

DO.

new working spirit

MORE

OF

Work places that make you happy
The nicest office spaces
Rooms for a new way of meeting
Stuttgart – the elevated view

WHAT

MAKES

YOU

HAPPY

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LEGAL NOTICE

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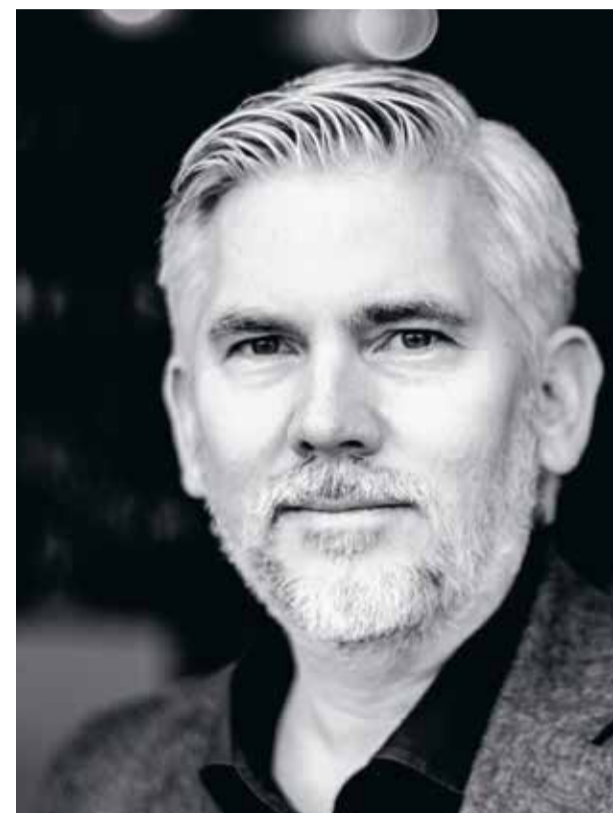
Happiness and its effect on gross income.

According to Sigmund Freud, happiness never came into the concept of Creation. But here at Design Offices, we are in no doubt that it has to be part of every good business plan. The days when jobs were simply a way of earning your daily bread are long gone. These days, people don't just want a job with fair pay – they are very much looking for self-fulfilment. A growing number of companies have realised how profitable it can be to invest in the wellbeing of their employees, and many of them even have a Chief Happiness Officer on their payroll. The better you feel at work, the more often you will go that famous extra mile. And achieve goals when nobody else would push themselves. Here at Design Offices, we are creating social environments where everyone can be happy in their work. With the result that the best people from all areas of industry can achieve their full day-to-day potential. In terms of the job I do, I am particularly pleased with the development of our sites. I can now announce that we have extended Stuttgart Tower by a massive 5,000 m² on the back of our success. Find out more in this edition. I hope you find it an interesting read and that you find great pleasure in your work.

Yours sincerely,



Michael O. Schmutzer



Michael O. Schmutzer

Surrounded by his team, the founder and CEO of Design Offices is the driving force behind the new approach to work and creation of working environments that inspire people and make them happy.



The thinking process needs room to spread its wings. After all – you won't achieve any new goals by going over old ground.



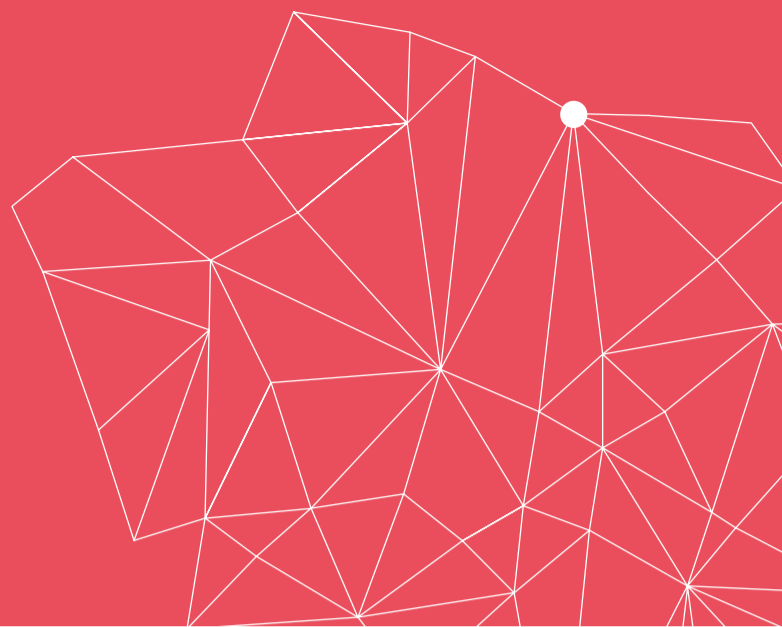
HOW

TO



GET . . .

PROF. PETER WIPPERMANN,
TRENDBÜRO



"THESE DAYS, YOUR OPINION IS ACTUALLY WHAT YOU HAVE TO OFFER"

In conversation with Professor Wippermann from Trendbüro.

What part will happiness play in the workplace of the future?

