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Why They Work Together - The New Co-Working Space (2018.9)

Maintheme

Why they work together

The New Co-Working Space

Report by Choi Yoon Jung

Office with family, office that turns into a movie theater at any time. A space of dreams that can only be imagined if it is alone is realized under the name of coworking space. The undiscovered waves in the coworking space ecosystem, where the user's needs are accurately read, present a new solution to the way we work in the near future.

It is time for the cosponsoring space. Domestic coworking space, led by leading companies such as wework and FASTFIVE in 2015, has been expanding rapidly to 51 locations in Seoul city this year. In addition to the real estate industry, large corporations in various fields try to keep up with the trend of the times by releasing shared offices sequentially. Typically, Hanwha Life's Dream Plus, LG Group's FLAGONE, and Shinsegae International's SI LAB are differentiated services based on solid capital and information. In the case of overseas countries where the coworking space has been steadily established, the speed of development is faster. There is an increasing number of cases in which the space is characterized by more subdivided fields and solid identity.

Now the cogeworking space evolves once again as a community that shares a new work style beyond the concept of sharing physical space. In order to survive among the cocooning spaces that arise, you need to identify more than just comfortable and efficient space needs. The coworking space, which is attracting attention both inside and outside the country, is developing a shared office ecosystem from a long-term perspective by presenting the values that users such as start-up and freelancer who are growing in their respective fields can share. I looked at the future of a shared space that seeks to be together again through various facets of the coworking space that pursues a new office culture.

The Time for Balance

Building Blocks

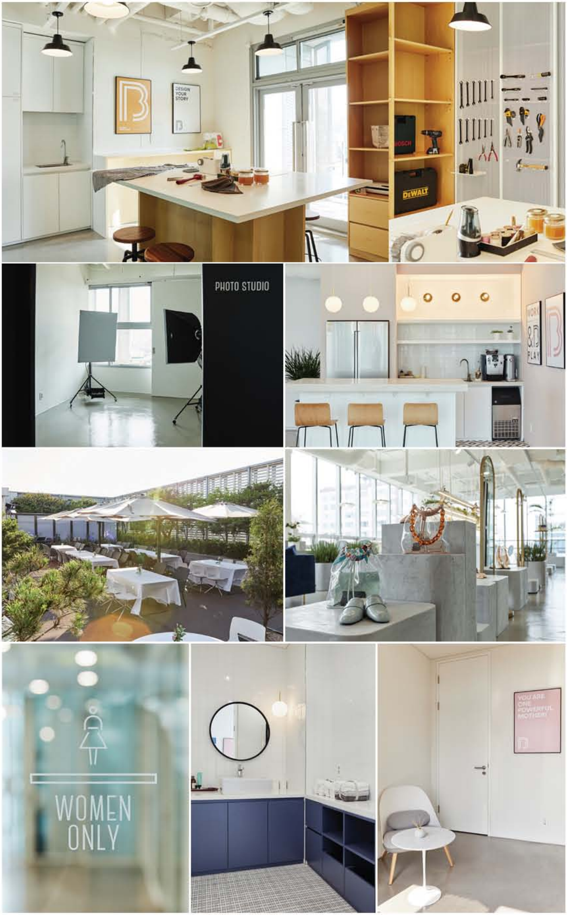
Design / SCAAA · Young-Whan Choi
Location / 1338-11 Seocho-dong, Seocho-gu, Seoul 511 Tower
Area / 1,198㎡
Photograph /

These days, there is a gaze that looks at the balance between work and life. But for a start-up or creator who has to constantly think about ideas anytime and anywhere, work is life. The coworking space for these should be significantly different from existing spaces that have many seats and emphasize efficiency. The daily life in an office that sends more than half a day is not done on a hard desk.

Building Blocks, which opened near Gangnam Station in June, is a lifestyle sharing office that catches both work and life rabbits. Kim Hee-young, who designed the building blocks, wanted to create an optimal coworking environment in Korea through various overseas cases such as women-only offices and family-friendly offices. The result of that disturbance is the building block. It has a ladies' room, a nursing room, and a shower room that could not be seen in the existing coworking space, and the kids zone is about to open in the second half of the year.

