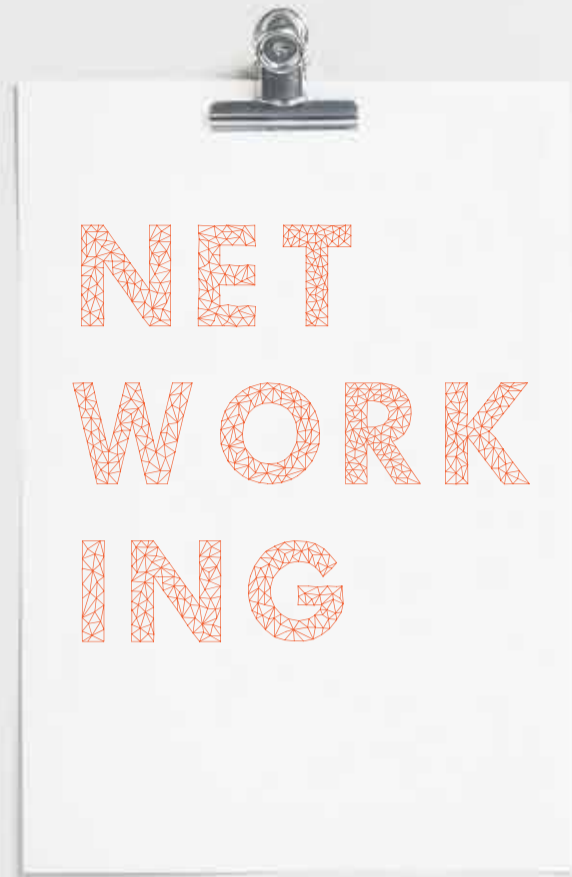


DO

new working spirit



- King of the networkers
- The workplace of the future
- The Artemide success story
- Munich's new highlight



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LEGAL NOTICE

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A new way of working.

The world of work is changing faster and more dramatically than ever before. New technologies are opening up fascinating, unprecedented opportunities. And at a rate that not even the players from Silicon Valley can keep up with. While some companies are calling their employees back from their home offices to their centralised desk spaces, others are declaring that fixed hours and workplaces are a thing of the past. They are allowing their employees to decide how, when and where they want to work. Even though it's still far from clear which models will win through in future, one thing is certain: Work models will need to be flexible if they are to be successful. And this is exactly what Design Offices is already working on at eight locations: Delivering flexibility.

We give companies more room to maneuver, enabling them to achieve so much more.

Ever since the inception of our company, we have been acquiring wide-ranging expertise in the latest, most advanced ways of working. We designed this magazine in order to share our expertise with friends, partners and clients. The first issue focuses on the subject of networking. After all, that is something we strongly rely on. Every day, we establish valuable new contacts via our numerous events and Coworking Spaces. In our in-depth interview, Timm Richter reveals the most intelligent ways of networking. He is CPO of our partner XING, the largest business network in Germany. I hope that our new magazine provides you with some engaging ideas and insights. Maybe we will even meet in person soon at one of our networking events and talk about the modern working environment.

Yours sincerely,



Michael O. Schmutzer



Michael O. Schmutzer

Founder and CEO of Design Offices and visionary driving force behind developments in new working environments.



Function and design must always be in perfect harmony. In order to achieve this ideal, we sometimes even go as far as designing a new building.



TIMM RICHTER, XING AG CPO



YOU ARE ONLY AS GOOD AS YOUR NETWORK.

A conversation about relationships and networking.

Mr Richter, why is it important to become part of the XING network?

There are many reasons for being part of XING. One would be classic networking: Talking to new and existing contacts, discussing branch-specific topics in groups and making important contacts at offline events. But XING delivers much more: for example – the new XING careers marketplace features a million jobs, providing practical information about all the appropriate vacancies in the German-speaking world. And – unlike traditional careers marketplaces – it is strictly focused on the requirements of modern knowledge workers, showcasing classic career opportunities, but also part-time roles and positions for people in search of new meaning in their lives. Or take our new “Klartext” product, for example: a journalistic format, where experts and well-known figures state their exclusive position, putting their controversial opinions on current topics relating to industry and careers up for debate.

What qualities do you need to be a good networker?

Networking is all about give and take - simply “collecting contacts” doesn’t work. I always advise professionals to think about what they can offer a contact first. Only then can you expect to get anything back from your network.

How do you personally select your contacts: based on whether you like them or how useful they are?

There are lots of different people in my network: current and former colleagues and professional partners, but also friends and acquaintances, too. It’s the special mix that creates the dynamic. Building networks based on trust. Without a large number of intermediaries, you can quickly

get in touch with someone whose knowledge and/or integrity you value and whose advice you can rely on. I still benefit today from the network that has gradually built up over all the stages of my career.

Let’s be honest, weren’t cliques and nepotism the forerunners of today’s digital networks?

When it comes down to it, networks have always existed. Formerly, these “special relations” were only reserved for certain groups. XING has now made these “special relations” transparent. It’s become easier to connect with people and maintain an overview. Unlike our parents’ generation, the trend is to switch employers more often, and many people also go freelance during course of their careers. A platform like XING is tremendously helpful in terms of keeping up with the contacts that we meet in our working lives. This is why we also advise students to start developing a network at the earliest possible juncture. Sooner or later, you’re going to call on those contacts.

Is there a correlation between the effort you put into networking and career success?

This naturally varies depending on the individual. But it is true that you increase your visibility when you make active use of the opportunities the network offers. The focus point of any business network is your personal profile – it acts as your business card. Your profile determines whether HR people just take a quick look at your CV or examine your career development with interest, for example. And business partners too will make full use of your profile to obtain an initial impression of you. Thinking in terms of the greater picture is also a good idea if you want to make active use of XING for your professional career.

“The most productive interface between the virtual and real world.”

XING AG CPO Timm Richter on the subject of networking.

What other social networks do you belong to apart from XING?

