

Steelcase®

# WORKCAFÉ IDEABOOK

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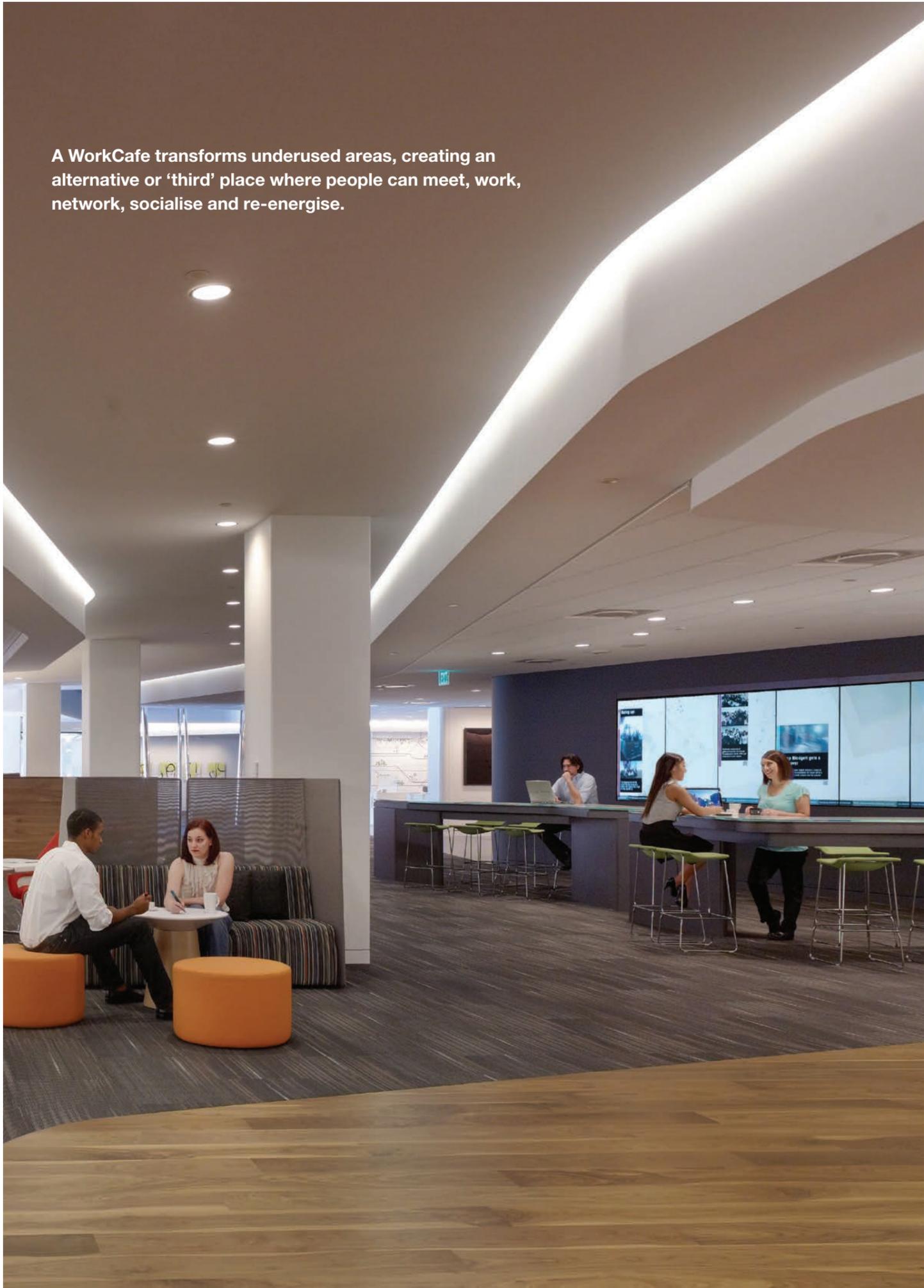
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A WorkCafe transforms underused areas, creating an alternative or 'third' place where people can meet, work, network, socialise and re-energise.



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## A NEW ERA OF WORK

### Where does work take place?

Today, tasks at work are more varied and challenging. Workers are increasingly mobile and diverse. They often leave the office to go to a coffee shop or another place which separates them from colleagues, organisational resources and the culture of their office.

### Creating coveted destinations

A WorkCafé is a dynamic space that connects people with colleagues, their work, and their organisation. It transforms traditional corporate cafeteria space into destinations for connection, collaboration, focus and innovation.