I believe that happiness in the workplace will play an increasingly important role. There was always a clear division between work and leisure in the industrial culture of the past – happiness is something you found outside work. You were lucky if you weren't actually unhappy at work, but it was ultimately all about work efficiency. The image of people on the assembly line was not unfamiliar. But now, in a world that's all about ideas for developing new opportunities for businesses and employees too – we need to create environments that are inspiring and free from stress – but above all environments that give free rein to situational intelligence. We have stopped establishing set processes as the experts did in the past and instead network with our idea generators and look for new solutions instead, and we mustn't forget to invest in space, as this can deliver all that you would expect of pleasant working environments and situations – and achieve much better results.

Is a happy workforce reflected in the profits?

Absolutely. SAP can even measure it – you might not think so, but you can now actually measure health and mental stress levels, conduct individual anonymous assessments and correlate them with a company's success levels.

Are people looking for happiness more than they did in the past?

I would like to look at the concept of happiness in a bit more detail – it's all about luck and happiness. We like to talk about luck when we talk about happiness here in Germany – it falls in your lap just like that. Happiness means: What approach do I actually take to my life? Where is the balance? And ultimately: How do I deal with situations

that I have never come across before? I believe that if we think of it as mental fitness, it makes a lot more sense to think about why it is important to find your inner balance and be happy. Because we need an inner point of calm within ourselves when we are developing things or taking risks and are unsure of the outcome.

How can companies boost the mental fitness of their employees?

I believe that this is the main issue. In the past, you kept your opinion to yourself when you went to work – not everywhere, but in most places. But nowadays your opinion is actually what you are bringing to a company. Because machines are taking over all the repetitive processes, we have to start thinking about how to combine the new possibilities. It's relatively easy to explain. As soon as you start saying that IT is becoming an infrastructure that requires technical connectivity so that a company can even be part of economic life, cultural connectivity – how we interact, who you are, how you respond and what you can actually offer – is the biggest task.

What do you think of the Chief Happiness Officer at the US company Zappos?

You need to look at how Zappos recruits people: I believe that Zappos runs a four-week familiarisation course and pays people 3,000 dollars after two weeks if they drop out. Their approach is: We are looking for people who enjoy working with and ultimately adopting our mind-set and we don't need anyone who is only in it for the money. And it is economically viable – maybe not transferable to all areas, but interesting all the same.

"Happiness is not subjective – it is a management responsibility."

In conversation with Professor Peter Wippermann.

Does every company need a Chief Happiness Officer?

That would be a little excessive. But it's still a good idea to look at how high stress levels and dissatisfaction are within the company.

According to a study, 40 % of all people working in the USA will soon be employed on a project-only or freelance basis. Will we be seeing the same thing?

We are now living in a divided world. There are some who see this scenario as highly probable, especially when you include artificial intelligence and deep learning – the automation of self-learning IT systems and algorithms. But there is the opposing camp who say that there has always been change – that jobs will disappear but employment won't.

Many people say that the process is a lot more radical now – and a lot more disruptive than we've seen before.

This is definitely the case, as developments in all sectors and the way we go about our daily business are all happening at the same time – and at such a rate that many people are feeling overwhelmed. Many people can't even see themselves being affected.

How are jobs actually changing for us in real terms?

If you look at how large companies are now being structured, they always have fewer actual work stations than employees – this is now the norm. About a third of people have no dedicated work station. This means that a majority – especially innovative people – work on the move. I believe that the concept of the home office is outdated – after all, you are still working, even if you are out and about your smart phone. Everyone is familiar with flexible working – to varying degrees.

Can Skype etc. replace the coffee break at work – what about the social side?

People are still made of flesh and blood – they are still social beings. The chance to connect has become rather precious – a really intense thing. Social networks simulate this by enabling a remote presence – knowing you still belong through various media. If we look just a little way ahead, we can see that we will be meeting in virtual reali-