I also use Facebook and Twitter in addition to XING.

Is there a proper etiquette when it comes to making contacts?

The general rule is: when making contacts, behave as if you were standing opposite each other in real life. Address potential contacts in a friendly manner and make brief and direct reference to why you are addressing that person. Show an interest in any feedback you receive and give your contact the opportunity to get in touch with you directly - either online or offline. On the other hand: you don't have to accept everyone as a contact who makes a request. Think carefully about whether the person is a positive addition to your network or not. If you do decide against accepting the individual, make sure that you give a brief, friendly reply.

Is it OK to discuss personal matters on a business network, or are Facebook and syndicates better for that?

You have to decide for yourself where you want to set the boundaries. But you should never lose sight of the fact that: XING is where you operate as your professional self. You need to remember that when you decide on topics and communication styles.

Can a digital medium provide impetus for the actual, analog world of work?

Definitely. Digital and physical professional environments are now tightly interwoven. XING connects people to each other – online on the platform, but also offline at numerous events. Aimed at putting employees in touch with the right employers and appropriate contacts, our XING events market offers individually tailored events to assist our members with their professional career development – this might be top-ranking events in their own sector or official XING events, which are held throughout the German-speaking world.

How is XING helping to shape the working environment of the future?

We are totally committed to making the working environment of the future a better one for as many people as possible. It is for this reason that we

have aligned our growth strategy closely with our positioning of “For a better working life”, launching the appropriate new products such as the new XING careers marketplace. As a complement to our product offerings, we have set up an ideas lab with pioneering thinkers from the world of work, and have now bestowed the New Work Award for the third time. The Award singles out companies that structure their work in an innovative way. Last but not least, we created the “spielraum” New Work thematic portal, exploring the new scope and latitudes that employees now enjoy. XING’s “spielraum” is now the second largest careers and employment blog in Germany, with a monthly average of well over 100,000 users discussing New Work topics.

How did the partnership between XING and Design Offices come about?

Many of our members are often on the road for their work and some of them don't even have a static office any more, but still need a space for meetings now and again. So we saw a partnership with Design Offices as a way to provide the appropriate option in our benefits package. Our Premium Members can now use XING work spaces for working on the move or use meeting spaces by the hour.

How do you rate the Design Office network offerings? And what feedback have you had from your Premium Members about the XING work spaces?

We are very happy with Design Offices, and the feedback is positive. The flexible space options are perfect – a great solution for every requirement – not just for working in, but impressive events and our regular “New Work” events, too.

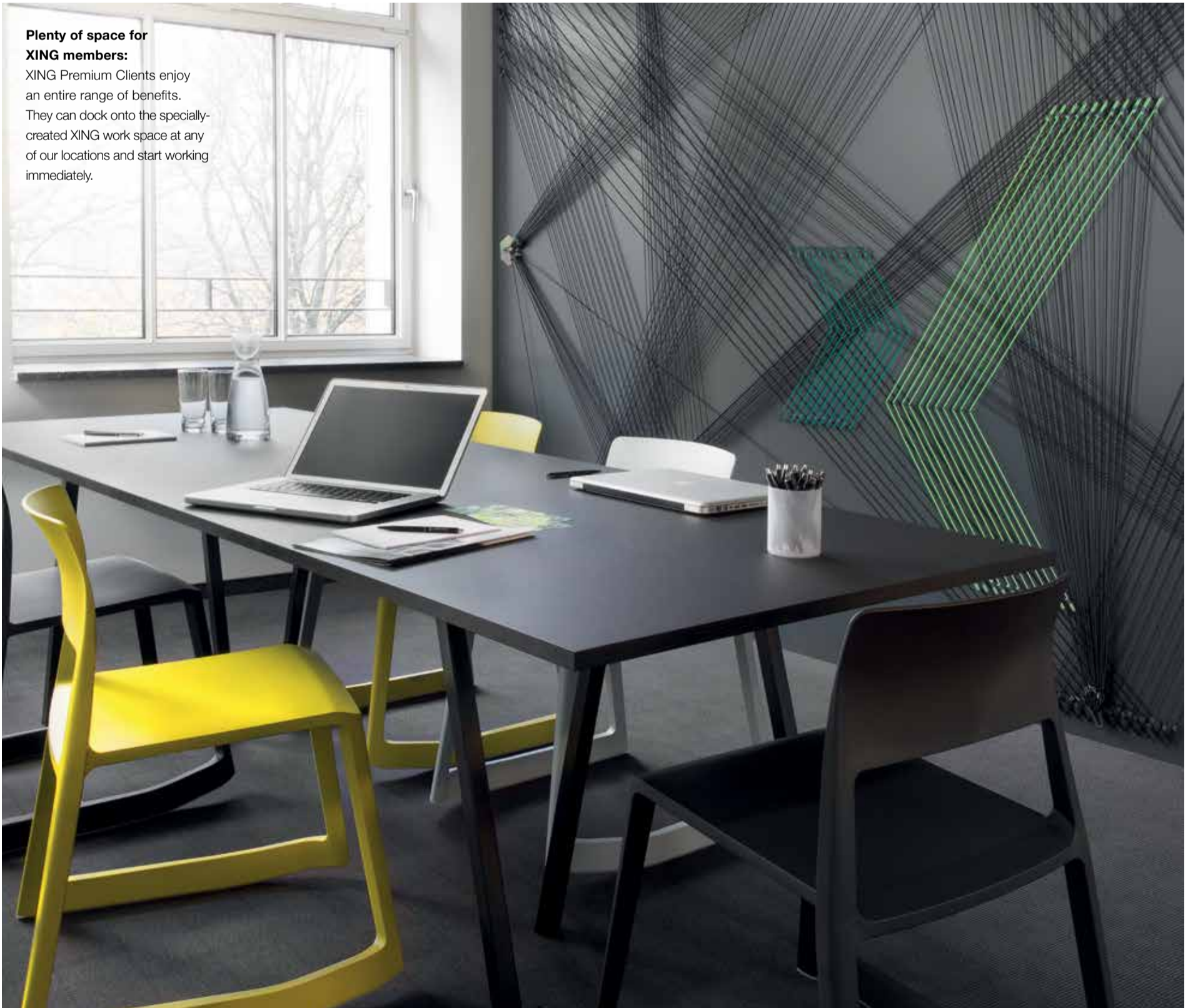
In concluding, we would like to ask you for your assessment: What will the networks of the future look like?

