beyond a purely functional approach to space allocation, considering not just the activities employees perform, but also the types of interactions they wish to foster.

A strategic view of office space is therefore crucial. It's about creating an environment that supports and encourages the kind of collaborative and communicative culture a company wants to cultivate, rather than simply providing a place to work.

This involves careful consideration of how spaces can be designed to promote both planned meetings and spontaneous interactions.





“

Traditional ways of meeting find new forms of expression and demand more participation. The office becomes the stage on which project teams interact, finding mutual inspiration, and creating the very meaning of the company's mission.

”

WORKSCAPE DOJO

Office meeting areas: more variety and choice

The evolution of the workplace goes beyond simply changing employee motivations and expectations. Meeting activities themselves have undergone a significant transformation, reshaping the way we interact within office spaces.

Firstly, the post-pandemic era has heightened our awareness of the vital role office spaces play in fostering human interaction. We now actively seek out environments that not only support our needs but also empower us to perform at our best, whether individually or as a team.

Simultaneously, the unpredictable and varied nature of modern work demands an office that can readily adapt to unexpected changes and, thus, can offer a wide range of options. This approach directly impacts meeting spaces, which are being increasingly diversified to include everything from traditional enclosed meeting and presentation rooms to informal meeting corners nestled within open-plan layouts, cosy nooks, and other settings that are conducive to effective group exchanges.

Secondly, the hybrid office model has blurred the lines between the traditional workspace and other types of environments. We are more often seeing spatial configurations and furniture inspired by non-office settings, such as domestic or hospitality spaces. Consequently, meetings may now occur in these hybrid zones, furnished with pieces that deviate from the 'typical' office aesthetic. This infusion of non-traditional elements creates a more relaxed and versatile atmosphere, fostering a sense of comfort, encouraging more informal activities, seating arrangements and more open communication.



In the hybrid office, in-person meetings are essential and often often take place in meeting areas.

Thirdly, the integration of remote participants in hybrid meetings has significantly altered meeting dynamics and often also the configuration of meeting areas. Hybrid meetings require meticulous attention to the needs of both in-person and remote attendees, necessitating adjustments in spatial design to accommodate everyone simultaneously, regardless of their location.

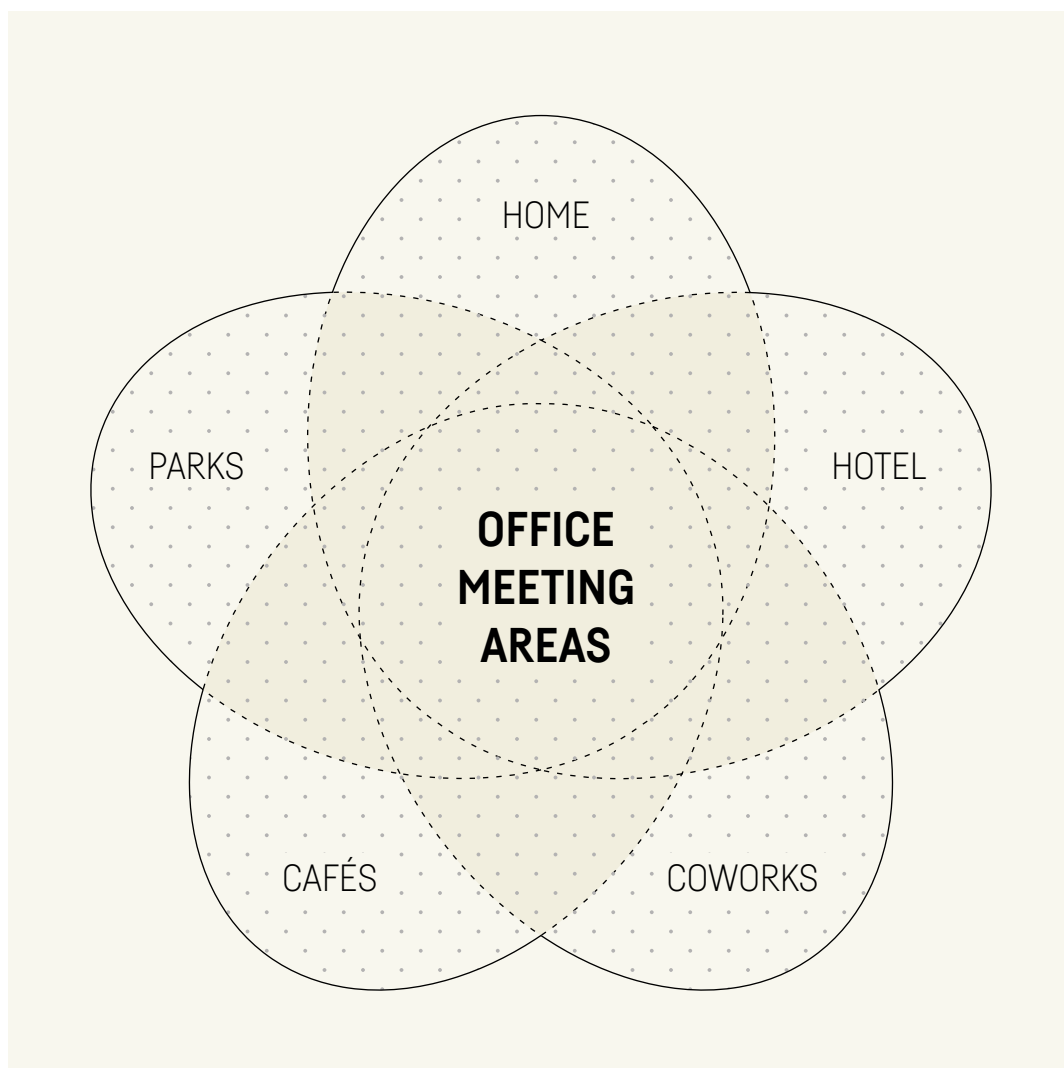
This may involve incorporating technology or taking into account acoustics and lighting, but thoughtful consideration must be given to furniture and layouts too.