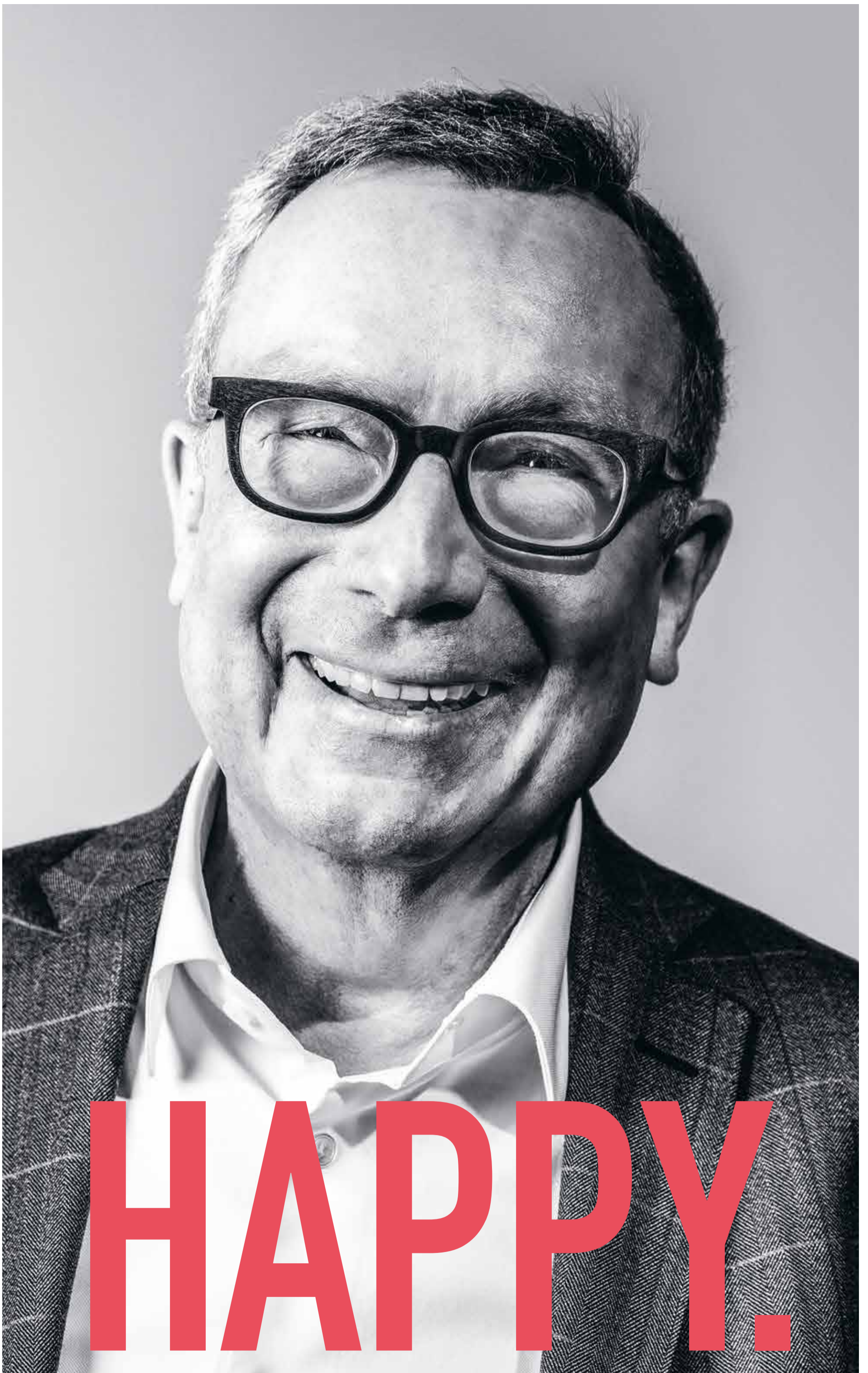
ty spaces interacting with avatars. The question is: How do you get that intensity of creating something with a group, breaking out again to work on your own ideas and finally sharing them with the group again? What we actually do in reality and virtual reality will be an exciting issue in the foreseeable future.

You founded Trendbüro – how do you see your working life?

I am definitely someone at the end of their working life, but still enjoying it because I find what I do incredibly exciting and interesting. I think that's a bit of a clue to my personal attitude. If you really enjoy doing something, the concept of work loses a lot of its meaning. Working is obviously demanding, but there is also an inner satisfaction – and plenty of moments of pleasure as you go about your daily business.

Professor Peter Wippermann

Peter Wippermann started his career as a layout artist at the legendary konkret magazine. This was followed by roles as Art Director at Rowohlt Verlag and ZEITmagazin. Professor Wippermann co-founded the Büro für Kommunikationsdesign in Hamburg in 1988, moving on to the role of publisher of Übermorgen magazine two years later. Since 1992, he has held the position of head of the Trendbüro, the consultancy company for social change in Hamburg – a company of which he was also a co-founder. He was appointed Professor of Communication design at Folkwang University in Essen a year later. He was already onto the subject of happiness when he worked as an expert for the Coca Cola Happiness Institute, created in 2012. His numerous publications include the value index produced by Trendbüro with TNS Infratest on the major indicators for social change.



HAPPY.

CREATIVITY HAS NEVER BEEN AS IMPORTANT AS IT IS TODAY.

Ideas need biotopes.

At a time when an ever-increasing number of tasks can be handed over to machines, people need to be able to bring their intelligence and creativity to the table. In terms of all the progress made in the field of artificial intelligence: The real strokes of genius will still be happening in people's heads rather than data centres. This is why today's world of work needs to create environments where thinking can run free in all directions.

Admittedly – in his day, Albert Einstein had his ground-breaking ideas at the Bern Patent Office – hardly the most inspiring

of environments. But anyone with an IQ over 160 will probably never be held back, regardless of where they are. But how do people who aren't the genius of the century (and that's estimated at 99.99 % of the population) come up with amazing ideas?

This is where we need to find out what enables us to be creative. This Rhinelander has a way of expressing complex things with simple words: "Everybody's different" asserts our man from Cologne – and rightly so. There is no single remedy that works in the same way for all of us. It's much more



important to create the conditions that make anything possible for all of us. We can probably all agree that there is nothing better than talking to others for getting the creative juices flowing. The most creative ideas always happen when the most creative people get together and spur each other on. But ideas also need to be sounded out and thought through in tranquillity. And most people need somewhere for this to happen – where they can tuck themselves away undisturbed.

If you want to deliver the best output, you need the best input, too. The best breeding

ground for ideas in Silicon Valley was Stanford University – which some of the biggest corporate legends have to thank for providing the vital inspiration. Wherever knowledge is shared, the ground is prepared for new ideas. Anyone pursuing high-flying plans and ideas will count themselves lucky to have a network that will be there for them with help and advice at any time. So we need to create biotopes to encourage network-building.

