

CONCEPT INNOVATION

Open Desk
the future of work in action

better
space; better
people

Introducing Open Desk

IWG, a global leader in the flexible workspace industry, recognised a business opportunity when two trends were accelerated by the pandemic: Employees increasingly want to work closer to home (but not in a Starbucks, hotel lobby or in their living room). And, a growing number of smaller retail locations remain empty in high streets.

In the summer of 2020, bs;bp was asked to design a new concept that enables retail space conversion into flexible workspace. In close collaboration with the client and furniture manufacturer Lensvelt, bs;bp designed and delivered Open Desk in record-time.

Today, it features in six locations across Europe and the USA and is a key driver of IWG's global innovation strategy. Lensvelt has included Open Desk in its 2021 catalogue.



Welcome home

The Open Desk is designed to feel right at home with 24/7 access. People remain productive with the adjustable desks and ergonomic furniture. The shelves are lined with luxurious books, accessories and green plants for inspiration and wellbeing.

The colour of the frame, a sandy grey, exudes earthiness and warmth. Three sides contain textile covered panels that are tactile yet sound absorbing.

Futureproof

The textile colours are pastel; soothing tones of light green, baby blue, fresh pink and a warm grey – so not to distract. The textile rest material is reused into wall tapestry and carpets, to enhance the same interiors.

Open Desk is modular by design, reusable in various configurations and put together as a kit-of-parts for ease of transport. This is better for our planet too.

Private space

The height of Open Desk is deliberately designed to provide maximum privacy, yet not feel claustrophobic. The entrance to the Open Desk, has open shelves with strategically placed panels to create a sense of openness and just enough “peek-a-boo”.

There are storage lockers inside so people can keep their personal belongings safely overnight.

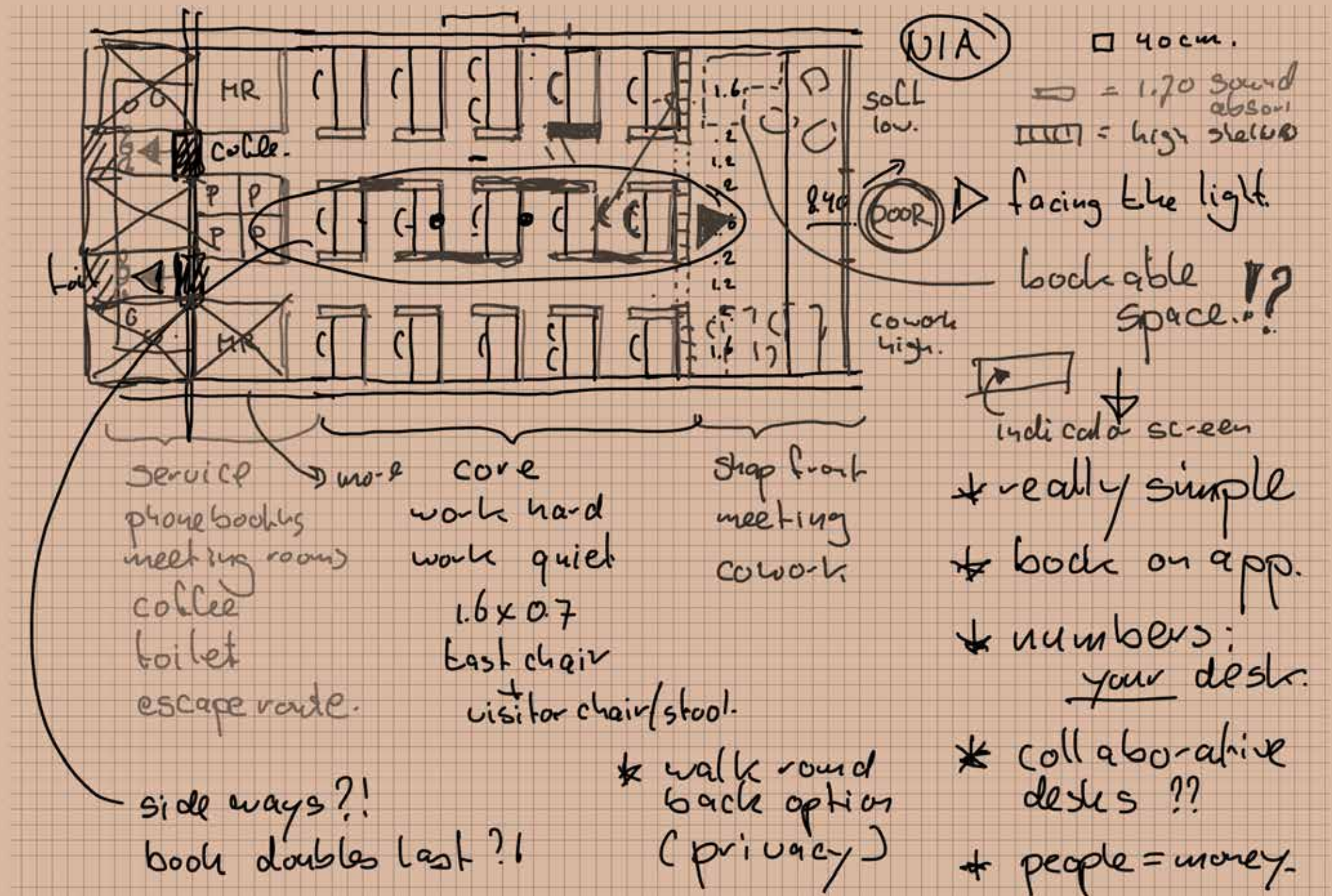


The design process

In a collaborative process with the client and manufacturer sketches were shared early on.

Similar to a piece of furniture it can be placed in any space, but different from conventional workplace furniture Open Desks behave much like a 'room within a room'.

A screen at the entrance ensures drop-in guests have a seamless experience, locating their booked desk with ease. This enables a self-service approach to the business model.



“The mock-up
produced by Lensvelt
was a defining
moment in the
design process.”

Vivian Lam
Interior designer at bs;bp





**better
space; better
people**

LETS TALK ABOUT CONCEPT INNOVATIONS

studio@bsbp.design

+31 (0)20 223 18 95