Relevance is an important buzz word for the networks of the future: How can we stay relevant for our members, time and time again? What are our members looking for from our network? How can we meet their requirements both online and offline? Based on our positioning, we need to ask ourselves these questions and develop our offerings accordingly as we go forward.



Plenty of space for XING members:

XING Premium Clients enjoy an entire range of benefits. They can dock onto the specially-created XING work space at any of our locations and start working immediately.





WHAT DO THE CONCEPTS OF THE FUTURE ACTUALLY LOOK LIKE?

When vision becomes reality.

Thoughts about the right concepts for the future vary widely. This is obviously also due to the fact that the world of work is undergoing massive change. Globalisation and digitalisation have turned our everyday lives upside down. Work is changing dramatically, with demands on employees increasing enormously. There are fewer and fewer roles requiring basic qualifications. The days when your initial education and training lasted you for your entire career are long past and gone. Practically every role is supported by a continuous process of learning and further development. Employees need to become more flexible in every way. Whereas in the past you worked for the same company at the same location for your entire working life, it has long been quite natural to change place of residence, also at short notice. Not everyone is inclined to welcome exciting new roles and challenges with open arms. New demands often go hand in hand with heavy workloads. According to the DAK Psychoreport, the Berlin IGES Institute determined that one in 20 employees in Germany is being treated for psychological problems – more individuals than ever before. And the figures for motivation levels are also alarming. According to a Gallup Poll, 70% of German employees state that they lack commitment to their work. And it gets even worse: 17% of the workforce say they are merely marking time in the office.

That's more than enough reason for executives to think hard about the workplaces of the future. If they want to motivate their employees to show greater commitment and greater responsibility, they need to be guided by two concepts: flexibility and freedom. This involves a whole

range of different approaches. Old concepts such as flexitime are being brought back on the one hand, while revolutionary new ideas are being tested on the other. In some areas, even established hierarchies are being called into question.

The most exciting concepts for the working environment of the future are emerging from the computer industry – the sector that is jointly responsible for the far-reaching changes. Particularly innovative in terms of its HR policy, Microsoft has taken a daring and radical step. Employees are left to decide on where they work and the amount of time they want to expend on their work. So Microsoft is motivating its workforce through total flexibility and freedom. “Whether you are at the office or not is irrelevant”, as the Seattle based company's German HR boss stated in a recent interview. But this kind of employment model doesn't just call for a self-assured superiors who are able to relinquish some of their control, but also for committed employees with a strong sense of identity and loyalty to the company. Employees can't be allowed to hole up in their home offices and favourite cafés, gradually losing their identification with the company. Instead, new and forward-looking environments need to be created for the future world of work. Environments in which individual employees have a feeling of wellbeing, partly because their needs are taken into account. Moreover, modern offices also need to be set up and equipped with a great amount of thought - employees see exemplary design as a sign of being highly valued, which is a strong motivational factor.

HOW WELL CAN YOU EXPECT TO FEEL IN THE WORKPLACE?

The opinions and desires of executives and employees.

WORK
WORK
WORK



We call it a workplace because it's where you have to work.

If every employee wanted to turn their own personal idea of the perfect working environment into reality, companies would hardly be able to stay on course. How are you supposed to achieve business goals if everyone is rowing in a different direction? The question is permissible as to whether a reasonable salary, proper social benefits and sufficient time off shouldn't be enough of an incentive for doing your job with a decent level of commitment?

The German Economic Miracle was also far from being what everybody wanted at the time, but nobody wants to hear about this anymore. Today, the most promising talents are recruited from the world's best universities – and what happens? Instead of going about increasing profits, they're starting to reorganise their offices and improve the canteen menu. And then the paternity leaves for men and sabbaticals will soon be on the agenda. This comes under the fashionable concept of work-life-balance. To my ears, this doesn't sound like the milestones of an exemplary career. And when the ladies and gentlemen are finally thoroughly worn out from fighting on various secondary battlefields, the next thing looming on the horizon is the burn-out syndrome.

What does the HR executive want to achieve with the new study? Apparently, a really motivated and committed workforce would be able to increase operating profits by almost 20%. And I had always reckoned that our HR boss was still one of the old school.

Freedom
Freedom
Freedom

I work wherever I can get online.

A 9-to-5 job was definitely not for me. Anyone marking time at work is simply wasting precious personal time. Checking and answering emails in the evening or at the weekend? No problem with that. As long as you are happy with what you are doing, it's perfectly OK. The difference between work and leisure time is becoming increasingly fluid anyway and it's nonsense to stick rigidly to office hours. This also applies to the working environment. If you keep staring at the same woodchip-covered wall, sooner or later you're not going to be coming up with any more new ideas. If you are expected to deliver exciting new output, you need to get the appropriate input. And individuals who retreat to their ivory towers will soon be just going round in circles. You will never achieve any new goals if you keep to the well-trodden path. An established team is great, but it's important to see a few new faces and listen to other opinions now and then. This is the only way to prevent everything from being the same old repetitive routine. This is why I think that the best employers aren't the ones who offer the best pay, but the ones who make the most things possible. By giving me the perfect conditions for my work, so that I grow a little bit more with every new project. In this case, the money side just takes care of itself.





AND SUDDENLY, YOU'RE IN LOVE WITH YOUR WORK AGAIN.

Flexible space concepts for modern working worlds.