Last but not least we need to eliminate any factors that get in the way of creativity. If you have to wade around in a sub-standard environment, good ideas will be slow to come.

SHOULD YOU KEEP A TIGHT REIN ON YOUR FEELINGS AT WORK?

Thoughts about the modern working environment.



CONTROLLER

You would have to be the King of Bhutan to be happy with the big income of happiness. Other aspects are more important to a business. Not least because staff aren't going to be happy if the figures don't add up and reducing the head count is on the agenda. Feelings aren't banned from the workplace from a financial controlling point of view, of course. If employees are proud of the company they work for then it's a win-win situation. But a big percentage of generation Y seem to see their employer as some kind of holiday club that is there to inspire and entertain them. My opinion on this is clear: Any entertainment beyond Xmas parties and works outings is on your own time. People can then do exactly what they like. The best team-building initiative is a good year end. Period.



Feelgood Manager

"A happy fart never came from a miserable arse," said Martin Luther 500 years ago. It is thought that one in five employees in Germany suffers from burn-out, so we are talking about over ten million people. Rapidly increasing trend. Opinions are divided about the causes, but one is probably certain – employees who really enjoy their jobs are far less affected. And people who are only in it for the pay check and annual leave aren't exactly going to be the movers and shakers of the company. So making sure you have a happy workforce works both ways. If employers do a bit more for their employees than just laying on a summer party, people feel more valued and look forward to their next day at work. There are endless ways to support employees with their social commitment – an area with massive potential. Freeing them from the strictures of the working day and fixed workplace should be an automatic duty.

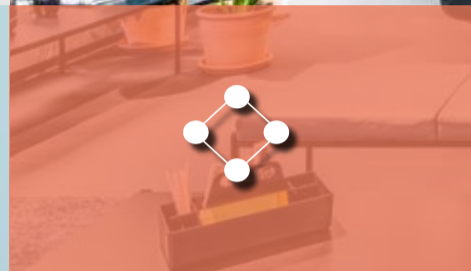


WORKING ENVIRONMENTS THAT MAKE PEOPLE HAPPY.

An approach that's changing the working environment.

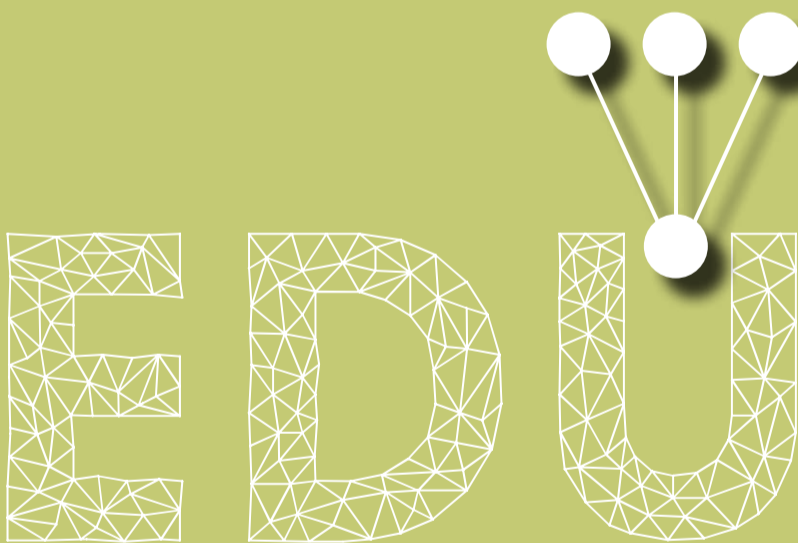
The way to happiness is via in-depth studies and international research. They are the theoretical basis of the new working environment as seen by Design Offices. The mastermind behind the new approach is Design Offices founder Michael O. Schmutzer. His meticulous work out in the field helped him to identify four different ways of working that will be vital in future. And Design Offices is giving them their rightful place. Because the company is undergoing massive expansion, the most creative people from the most exciting companies around can now take their pick from thirteen locations in Germany – and set their ideas free. In workplaces that vary a lot more than the tasks at hand. Top priority is given to sharing ideas at work and beyond, with a range of events to choose from. Anyone looking for peace and quiet will find it here. The perfect setting for anyone wanting to acquire or impart knowledge. The right environment for all kinds of assignment. Working in a way that is perfectly adapted to requirements. A range of work zones can be used at the same time or one after the other. And the service is as brilliant as the space: When you work here, all you need to do is think about the job at hand. Everything else is provided by the discreet service team. When it comes to luck, design also has a major part to play. And it's not just stylish – but highly functional, too. It provides the essential conditions for getting things done. For example, nearly all meeting rooms have walls that can be used as work surfaces, helping to deliver quicker and better results for joint projects. And increased efficiency is one of the secrets to a new sense of wellbeing at work. The inspiring atmosphere means people just come up with quicker, better solutions – for every kind of task. This leaves plenty of time to relax in between and network with interesting people at spectacular events in stunning locations.





