A TOUCH OF SCANDINAVIAN HYGGE STYLE

Vastint is transforming the lobbies of its Business Garden buildings beyond recognition. Instead of sterile interiors, tenants' employees and visitors will be welcomed by friendly and cosy spaces that are in harmony with the innovative spirit and warmth of the office parks. The new lobby design has been created by turnerbates Design & Architecture, a London-based interior design and architecture studio.

The pilot project has been carried a feeling of cosiness and wellness, and go to popular coffee shops. We offer out in the lobby of a Business Garden functions as a welcoming and flexible them an attractive space where they can building in Warsaw. Wood, natural extension of the office. - We wanted go at any time. This solution harmonizes textiles and well-chosen lighting fixtures to create a place adjusted to the contem- well with the perfectly arranged space create a warm and inviting atmos- porary work style - explains Howard surrounding the Business Garden office phere. – The interiors are filled with Bates of turnerbates, who specialise buildings. comfortable armchairs, oak benches in commercial design and architecand free-standing display racks. Paint- ture. - Presently, mobile working and The lobbies will be implemented in all ings by a local artist, inspired by one co-working are becoming increasingly of Vastint's office parks in Poland of the most beautiful parks in Warsaw, popular, and there are more and more over the next few months and will Łazienki Królewskie, and digital artwork people for whom an office is any place be attractive spaces that encourage by turnerbates Design & Architecture, where they can connect to the Internet. employees and visitors to dwell and are displayed on the walls. The tradi- We wanted the new lobbies in Vastint spend time in the lobbies. tional reception desk has been replaced buildings to be perceived as attractive by a multi-functional writing table and friendly spaces where you can relax, INDIVIDUAL CHARACTER supported by a self-service visitor regis- drink coffee and hold less formal busi- One of the main intentions was tration kiosk and special zones which ness meetings. may be used by tenants for casual lunches or as a meeting place – explains A BREAK FROM THE OFFICE Ewa Łydkowska, Marketing Manager The new lobbies are relaxing spaces riors, but elements inspired by local of Vastint, Poland.

ence to the Danish concept of hygge, a change of scenery, many office workers suppliers as possible, and artwork has

where office workers may move with their laptops flexibly and in less formal individual character. For example, The new lobbies will no longer be surroundings. - We wanted to create the lobbies of the office buildings just a space you pass on the way a place where you can take a break from in the capital city refer to the Old Town to the reception desk in order to quickly the daily office routine without having and the gardens near the Royal Castle take the elevator to the right floor. to leave the building - explains Howard in Warsaw. turnerbates have used The newly developed design makes refer- Bates. - Looking for a little peace and as many fit-out elements from local

to create uniqueness within each lobby. Common design elements distinguish the Business Garden intesurroundings give each lobby a unique,

been sourced from local artists, such as the Warsaw Academy of Fine Arts.

However, the whole concept is based on Scandinavian design, which is easily recognizable by the muted, natural colours and finishing materials selected by turnerbates. The new lobbies are also designed to absorb sound, using materials like wood. These small details aim to increase satisfaction from the workplace and encourage a heightened sense of wellbeing and increased efficiency from tenants' employees.

Hence, the individual approach of the designers to lighting and interior fittings is completely unique to Vastint Business Gardens. The lobbies have different areas and are illuminated according to their function, so there are no two identical spaces; some areas have larger tables to hold meetings attended by more people, other areas contain lounge chairs, rugs and plants for a more relaxed setting.

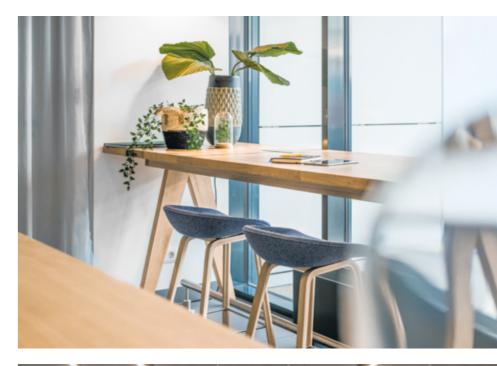
However, the designs are characterised by certain common features. For example, buildings within the Business Gardens in Warsaw and Poznań have a digital reception desk, which creates an feeling of openness and transparency. Instead of approaching the front desk, visitors to the Business Gardens will be able to check-in themselves when entering the building using a tablet.

The lobbies are also intended to play yet another important role. In addition to the green gardens surrounding the buildings within the office parks, the lobbies will also encourage sociability among office workers. - While designing the surroundings of the Business Garden office buildings, people asked us whether we intended it to be private for tenants only. For us, it was obvious that it should be a public space" - says Howard Bates. "The same is also true about a lobby which is a place to share, available not only to the tenant's employees but also visitors who live and work nearby - he adds.◆

Author:

VASTINT

Dział marketingu, Vastint Poland







Outsourcing&More | May-June 2019 Outsourcing&More | May–June 2019