In essence, while the fundamental types of furniture components of meeting areas – tables, chairs, and complementary pieces – remain

largely unchanged in their categorisation, the hybrid work model and the transformation of work dynamics has significantly expanded the variety of product and worksetting configurations.

This variety can be seen both at a functional level, through the presence of tables of different heights and seating with very different form factors, and at an aesthetic level, with products that feature a very different look and feel and contribute to creating different moods and atmospheres.

The key is to create meeting spaces that are not only functional but also conducive to effective communication, collaboration, and a sense of belonging, regardless of whether participants are physically present or joining remotely.



Hybrid work brought the office outside to the city, while hybridising the office and its meeting areas.





Meeting tables: a diverse product family

Each meeting area has its own needs and these spaces can be configured differently depending on the desired interaction. The table is the core element in a meeting space: its form factor plays a key role in determining how people will interact.

se:café team table



The se:café team table features a standard height and can host groups of different sizes, creating an informal yet refined atmosphere.

mastermind high desk



The mastermind high desk effectively supports spontaneous conversations, quick meetings and informal interactions.



se:lab flip

The se:lab flip is a modular and foldable solution, enabling a meeting area to be configured in different ways. It can accommodate a variety of needs, allowing everybody to participate.

Click on the product names to view more information



Examples of meeting space configurations with different tables. Top: se:café team table. Bottom left: mastermind high desk. Bottom right: se:lab flip table.









Case study:

Sedus Smart Office

Favouring interdisciplinary teamwork

Sedus Smart Office by Moser Architekten GmbH, Dogern, Germany. Year: 2019

In the spring of 2019, a number of Sedus departments came together under the same roof in the new Sedus Smart Office in Dogern, Germany. This move meant that employees now had an opportunity to do more interdisciplinary teamwork and establish new connections. The office has continued to evolve in the last few years following the evolution of work dynamics in the post-pandemic era.

For this reason, the new office has been designed for all solo and team work activities (concentration, contemplation, communication, collaboration) but paying particular attention to the role of meeting spaces. This vision is supported by a large open space at the centre of the office, surrounded by countless different spaces for private and group activities.

Meeting areas of varying kinds are available to assist employees with different needs during their working day: enclosed rooms of various sizes that ensure privacy and undisturbed group work, hubs and intermediate areas with configurations that favour casual and informal exchanges, private nooks with soft seating centre, and standing areas for spontaneous meetings.

Overall, the office features a calm and relaxed atmosphere and puts employee wellbeing at the centre, for example, ensuring plenty of daylight and sound-absorbing elements. These choices enhance comfort and provide a suitable environment for effective communication between people.