FOCUS

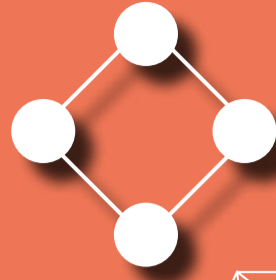
Quiet please! There need to be areas where you can tuck yourself away completely undisturbed for the times when you have a task requiring a high level of concentration. The Office spaces are equipped with everything you actually need for completing your project efficiently – discretion guaranteed.



Knowledge is growing at an unstoppable rate. Making it accessible to employees is the top priority for any company aiming for success. Productive seminars, purposeful project work, coaching that delivers, impressive presentations – everything is set up here.

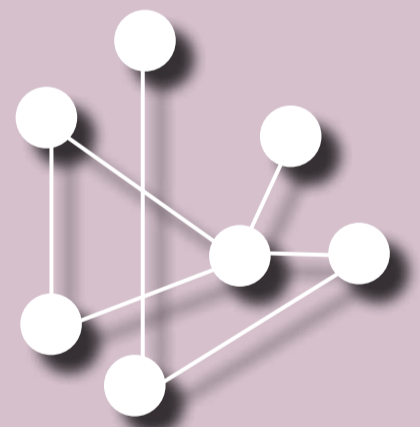
EDUCATION

Great minds think alike. The best ideas happen when the most inspiring people put their heads together. Co-working inspires individuals and project workers alike to push each other to new levels of performance. Interesting introductions to exciting brands and companies keep the momentum going.

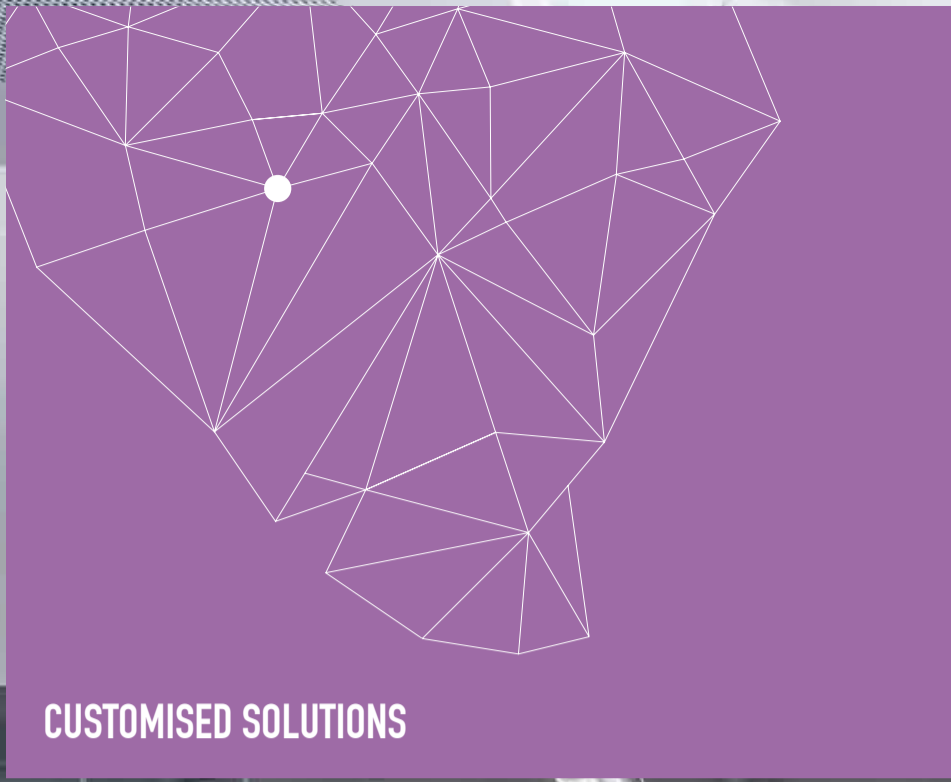


COLLABORATE

SOCIALIZING



The concept of the event changed a long time ago. If you want to bring really interesting people together in the same place, you have to give them a really good reason and a great venue. Providing an irresistible array of foods is a major benefit. It creates the perfect setting to network and make valuable new contacts.



CUSTOMISED SOLUTIONS



NEW TAILORED APPROACH TO WORK FOR BUSINESSES.

Working environments where employees can realise their full potential.



The most exciting corporate developments are achieved by project teams these days. And there are more and more of them around. They don't just require more space – but working environments that enable and encourage networked activity. This puts a demand on the employer to find tailored spaces outside their own company, enabling project teams to go about their work with a flexible approach. No problem: Design Offices has it all sorted. Ours aren't off-the-peg solutions, but just the right environments for specific tasks. Whether your task force consists of 7, 17 or 47 people, they will have the right space with everything their job requires. Design Offices offers more than just a couple of extra emergency desks – we provide fully serviced offices. We create individually tailored working environments for you, enabling you to speed up all of your business processes over the long term. No wonder we have some of the fastest-moving and innovative companies as long-term tenants: Infosys, Daimler, Salesforce and Artemide, to name a few.



OFFICE SPACES



ONE WORK PLACE – ALL THE OPTIONS.

Offices with all the backup you need.