31%

of full time employees do most of their work away from their employers' location.

*Flex + Strategy / February 27, 2014*

### ON-SITE DESTINATION THAT LEADS TO EMPLOYEE ENGAGEMENT

Unlike a typical corporate cafeteria, a WorkCafé provides a combination of working and dining that activates underused space and fosters employee productivity and wellbeing in measurable ways.

## WORKPLACE TRENDS

### On-site third spaces

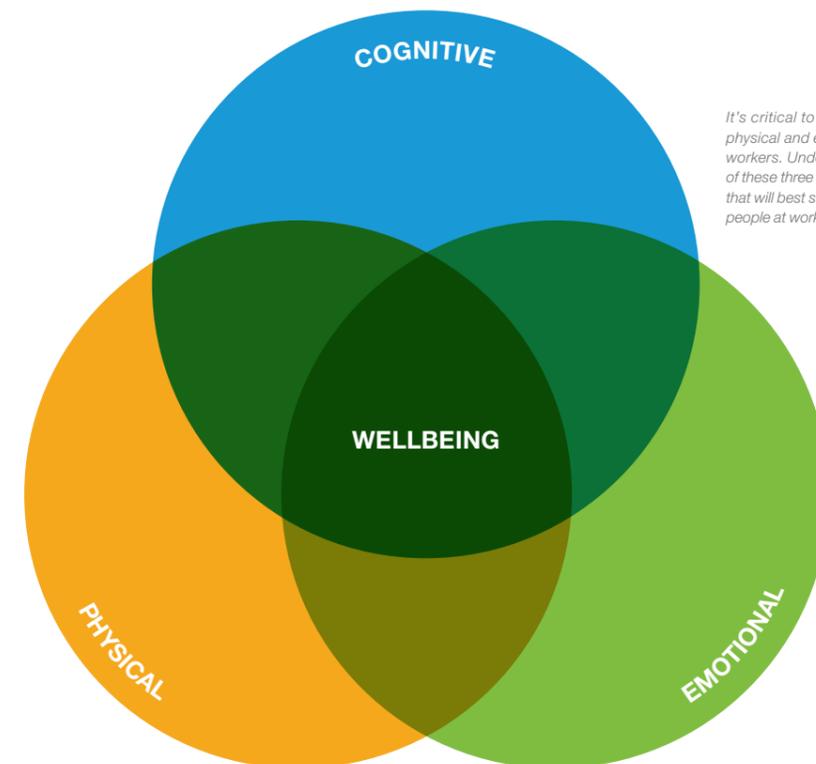
Mobile technology allows employees to work anywhere — in alternative or ‘third’. Yet off-site locations such as coffee shops sacrifice easy collaboration with colleagues and offer little in the way of privacy, ergonomics or effective workspace.

Offer employees an on-site third place instead, where they can take a break from their usual workspace, choose from spaces ranging from individual to large group settings, and maintain close connections with colleagues and the organisation.

### Short-term space appropriation

As work becomes more mobile and companies implement shared desking strategies, employees increasingly desire workspaces to call their own, even if just for a short period of time. Here they can collaborate with others in formal and informal settings, work on their own, refocus and rejuvenate.

## WELLBEING



*It's critical to understand the cognitive, physical and emotional wellbeing needs of workers. Understanding the interdependency of these three allows us to create environments that will best support the holistic wellbeing of people at work.*

### Cognitive

A WorkCafé is a multi-sensory environment where workers can choose the level of stimulation that they want—from bright, high energy areas to more contemplative spaces—based on their mood and task. The ability to choose and control workspace is essential to cognitive wellbeing.

### Physical

To help refresh the mind and body, a WorkCafé offers refreshment, not only during meal times but also during early and late work sessions, as well as access to outdoor spaces. It also supports a healthy palette of postures—sitting, standing and moving.

### Emotional

Space can encourage social interactions that are important to emotional health by helping people connect over coffee or a meal, making it easier to meet and collaborate in a variety of settings, and offering simple ways for diverse users to connect via well-integrated technology.

# The power of the WorkCafé

## INCREASING TRUST RELATIONSHIPS

36%

Employees who eat together in large groups are 36% more likely to communicate outside lunch hours.

## BUILDING BRAND AND CULTURE

84%

84% of workers say they stay connected to organisational information most via team meetings.

99%

99% of employees would like more company information to be available.