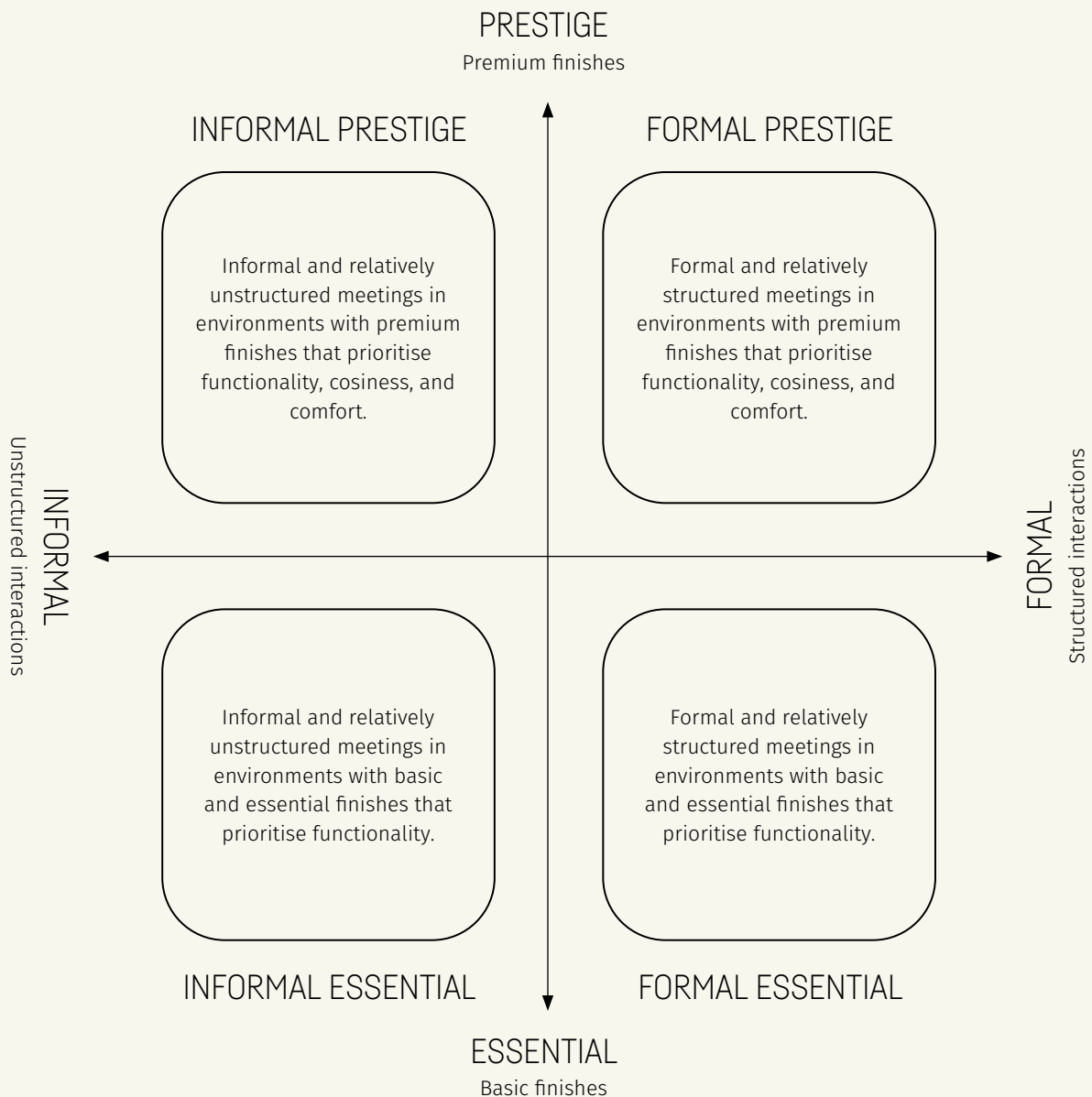
The full case study can be found in Sedus INSIGHTS N° 9.

[Download](#)



MEETING SPACES

MOODS MATRIX



Meeting spaces can be differentiated based on the mood that they create, which results from the combination of the type of finishes and the type of interactions.

Characteristics of meeting spaces

When considering meeting spaces, we can categorise them into four distinct types, each reflecting a specific mood, organised around two key variables.