People come to work with a smile at Design Offices. Enjoy being in an office where everything is as it should be. Work spaces are incredibly flexible – and only as big as you need. You can use them for as long as you need to. You can even put your own furniture in there if you want to. Design Offices – the perfect address for any office tenant. We have put three packages together to meet a range of requirements for companies and individuals. The Flexible Office S Package is the perfect solution for one or two people, and the Flexible Office M package is ideal for three or four. Flexible Office L is the biggest solution and suits four to six people. The minimum tenancy period is three months for all three packages. And renting an office also gives you access to the best facilities. Starting with the reception service for welcoming visitors and looking after your mail. You have access to your space during daytime and evening periods. And we've also thought about when it's time to take a break. From the Nespresso machine to the well-equipped kitchenette – it's all there. Communal areas are shared – as are the WiFi and multi-function devices. Packages can be extended. With a phone point and service, for example. You can book a space in the underground car park if you want to come to work by car. And there is also storage space if you need a lot of materials to work with. Whether you are solo or in a team – there are plenty of opportunities to network. You're bound to bump into some chatty and interesting people at our meeting and coffee points in the DO Eatery.



A permanent work space.

Where could you concentrate better than in a work space that has all the necessary comforts – where you can keep your personal paperwork safe and easy to find? And when it's time for a well-earned break, delicious refreshments are never far away, and you will always find someone interesting to chat to.

OFFICE SPACES



PROJECT ROOMS

DESIGNED FOR A NEW APPROACH TO MEETINGS.

For one-to-ones and small groups.

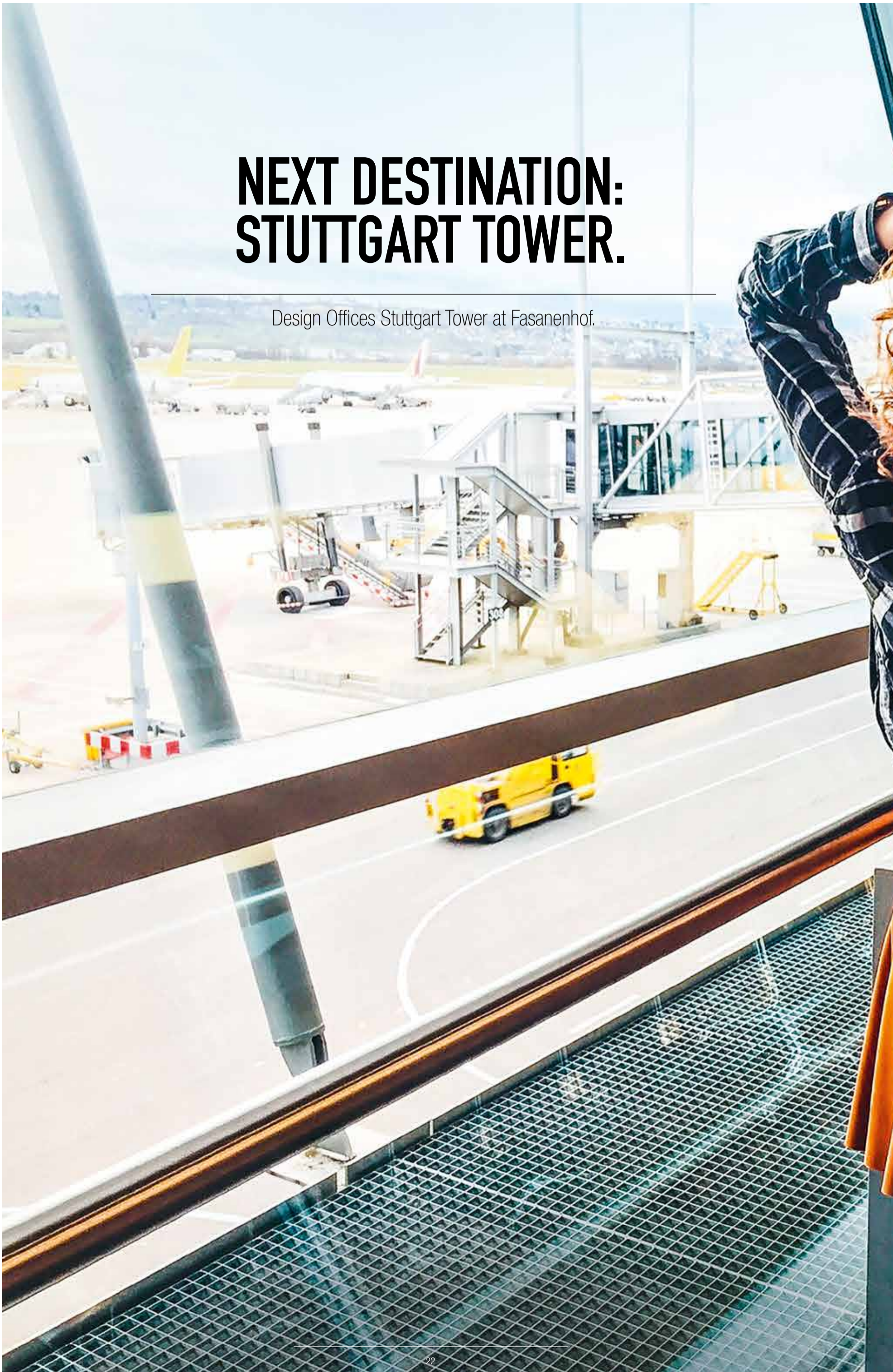
Meetings are the focal point of modern working life. And a high level of flexibility is required to cope with increased demand. Which is why we offer project rooms bookable by the hour, half day or full day. This enables you to have the right space for any meeting in no time. Seating is flexible – to suit the purpose and the space. Block, u-shape or circle – we can provide the right setting in an instant. Theatre-, block-, parliament- or banquet-style – we offer it all. Peace and quiet for one-to-one meetings – and groups of up to ten people can talk things through and take things to the implementation stage. Especially when you also book a training room in addition. You obviously need the right space if you want a meeting to be successful. It's all equipped with the latest technology. High-resolution flat screens, powerful projectors and a special tech trolley with everything you need to deliver brilliant presentations. Write-on walls and flip charts for highly productive discussions and workshops. Rapid on-line access for participants via WiFi PC and apple adaptors. Clever air conditioning to provide the perfect environment to work in. To ensure that nobody loses concentration during longer meetings everyone can choose their favourite kind of coffee from the Nespresso machine – and more refreshments are available from the fridge. And there's no need to worry about getting the same old biscuit selection – there is an excellent catering service on tap to keep everybody happy.



