

**ENG**

**“More productive offices. #nextworkplace”**

The time to investigate and question the objective of the offices of a company has come. The concept of the modern office is fairly recent – no more than a hundred years – and was born as a by-product of the factory, associated to it as a mere supplement. Now, it should evolve to adapt to new habits. Share, cooperate and exchange are words used by open companies focused on what is known as knowledge economy. They focus their efforts on customer service, design and innovation.

A new business philosophy and a new organizational structure involves thinking and designing different spaces. In many cases, opening yourself to the public and customers, as well as understanding office as a meeting point, allows for better visibility on the market. The dividing line between public and private disappears. For this reason, many offices are designed as spaces to visit and not as back-office to what is regarded as the main activity. The office per se can be a corporate experience, and their best branding.

It is preferable to transmit the vision-mission of the company with physical changes, more than speeches. The reception area is the business card of the company: it is the arrival point for visitors and users. First impressions are very important. But this is not the only place where the corporate identity should be reflected. The architecture is the best white canvas on which to drive the philosophy of the brand and convey the values that it wants to be remembered by. It is useful to think in concepts such as architectural graphics. It is not about decorating and hanging pictures, but about transmitting a single clear corporate message through all the space and furniture.

People tend to be conservative and contrary to change. We prefer stability, the bad familiar thing, rather than the good thing to be discovered. The changes are considered threats. There is often a resistance to new models, when it should be otherwise. Is therefore necessary for management of the company to involve its employees in an active way. However, although design decisions should not be taken exclusively by the head architect of the project, he should lead the project and make decisions, in order to avoid undermining the achievement of the objectives set.

This is the best way to learn, analyze and improve the work processes. Change should not be imposed and implemented: it should be thought and defined collectively so the change will be considered as its own by the team. Change from within is the best way to create new business models.

Miquel Àngel Julià, architect

Nuklee Design Director

Member of the Scientific Committee of CONGRES ARQUITECTURA 2016