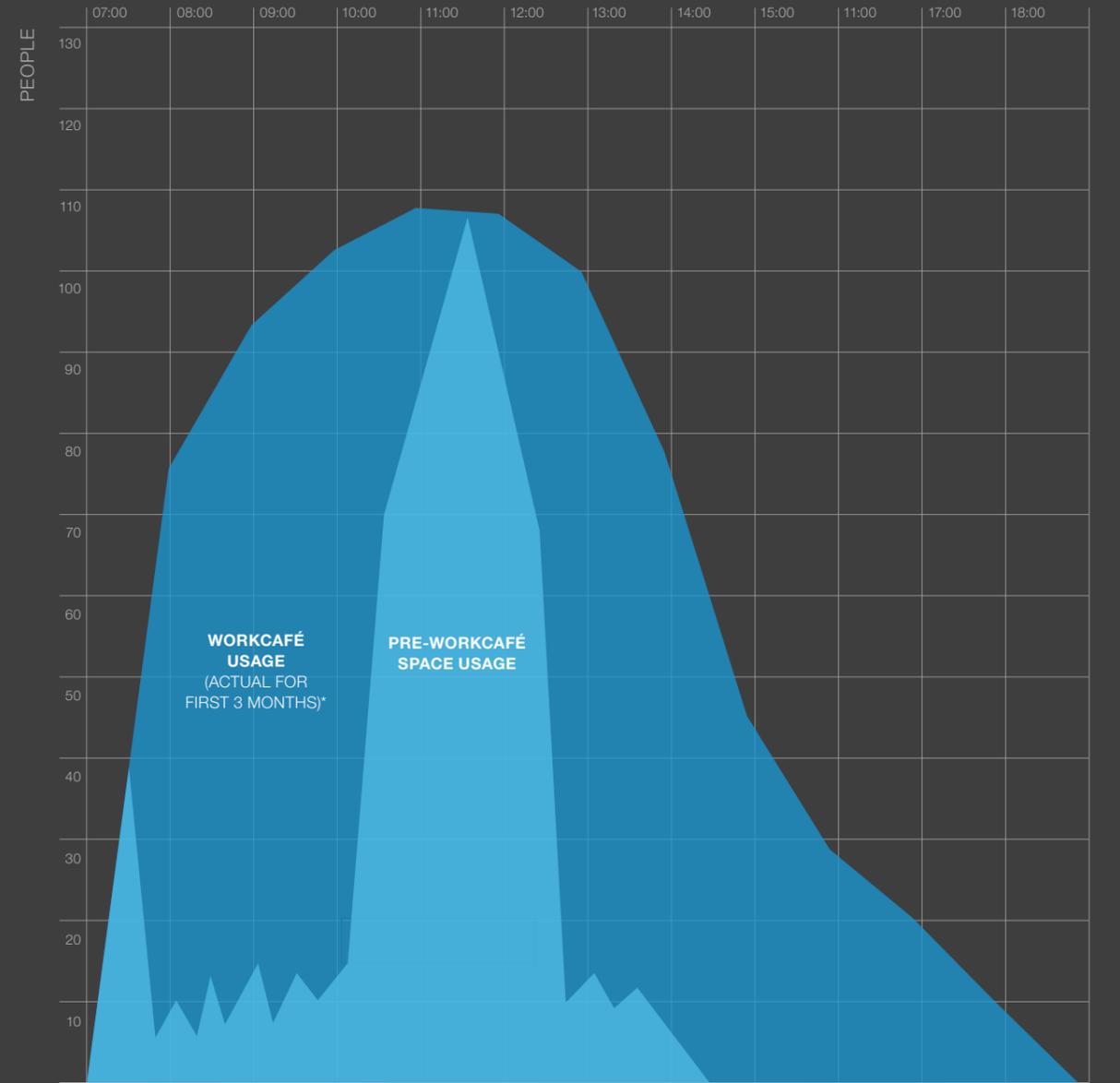
## SUPPORTING WELLBEING

91%

91% of employees say it is important to have a space where they can recharge and re-energise.

49%

49% say they don't have a space where they can recharge and re-energise.



\*based on actual Steelcase WorkCafé research

TIME OF DAY

Activity in a typical cafeteria spikes during breakfast and lunch hours, with some activity at break times. Closing time is usually early afternoon. Leveraging the same space with a WorkCafé creates a dynamic, multi-functional hub, the most convenient place to eat, meet, focus and collaborate at any time of the day.