A bright and emotional interior is also a strength. It has three floors, one main floor and two office floors. It has a white color base, high ceilings and open chest, creating a refreshing feeling. The main floor that welcomes visitors first is the spacious open space with reception, lounge, open desk, meeting room, photo studio and ladies' area. The lounge, which was cast in gray color, gave a cheerful blue color sofa to the room and inspired a plan terrier at the Flower Shop Forest in Millennium Seoul Hilton Hotel. Brass display furniture was put in every place, and it became a showroom for fashion designers. In addition, the open-type workspace where you can sit freely adds a soft, elegant feel by placing a velvet chair with a rounded back. On the other hand, the two office floors have 40 private offices ranging from one to six people, and a material library and a workshop for various fashion designers. In addition, the open-type workspace where you can sit freely adds a soft, elegant feel by placing a velvet chair with a rounded back. On the other hand, the two office floors have 40 private offices ranging from one to six people, and a material library and a workshop for various materials and colors. The private office uses a wall that has excellent noise isolation effect, and installs comfortable LED lighting to prevent fatigue from being built up for a long time. In addition, the common area has a harmonious combination of wood furniture and pastel colors, creating a more cozy and warm atmosphere.

DESIGN YOUR STORY



Power of the Makers

STEEL ALIVE

Branding / rareraw · Yang Yun Seon
Design / Z_Lab
Location / Dongdaemun-gu, Cheonho-dong 83 Road 31
Area / 728㎡
Photograph /

STEEL ALIVE (Steel Alive) is a complex cultural and office space that combines metal making space with a sensible steel furniture brand rareraw. Like the name "Steel is Alive", it is open for those who want to make anything using steel. On the first floor is a restaurant and a lifestyle editorial shop, on the second floor is a making space, and on the third floor is a commissioning office related to metal production and a coworking office for small-scale lifestyle companies.

The restaurant on the first floor is designed to make the furniture with the idea of rareraw in a relaxed atmosphere naturally accessible. The interior is designed to blend harmoniously with the metallic industrial style. The ceiling and walls are covered with monotone in the exposed ceiling, creating a cool impression. In addition, the pendant lights with a round shape add a smooth flow to the space where it can be plain. Unlike restaurants that have tiled floors, the lifestyle editorial store, which is housed together, neutralizes the cold feeling of space by using wood materials. The two-story making space with the latest equipment related to metal processing expresses space expertise by choosing a simple shape and a dark gray color. The workspace with the intense charm of steel offers 8 reserved seats and 6 unreserved seats. It has a generous work surface and line lighting that crosses the space, providing a sense of openness and practicality.

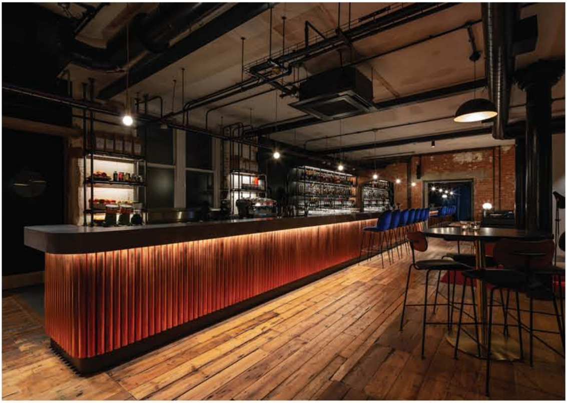
The next-to-materials library focuses attention on the material, using white color versus the workspace, and adds a sense of stability to the light wood-toned floor. The last three floors of the coworking office have a total of 13 individual office space interiors, kitchen furniture design, and leather goods brands. Each of the rooms divided into a given area has been decorated with materials that are sensitive to silver, giving a clean and sophisticated impression. The lounge and the pantry where you can enjoy simple drinks and meals saved you with a relaxing blue color.