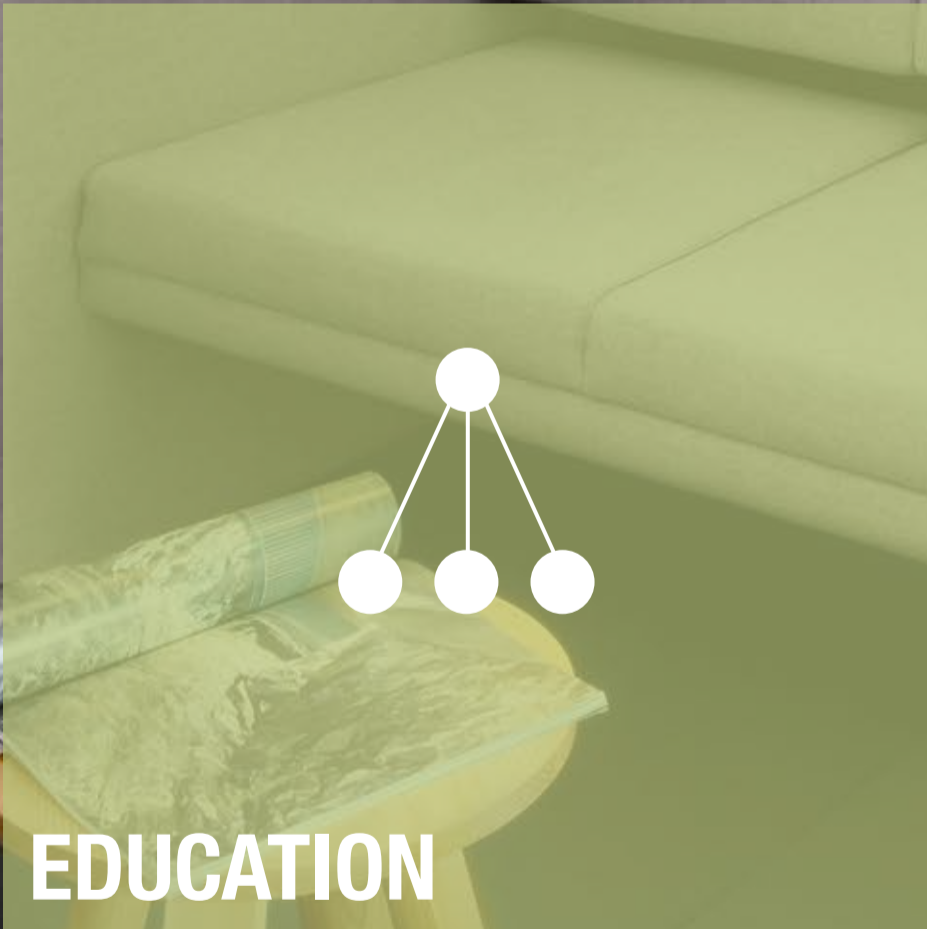
Design Offices has been focusing on the issue of “The work world of tomorrow” for many years. And not just in theory, but in daily practice, too. Thanks to a range of studies, it has long been known that people who feel good in their working environment can and want to deliver much more. Our hired spaces don't just give companies more room to more flexibility – work can be completed so much more efficiently there as well. We offer pioneering Office Spaces, motivating environments for constructive one-to-one discussions, the appropriate conference rooms for rousing presentations and purposeful meetings. With us, creatives find new inspiration and sales teams an impressive setting for their product presentations. At the end of a successful day, everyone can come together at one of our spectacular events hosted at one of our top-notch locations.

Our offerings are based on the results of international research and numerous surveys on the subject of work – and our own experience, obviously. The Design Office method was devised on the basis of these findings and involves four different approaches to working. With us, individuals will find their perfect environments, with the option to switch back and forth between them as desired. So what are they? Please turn the page.

Flexibility for tomorrow's working worlds.



FOCUS



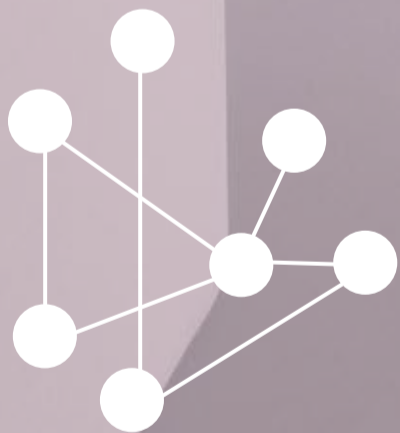
EDUCATION

Focus.
You work alone or in a small team and value your peace and privacy. Welcome to our Office Spaces! Everyone is able to work extremely efficiently in their own office – and enjoy access to our full service offerings, of course.

Education.
These days, we carry on learning throughout our career. We provide multi-functional spaces for inspiring seminars, successful coaching sessions and goal-oriented project work. And for constructive meetings and presentations that leave a lasting impression.