PROJECT ROOMS

NEXT DESTINATION: STUTTGART TOWER.

Design Offices Stuttgart Tower at Fasanenhof.





“Ha noi” is not at all a capital city in South East Asia – it’s the Swabian answer to the question of whether something isn’t working. Because we make everything work here. After all, Swabians are some of the most inventive and conscientious people you will ever meet. That’s why you’ll see swanky vehicles manufactured in the region all over the world. But Swabians aren’t just extremely resourceful – they are also exceptionally communicative. And they are just as enthusiastic about the new approach to work and Design Offices. Demand for our Stuttgart Mitte location was overwhelming right from the start – so much so that we opened another one in 2016: Design Offices Stuttgart Tower was welcomed with just as much enthusiasm. So we extended the space by a massive 5,000 m² soon after opening. The new location is located at Fasanenhof, one of the city’s major high-tech centres – right next to the airport and the Neue Messe. People from Stuttgart and beyond are looking for modern coworking landscapes and future-oriented office spaces. Where you can move your projects forward in an amazing atmosphere – supported by great service. A hugely inspiring place for people attending meetings, seminars and workshops. And – because Swabians are not only famous for being hard-working but for having a good time too – a number of other special facilities are also available – from the stylish DO Eatery to panoramic terraces and a charming inner courtyard. Access to Stuttgart Tower is easy via the A8 and the B27 or U6 public transport route.



Networkers welcome

Contacts are the hardest currency in the new world of work. The old guard might have preferred to seal their deals on the golf course, but things are much more relaxed these days – it all happens at our DO Eatery – no handicap required!



Something to suit every taste

That's why we offer not only a wide choice of meals, snacks and drinks, but flexible furniture options in all of our working environments – making everyone feel at home. And the favourite seat of Design Offices founder Michael O. Schmutzer is the FAZ edition of the legendary Eames chair.



NEW WORKING ENVIRONMENTS.

HAMBURG – Domplatz

This four-storey premium location is topped by a stunning roof-top event space with spectacular 360 degree view.

DUSSELDORF – Kaiserteich

Right in the centre of the city and only a stone's throw from the world-famous Kö. Just a few minutes away from the central train station. The building also has an impressive rooftop.

COLOGNE – Gereon

Movers and shakers on the Cologne media scene are delighted with our new location: The Gerling Quartier is centrally located and an architectural gem. 2,000 m² of perfectly designed office space – combined with state-of-the-art infrastructure and perfect service.

FRANKFURT – Westend

Situated in a top-notch location close to the Opera House. Fantastic views of the glittering banking hub skyline. City centre and central station easily reachable on foot.

FRANKFURT – Eschborn

A hotspot for the new approach to working – located to the north of the main city centre. It's also the perfect place for networking with the blue chip companies in the finance and computing sectors.

STUTTGART – Mitte

Right in the heart of the Swabian metropolis and just a few minutes from the station. The conference space has room for up to 200 people.

STUTTGART – Tower

This is Stuttgart's work environment from its most impressive side: Spread over five floors and floor space of 5,800 m², you can work and network in this generously-sized loft-style space near the airport.

BERLIN – Am Zirkus

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

BERLIN – Unter den Linden

A new approach to work has set up residence in the Kaiserhöfe buildings – a location steeped in history. Over 2,000 m² of modern office space available to knowledge workers and creatives and right by the Brandenburg Gate and Friedrichstraße station – access is perfect.