The first variable addresses the type of product and worksetting, ranging from 'informal' to 'formal'. Informal spaces draw inspiration from environments outside the traditional office, like domestic or hospitality settings, while formal spaces maintain a clear office aesthetic. Different levels of formality influence behaviour and posture, with informal settings encouraging a more relaxed and casual approach.

The second variable concerns the finishes, spanning from 'essential' to 'prestige'. Essential finishes are basic and functional, characterised by a clean, smooth, and simple design. Conversely, prestige finishes are more refined, diverse, and often rich in tactile qualities, featuring textures or surface treatments.

“Unlike traditional meeting rooms, hybrid meeting rooms are designed to allow a more informal use that is not inherently associated with the convening of a meeting.”

WORKSCAPE DOJO

The interplay of these two variables – product/work setting and finishes – creates four unique moods for office meeting areas. This framework allows us to understand how different combinations of formality and finish can shape the atmosphere and functionality of these crucial spaces.

By carefully considering these factors, we can create meeting areas that better suit the needs and preferences of employees, promoting effective communication and collaboration.





Informal Prestige.

Cosy and curated meeting spaces

Description

Informal Prestige environments encourage more unstructured and informal encounters in a casual and welcoming environment with prestige finishes. These spaces are hybrid in nature and take inspiration from other spaces such as hotels and domestic environments.

Furniture and equipment

Mostly tables at standard height with some high tables, accompanied by soft armchairs and seating solutions inspired by living spaces.

Why choose this mood

- To equip the office with a variety of meeting worksettings largely inspired by non-office environments.
- To provide an informal and curated working environment where employees can feel at ease.

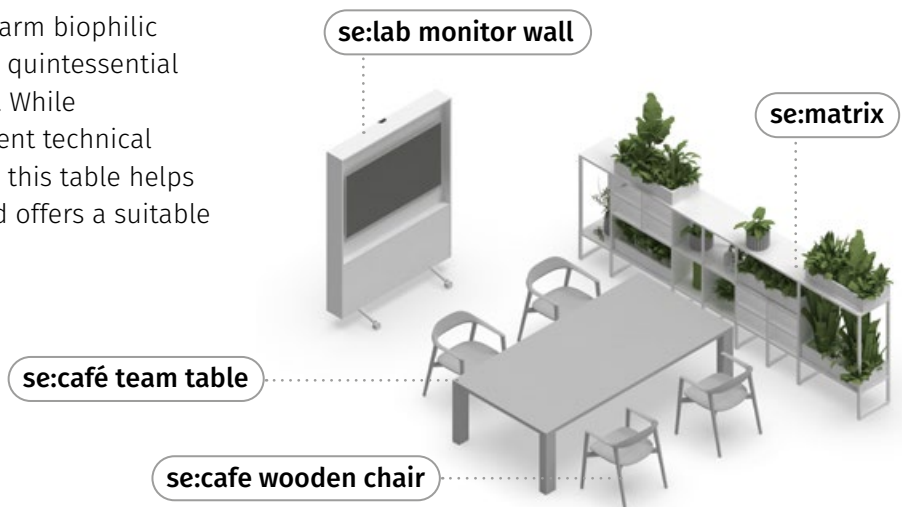
LOOK & FEEL



Warmth and sociability



The se:café team table adds a warm biophilic touch to meeting areas, through quintessential design and high quality finishes. While offering functionality with different technical customisations and accessories, this table helps to furnish communal spaces and offers a suitable spot for spontaneous meetings.



Click on the product names to view more information

Informal Prestige PRODUCTS

Selection of products particularly suitable to configure an Informal Prestige meeting space

01_TABLES



se:café team table



mastermind high desk



se:lab meet & stand



se:matrix desk



se:vision desk



se:café high diner



mastermind flow



se:assist

02_SEATING



se:flair



on spot cosy



se:café soft chair



sweetspot



se:café wooden chair



se:café bench

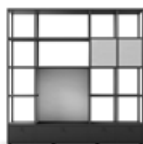


se:living



se:dot

03_COMP



se:matrix shelving module



se:matrix monitor module



se:lab monitor wall





Formal Prestige.

Elegant and superior meeting spaces

Description

Formal Prestige environments are particularly suitable for formal and structured meetings and encounters and are characterised by prestige finishes. These spaces create a sophisticated and professional atmosphere that is clearly recognisable as an office.