COLLABORATE



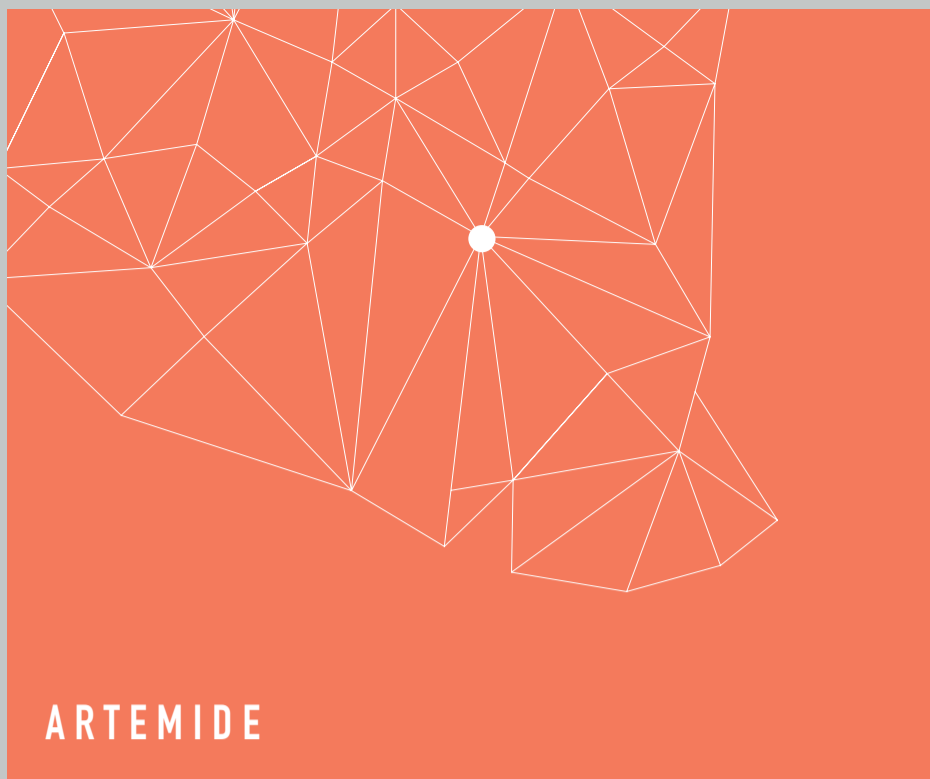
SOCIALIZING

Collaborate.

Do you need interaction with others like the air you breathe? With coworking, collaborating with exciting people and experiencing inspiring brands ensures a continuous supply of fresh inspiration.

Socializing.

We turn networking into an event, creating the framework for productive cross-fertilisation: at client and in-house events. In any case, there will always be plenty to talk about. Starting with the spectacular venue and the excellent catering.



GREAT DESIGN DESERVES A STYLISH SETTING.

The perfect location for global companies.

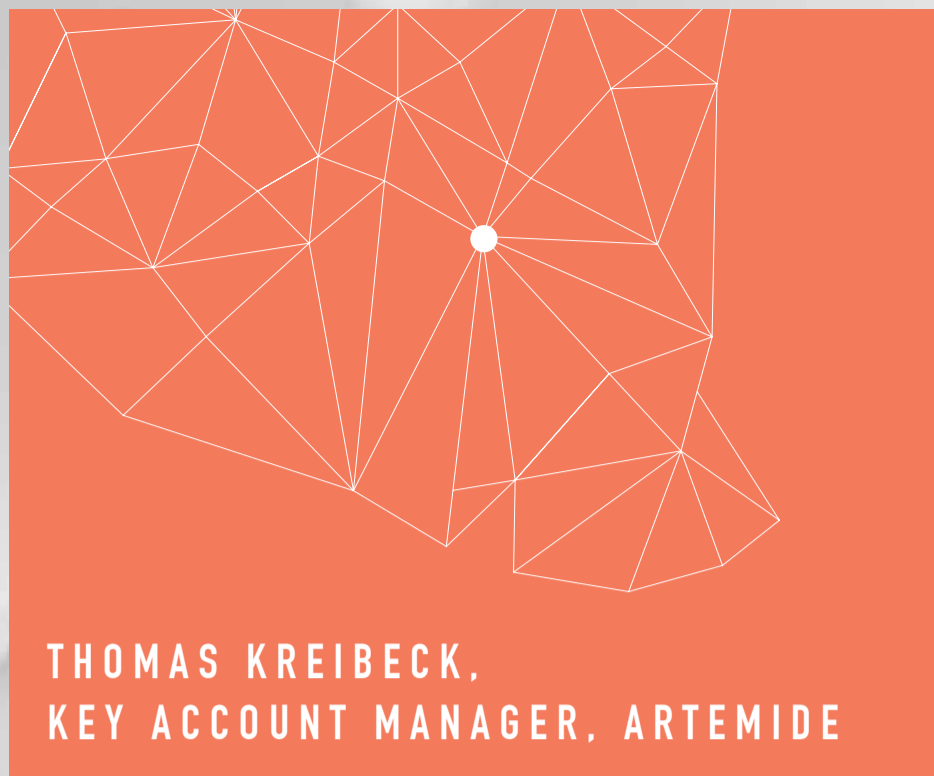
The list of designers who have worked for Artemide is genuinely awe-inspiring. Names like Norman Foster, Ettore Sottsass, Enzo Mari, Gae Aulenti and Mario Botta. The company might only be fifty years old, but Artemide's work has already written design history. Their legendary lamps not only win the most coveted awards on a regular basis - they have also long been included in the major design collections around the world - including the Museum of Modern Art in New York, of course. When asked what turns a lamp into a design icon, Artemide Germany boss Frank Busch responded: "The word icon comes from the Greek and denotes images that signify a culture. To become an icon, a product has to be immensely popular. Lots of people must be familiar with it, so it has to have a legendary and timeless design."

Artemide has been a Design Offices partner of ours since the early days, making use of almost all of our space and service offerings. For Frank Busch, Design Offices symbolises a totally new form of flexible working and office space. Whether you want to work in peace and quiet, have a discussion, hold a confidential meeting or stage a major conference – the right space is always available. When and where you want it. Frank Busch sees Design Offices as the perfect formula for the optimum workplace. It goes like this:

Space quality = space concept + lighting concept. The lighting concept for the Design Offices site at the Arnulfpark location in Munich is naturally by Artemide. This pleases Frank Busch for a particular reason: "What could be better than residing within your own brand reference?".



Design that makes a distinct visual impact.
The Artemide presentation room at the Arnulfpark site in Munich.



THOMAS KREIBECK,
KEY ACCOUNT MANAGER, ARTEMIDE

“Design Offices provides the perfect setting and networking environment for us as a sales team.”

Why does Artemide deliver its presentations at Design Offices?

