

DO.

DESIGN OFFICES

MAGAZINE #06.19

Anniversary edition

Forward thinker

On the road
with the pioneer
of New Work

Best practices

How companies
use Design Offices

Visions

Great ideas
and how to realise
them



10 YEARS DESIGN OFFICES

10 years of
inspiration
for the new
world of work



IDEAGENERATOR

08

Permanent beta.

On the road with the tireless pioneer of the stimulating new world of work: Michael O. Schmutzer.



06
10 years. 10 inspirations.
The world of work looks back on a decade of disruption.



14
We'd be nowhere without our friends.
Some of the key companions from Design Offices' first decade.



WORKSPACE

16

Ideas need space.

Providing the inspiration and impulses that the modern world of work requires.



24

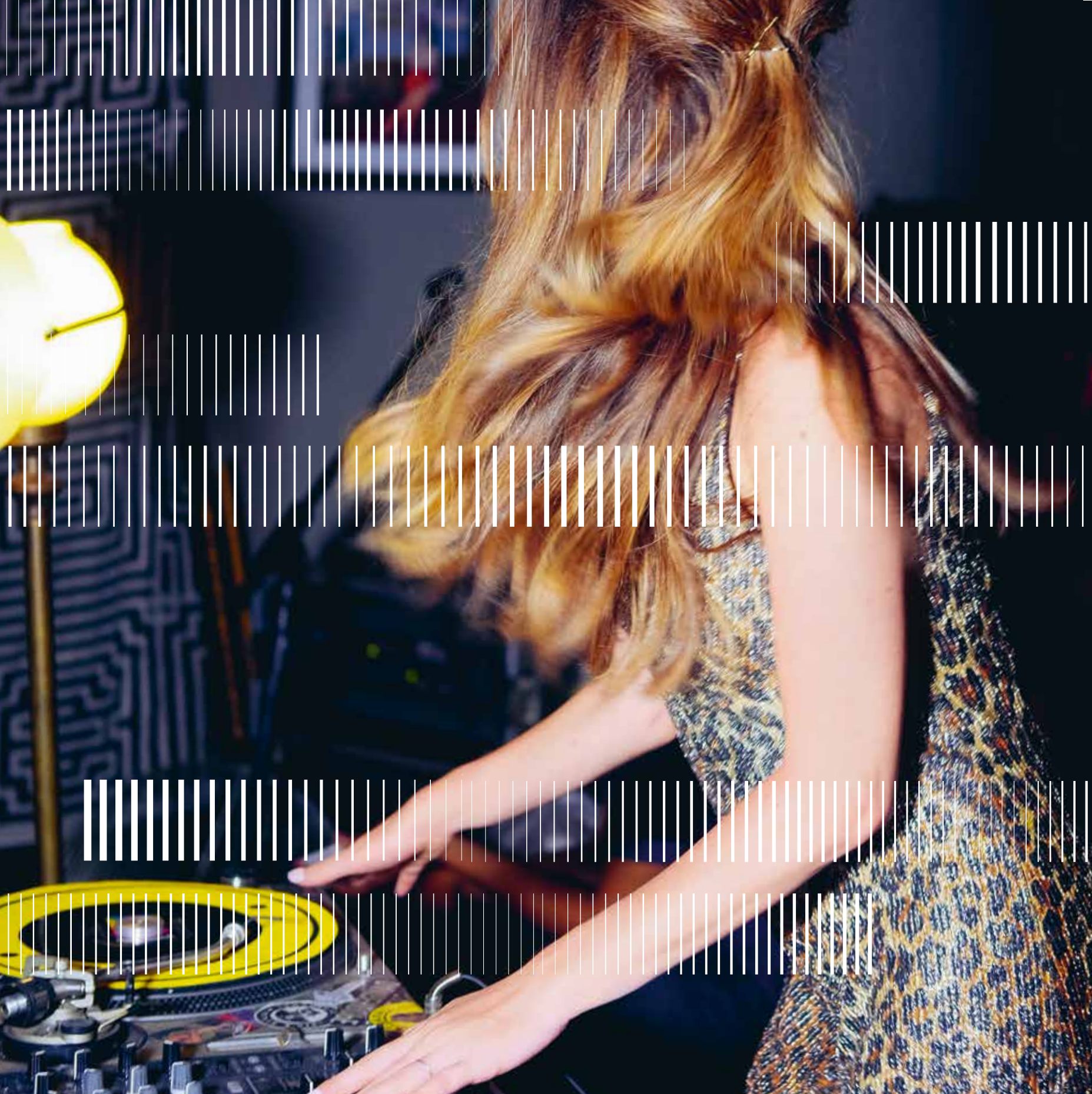
Ahead of its time.

The more visionary an idea, the more conviction will be required to make it a reality.

- 04 **Time to celebrate!**
Great ideas providing the spark for tremendous expansion.
- 06 **10 years. 10 inspirations.**
A fact-filled journey from the particle accelerator at CERN to the Burj Khalifa in Dubai.
- 08 **PERMANENT BETA – ON THE ROAD WITH MICHAEL O. SCHMUTZER**
In discussion with the man transforming the world of work forever.
- 14 **We'd be nowhere without our friends**
The key companions of the first 10 years.
- 16 **IDEAS NEED SPACE**
Where companies of varying sizes surpass themselves.
- 22 **Strong impulses**
Success draws on teamwork: meet the Design Offices staff.
- 24 **AHEAD OF ITS TIME**
Getting a visionary business model off the ground is no walk in the park.
- 28 **Facts and figures**
What the New Work world can count on at Design Offices.
- 30 **Oh, what a night!**
Our turn to celebrate – for a change ...

LEGAL NOTICE

Publisher: Design Offices GmbH | Königstorgraben 11 | 90402 Nuremberg
T: +49 911 323950 | info@designoffices.de | www.designoffices.de
Project management: Anja Ehrsam, Sabine Sauber
Concept / text / layout: brand.david Kommunikation GmbH | www.brand-david.de
Photography: Marc Gilardone, Ramon Haindt, Uwe Mühlhäusser, Wolfgang Zlodej
p. 4 Hardini Lestari (Unsplash), p. 26 Shiftschool
Printing: BluePrint AG
Translation: Baker & Company



Inspiration for the new world of work.
For 10 years, Design Offices has ranked as one of the foremost trendsetters in New Work.

10 YEARS DESIGN OFFICES

Time to celebrate!