# PLANNING A WORKCAFÉ

CREATING A WORKCAFÉ, WHERE PEOPLE ACTUALLY WANT TO GO TO WORK, MEET, COLLABORATE AND INNOVATE, REQUIRES BALANCING A NUMBER OF NEEDS.

## Public

Allowing employees to be accessible to others.

## Socialising

Increasing opportunities for impromptu meetings and conversations.

## Local

Providing services during local work hours.

## Planned

Offering reservable spaces and tools.

## Permissions

Allowing employees to engage the space based on their personal needs.

## Hosted

Providing guidance and exploring additional services.

## Private

Providing settings for privacy and quiet.

## Working

Supporting both working and connecting with others simultaneously.

## Global

Supporting global and distributed workers with early and late hours.

## Impromptu

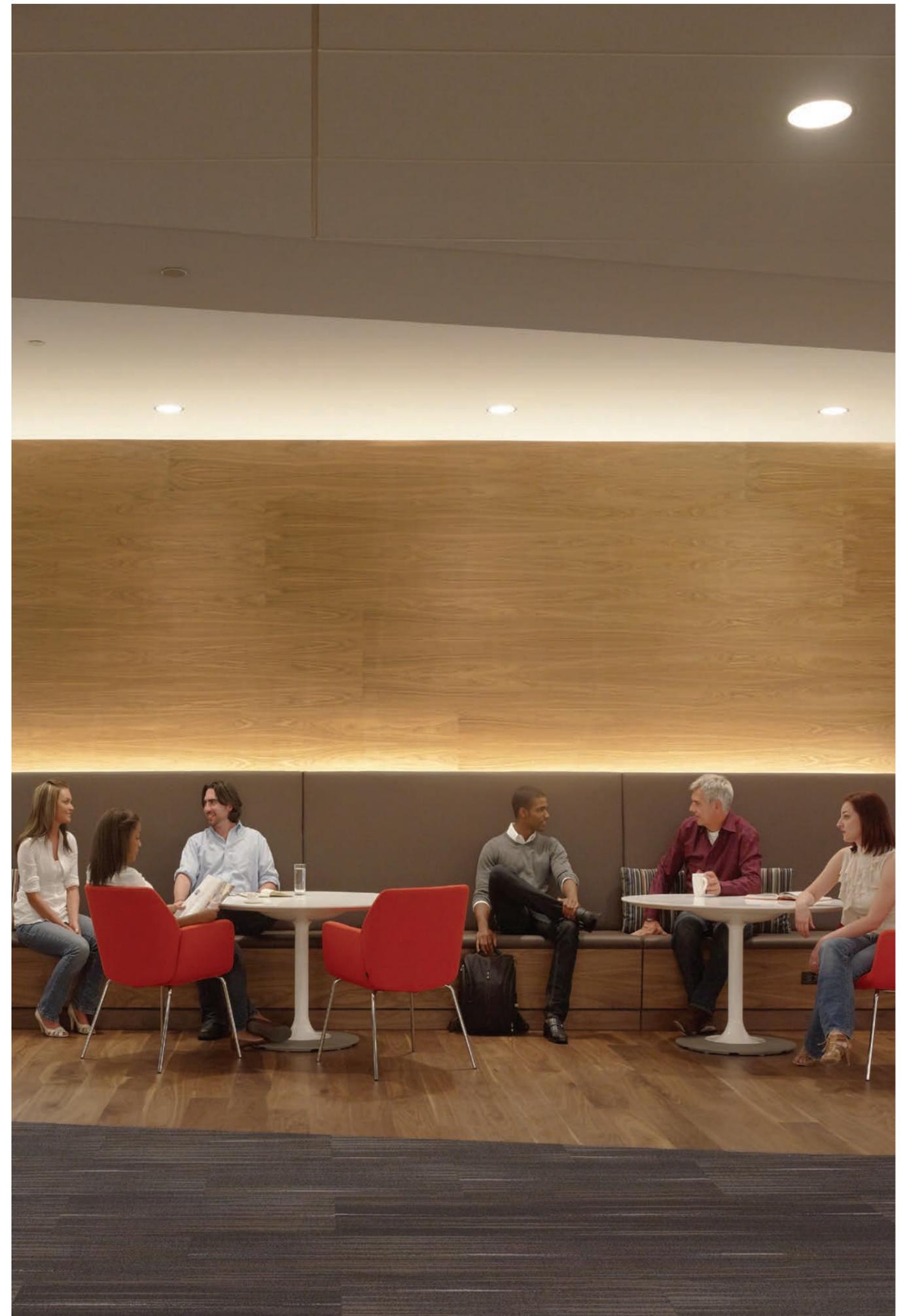
Providing settings that support spontaneous interactions.

