

*Design*

# **BASF: Redesign For a New Way of Working**

🕒 Read 1 minute

BASF, the world's leading chemical company, recently unveiled a redesigned office for its regional headquarters in Hong Kong, that not only reveals new layouts and furniture, but also as the core driver of the redesign, supports a new way of working. The new allocation of space between permanent and flexible seating, together with a sharp reduction in the number of enclosed offices, helps to optimize the use of real estate. As leaders of the change, the majority of management now use a hot-desking set-up. Collaboration has been further enhanced with the introduction of rooms with media:scape technology on each floor to facilitate desktop sharing, boost innovation, and enhance productivity. The use of a room scheduling system to manage bookings optimizes use of meeting spaces.

## **Featured Products**

---