Furniture and equipment

Tables at standard height with soft armchairs and seating solutions with a recognisable office look & feel.

Why choose this mood

- To provide spaces for structured and formal interactions that can host groups of different sizes.
- To immerse employees in an elegant and inspiring atmosphere.

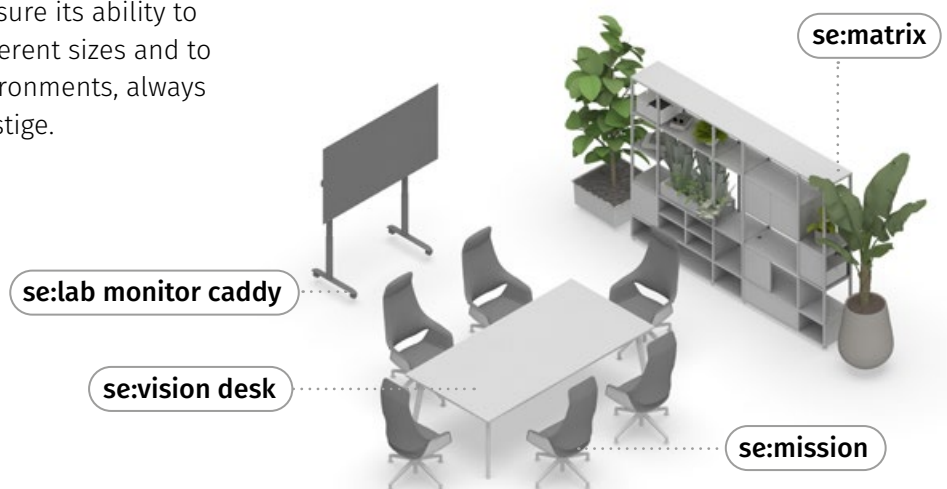
LOOK & FEEL



Comfort and harmony



The se:vision desk offers many variations of size, materials and colours, to ensure its ability to accommodate groups of different sizes and to fit within different work environments, always conveying harmony and prestige.



Click on the product names to view more information

Formal Prestige PRODUCTS

Selection of products particularly suitable to configure a Formal Prestige meeting space

01_TABLES



se:vizion desk



temptation prime



invitation



get together



mastermind



se:assist



mastermind fold

02_SEATING



se:mission



open up



crossline



se:flair



se:café wooden chair



on spot cosy



se:café soft chair



se:living

03_COMP



se:matrix shelving module



se:matrix monitor module



se:lab monitor caddy





Informal Essential.

Casual and functional meeting spaces

Description

Informal Essential meeting spaces favour casual and unstructured interactions in a relaxed office area with essential finishes. These spaces appear approachable and welcoming and have a hybrid look and feel, inspired by domestic environments and third places.

Furniture and equipment

Tables of different heights with various seating options that feature a casual look typical of non-office environments.

Why choose this mood

- To create a dynamic working environment with plenty of choice for meeting areas.
- To promote an informal and laid-back atmosphere that can encourage interaction and more open communication.

LOOK & FEEL



TRADITIONAL

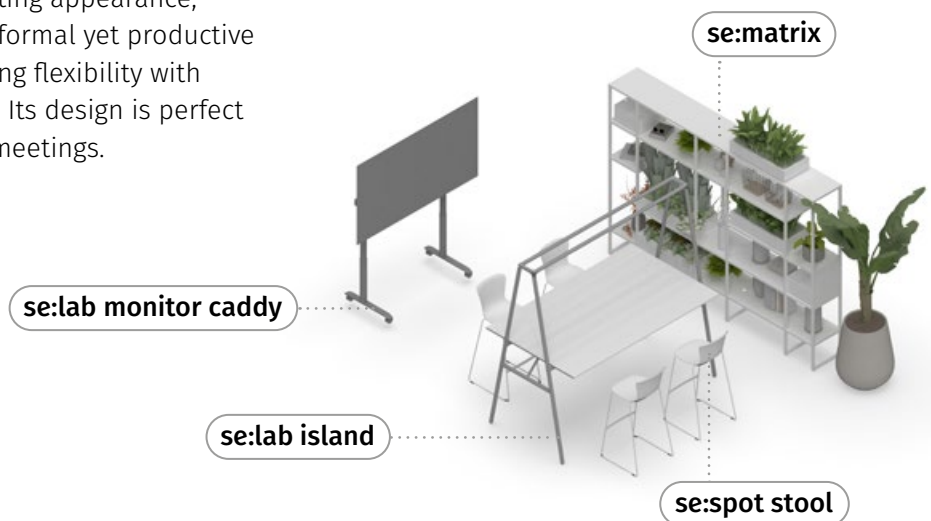
OFFICE

HYBRID

Flexibility and dynamism



Designed with a cosy and inviting appearance, se:lab island is ideal for an informal yet productive meeting environment, providing flexibility with adjustable castors and glides. Its design is perfect for essential and immediate meetings.