## Rules

Creating protocols that support the space to function in a seamless manner.

## Self-serve

Supporting experiences that employees navigate on their own.



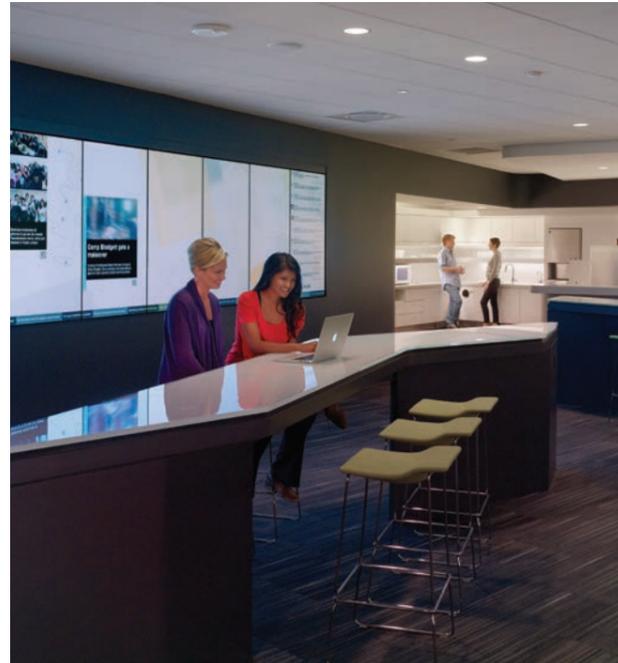
# KEY ELEMENTS

THE WORKCAFÉ STRATEGY COMBINES THREE KEY ELEMENTS TO CREATE AN ATMOSPHERE, INFRASTRUCTURE AND METHOD OF OPERATION FOR A SUCCESSFUL WORKCAFÉ.



## DESIGN ATTRIBUTES

Architectural elements, lighting, artwork, artifacts, sound and other elements of the overall design create the vibrant, welcoming ambience of the WorkCafé.



## TECHNOLOGY INTEGRATION

Technology must be seamlessly integrated in order to support effective use of the dynamic spaces in a WorkCafé, which in turn facilitates high performance for every user.



## HOSTING CHARACTERISTICS

Hosting services help employees feel connected to the organisation and to each other. When people feel welcomed and assisted with their needs, they know they are valued.

## KEY ELEMENTS DESIGN ATTRIBUTES

Design elements create the ambience of a WorkCafé and, to a great extent, influence worker reaction. Employees consistently identify “atmosphere” as the number one reason for using the WorkCafé for both individual and group work.

The elements of a WorkCafé design are specific to each company and brand. Explore design attributes with key partners to ensure that they reflect desired branding, organisational culture and the intended overall WorkCafé experience.

### Things to consider:

staging

lighting

music

scent

inspiring artifacts

artwork



## KEY ELEMENTS TECHNOLOGY INTEGRATION

Technology can support information sharing, content creation, effective collaboration for local and dispersed workers, and a better work experience.

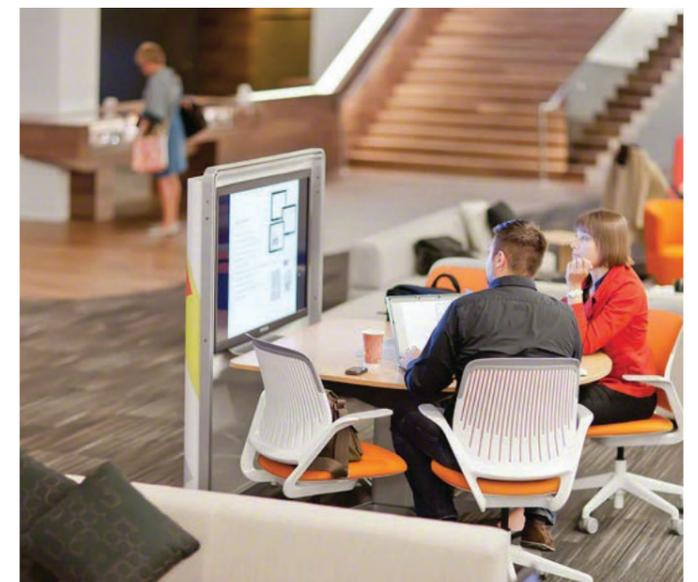
Services for workers (power, wi-fi, presentation support, content sharing tools, etc.) should be immediately apparent and useful. Support for tech issues (part of hosting) helps improve technology integration, too.