There are many positive factors entering the picture here. We are looking for environments that meet our exacting requirements in terms of design, quality and staging. Design Offices delivers all of this – it's the perfect setting for our lamps.

Did you also have other reasons for choosing Design Offices?

Apart from the overall design requirement, flexibility was essential. When I need a conference room, I just book it, and if I want to organise a trade fair or event, it's sorted – no problem. Design Offices is the perfect setting for us. Above all, you can rely on the same high quality at every location. Another major reason is the logistics support that's always available to us here. We have countless packages delivered here every day. Design Offices takes care of everything for us, obviously handling our despatches, too.

What do you see as the best thing about the services provided by Design Offices?

I particularly like the full-service offerings, as I can book exactly the spaces I need. From seminar, project and conference rooms to fireside rooms for negotiations and impressive event venues. It's all included in the same super package.

How valuable is Design Offices to you as an event partner?

First of all, we can rely on their organisational skills and excellent catering. The real benefit is obviously the networking facilitated by the event and the interesting and inspiring people involved. You really can't put a value on this. We like to invite our clients along, sometimes with the Design Offices network. This means that events aren't just all about sales. Initially, you have to create the right setting for dialogue and exchange. Obviously, we're not going to be disappointed if we get some business out of it. It's all about the superior quality and consistency of the events.

How great are the benefits of Design Offices for your sales activities?

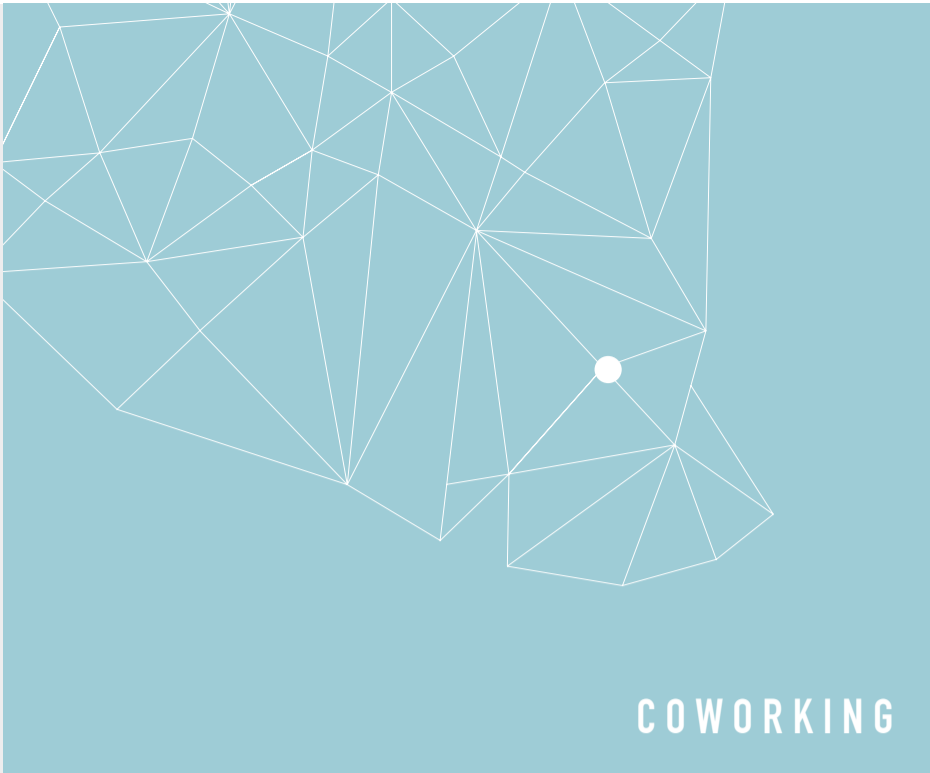
The Design Offices locations soon became part of our sales strategy. It quite simply suits us – from the flexibility we enjoy to the consistent quality across all locations. As we go about our daily activities, we can see how easy it is for our teams to work in a productive and connected way. Whatever location or space you use, they all have the Design Offices signature and the same high design standards. It's the perfect world of experience for our clients and partners, and we feel very comfortable here. And that's the key.

THE SPACE COULDN'T BE MORE FLEXIBLE.

Coworking services to suit every requirement.

The Coworking Spaces at Design Offices provide so much more flexibility for the modern world of work. Whether you just need somewhere to focus your thinking or swap ideas with other creative people - there's a perfect space for everyone. And the same applies across the eight locations that we now have throughout Germany. The Coworking Lounge features an open design with different work spaces designed into it. You can choose your favourite spot and book it by the hour or the day depending on your requirements. If you want more than just a perfectly appointed work space and need services on top, you can opt for the coworking package. Flexible options can be tailored to individual requirements. Depending on how often you use your work space and the scope of services required, you can sign up for an S, M or L package. And the various sizes come with a range of special extras. Regardless of what option they go for, clients always have access to the complete infrastructure, which comes with their own, very prestigious business address. Plus many more extras to make working life that bit more pleasant and productive. Go to www.designoffices.de and discover an inspiring new world of work. Or speak to one of our coworking experts – the individual contacts for each location are easy to find on our web site.





COWORKING



Inspiration Coworking Lounge:
Every job is more fun if you are working in extremely stylish and motivating surroundings. And you can look forward to inspiring conversations with interesting coworkers.



Tailored offerings:
Design Offices provides you with an S, M or L coworking package that is perfectly suited to your personal requirements. And not just in terms of the workplace, but also with regard to services.





TOP-LEVEL MEETINGS.

Meetings, conferences and events at the Highlight Towers.





The DO Eatery:

Catering for event guests throughout the day and serving lunch at midday. In the evening, the DO Eatery transforms itself into a stylish bar, chic restaurant or exciting event venue.



“YOU GET THAT EXTRA MOTIVATIONAL KICK FOR FREE.”

Hermann Scherer, top speaker and bestselling author.