Great ideas providing the spark for tremendous expansion. They can spread in a flash, just as our universe did some 13.8 million years ago. When Design Offices was launched 10 years ago, few people were giving much thought to a new world of work. The digital transformation was hardly discussed, nor were agile working methods. But when an amazing new idea enters the world, there's no holding it back. Three Design Offices locations have now become more than 30. Every single one of them generates inspiration that is helping to transform the world of work forever. If you have ever worked at Design Offices you will find it hard to return to the working conditions you were once familiar with. Yet, the extent of the

company's growth is not only reflected in the number of our locations and the spaces they offer. We are particularly proud to have become a trendsetter in the New Work world. When Zukunft Personal, Europe's leading HR congress, decided to show its visitors the workplaces of tomorrow, it asked Design Offices to curate these spaces. The largest and most exciting companies negotiate joint ventures and collaborative endeavours with us. So, there's much more for us to celebrate than just an anniversary. It is, however, also the perfect time for us to give thanks: to our investors, our partners and our customers who are shaping the new world of work with us – and, of course, special thanks go out to our staff, who provide the world of work with fresh and vibrant momentum, day after day.



A magazine bursting with impulses and inspiration. Flick through the pages with your fingers like a good old flicker book. Enjoy your reading!

10 YEARS

10 IMPULSES

THE WORLD OF WORK IS IN FLUX

Major transformations often start off small. When Neil Papworth sent the first SMS, nobody could have imagined the avalanche of data that would follow. While new technologies come and go, every last one influences how we work today and in the future.

THE VERY FIRST IPAD IS LAUNCHED.

The early adapters had to manage with a modest

256 MB

working memory.

The SMS celebrates its 20th birthday.



In its 20th anniversary year, **34.4 BILLION** SMS messages are sent in Germany alone.

By 2012, this figure rises to **55 BILLION**

Then: the turning point.

Due to the arrival of messaging services like WhatsApp, by 2017, the number of SMS messages sent per year falls to just **10 BILLION**

2011

“In 2020, we won’t go to work any more. We’ll just do it.”

Conclusion of a study by the Future Foundation.

Flexible
Over 90 % of employees take advantage of the scope of freedom offered to them by the world’s largest software manufacturer.

Microsoft has dispensed with rigidly defined workplaces since 1998. In 2014, the company also dispensed with compulsory attendance at its locations in Germany. Roughly 2,700 employees at six locations in Germany can carry out their work wherever they like.

2014

THE GERMAN GOVERNMENT PUBLISHES ITS WORK 4.0 WHITE PAPER.

In reaction to the changing conditions in the new world of work, the government sets out its plans, aiming to give Germany’s working population of 45 million the **right to continuing education** to boost their skills and qualifications and improve their prospects of advancement.

WORK 4.0



2015

3%

vacancy rate on key markets



AVAILABLE OFFICE SPACE IS AN INCREASINGLY RARE COMMODITY.

The share of vacant offices has fallen for the 8th consecutive year. The vacancy rate is now 3 % on key markets – which means, based on an assumed fluctuation reserve, that office space is fully occupied.

2018

2009

THE YEAR OF DESIGN OFFICES' FOUNDATION ALSO MARKED THE BIRTH OF

Bitcoin.

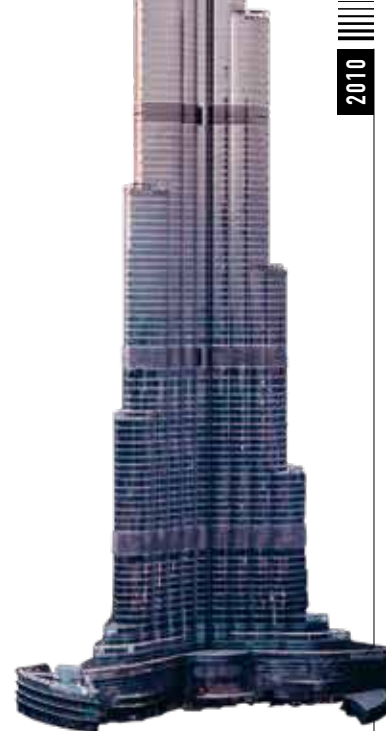
The currency’s first trading rate in 2011 was 0.08 cents (in US dollars). By December 17, 2012, the rate had soared and reached a high of almost \$20,000. But the higher you climb, the deeper you fall: in December 2018, the rate tumbled to \$3,200. In the summer of 2019, the rate was on its way up again, and, at the time of going to print, stood at just under \$9,500.

0.08 cents

\$20,000

2018

2010



828 m

DUBAI BECAME HOME TO THE tallest building on earth.

The 828-metre-high **Burj Khalifa** housing a luxury hotel and a large number of state-of-the-art offices.



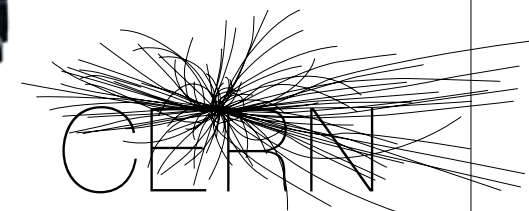
Facebook is floated

Even though price developments proved disappointing for investors at first, the years that followed certainly delivered solid returns. According to Facebook, the company founded by Mark Zuckerberg had

MORE THAN 2 BILLION ACTIVE USERS IN 2018.

It is currently preparing to launch its own cryptocurrency.

PERSEVERANCE PAYS OFF



Following decades of meticulous research, the particle accelerator finally delivers proof of the **HIGGS-BOSON** particle. This proof was particularly costly because researchers could only claim to have discovered a new particle after completing **3.5 MILLION** or more tests in order to achieve a significant result.

2013



12%

reduction in the German workforce by 2030

The Robert Bosch Foundation publishes its study **The Future of the Working World** in which it concludes that the German workforce will contract by 12 % by 2030. In response to this development, one that threatens the country’s economic prosperity, the researchers propose increasing people’s annual working hours and extending their working lives.

2016

\$1.5 billion
to be invested in AI research by China by 2030.

A few small, innocuous stones can trigger a revolution.

On March 9 2016, the computer programme **AlphaGo** beats South Korea’s Lee Sedol, one of the world’s best Go players, demonstrating the **potential of artificial intelligence**. Just like the US after the launch of the Sputnik programme in the 1960s, the Chinese reacted immediately and decided to invest more than US\$1.5 billion in AI research by 2030.

2017

Number of coworking spaces

When Design Offices celebrated its first birthday, there were some 400 coworking spaces internationally. By 2017, this figure had already risen to 14,675. This number is set to almost double again by 2020. According to current forecasts, next year there will be 26,078 coworking spaces worldwide (Source: statista.com).