Click on the product names to view more information

Informal Essential PRODUCTS

Selection of products particularly suitable to configure an Informal Essential meeting space

01_TABLES



se:lab island



se:lab meet & stand



se:lab high desk



se:lab meet desk



se:matrix desk



temptation high desk



se:assist



get together

02_SEATING



turn around



se:fit



se:lab hopper



se:café soft stool



se:mood



se:joy



se:spot



on spot

03_COMP



se:matrix shelving module light



se:lab monitor wall



se:lab mobile elements



se:lab monitor caddy





Formal Essential. Structured and simple meeting spaces

Description

Formal Essential meeting spaces are designed for structured and formal in-person encounters that take place in a professional yet essential office area. These spaces typically convey an idea of functionality and efficiency, but are also welcoming and warm.

Furniture and equipment

Tables at standard height with office chairs and seating solutions that feature a recognisable office look & feel.

Why choose this mood

- To provide spaces for formal and structured interactions that can host groups of different sizes.
- To convey a sense of simplicity, functionality and linearity in the workspace.

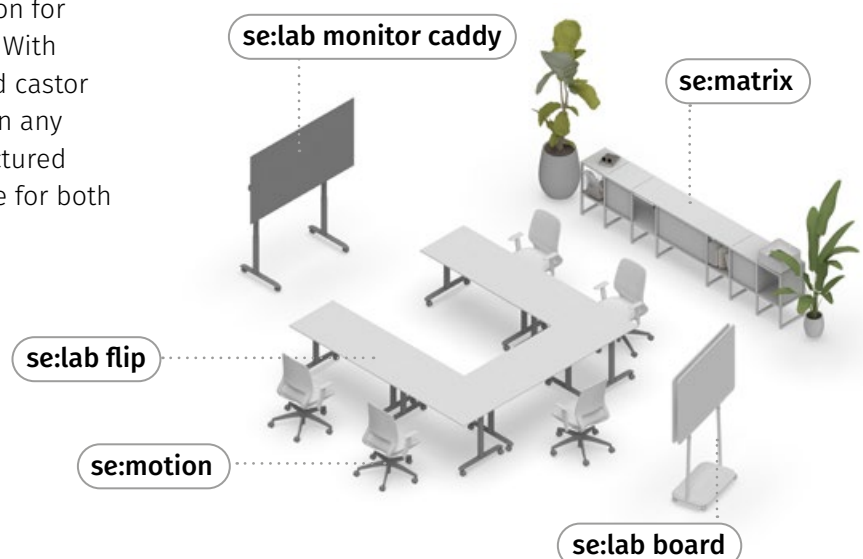
LOOK & FEEL



Versatility and organisation



se:lab flip table is the perfect solution for modular and ductile meeting areas. With its particular flipping mechanics and castor t-legs, se:lab flip can be integrated in any office layout design to support structured group encounters and provide space for both planned or last-minute meetings.



Click on the product names to view more information

Formal Essential PRODUCTS

Selection of products particularly suitable to configure a Formal Essential meeting space

01_TABLES



se:lab flip



se:lab fold



se:lab meet desk



se:lab meet & stand



temptation four



temptation c



se:assist



get together

02_SEATING



se:motion



se:kit



se:flair



se:air



se:joy



turn around



se:flex



quarterback 2

03_COMP



se:matrix shelving module light



se:lab monitor wall



se:lab mobile elements



se:lab monitor caddy





Beyond the meeting: other communication spaces at the office

In an era of redefinition of the role of the office as a social destination that can favour meaningful encounters between people, meeting spaces in all their variations are not the only areas that need attention.