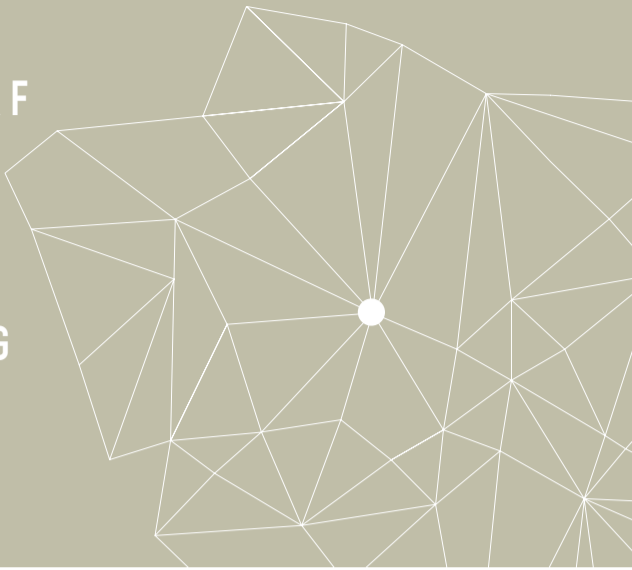
Design Offices offers you the highest conference room in Munich, located on the 19th floor of the Highlight Towers. While the capital of Bavaria is famous for many things, it is not noted for its skyline. With the completion of the Highlight Towers, however, this “global city with a heart” is now offering a location with truly breathtaking views. It’s simply ideal for staging an unforgettable conference or holding a stunning event. There is plenty of space to host and thoroughly enthuse hundreds of guests. And as if that wasn’t enough, it also functions as a

professional business environment, where you can draw inspiration from the breath-taking views out over the rooftops of Munich.

There is also a wide selection of flexible workplaces suited to the needs of a range of different personalities and job descriptions. So: next time you’re in Munich, why not book one of the loveliest workplaces in the city?

MORE CONFERENCE ROOMS
IN THE FOLLOWING LOCATIONS:

BERLIN
DUSSELDORF
FRANKFURT
HAMBURG
MUNICH
NUREMBERG
STUTT GART

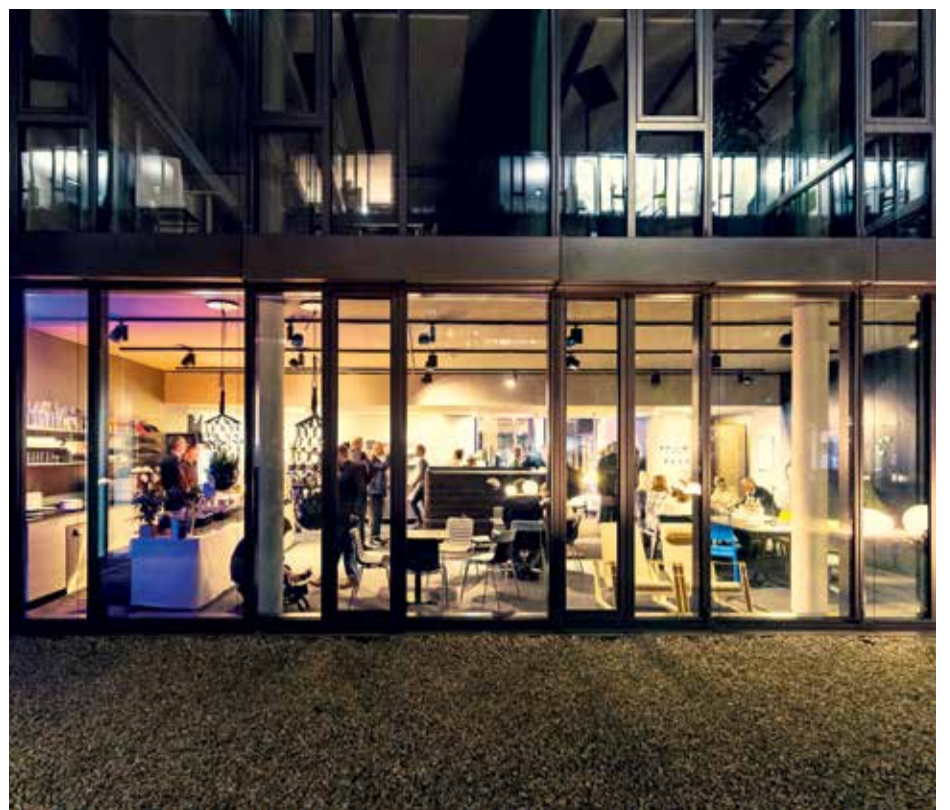


All of our locations have one thing in common: They are always in especially prestigious surroundings and have first class transport links. This makes them ideal for welcoming guests. And, if required, we will treat them to our superb catering that is available at all of our locations. The best way to find out more about our locations is to attend one of our networking events. You will find details of upcoming events in our newsletter and on our web site: www.designoffices.de All you have to do is sign up – you will be most welcome.

NEW WORKPLACES FOR STUTTGART.

An attractive location in the heart of Swabia.





We are now a focal point in Stuttgart. Right by the Central Station in the heart of the city. What better place could ambitious inventive types and talented creatives find to turn their ideas into reality? From aspiring professionals and freelancers to established medium-size businesses and blue chip high-flyers: We have the right spaces for everyone. Our extremely flexible, brand new offices and pioneering coworking areas don't just open up fantastic opportunities – they also feature trend-setting design. Which almost goes without saying here, in the hometown of Daimler Benz and Porsche. And of course, you can hold conferences, seminars, meetings and events right in the heart of the city, instead of wasting precious time escorting your out-of-town visitors to peripheral locations. And the icing on the cake: You and your guests can enjoy a superb meal on-site at our unique DO Eatery at the event location.

If you need to get things done in Stuttgart, you definitely need to take a look at our workplaces. And you don't need the proverbial Swabian thrift to see how efficient it is to rent spaces for the amount of time you actually need them for.



