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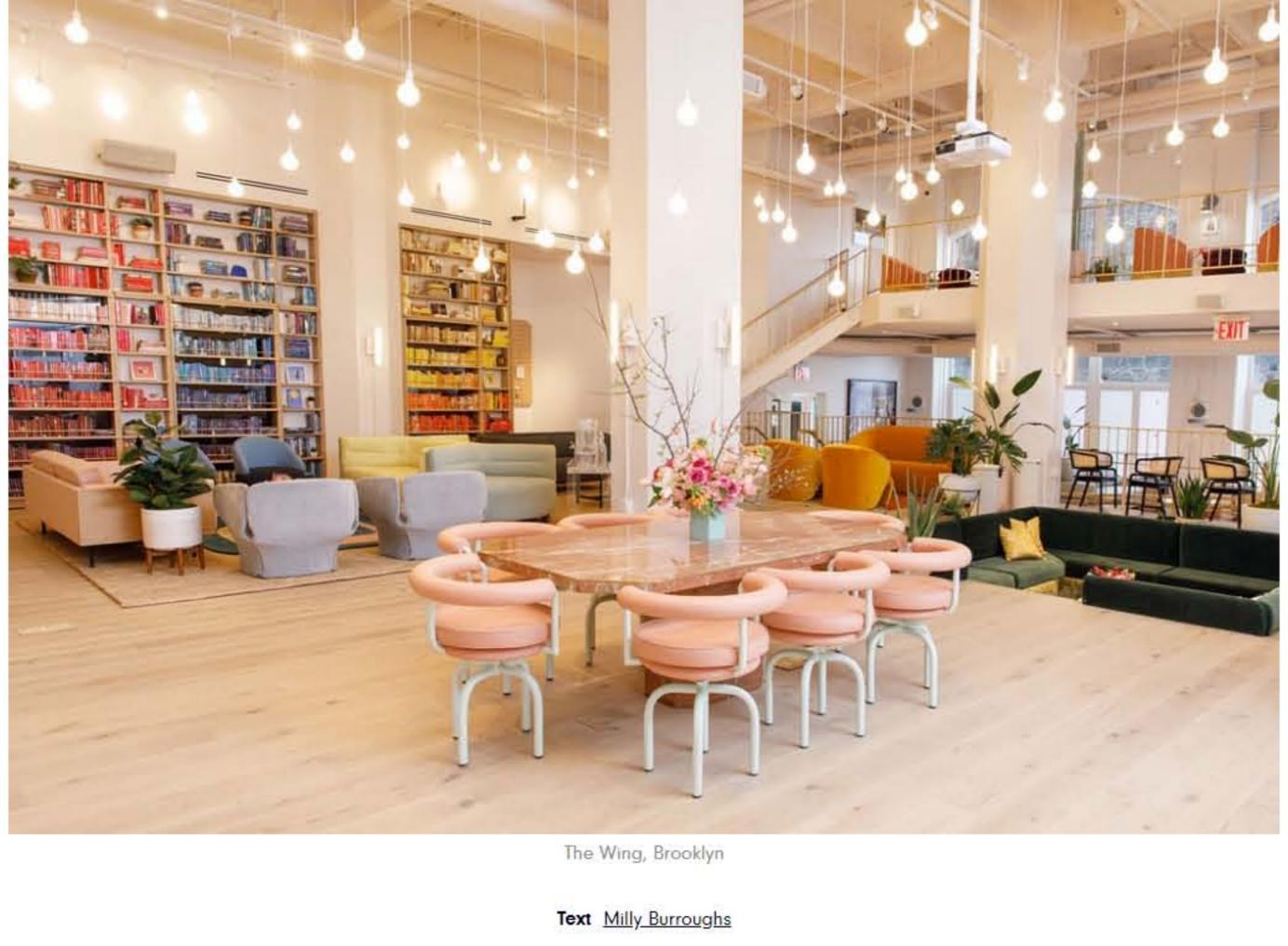
Examining the Growing Popularity

of Co-Working Spaces

- April 11, 2018 -Milly Burroughs looks at the psychology of why more and more people are

choosing to work in shared spaces - and the role that design plays in the process

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Jean-Paul Sartre, but it would seem the 1.7 million people predicted to be working in 19,000 co-working spaces worldwide by the end of 2018 aren't big fans of his work. Sartre's existential mantra has been

interpreted as a resentment of the shame and objectification forced upon us by the presence of other people, so why is it that the number

In an era of digital distraction (and the bolshy commentary surrounding it), freelancers and the self-employed are left looking to their environment for mental sanctuary. Equally, more conventional employers are under mounting pressure to provide carefully choreographed workspaces that provide the stimulation staff require to conquer swelling expectations. As a result, focus on interior design has been repositioned as a priority and those with an acute comprehension of the value of elegant, intuitively defined spaces are finding themselves central to the evolution of co-working.