### Personal

Integrated technologies can impact personal preference and convenience to maximise employee productivity. As an example, scheduling technology integrated into shared spaces assists workers (remotely or on-site) in selecting the best place for their work process and workstyle.

### Organisational

An integrated technology platform supports monitoring, measuring and managing the space to help run it efficiently. Generating data on usage patterns can help accelerate decisions about managing the space, including information about consumption, which can help minimise energy costs.





## KEY ELEMENTS HOSTING CHARACTERISTICS

Hosting is ultimately about making employees feel connected to the organisation and to each other. How well employees are welcomed and supported lets them know they are valued by the organisation. The right host can also help break down silos within groups by connecting people, activating relationships and facilitating the correct use of tools, technology and space.

In addition, WorkCafé hosting services, whether self-service or facilitated, symbolise how an organisation recognises the challenges of work/life integration for employees working in a 24/7 global environment.

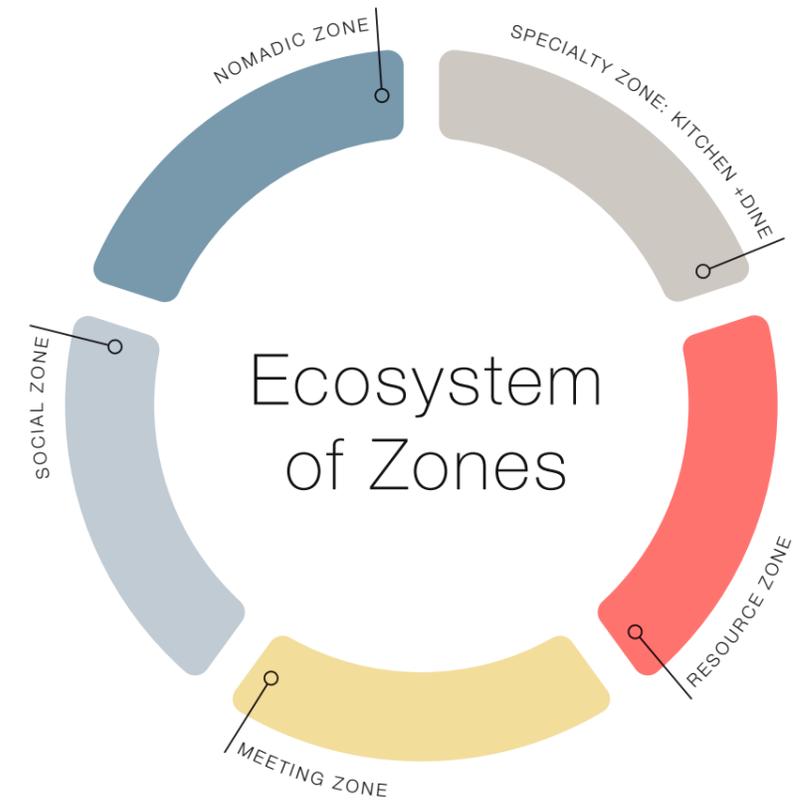
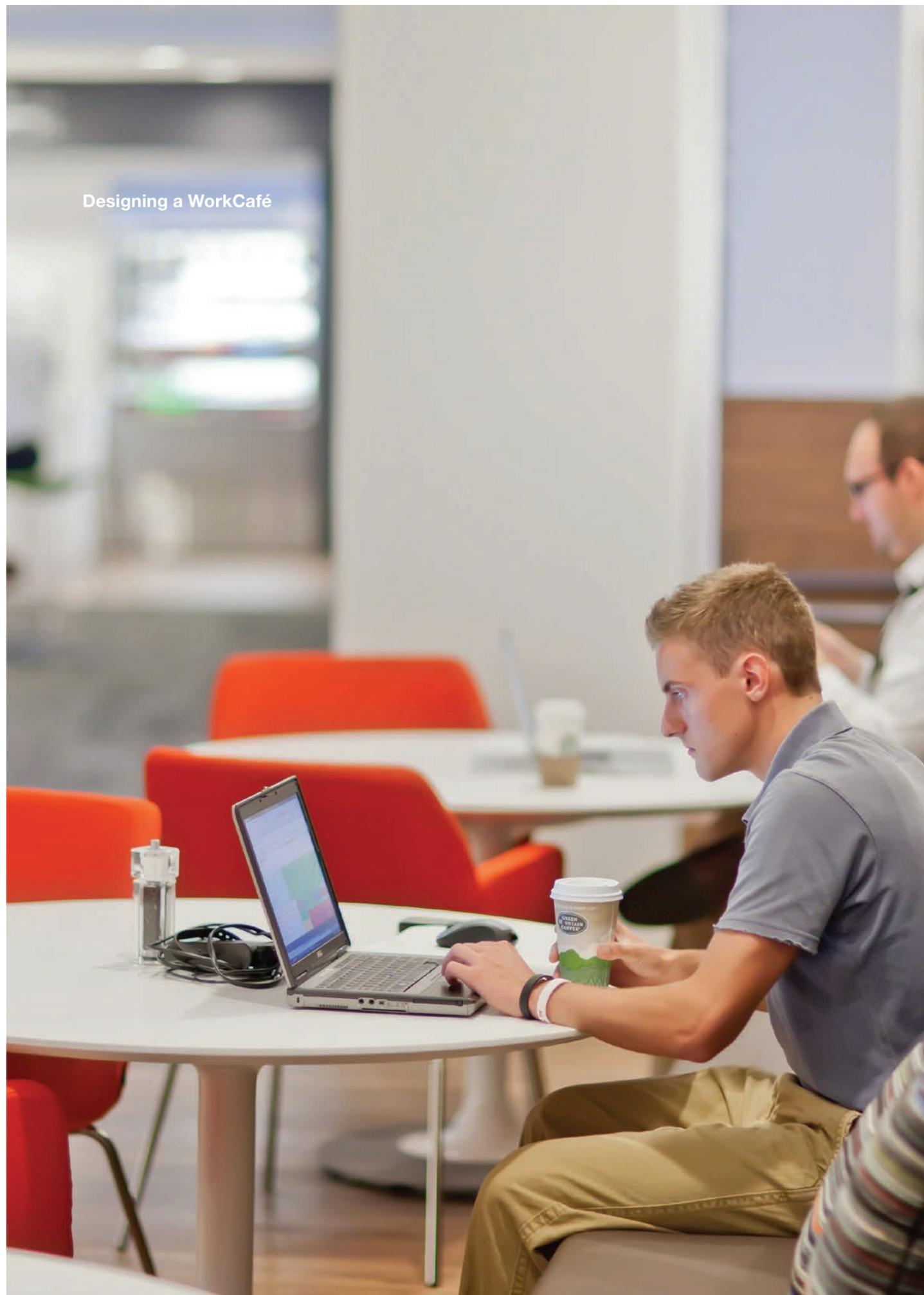