26,078

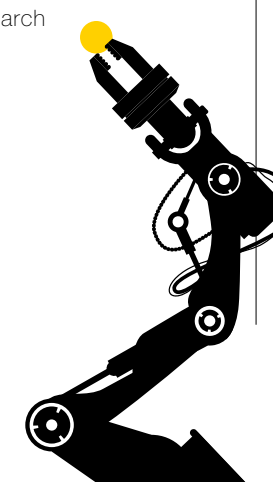
2020

14,675

2017

436

2010



PERMANENT

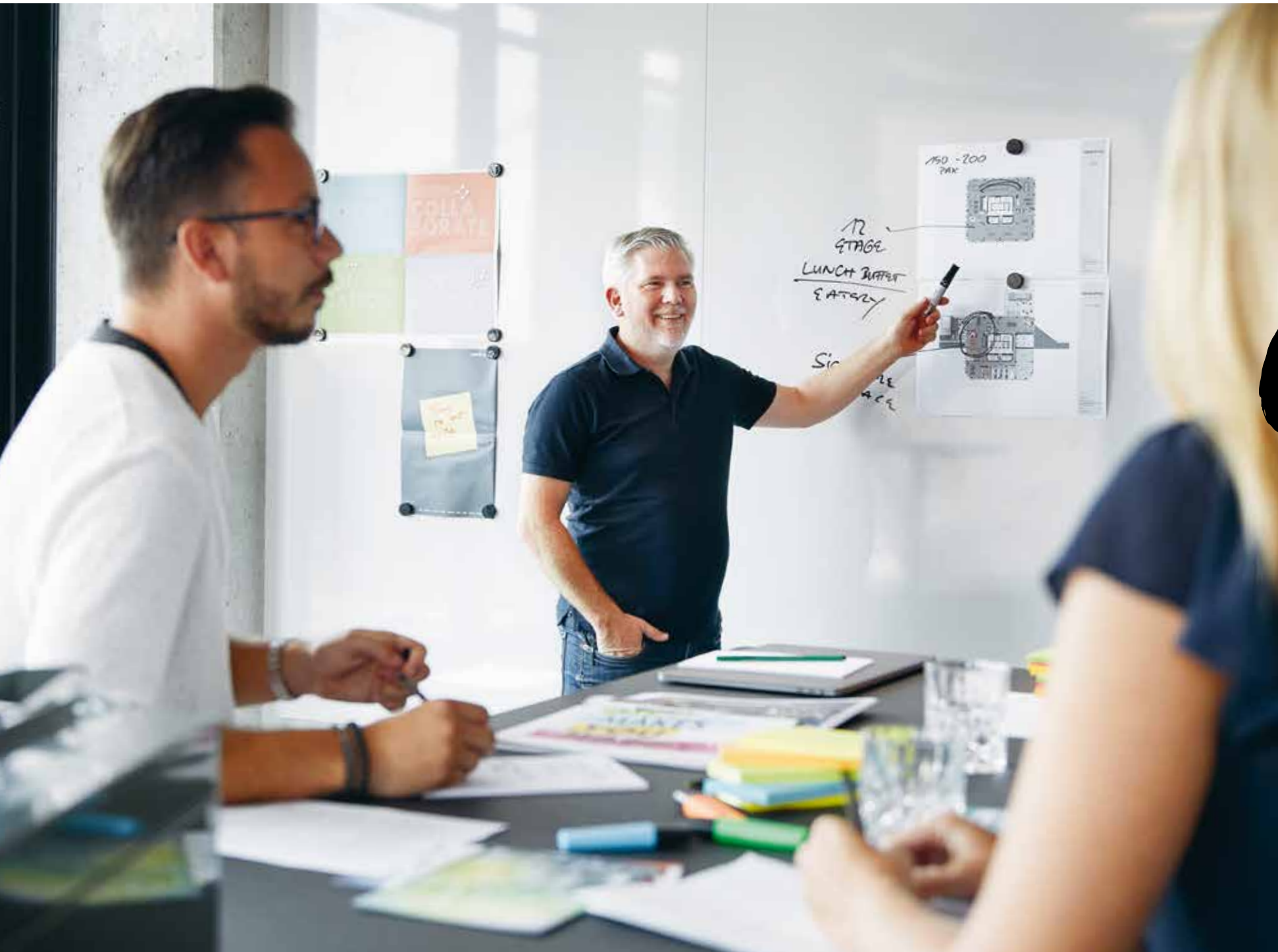
BETA

On the road with Michael O. Schmutzer, the man who founded Design Offices some ten years ago. His meticulous research has also laid the foundations for the New Work world.

Text: Andreas Möller
Photography: Wolfgang Zlodej and Ramon Haindl



On the road. Michael O. Schmutzer travels by train across the country four days a week to visit more than 30 locations. This gives him time for contemplation and, occasionally, a quick power nap. He only arranges for a chauffeur-driven car when he has confidential phone calls to make.



O

outside the train windows, picturesque Franconian towns whizz by: Laibach, Steinfeld, Lohr. Inside, Michael O. Schmutzer sits and concocts grand plans.

"We want to develop entire buildings of our own, campus landscapes. We want to grow in the sector we have helped to create in Germany. We want to consolidate our position as the market leader, of course," he says. Some ten years ago, Michael O. Schmutzer founded Design Offices: a provider of flexible office space that soon transformed into a coworking space specialist. He set up nine locations in the first eight years, a figure that has now risen to 30 locations in 12 cities, including Nuremberg, Munich, Cologne, Leipzig and five alone in Berlin, plus locations in Erlangen and Karlsruhe. This figure is set to reach a hundred in a few years' time. With his silvery hair and keen, green-brown eyes, Schmutzer presents graphs and charts that map out the company's development. Turnover, returns, surface area, tenants. Everything is on an upward trajectory.

NO SUCH THING AS CAN'T DO

The high-speed ICE train edges past 200 km/h. Compared to the 52-year-old Franconian pioneer, though, it seems to crawl like an old steam locomotive. Schmutzer constantly generates new ideas, tests them out, casts them aside and starts again – always striving to extract the very best out of them. There's no such thing as can't do. His dynamics sets the benchmark for his environment: if you can't handle the pace, you'll have a hard time of it. By the same token, his tremendous enthusiasm is contagious. Business partners and associates speak of his power, passion and verve, qualities that won almost all of them over in just their first meeting. He is a businessman people are happy to deal with, because he is also utterly reliable. Schmutzer's vision? "We want to be the no. 1 in Europe when it comes to flexible workspaces. We want to stand for the Made in Germany working culture." And, as our train whistles along, he adds: "Who knows, perhaps in 2025 we might be sitting in an ICE with a Design Offices carriage. A meeting room with glass areas that functions as white-

boards. That'd be a great idea." The air-con system is malfunctioning. The carriage is ice cold. Schmutzer puts on a dark-blue wind-breaker over his dark-blue polo and pulls up the zip. His shirt and jacket bear discreet Design Offices branding, something given to all members of staff. Corporate identity and culture are important to the boss – but not at the expense of free thinking. Staff are encouraged to combine the jackets, shirts and polo tops from the Design Offices collection with their own, personal clothing. Today, like most days, he pairs his company attire with jeans and sneakers: the start-up entrepreneur look. On the way to the taxi at Frankfurt Hauptbahnhof, it proves difficult to keep pace with him as he deftly skips past passengers and other obstacles. Agile, snappish movement is his calling card, no matter whether he's eating, talking or thinking. He travels across the country for four days every week and spends the other working day in a Design Offices location in Munich or Nuremberg. Michael O. Schmutzer only arranges for a chauffeur to drive him when he has confidential telephone calls to make, a task that has cropped up in particular in the last two years of intensive expansion. Otherwise, he hops on a train and uses the commute between locations to grab power naps. "Never longer than 20 minutes, though." His days usually run from 8am through to midnight. Six hours sleep is enough for his body and mind to regenerate.