In addition, the photo studio that freely available to all residents is equipped with an efficient environment to shoot the results directly.

Next Generation of Creative

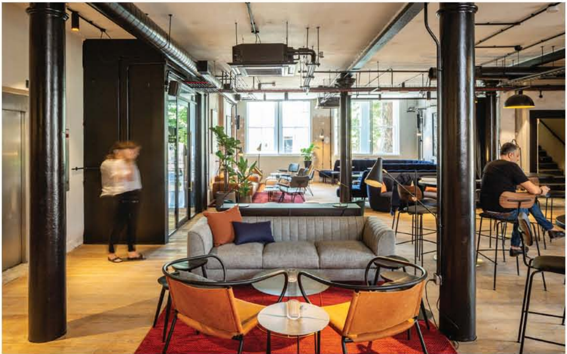
The Ministry

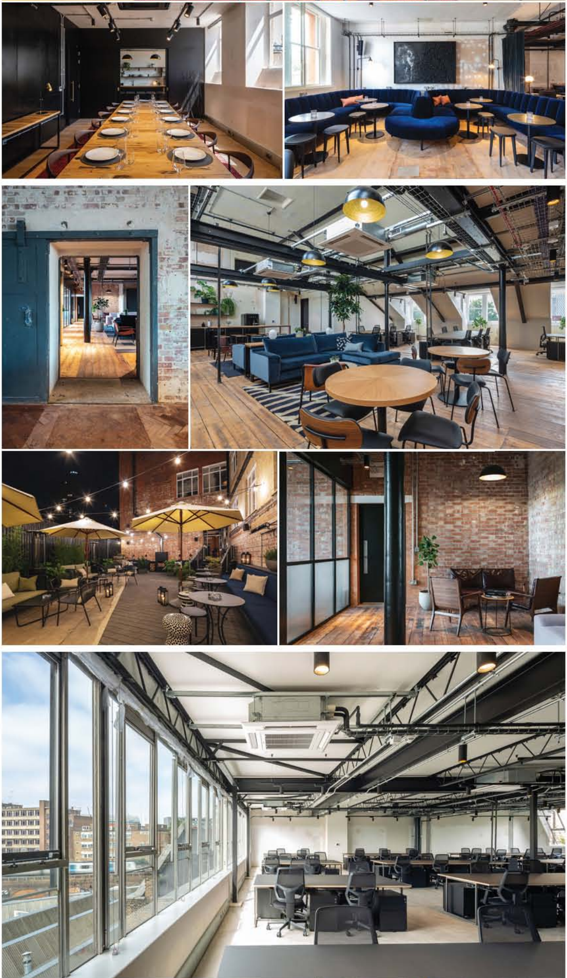
Design / Squire & Partners
Location / 79-81 Borough Road, London SW1 1DN, UK
Area / 4,645㎡
Photograph / James Jones

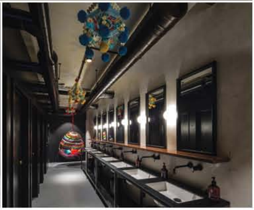


The identity of Co-Working Space The Ministry in London, England, is all described as a catchphrase: This is not working. The entertainment brand, which has led the trendy culture from recording to advertising to club production, was released in July by the Ministry of Sound. It is as hot as the club as it emerges as a new azit of young creators in London. Noting that the coworking space emerged as a new generation of cultural spaces, the Ministry of Sound wanted to create a platform where creators from various fields could gather together beyond the concept of a place to work.