Interior design: bki, Hamburg



Flexible working with all the frills.

The coworking L package gives you complete freedom for your work. You will enjoy open access to your own fully-equipped work space in a motivating environment. With all the benefits of seamless service offerings.



YOUR OFFICE NETWORK

HAMBURG – Domplatz

This four-storey premium location is topped by a breath-taking rooftop event space with a spectacular 360° view.

BERLIN – Am Zirkus

Location at Friedrichstraße Station is perfect for access. Generous Coworking Spaces and Conference Spaces for up to 120 people. Fantastic panoramic view of the River Spree to the Reichstag.

DUSSELDORF – Kaiserteich

In the heart of the city, a short distance from the world-famous Königsallee. The Central Station is just a few minutes away. The location also features an impressive roof terrace.

NUREMBERG – City

Located right by the Central Station in heart of the City area. Enjoy views of the Nuremberg Kaiserburg from the biggest roof terrace in the city.

FRANKFURT – Westend

Occupying an absolute premium location, close to the Alte Oper. From here, you will enjoy a fantastic view of the glittering skyline of the banking metropolis. The city centre and Central Station are easily accessible on foot.

MUNICH – Highlight Towers

Designed by leading architect Helmut Jahn, the Highlight Towers offer you the best way to become a landmark in your own right. Up on the 19th floor, the city's highest event location impresses with views as far as the Zugspitze.

STUTTGART – Mitte

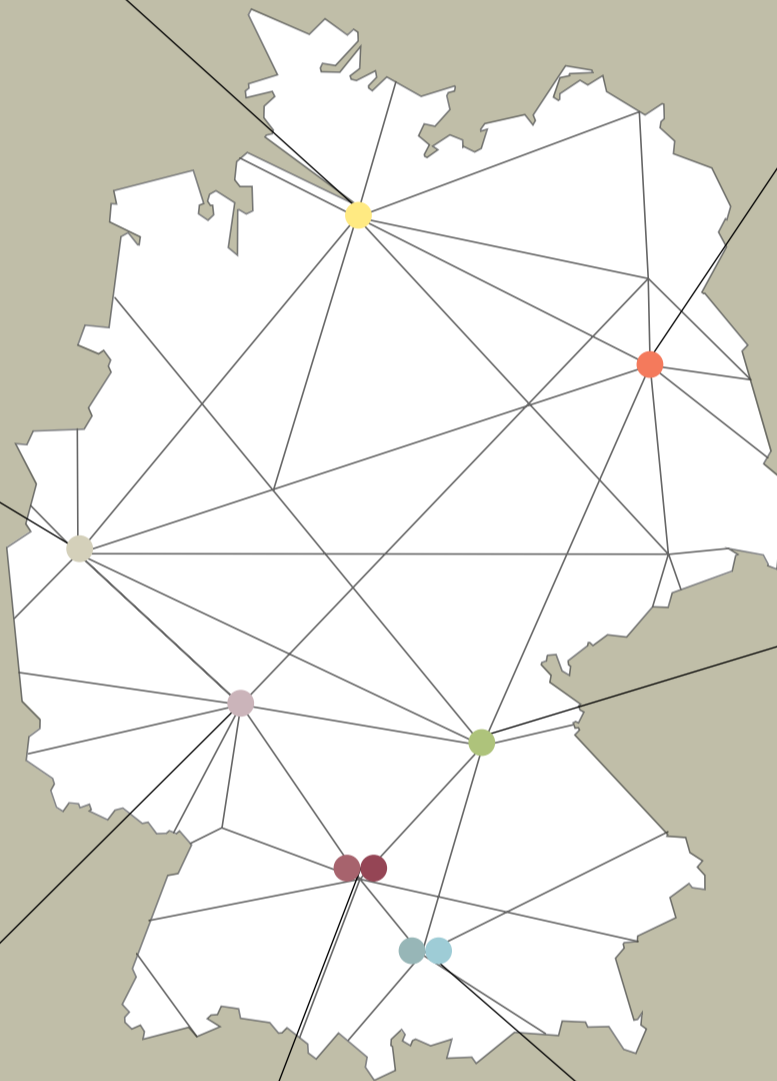
Located right in the centre of the Swabian capital and just a few minutes from the station. The conference space accommodates up to 200 people.

Arnulfpark

Our Arnulfpark location: Situated in the heart of Munich, within walking distance of the Central Station. Looks out over 40,000 m² of green space.

Design Offices Tower

We opened our second location in Stuttgart in 2016. In a great location at the airport. Three floors of bookable office space, Coworking Spaces and inspiring conference areas.



NETWORKING LIVE.

Some of our most engaging events from 2015.



Grand opening:

Back in October, we entertained over 250 guests from the capital of Swabia at the new site in the centre of the City of Stuttgart.

Architecture event at the Highlight Towers:

Top manufacturers from the design world gave presentations at the Domus Roadshow, one of the sector's most popular gatherings. After a rich exchange of ideas, many of the visitors went home with some valuable contacts in their pockets.



Shiftschool Nightshift event:

Experts and visionaries from the digital world met at the official opening ceremony of Shiftschool, the Academy for digital transformation in Nuremberg.



Highlight of the Highlight Towers:
 Herrmann Scherer's legendary reputation precedes him. Much in demand, you will only experience this outstanding speaker and top-ranking coach at absolutely premium event venues. Such as his acclaimed appearance at the highest event venue in Munich on the 19th floor of the Highlight Towers.



Frankfurt Winter BBQ:

Some 80 select guests were treated to an amazing event on the roof terrace against the breath-taking backdrop of the illuminated skyline. The relaxed atmosphere gave rise to engaging conversations and opportunities to extend personal networks along the side.



Indian summer with Steelcase in Berlin:
 a totally inspiring event revolving around a keynote speech on the subject of Design Thinking. The speech and the get-together were talked about long after the event was over.

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