Perhaps in 2025 we might be sitting in a Design Offices ICE.

EVEN AS A YOUNG BOY, THERE WERE SIGNS OF HIS TENACITY

Michael O. Schmutzer was born and raised in the Middle Franconian city of Fürth. His father, an electrical engineer, ran a small business that also employed Schmutzer's mother. His grandmother helped out at home. Even back then, he was passionate about things that interested him. School was not one of them – but the way he snatched an apprenticeship at the city's most exclusive furniture store despite no such positions being available was one indication of his tenacity. He stuck to his guns and impressed with his rhetoric – and his self-designed clipboards, which were sold in a corner of the shop for 10 Deutsche Mark. The plexiglass telephone he drew up with his friend also proved popular with several retailers. →

"We want to be Europe's no. 1 in flexible workspaces."

Michael O. Schmutzer

The prospects of life as a specialist designer furniture salesman on gross pay of 1400 Deutsche Mark per month proved rather less inspiring. Yet it was first and foremost because he felt he would prefer to work independently that Michael O. Schmutzer handed in his notice. Soon after, he founded his first company, an insurance agency. He later moved into the real-estate game. In 2008, the year that Lehman Brothers collapsed, the idea of contemporary offices came to him for the first time. He began to get an inkling of how the transformational process of digitalisation was changing the world of work and the consequences that would have for office design. The ten years that following were a crash test for him. A real rollercoaster ride. He was constantly forced to correct and adjust his estimates. How big should the buildings be? Which location would be best? What type of employees would use the concept? There really is no blueprint: everything is developed in an ongoing process. It's New Work at its best. Permanent beta. It does, however, cost money and strain the nerves. The undertaking threatened to fall apart on more than one occasion. The turning point came six years ago. This was also thanks to Rüdiger von Stengel who, with Art-Invest, saw the potential behind the idea. Since then, the trend has only been upward, and quite sharply over the last two years. "I have matured in recent years," says Michael O. Schmutzer. "I had to find myself again, with all my energy, my drive and my urge to achieve."

I had to find myself again, with all my energy and my drive.

THE FIRST HOLIDAY FOR TEN YEARS

Schmutzer is willing to accept that he is not as slim and wiry as he was in photos pre-2008. Back then, he would exercise to excess. Marathons, record-suspiciously fast, of course, and 100 kilometres of training per week. Mountain biking, too. Recently though, he just managed to go skiing at



Next steps

The dynamic Schmutzer enjoys setting an expansion strategy even more than hitting the slopes.



the weekend with his 16-year-old son and his nephew – and even his nephew is too quick for him now. That's all the exercise he gets now, though. He last went to the cinema three months ago to see Aquaman, again with his son. Schmutzer has no time for books. He reads so much anyway, contracts and trade magazines. There have been many phases when he would work long into the night. A lone warrior with burning zeal. The fact that his relationship with the mother of his son ended as Design Offices was born is a coincidence, he says.

Two years ago, he celebrated his 50th birthday. "I found it extremely liberating," Schmutzer says. "For the first time, I said to myself: You've achieved something now." Schmutzer has since moved to share managerial responsibility with the company with three other directors. He takes care of the company's strategy and expansion. At the moment, he's working on a personal reorientation. Schmutzer spent the turn of the year on his first holiday for ten years: three weeks in Africa with a self-imposed email and mobile phone ban – on some days, at least. Since then, he has learned to decouple himself more from his work and stop allowing things to take over his life. He has also resolved to leave evening events at 11pm in future.

A NEW IDEA

Five years ago, he acquired an old tavern, out in the countryside, some 30 kilometers from Nuremberg. It is located in the village where, as a child, he would pick apples and plums with his grandmother. A typical Michael O. Schmutzer move. The mayor called him and asked whether he planned to make something of the house, given that he always had such good ideas.

The house has become Schmutzer's main residence. An apartment has been created upstairs, the guest room modernised and a modern, double-sided fireplace installed. Perfect for friends' visit and hosting events. A two-bedroom guest apartment has also been added recently and can now be rented – because, of course, Michael O. Schmutzer just wouldn't be Michael O. Schmutzer if he didn't have a new idea in his head. The barn and wooden shed have been renovated to become creative rooms. The courtyard features recreational areas and a workshop amphitheatre, perfect retreats for creative working. Everything is rough, a mix of old elements and furniture and modern designer pieces from Sebastian Herkner & Co.

Elevated slightly on a small hill, geomancers have laid a stone circle that marks a power place. Numerous firms have already booked the full package to enable their teams to hold workshops in the extraordinary atmosphere. Yet Michael O. Schmutzer is already

one thought further. "I dream of creating a community here. One or two more guest rooms. Two or three Tiny House cabins. No forced flat sharing. Everyone would have their own space. The tavern area then becomes our market place, a sort of co-working lounge. There are also areas to retreat to, spaces where I and others can be alone," he says. It isn't just about New Work, it's about New Life.

However, after spending years in the fast lane, the Design Offices founder is reorienting himself. He hopes to leave evening events by 11pm in future. At least, that's the intention.

A love of detail
Achieving great things in the
long run means never losing
sight of the small things.



COMPANIONS

We'd be nowhere without our friends.

An overview of some of our most important partners and companions. Among them are the founder's sister, the MD of Vitra, our wine supplier and one of our investors.



Sabine Sauber
Head of Marketing,
Design Offices

"I knew what I was getting myself into: my brother has always had this energy."



Joachim Müller Wedekind
Director Vertical Markets,
Steelcase

I always ask Michael O. Schmutzer if he's the kind of person whose days are 36 hours long. In any case, we've always been enthusiastic about each other's work and first supplied furniture for Design Offices five years ago. We were impressed by his concept, so we have also connected Steelcase customers with Design Offices. I also regularly discuss the results of our latest research with him."

"I advise all my customers to work in Design Offices' spaces. It is simply a new dimension of work quality."



Susanne Brandherm Sabine Krumrey
Managing Director,
brandherm+krumrey interior architecture

"Put together a presentation for a XING event. Deadline's in two days, by the way. That's how our collaboration with Michael began in 2013. Since then, we have supported Design Offices as interior designers in Hamburg and Cologne. Michael is always one very quick step ahead, in his thoughts and in his actions. We're delighted to work with him, despite our discussions and battles."



Rainer Marx
Vintner and Managing
Director, Weingut Marx

"The connection between our families goes back a long way. Michael's grandparents started buying wine from us in the late 1950s. We've supplied our wines to Design Offices since 2013. To begin with, it was still possible to get to know all the locations and some staff personally. Over time, it has become difficult to keep an overview given the speed Michael has driven the expansion of Design Offices."