The Ministry, which renovated the 19th century print shop, absorbed the existing first floor bar and restaurant and used it as the main space. Exposed to the brick building's interior, the interior has a vintage feel, with simple black color on the ceiling and furniture frame. The central 20-meter-long bar table captures the eye, attaching a copper pipe to the bottom and buying indirect lighting, leading to a more colorful atmosphere. The lounge, which is located inside the entrance through the entrance, has a spacious open-space structure with plenty of comfortable sofas and armchairs to sit freely and chat or organize events. Sofa-up Holster and blue velvet used for curtains add a more elegant and elegant impression. The wall filled with artwork by Christopher Shake and Charlie Smedley is an inspirational point. The lounge leads to an outdoor garden, and the garden is as natural and comfortable as it is on a cafe terrace. Another underground area with private mini bar accommodates a wide range of activities, including a VR studio, a small movie theater and an auditorium. Compared to the first floor, you can feel the different atmosphere by using furniture and accessories with more light color, pattern and shape. Meanwhile, the four floors of the upper floors provide a practical office space, which blends with the natural light of the red brick and the floor of the wooden floors. The office space where the opening and closing coexist has a minimalist black color frame furniture to draw a modern image, and the green vegetation decorations in various places have been raised to offset darkness.



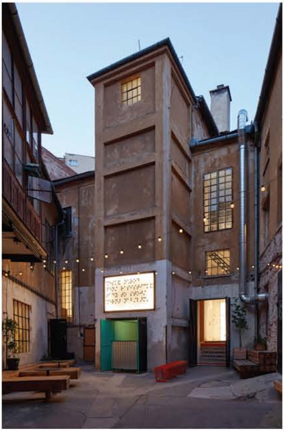




We Find the Solution

The Distillery

Design / KOGAA Studio
Location / Brno, Czech Republic
Area / 650㎡
Photograph / Boys Play Nice



The Brno region of the Czech Republic was once one of the livelier cities of the capital, Prague, as the textile industry and light industry developed. However, as with any factory site in the world, the era of post-industrialization has begun, and it is gradually beginning to decline. Recently, there is a new wave of young people entering the city. The Distillery, a design studio KOGAA Studio, has a social value as a leader. As part of KOGAA Studio's urban rejuvenation project Social Reactor, it provides a place where young people from various fields of music, design, film and IT can work. They are working together in different areas to create a variety of businesses, and are adding strength to the city's revitalization.

19세기 유대인이 운영하던 3층 높이의 증류주 공장은 디자이너의 손길을 거쳐 오피스 환경에 맞게 다듬어졌다. 중정이 있는 1층은 이용자가 모여드는 휴식 공간이자, 파티나 공연이 이뤄지는 행사장으로 활용된다. 행사가 열릴 때면 중앙 창고 공간을 개방해 팝업 바를 운영할 수 있도록 한 점이 독특하다. 중정 너머 코워킹 오피스가 자리한 내부는 과거 건축 구조 그대로의 굵직한 목재 보가 중앙을 가로지르고, 아치형 천장과 커다란 격자창이 어우러져 아늑한 모습이다. 부드러운 곡선형 라운드 테이블을 배치한 1층 오피스는 화이트와 은은한 핑크 컬러를 매치함으로써 오래된 건축물의 분위기와 차분하게 조화를 이루도록 했다. 이번 프로젝트에서 가장 크게 달라진 곳은 2층과 3층으로 층 사이의 면적 일부를 덜어내 탁 트인 라운지 공간을 구성했다. 아래 층은 발표회와 강연, 공연 등이 이뤄지는 강당 역할을 하고, 계단을 따라 이어지는 위 층은 개인 사무 공간과 미팅룸, 디자이너를 위한 작업실로 사용한다. 상층부의 각 공간은 폴리카보네이트와 같은 재활용 소재를 활용해 구획함으로써 건축물의 소재와 자연스레 어우러지면서 친환경적 면모까지 고려했다. 라운지 공간의 단차와 풍부한 질감은 한층 다이내믹한 시각적 효과를 더하며, 사용자의 창의성을 자극하는 공간으로 자리한다.

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이름 비밀번호

댓글을 남겨주세요

comment

The Moment You Want to Go Back - What Happened in the Past (2018.8)

List

Writing

Company Name INTERNI & Decor Tel: 02-34318802 / Fax: 02-3431-6222
Address: 48 Gwangseongseong Street, Songpa-gu, Seoul, Korea 2F, Guangdong Building
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