



NextSpace partnered with HON to create co-working spaces for the next generation of entrepreneurs.

“NextSpace is about much more than giving people a place to work. It’s about supporting and encouraging collaboration, and creating the next generation of workspaces. HON provided solutions that perfectly meshed with our goals, and went above and beyond in adding value every step of the way.”

Jeremy Neuner, NextSpace Co-Founder

NextSpace opened its doors in response to a feeling shared by entrepreneurs everywhere: working alone stinks. In concept, their business model seems simple: provide the nearly 15 million American freelancers, independent consultants and contractors with the social and economic support and infrastructure they need to succeed in the 21st century. In reality, the flexible business model needed to provide entrepreneurs all the luxuries of working in a Fortune 500 space — at a fraction of the cost — requires expertise from partners with a reputation of delivering innovation to the workplace.

NextSpace realized their vision was about more than a great space in a desirable location. It needed to support recent professional trends such as

co-working, in which a collaborative group of talented people share ideas, advice and expertise. Typically, these are creative, young professionals who value community, versatility and mobility. NextSpace attracts these Generation Y and Millennial entrepreneurs with flexible membership options, including everything from day passes to full office leasing. They also outfit their workspaces with furniture that supports impromptu collaboration and constant rearrangement. To revolutionize the way people work with adaptability and ergonomic design, NextSpace turned to Santa Cruz-based furniture dealer Palace Office Interiors, and the timing couldn’t have been better. Recent launches of HON collaborative products such as Motivate tables and seating and the Flock Collaborative Collection immediately came to mind.

“When we met Jeremy and the NextSpace team, we recognized their passion for creating a new way of working,” said Neal Heckman of Palace Office Interiors. “We were excited to play a key role in executing Jeremy’s vision by leveraging the collaborative nature and contemporary design of HON furniture to provide the flexibility and style that NextSpace desired.”

NextSpace
Berkeley, California

Products

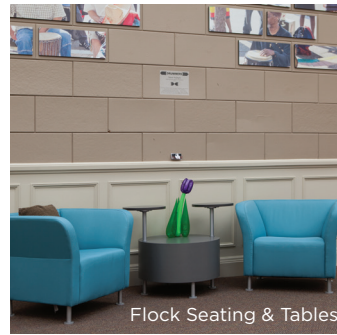
Motivate™ Tables & Seating

Flock™ Collaborative Solutions

Voi® Desking

Nucleus® Seating

Ignition™ Seating



Flock Seating & Tables



Motivate Seating & Tables

Opportunity/Goal

NextSpace partnered with Gensler & Associates to create spaces that supported a variety of work styles, and this project allowed HON to showcase both the versatility and functionality of their product selection. With a variety of office space sizes located in trendy areas such as Berkeley, San Jose, San Francisco, Santa Cruz and Los Angeles, HON had a chance to put their collaborative product mix on display for the next generation of workers. As the only company selected to provide office furniture to NextSpace, this was also a prime opportunity to showcase how HON products support collaboration in a range of spaces, from smaller dedicated collaborative areas to larger open community spaces.

Neal Heckman said, “We set out to design spaces that foster collaboration, support a vibrant community, and create a fun, energetic atmosphere. The furniture, finishes and layout specified supported these goals, while providing adaptability and mobility. The design and space planning process was highly collaborative, including key contributions from NextSpace, Palace Office Interiors, Gensler & Associates and HON.



Flock Collection & Voi Desking

Solutions

From the grand opening of the Santa Cruz location in 2008 to the launch of the Berkeley location in 2013, HON furniture solutions have transformed the way entrepreneurs and startup companies perform. “HON has supported NextSpace since our initial introduction,” said Rebecca Brian, NextSpace COO and Community Curator. “In a time of dramatically shifting workspace usage, HON has brought and continues to bring us innovative solutions. Our members use these products on a daily basis to increase their productivity, aid their collaboration, and facilitate more enjoyable, balanced lives.”

Voi desking provides a customizable desk space, while maintaining a unified aesthetic throughout the office. Nucleus and Ignition seating allow a variety of users to personalize their comfort with easily adjustable controls. Flock gives them a collection of easily reconfigurable and fully scalable elements that allow users to connect virtually anywhere. Even the smallest nooks can be utilized to give people a place to break away from their workspace and shift between individual to group work. Being lightweight and mobile, Motivate seating and tables are ideal for collaborative settings that support multiple functions throughout the day. Motivate seating can be stored in convenient, space-saving nests or stacks — while fixed, nesting, height-adjustable, and folding tables are easy to set up, rearrange and store. These products are all backed by the HON Full Lifetime Warranty, giving NextSpace the confidence that their furniture would withstand the traffic of a demanding co-working environment.

NextSpace success has warranted visits by Fortune 500 companies who want to catch a glimpse of what tomorrow’s office landscape will bring. These planned visits, as well as weekly Friday night cocktail parties hosted by NextSpace, open the door to new tenant prospects and business owners who gain a better understanding of how space and furniture can work seamlessly together to deliver the next generation office landscape.



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