"Hell is other people!" according to oft-misinterpreted philosopher

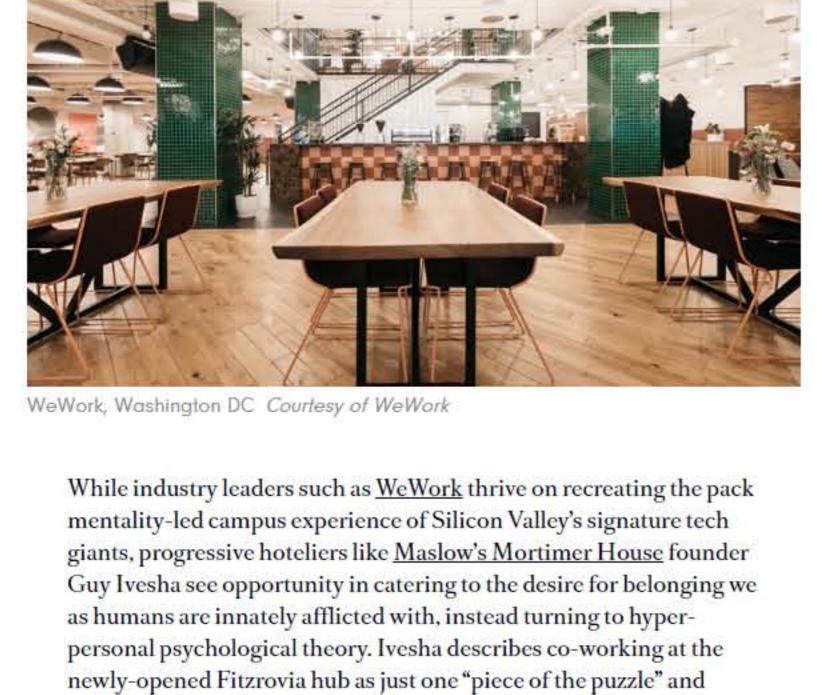
of people choosing to 'hot desk' or 'co-work' - a situation where you

choose to spend eight hours a day working elbow-to-elbow with

often complete strangers - is increasing at such a staggering rate?

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explains that he didn't envision Mortimer House as a co-working space per se, but as a place that is "extremely warm and satisfies many needs of an individual". The basis of his fresh concept is rooted in Maslow's hierarchy of needs - championed by Ivesha as one of the first studies focused on understanding positive outcomes of psychological phenomena, rather than grappling with the negative which can be represented as a pyramid with physiological needs at the base, followed by safety, belonging, esteem and topped with selfactualisation. This structure acts as the wire-frame of Mortimer House's charming architecture, which experience-sculpting design practice AvroKo was tasked with bringing to life. Ivesha described the process of vetting the team of designers as "dating", having travelled to New York to spend time with them so as to gauge their creative compatibility. The intimacy of their relationship and the experiences both parties clearly value are reflected in the inviting textures and free-flowing spacial flow of the upper co-working levels, meanwhile the health-conscious ground floor restaurant and basement level gym cater to the physiological requirements of

Maslow's theory.