Birgit Ströbel
Partner from the beginning,
facilitator for digital
transformation

"I co-founded ImmobilienScout24 (a digital real-estate market-place) and learned about Michael's idea at one of my events. He had just opened his first location in Nuremberg. I became a shareholder, we fine-tuned the concept and opened numerous locations. Unfortunately, I had to take a step back when a large investor stepped in. Today, I'm a proud ambassador."



Achim Heilmann
Shareholder
and Managing Director,
Seibel und Weyer

"He needed a few shelves and had precise ideas. We built him a sample fast as lightning. "Great," he said, but: "I don't like it." So, we got straight back to it – and have been Design Offices' systems supplier for the last five years. Fast, reliable, passionate... we're wired the same way."



Rudolf Pütz
Managing Director, Vitra GmbH

"The way he sketched out his thoughts and what set him apart from the competition in our first meeting was impressive. Above all, it sounded innovative and therefore of interest to Vitra. We provide chairs and our alcove sofa. Good design is a differentiator. Design is poetry. When you see something you like, it conjures a smile on your face."



Dr. Thomas Vollmoeller
CEO, XING SE

"We have a long-term partnership for XING events and our members. Michael Schmutzer has been awarded by XING as a New Worker and this year became a member of our Ideas Lab."

"Design Offices is sort of the national top dog, and has dedicated itself to modern working worlds."



Dr. Markus Wiedenmann
CEO, Art Invest

Dr. Rüdiger Freiherr von Stengel
Founding partner,
Art Invest

"The idea, the team and the right timing are the recipe for success."



Dr. Thomas von Werner
Partner, EMH Partners

"A mutual friend brought us together two years ago. It was a good idea. We've since struck up a friendship. His creativity and forthright desire to achieve his goal with his team are impressive. In 2018, we acquired a holding as an investor in Design Offices."

"Sharing economy, pay-per-use, balance sheet contraction, employee leasing and New Work are gaining momentum and flow into the concept. On top of that, there is Michael Schmutzer – a man of conviction – and, in us, a partner that was ready to invest capital. Michael Schmutzer is unbelievably dynamic, someone who makes establishing a company lots of fun."



Ignition sparks.

The soul is always on the search for inspiration. A small detail can be the spark that sets off a huge firework of ideas. With this in mind, it is important to choose carefully when selecting an environment for creative working.

INSPIRING ENVIRONMENT

Ideas need space.

A flash of genius cannot be forced – but you can create an atmosphere to help bring one about. This requires surroundings in which creative minds can inspire one another to achieve unimagined outcomes.

Great ideas always occur where a number of people with high aspirations can work together. This is by no means a novel insight: the Thuringian Grand Duke Karl August realised this back in the 18th century. He summoned Johann Wolfgang Goethe to Weimar and gathered a close circle of the brightest minds of his time

around him. The rest is history: together with Schiller, Herder, Wieland and many other luminaries, this privy councillor transformed an insignificant provincial backwater into the center of the new intellectual world. In doing so, he also established a reputation for Germans as the nation of poets and philosophers. Giving the right minds the perfect environment and conditions for their work opens them up to achieve anything. What worked in Weimar Classicism can also work in the world of New Work. When corporate coworking spaces offer people an environment in which they inspire one another, anything is possible. →



“Let people do what they really, really want.”

Frithjof Bergmann, the American philosopher who coined the term New Work.

Let's take a journey through time and space, back to a meeting that could well have taken place just about everywhere, not all that long ago.

A department's key players sit gathered around a boardroom table, tasked with solving an urgent problem. The glaring neon light and the constant hum of the air-con make it difficult to concentrate. The drab carpet and monotone furnishings have long since led the minds of those at the meeting to wander elsewhere. Now and again, someone voices an idea – but, with nobody taking notes, it disappears into oblivion. At the end of the meeting, a brief discussion breaks out: the attendees have to decide who should tell the boss that they have failed to reach a decision. Most of the time, anyone hoping to generate surprising new ideas in monotonous surroundings is sadly just wasting their energy.

Heat insulation is not responsible for the largest waste of energy in offices.

EVERYTHING WILL CHANGE.

A few decades ago, an apprentice on his first day at work could map out his entire professional life up to the day they retired. Today, things are radically different. HR managers who ask applicants “Where do you see yourself in five years?” should start to give thought to their own future. At the moment, nobody can predict how fast the world of work will change. However, we can identify some trends. AI will increasingly perform humdrum, standardised work steps for us. It will, however, be a while before AI relieves us of having to think. Toby Walsh, one of the leading AI experts, predicts that machines could be as intelligent as humans by 2062 – but he also refuses to swear to this timescale. This means that human creativity will be in demand for a long time yet and, in turn, demands work landscapes that inspire people.

Fantastic new ideas are not born in a vacuum. Instead, they occur in places that provide inspiring stimuli with clever details.

Created to foster creativity.

THE WORKPLACE OF THE FUTURE.

Before Design Offices became a pioneer of New Work, we carried out extensive research into how people work. This included evaluating national and international studies and speaking with experts, which ultimately led us to one conclusion: there is no one perfect workplace of the future. Instead, profoundly different environments will be required. Work tasks are becoming increasingly heterogeneous and demand the highest possible degree of flexibility. In the course of a working day, the protagonists of the new world of work will need entirely different environments to allow them to perform each task to the best of their abilities.

Design Offices has developed the Meet & Move Room for people looking to make things happen fast. It provides small, hard-hitting teams with the tools



Work landscapes. that combine different spatial concepts and thus provide total freedom to act.



Inspiration. People who feel at home in their work environment always give their best.

and inspiration they need to make a difference using techniques such as Design Thinking and Scrum Ideas. To ensure that no idea is left behind, no matter which technique a team adopts, the walls can all be written on. The new world of work is constantly developing. As the no. 1 in corporate coworking, Design Offices sets the pace. A key milestone was the introduction of Work Labs. It allows large teams to achieve excellent results using all agile and classic methods. And that's not all: Work Labs are the perfect stage on which to present a new prototype to wide-eyed clients, inspire your sales

agents with an innovative sales concept or align an entire team with a new corporate training course. The architecture and atmosphere are designed to stoke a dynamic exchange. Conveying knowledge is a top priority in companies. For meetings, conferences and training sessions, we offer facilities that ensure all key information directly reaches the ears of everyone in both small and large auditoriums.

Design Offices provides co-working spaces and separate team offices perfectly equipped for day-to-day operations. We also have offices of various sizes as a haven for work that demands deep concentration. As hard work soon leads to success, there's also plenty of reasons to celebrate – and we offer the most spectacular event locations to suit. What makes Design Offices so unique? We don't force our clients to choose just one solution: they get exactly the space they need, whenever they need it. ■

SUCCESS STORIES.