### Hosting services that support individual needs:

- calling a taxi for guests
- helping with luggage
- personal lockers
- ATM access
- food and beverage offered in a consistent way throughout the day
- personal concierge services help to improve employee productivity

### Hosting services that support the work needs:

- printing needs and worktools that can be checked out by employees (flip charts, markers, Post-it® whiteboards)
- on-call concierge/tech guru (troubleshooter, on-demand expert for all tech related challenges)
- support with room controls
- in-room locker service
- lock up room, secure it
- data capture support (tools and services)
- reserve room service web tool
- on-demand facilitation



## FIVE SPATIAL ZONES

When creating a Resilient Workplace, consider the intentional combination of five spatial typologies (zones), designed to accommodate and anticipate changing organisational and employee needs.

The size, ratio and adjacency of each zone should be tailored to match both your business objectives and cultural expectations. The result is an agile workplace that supports change, rather than resists it.

### **SOCIAL ZONE**

This inviting space promotes both intentional and chance encounters with co-workers. It supports social behaviours around connecting with others to help foster a community of innovation.

### **MEETING ZONE**

This space is designed for deep collaboration, supporting the cycle between individual and collaborative modes throughout the duration of a project. Settings are planned purposefully to accommodate project needs over time, while promoting connection across the table or across the globe.

### **NOMADIC ZONE**

The Nomadic zone invites individuals who are transitioning throughout the day between projects and tasks. Located close to the concierge, and with easy access to work tools that help workers manage their day, the space gives individuals everything they need to be productive.