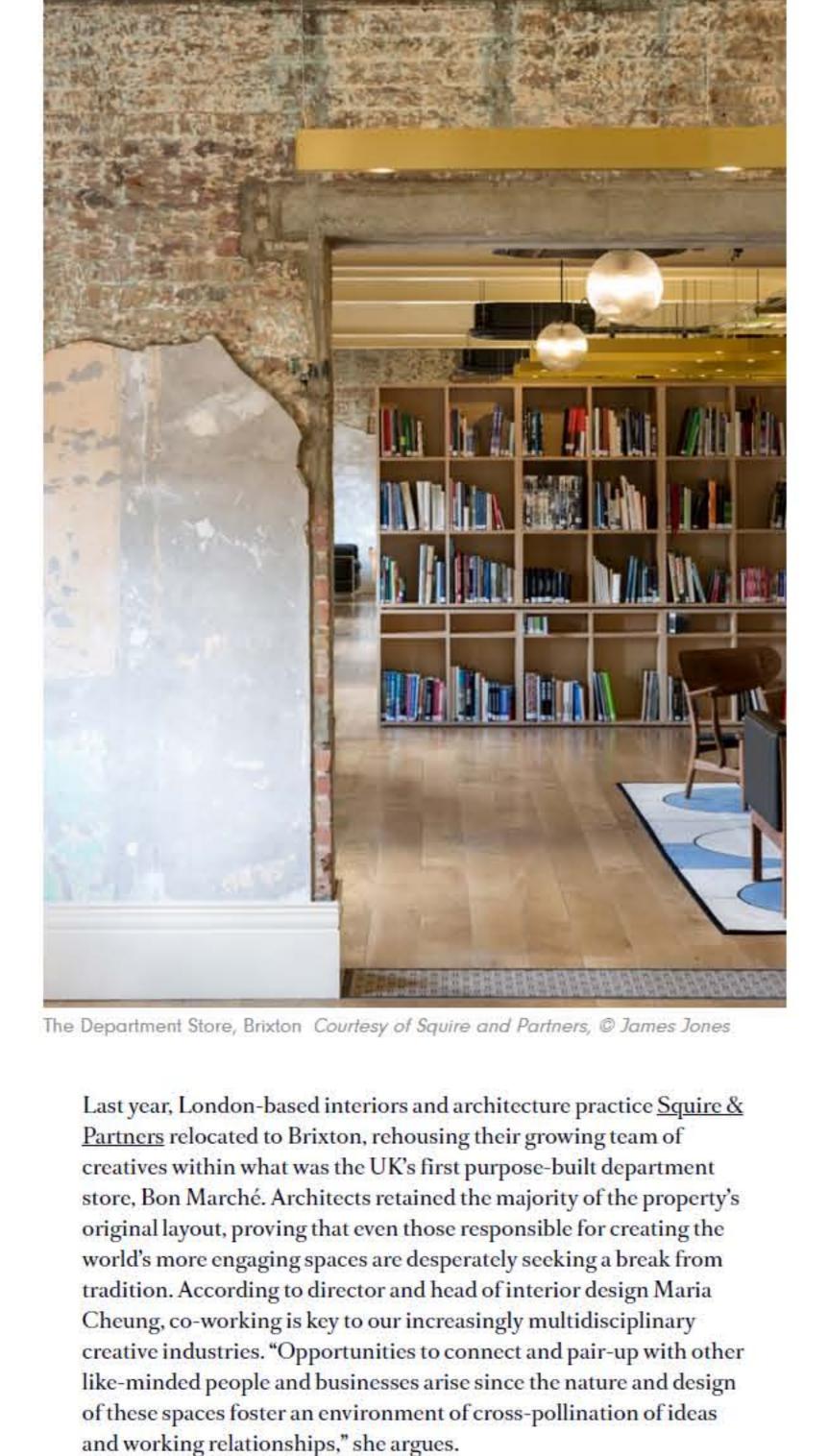
of work and play are continually blurred, could it be that our ideal work environments are those that allow us to fuse professional and social life without compromising our painstakingly crafted personal identities? From the ongoing rejection of formal dress codes, to the cliché beanbags of new generation corporate headquarters, the professional world is riddled with design-led signifiers of a struggle for expressive liberation.

The importance of having a welcoming, well-constructed work

environment seems obvious, but how does our choice of space

actually impact us psychologically? In a world where the boundaries

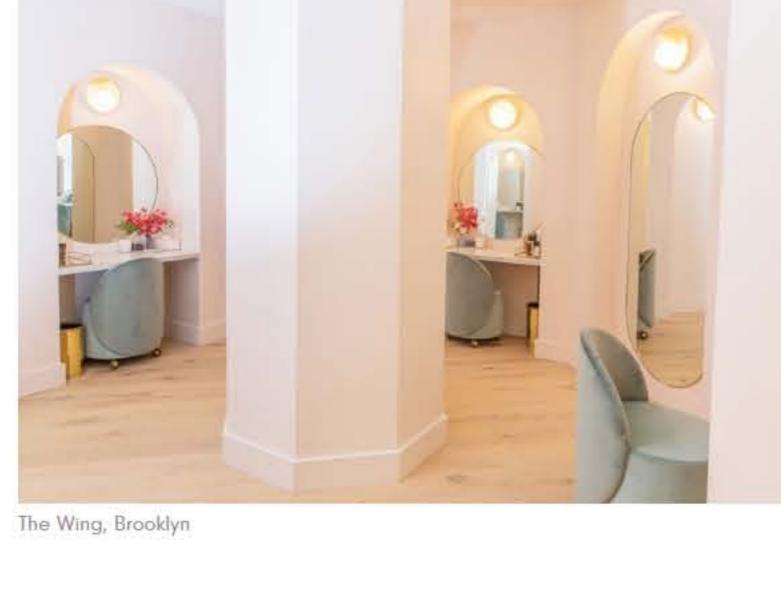
Heart Mondays, located in Hackney.



south London practice to open its own co-working space, The Ministry. "One of the driving factors behind doing this project was a weariness with the paucity of options for creative people to work in London. We decided from the start that we weren't looking to create an office or cliché-filled co-work space, we wanted to make a members' club where creative people produce great work." says The Ministry creative director Simon Moore.

Conceived at the the extremity of personal and professional fusion,

iconic nightclub-turned-brand Ministry of Sound has enlisted the



Regardless of their differences, the one theme consistently spotted at

all examples of co-working space is the maintenance of personal identity, through behaviour and design. This means that when it comes to choosing one that will successfully elevate your psyche, the only blanket conclusion that can be realistically drawn is one epitomised by the increasing diversity of this developing market. Identify your specific needs, find a space that caters to those directly, and don't be surprised when the natural evolution of your personal philosophies means it's time to find somewhere new.

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