Work in progress.

Practically every business model can find its perfect space under the Design Office umbrella – whether it's "just" a prestige office or a workspace for digital transformation.



“A morning meeting with the team, presenting to customers in the afternoon and quiet contemplation in between. At Design Offices, everything is possible.”

Frank Hermanns, EDGE Technologies

Source: Shiftschool

Companies of every size and from every sector have one thing in common: they want greater flexibility. This includes the young company growing at lightning speed that needs more space. It also includes the established player seeking to implement a disruptive idea and looking for a suitable environment in which to do it. Yet, it is not only large-scale developments, but also day-to-day business driving this growing demand for flexibility. The tasks we all face in the modern world of work are becoming more heterogeneous with every passing day. At Design Offices, we offer every client the workspace they need, whenever they need it.



CLIENT: Deutsche Bahn AG
SINCE: 2017
EMPLOYEES: up to 170.000

RONNY TÖRPEL, DB Immobilien, Property Management East, South-East and South: "Design Offices is the company that best understood our requirements as a corporate group. Our workforce is always changing – which is why we particularly value flexible spaces, so that we can always react to personnel changes. Like Design Offices, we rely on New Work. For us, this means: focus on your work and move away from worrying about "my desk". We want to bring together employees who feel at ease in well-equipped spaces."



CLIENT: Shiftschool
SINCE: 2015
EMPLOYEES: 3, up to 100 participants

CHRISTINA BURKHARDT, founder and CEO: "We are connected to Design Offices by the vision of re-thinking the worlds of work and learning and creating something completely novel together. In addition, we enjoy a good friendship with the team around Michael Schmutzer, particularly at the Nuremberg location, which helps us to feel part of the Design Offices family. We are amazed time and again by the professionalism and spirit with which the entire team draws up solutions for clients, creates unforgettable experiences for clients and guests alike and sets new standards in New Work. With this in mind, we're looking forward to everything still to come in our partnership."



CLIENT: Hubspot
SINCE: 2017
EMPLOYEES: currently 55, 85 planned by 2019

GREGOR HUFENREUTER, Director Sales, DACH: "I value the open spaces at Design Offices and the interaction that comes with them. When we need space for concentrated work, we can use two smaller focus rooms. In future, modern office spaces and workspaces will be indispensable. Facilitating fast and fluent communication is a must. With this in mind, day-to-day work demands spaces where people can work collectively but also meet in social areas. Design Offices is a great team! Their relaxed approach and straightforward support are unique: they do everything for us as tenants."



CLIENT: EDGE Technologies
SINCE: 2016
EMPLOYEES: up to 10

FRANK HERMANN, Commercial Director: "I started in Hamburg as a classic one man outfit and just needed a flexible desk in a coworking space. This soon turned into an office, which was followed by a second room, etc. So we explicitly need a coworking space. At Design Offices, we feel looked after like guests at a five-star hotel. It is important to underline the high level of customer service and friendliness. We are real estate project developers with a strong focus on well-being, sustainability and innovative technologies. I see both companies as pioneers of New Work concepts. Only recently, Michael O. Schmutzer and I were on the same panel at the German Property Federation (ZIA) Office Property Day – we're campaigning for similar topics in the real-estate game."



CLIENT: VINNAN Attorneys
SINCE: 2015
EMPLOYEES: 3

DR. TOBIAS HAGNER, Managing Director: "Before founding my law office, I asked around my network for flexible office solutions and Design Offices was recommended to me. Fortunately, I found the spaces I needed – and the attorneys' reaction was thoroughly positive. Functional yet visually appealing furnishing that is stylish but not overstated and fits well in the break-out spaces in the conference area or the meeting zone – it's almost like being in a living room. The Design Offices team is always friendly and willing to help; particularly as part of a small company, it's very important to be in a pleasant environment on a human level."



TOBIAS HAHN
Project Manager, Inventory
and Services

“No such thing as no can do”
In my position, I lead from the front and can play an active role in our development. I look after all our construction sites and new openings in southern Germany, which currently includes the 13,000 m² Munich Atlas location. Although we were originally only going to take floors 6 to 13, we’ve now decided to take on two more. It is important to adopt a solution-oriented approach. I find it wonderful that people are appreciated at Design Offices.

ANNETTE STURM
Sales Manager

I can work in any city with a Design Offices location and meet people who are enthusiastic about New Work. Working hours flow seamlessly into leisure time, there are no fixed desks and I work in inspiring spaces and vibrant cities. In 2011, I became the eighth staff member to join; there were only three locations back then, Nuremberg Schoppershof plus Highlight Tower and Arnulfpark in Munich. After opening more branches, I’ve built up a national sales team that is now active across 27 locations. The Design Offices concept captures the zeitgeist: it is simultaneously challenging and invigorating.



**“I live
New
Work.”**

SIMONE SCHMIDT
Project Manager

“A little dream of mine for the future would be for us to open a location in Tokyo someday that I could help to look after...”

I have accompanied Michael O. Schmutzer for 13 years. When the idea for Design Offices was born, I was Team Secretary at CENTACON, a Project Assistant in Sales and Project Development. My journey then continued in online marketing. I now support my old team, Planning & Construction, and Michael O. Schmutzer as Project Manager in the expansion of new locations. I’m grateful for the experience I’ve been able to gain. And I’m excited to see where the journey will lead ...



BETTINA MÜLLER
Head of Cooperations

**“It is a constant
metamorphosis.”**

When I got to know Michael O. Schmutzer in 2013, it was like I was sparring with him. I was then forced to make a decision – should I move to the small, frenzied Design Offices or a large logistics corporation? I decided on DO. I’ve taken on many roles and created structures. For the last two years, I have been responsible for ensuring that people stay with us. I’ve now taken over the co-operation activities – with our wonderful work landscapes, we’re a powerful magnet for various companies, festivals and event organisers. My credo: New paths are forged when you travel them.

HEROES OF NEW WORK

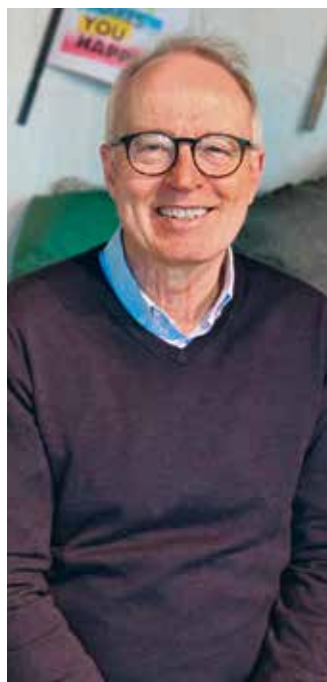
Strong impulses.

An idea is only as good as the people who fight for it every day. At Design Offices, we are proud of our staff who, through their incredible dedication, have made the world of New Work what it is today.

