

Workbar

CLIENT STORY

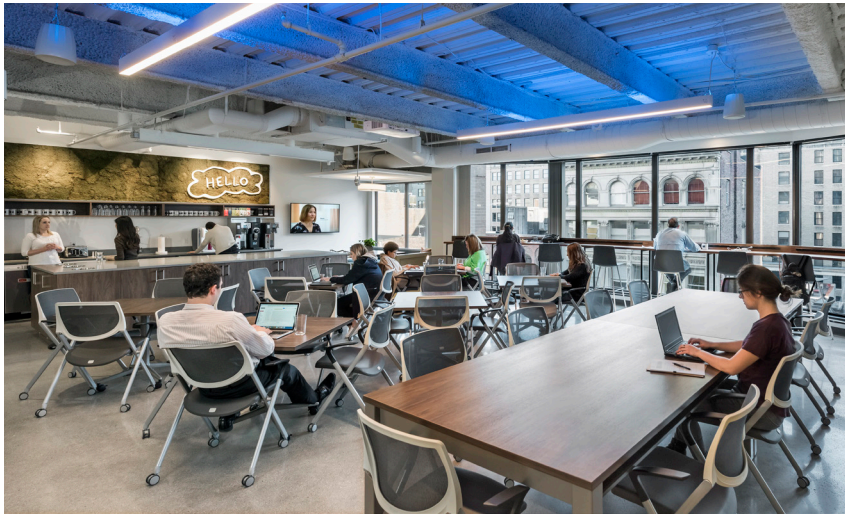
Coworking Space
Boston, MA



When coworking members were asked how being a part of the coworking space had changed their lives, 89% of respondents reported they are happier since joining.¹

Coworking spaces are much more than workspaces connecting professionals and providing access to valuable resources. They are places where members network, learn, and socialize together, creating a strong sense of community and positively impacting engagement, motivation, and overall satisfaction.

As traditional office jobs continue to evolve and workers transition towards remote working, co-working spaces—offices that provide amenities from standard desking systems to coffee bars, conference rooms, and privacy pods for remote and self-employed workers—have been popping up across the country. But co-working spaces need to be more than a desk to sit your computer on. Because they're competing with the user's home or local amenities like coffee shops and libraries, co-working spaces need to be environments where people want to be and provide exclusive perks like yoga classes, 3-D printers, and a fully stocked coffee (or beer) bar.



"We devised a 'Neighborhood' concept for Workbar to cater to the preferred work styles of members. Each location has a Study, Cafe, Commons, and Switchboard, with furniture selected to encourage the intended use of each space."

VINCE PAN
PRINCIPAL,
ANALOGUE STUDIO



For Workbar, part of the allure is its branding. "We have created brand standards for furniture, finishes, and graphics. Although each location has unique qualities, the brand is reflected throughout. When you walk in, you know you're in a Workbar," explained Vince Pan, Principal at Analogue Studio. Although subtly different, these standards are also used in offices where Workbar has collaborated with outside partners, including a space in San Francisco.

However, when it came to the popular Back Bay location in Boston, Analogue Studio and Workbar decided to incorporate WELL building standards. "The certification was something we recognized would be a really good fit for Workbar's culture and commitment to member wellness," stated Pan. "We presented the concept and urged Workbar to pursue the certification. We were already designing with so many WELL principles in mind, it made sense to go for it."

Nestled in a neighborhood of historical brownstone residences and newer retail shops, the Back Bay Workbar draws in an entrepreneurial and wellness-focused crowd. Utilizing a range of ergonomic seating options, Workbar clients can find the space that suits their needs and preferences. "The layouts and furniture support a variety of different work styles. For example, you can choose to work at a coffee table, privacy booth or a standing desk, and you can change your spot based on how your needs change throughout the day. Workbar prioritizes providing choice and flexibility."

"We used playful digital and environmental graphics to bring Workbar's fun but focused personality to life. The 'Neighborhoods' within each location use graphics to foster a sense of community around shared behaviors. Furniture specific to these areas supports the intended work style."

VINCE PAN
PRINCIPAL,
ANALOGUE STUDIO



PROJECT DETAILS

Corporate Office

18 locations around
Greater Boston area

Partnerships

Union Office Interiors
Analogue Studio

Beyond allowing users the ability to choose where to work, the space itself needed to be flexible. “The cafe has a lot of flexibility to be used for events. The furniture is all mobile, so it’s easy to tuck away. They really take advantage of that to host things like yoga classes and other wellness events. Being able to offer those types of things to their members is important to the overall WELL standards they’ve adopted, and their commitment to the wellbeing of their members.”

While the Back Bay location is the only Workbar that is WELL Certified, many of the aspects continue to be used across the company’s nearly two-dozen locations. Height-adjustable desks and a wide variety of seating options are popular and must-have features of Workbar offices, as is encouraging users to get up, stretch, and network with one another. “Users love the culture,” Pan emphasized.

PRODUCT SOLUTIONS

Seating

Clarity®, Linger™, Lyric™,
Mimeo®, Mindshare®, Rise™,
Reflect®, Relate®, Seek®,
Take-5™, Vicinity™

Workspaces

Further™

Tables

Aware®, Belong®,
Harvest™, Structure

Storage

Radii™



¹ www.smallbizlabs.com