NUREMBERG – City

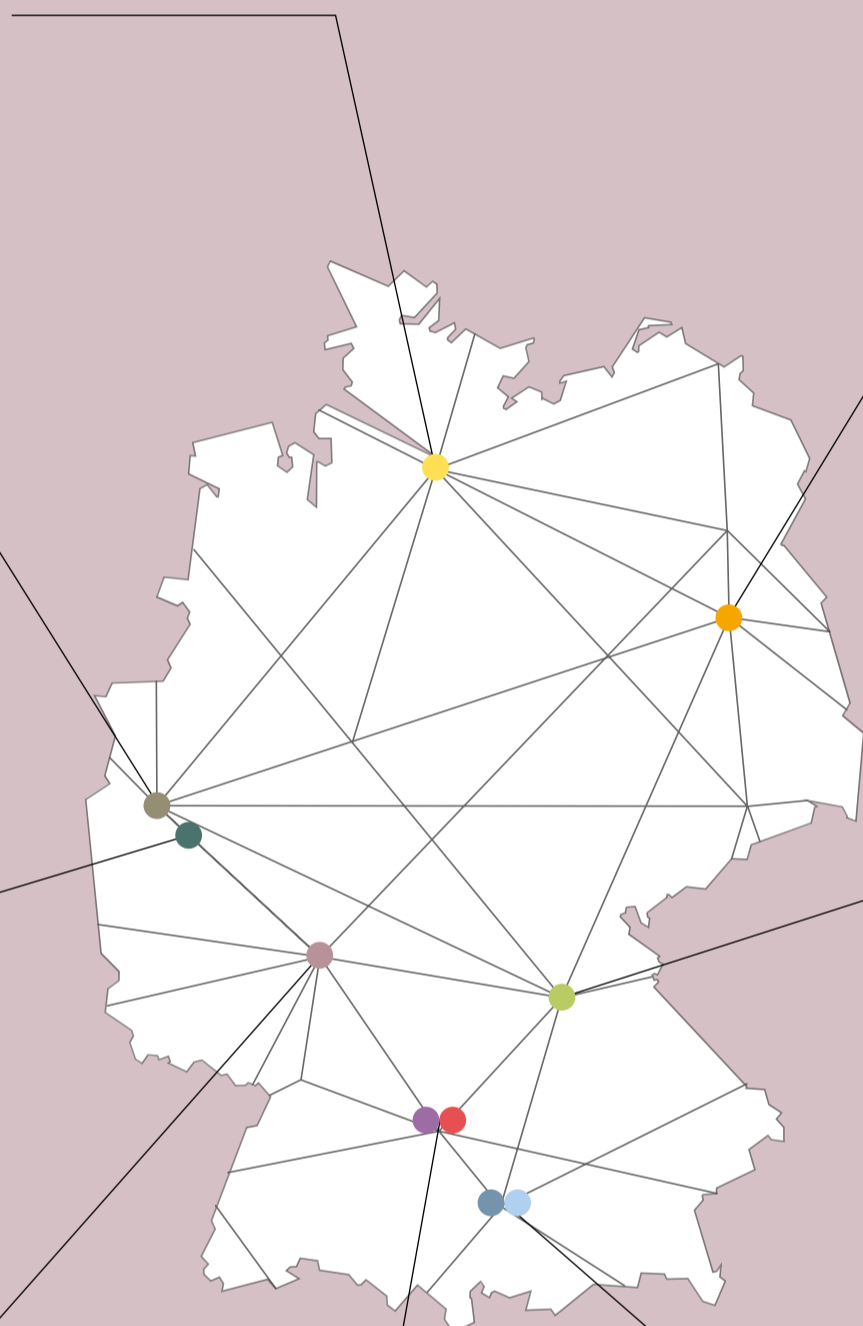
Located right by the Central Station in heart of the City area. Enjoy views of the Nuremberg Kaiserburg from the biggest roof terrace in the city.

Munich – Highlight Towers

Designed by esteemed architect Helmut Jahn, the Highlight Towers offer you the best way to become a landmark in your own right. Up on the 31st and 32nd floors, you can enjoy sweeping views as far as the Zugspitze from the highest event location in the city.

MÜNCHEN – Arnulfpark

Our Arnulfpark location: Situated in the heart of Munich, within walking distance of the Central Station. Some 40,000 m² of green space are directly at the door step.



NETWORKING LIVE.

Fantastic networking events.



Orgatec Cologne

"The smart coworking lobby" was a massive draw at Orgatec 2016. Prototype office landscape brought co-working to life for visitors.



Xing New Work Session

Not only did the location on the 32nd floor of Highlight Towers offer stunning views, but experts and practitioners opened up new vistas for Digital Transformation.



Service Design Drinks #5

Now very much a firm date in the diary at the Nuremberg City location for anyone interested in service design. Raphael Gielgen's presentation in March entitled: "The connected space – the interface between the analogue and the digital world" inspired plenty of animated discussion and brainstorming.



12min.me Ignite Talks #2

Selected speakers provide the input for controversial discussions and networking. Everyone at the Nuremberg office looks forward to the last Thursday of the month with excitement – this inspiring event is a regular fixture.



KU Straßenschau 2017 in Munich

The programme at Highlight Towers included a journey from New Work to Mars and an evening of creative brainstorming. You couldn't find a better location for these topics – after all, there's nowhere else in Munich that's closer to the red planet than the New Work Lab at the top of the tower.



Fokus! Hermann Scherer

Top speaker and successful author Hermann Scherer chose the most spectacular venue in Munich to launch his new book entitled "Fokus!". The public were delighted with all the new ideas and the chance to acquire a book signed by the author – all on the 32nd floor of Highlight Towers.



48forward

The 48forward conference addresses the key issues for the future. It attracts a growing community of the most brilliant minds around. Our Arnulfpark building was a superb venue for the press lounge and get-together.



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