

Better Office, Copenhagen (Denmark)

An office project by Vitra, 2017

Co-working spaces, which allow freelancers, creatives and small start-ups to rent offices and infrastructure on a monthly, weekly, daily or even hourly basis, have been increasing in number over the past few years. These spaces not only enable users to save on fixed costs for offices, which are usually considerably higher, but they also tend to foster a stimulatingly interactive, interdisciplinary dynamic that becomes a hotbed for new ideas.

Co-working spaces are proliferating in almost every major city, and users can now generally choose between several providers. It is therefore essential for offices to be attractively and intelligently designed, as the first impression is often decisive.

In terms of quality, co-working spaces must surpass traditional, standardised offices. Not just because the users – as renters of the office spaces and infrastructure – have high demands, but also because the spaces should be conducive to a pleasant atmosphere: after all, it has been proven that our environment influences our mood, sense of well-being, productivity and motivation.

As is the case for any office environment, it is not enough to simply choose attractive office furniture for a co-working space. Instead, a project must be carefully planned in order to anticipate future uses and requirements and provide functional solutions. Only on this basis can an environment be created that meets the needs of users while simultaneously conveying comfort and ease.

When planning and furnishing co-working spaces, Vitra draws on the experience of hundreds of office projects that have been implemented around the world. A prime example is the Better Office co-working space in Copenhagen.

Better – a designer furniture distributor – was well connected when it came to furnishing the new co-working spaces of Better Office. The aim was to transform the traditional Danish office into a modern work environment with an international feel and to add time-saving services like a café, hotel, fitness area, hairdresser, massage therapist, children's play area etc. Ample use was made of Vitra's expansive product portfolio, which was also supplemented with a number of Artek products, lending the workplace a Scandinavian touch.