MICHAEL BARTH
COO of Design Offices

“It’s just heaps of fun here.”

I was Managing Director at a competitor for many years until, two years ago, Design Offices offered a challenge that suited me. My job involves everything that is not related to the expansion. Optimising locations, IT, HR and accounting. We’ve now appointed a COO, a finance manager and a new sales specialist. I will slowly step back from my duties, something I actually intended to do before I joined Design Offices. But we’re on a roll, there’s strong demand and our teams are great. Our track record of service sets us apart from the competition – it’s just heaps of fun here.



BASTIAN RÖSSNER
Team Leader,
Procurement/Logistics

**“After our
first
introductory
meeting,
I knew:
That’s what
I want to do.”**

For 17 years, I worked for a manufacturer of electrical switches. When I felt the need for a change, Design Offices was my first choice. As a Nuremberg native, I had often walked past the Design Offices location and always thought it looked interesting. I got on with my manager straight away and, after our first introductory meeting, I knew: This is what I want to do. Our department is responsible for fitting our locations with everything a person could need, from the meeting area to snacks and kitchen equipment. In future, aspects such as cleaning services and coffee supplies will also be controlled centrally so that we can guarantee our customers the same high quality at all locations.



“Here at Design Offices, we not only offer flexible and agile spatial solutions, but we are also flexible and agile ourselves in our work.”



ANDREA MÜLHEIMS
General Manager Munich

I was attracted four years ago by what was then a new corporate idea combining office rentals, meeting rooms and events spaces – an exciting working environment in a dynamic, rapidly growing company and the opportunity to actively

shape its path. And, of course, our customer focus, creating experiences for our customers. New Work depends on teamwork, so my leadership style has changed. The feeling of a collective “us” is unbelievable.

DANIEL LÜMMEN
Junior Operations Manager, Cologne



**“I would like to move
with the changing times.”**

I have been at Design Offices for three years now and have not regretted it once! As well as preparing, implementing and following up on events, my duties also include

looking after our offices’ customers. One of my personal highlights was, of course, the opening of the Dominium location. I was able to play a role in that from the very start.

MANUELA BETTING
Project Controlling



**“The volume of documents
has increased a hundred-fold.”**

In the beginning I had ten colleagues: I will soon have 400. Back then, I was responsible for two credit card accounts. Today, that figure is around 40 and rising. It is an ongoing process that takes up a lot of my time. When the company expands as it does, that is just the way things go. Even after ten years, it is still mesmerising to be part of the development of Design Offices and learn something new every day. A highlight for me is the exceptionally amicable atmosphere between the staff here.



An idea ahead of its time cannot expect an immediate following.

Do you have an idea you hope will change the world? Take a tip from us: find yourself some sturdy, comfortable footwear. You're going to need it.

First, you're going to have to run your feet off on your search for investors. We know exactly how this goes. Here at Design Offices, we identified at a very early stage the breathtaking developments inherent to the world of work. Sadly, investors back then did not. It's always been that way, though. Anyone with ideas ahead of their time sometimes has to brace themselves for others questioning their state of mind. One famous example is the quote of an American financier speaking to one of the pioneers of the oil industry about his business model. "Drill for oil?" he asked. "You mean, drill holes in the ground and hope that oil comes out? Are you crazy?"

Of course, it wasn't quite as bad for us. Instead, a common response was: "Very interesting, but it's not for us." With the benefit of hindsight it might seem unbelievable that, even as little as 10 years ago, an array of highly intelligent people were of the opinion that the new world of work would not affect them. Instead, they continued to invest in concepts that were hundreds of years old because they were able to understand them. Great ideas, however, are like water: the remain in motion and ultimately find their way. Things then quickly

developed a dynamic of their very own. Gradually, more and more people realised the power of the idea and wanted to swing aboard. As a result, a vision that nobody understood at first became a brand that, today, some of the world's most prestigious companies are proud to use. We were particularly proud that Daimler recently touted in its job advertisements that applicants could look forward to working at Design Offices locations. →



From a start-up to a sought-after source of inspiration for the new world of work.

A brand's influence cannot be determined by looking at its business figures alone. More than 30 locations at premier addresses in Germany with a combined area of 140,000 m² – that certainly sounds impressive. Yet, its true impact can only be appreciated when you look at the bigger picture. This includes the companies that push forward projects and promote collaborations with Design Offices: they show the pioneering role we play in the new world of work.

We also owe our current role to our investors who believed in the idea of Design Offices. Art Invest Real Estate, a visionary property investor based in Cologne, has been a Design Offices partner since 2014. In 2018, we gained a second innovative investor when EMH Partners came on board. Dr Joachim Gripp, Design Offices COO, underlines the significance of these partnerships: "A decisive element for any successful company is the trust that others place in it."

NEW WORK EXPERIENCE.

Design Offices is among the avantgarde names of the new world of work and plays a leading role in key events. Since 2017, it has also been part of the XING New Work Experience. In 2019, luminaries and forward thinkers from the new world of work gathered at the Elbphilharmonie concert hall in Hamburg. Among them, of course, was Michael O. Schmutzer, who had been presented with the prized New Work Award in 2018.

DESIGNS FOR INNOVATION SPACES AT LEADING INTERNATIONAL TRADE FAIRS AND CONFERENCES.

Zukunft Personal in Cologne is the most important HR trade fair event throughout Europe. Its organisers asked Design Offices to curate the centrepiece, the Future of Work area, to give visitors an impression of the working environments of the future. This area is completely tailored to the requirements of the event's visitors. It offers spaces for focused working and inviting lounges to