Two other spaces deserve equal consideration:

1. Executive Areas

These spaces represent a unique setting within an office because of their dual identity. They are a workstation and at the same time also a meeting area for 1:1 meetings and discreet conversations.

2. Conference Areas

Conferences and presentations are a different type of meeting activity, sometimes also blended with classic meetings, which require a slightly different set-up. Flexibility is key when configuring this type of space, particularly considering the impact of hybrid work and also the need to ensure smooth communication with remote participants.

Both of these two spaces require specific products and configurations, which are presented in the following pages.

Executive Areas: working solo and private encounters

Executive areas are characterised by elegant finishes and a formal and refined atmosphere. The se:vision and se:mission deliver on this expectation while offering numerous colour options, finishes and configurations to ensure maximum personalisation.



se:mission

The se:mission chair blends ergonomics and elegance to ensure a comfortable seating experience with different backrest options.



se:vision desk

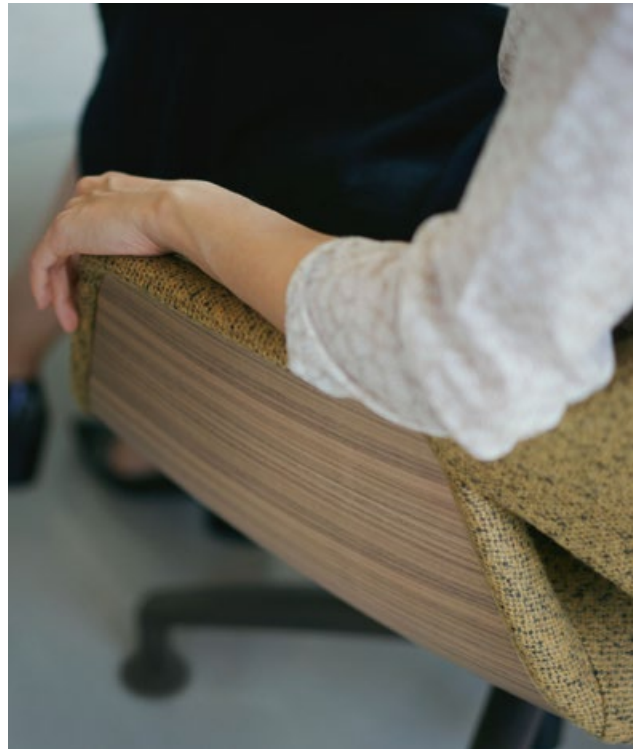
The se:vision desk comes in different sizes that allow enough space both for an individual workstation and a private meeting area.



se:vision desk & se:vision storage

The se:vision desk & se:vision storage offers optional storage which enhances the flexibility and individuality of executive workstations.

Click on the product names to view more information



Top: an executive workstation and conversation area. Bottom left: se:mission with low backrest and se:vision. Bottom right: se:mission with detail of product finishes.

Conference Areas: designing flexible presentation spaces

The combination of flexible, light and portable furniture elements effectively support the design of dynamic conference and presentation areas.

se:mood



The se:mood is a stackable chair that allows a quick reconfigure of a conference area, while furnishing it with a casual look and feel.

The se:lab fold is a light table that can be easily stowed away and can be arranged in different configurations depending on the specific work activity.



se:lab fold

se:lab monitor caddy



The se:lab monitor caddy allows for maximum flexibility in the configuration of the speaker area for a conference or presentation.

Click on the product names to view more information



Key elements in a conference area. Top left: se:lab monitor caddy. Top right: se:mood chair. Bottom: se:lab fold.

How can Sedus help you?

Over many decades, Sedus has cultivated a profound expertise in discerning the optimal products and worksettings for diverse meeting scenarios. This meticulous approach blends functional efficiency with formal elegance, ensuring work environments align with client aspirations and elevate the employee experience.

With its comprehensive product portfolio, Sedus empowers clients to design bespoke configurations, crafting versatile meeting, conference, and executive spaces that adapt to the demands of contemporary workforces.

To streamline this process, the four distinct meeting space moods detailed within this document serve as a foundational guide for defining ideal strategies.

Ultimately, Sedus is dedicated to partnering with clients in the evolution of office spaces that transcend mere functional utility.

These spaces are designed to hold strategic significance, intentionally nurturing the desired company culture while adeptly supporting various work activities. By harmonising design and purpose, Sedus ensures that workspaces become powerful instruments for fostering effective communication.







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