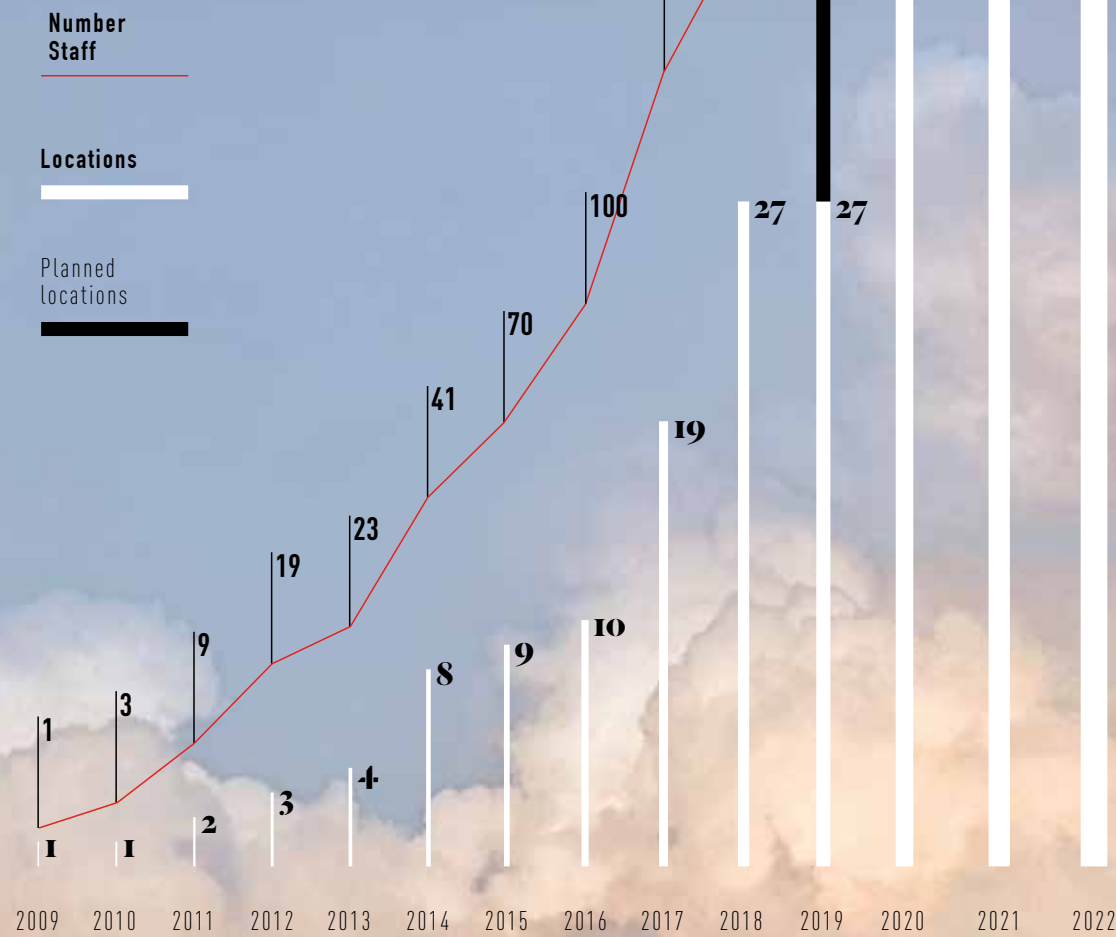
chat and discuss. The keynote stage and workshop rooms are set aside for giving speeches and disseminating knowledge. This means that the key players in the HR industry can network and also have their share of fun.

A DRIVER FOR MAJOR ENTERPRISES.

Deutsche Bahn, the fourth-largest employer in Germany with a workforce of over 300,000, is fully on board with the Design Offices model. The company's staff benefit from this approach. At the EUREF Campus in Berlin, modern work landscapes have been created for its employees that Design Offices not only designed but also continues to manage. ■

A course for growth

Since the day it was founded, Design Offices has surpassed itself. Its growth is gaining momentum with every passing year.



THE SKY IS THE LIMIT

The hard facts and figures.

It can be easy to romance about visionary business models and their incredible market opportunities. Yet precisely how promising these ideas actually are can only be determined by looking at hard figures – and the stories behind them.

GENDER STUDIES

Equal opportunities for men and women.
We have a good gender balance and afford women the same opportunities as men as a matter of course.



206 : 224



TYPES OF COFFEE

Good coffee pushes us to perform at our peak – and we freshly brew everyone's favourite blend.



PRIVATE AFFAIRS

39

COUPLES

If you work here, you might not need that dating app.

120,000 m²
OF CARPETS

The quality of the fruits of your labour also depend on the **quality of the soil** they grow from – which is why we only lay selected, sustainable carpet flooring in our offices.

26,000 m²
OF EVENTS SPACE

New Work meets networking. Hugely impressive spaces await you at Design Offices and can be flexibly tailored to suit any event. Whatever your plans, from a relaxed get-together to a festive reception, we can make it happen.

16

ROOFTOP BARS

The best views.
Design Offices' most coveted event spaces include over a dozen roof terraces at the most breathtaking locations in Germany.



Lazy Daze

TEAM SPIRIT

Star Dust

TOTAL RESET



FAVOURITE TEAS

The best ideas always come when you let go of things for a second, like when you're brewing a good cup of your favourite tea.

NEW MOBILITY



300
BICYCLES

The unique Design Offices mobility concept. Our locations are always situated at city hotspots. For the short journeys from these hubs, we provide high-quality bicycles with a design as inspired as their sophisticated technology. The rules we apply in our work environments also apply to bicycles: there's a suitable model for every task. From a quick dash into the city centre to safely transporting a pile of work materials, we make sure that our clients all have the bike they need, when they need it.

The perfect work environment always has to be something different – because each task places different demands on the space. This is why, at Design Offices, our spaces can be changed as required. All of our workspaces share certain commonalities: every single one has been furnished with a love of detail and offers excellent lighting, ventilation and acoustics.

9,000

WORKSPACES



OUR LOCATIONS

We select our offices' locations very purposefully. They are situated either at the heart of cities or at a New Work hotspot. As a result, our customers always benefit from a prestigious business address. Our locations also have exceptional public transport and road connections.



Berlin: Am Zirkus . Humboldthafen . Leipziger Platz . Ostbahnhof . Unter den Linden
Bonn: Hauptbahnhof (2020) . Neuer Kanzlerplatz (2021) **Düsseldorf:** Fürst & Friedrich . Kaiserreich . Kaistraße **Erlangen:** Koldestraße **Essen:** Ruhr Tower **Frankfurt:** Barckhausstraße . Eschborn . Westendcarree . Wiesenhüttenplatz **Hamburg:** Domplatz . Görttwiete . „Olympus“ (2021) **Hannover:** Vahrenwald (2020) **Heidelberg:** Colours **Karlsruhe:** Bahnhofplatz **Köln:** Dominium . Gereon . Mediapark . Schanzenstraße (2020) **Leipzig:** Post **Munich:** Arnulfbogen . Arnulfpark . Atlas . Bogenhausen . Highlight Towers . Macherei (2020) . Nove . 88North **Nuremberg:** City . Rathenaplatz . Hauptbahnhof (2021) **Stuttgart:** Eberhardhöfe . Mitte . Tower



TIME TO CELEBRATE

CELEBRATE AND BE CELEBRATED

We kicked off our anniversary year with the Staff Event in Leipzig. A large portion of the Design Offices team came together to burn the candle at both ends and dance through into the early hours.

Oh, what a night!

At Munich Atlas, Design Offices' latest location, pioneers, companions and friends of the company gathered for an unforgettable anniversary celebration.



AN EMOTIONAL RETROSPECTIVE

Important figures and surprise guests took the stage and shared their very personal recollections of the thrilling first few years of Design Offices.



Magnificent views

Guests enjoyed the magnificent views of east Munich from the roof terrace and took the time for some stimulating conversations. Guests left behind inspirational thoughts on the occasion of the anniversary in a book specially designed for the occasion.

DESIGN OFFICES GMBH
Königstorgraben 11
D-90402 Nuremberg

T: +49 911 323950
info@designoffices.de
www.designoffices.de