### **RESOURCE ZONE**

The host for the Innovation Centre supports the tools, culture and processes that are necessary for innovation. This space houses the work tools and shared materials that support the residents of the Innovation Centre.

### **\* SPECIALTY ZONE: KITCHEN + DINE**

Supporting workers with dining amenities and various food options.



## SOCIAL ZONE

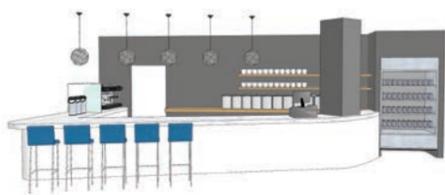
Attracts users throughout the organisation with social rituals, such as meals, coffee and tea breaks, to enable stronger social networks. This space centralises company information that connects employees to the brand and culture.

### Design considerations

- Make nourishment accessible during and outside of meal hours to support varied and extended work schedules.
- Create engaging experiences to draw users to the café.
- Leverage technology to organise and deliver information, creating an enterprise-wide link for employees.
- Provide informal settings where users can unwind at work to promote a positive sense of wellbeing.
- Support rejuvenation with views of and access to the outdoors.

### User behaviours supported

Enjoying the ambience  
 Socialising with others  
 Relaxing to recharge  
 Staying connected to organisational info  
 Refueling with nourishment




## MEETING ZONE

A system of spaces that promote informative, evaluative and generative collaboration. These spaces support planned and impromptu interactions and both group and individual work.

### Design considerations

- Support a variety of meeting experiences (e.g., formality, duration, posture).
- Provide digital tools that support both local and virtual collaboration.
- Provide transition spaces that allow users to take a phone call, wait for a meeting or finish up a meeting.

### User behaviours supported

Presenting to others  
 Generating new ideas  
 Connecting with other geographies  
 Co-creating with others  
 Preparing for a meeting





## NOMADIC ZONE

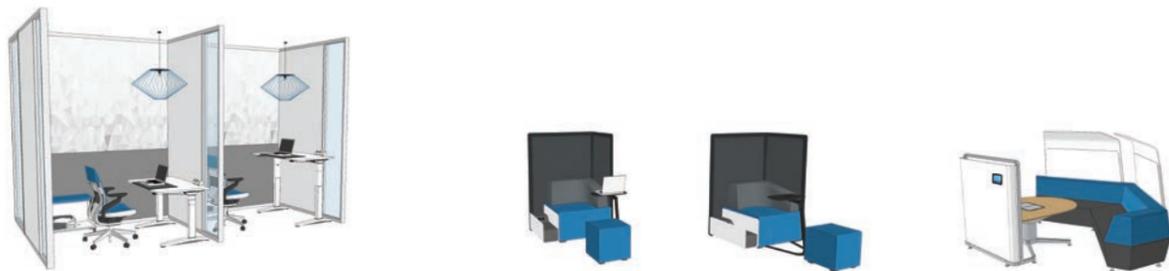
A welcoming space that supports a community of mobile workers who learn from and share knowledge with one another. This zone supports individual and small group work, both short-term and long-term.

### Design considerations

- Provide a mix of reservable and on-demand individual spaces for planned and impromptu interactions.
- Support users based on their work mode, mood and personal preference by providing a variety of settings.
- Provide for privacy experiences with a dedicated quiet area where users can focus and rejuvenate.
- Help users balance work and life responsibilities by providing spaces for managing personal issues.

### User behaviours supported

Focusing on a task  
 Taking a moment to rejuvenate  
 Having a private conversation  
 Working alone amongst others




## RESOURCE ZONE

An environment where users can access basic work amenities to perform their job effectively and manage their belongings. Additional services can be offered, such as meeting planning assistance and concierge-like amenities.

### Design considerations

- Provide workspace for a host/concierge.
- Enhance user work effectiveness by providing appropriate tools and technology on an as-needed basis.
- Provide storage that allows the host to support different meeting experiences (mobile telepresence, whiteboards, presentation tools, etc.).
- Support day-to-day user technology needs.

### User behaviours supported

Seeking assistance  
 Accessing work amenities  
 Pursuing technology help and advice  
 Designing a personalised meeting experience





## SPECIALTY ZONE: KITCHEN + DINE

An inviting place providing healthy meal choices that support wellbeing, cultural preferences and dietary restrictions. A designated dining area creates a communal atmosphere to share in the experience of food and great conversation.

### Design considerations

- Create a flexible space that allows various group sizes to build social networks through dining together.
- Support wellbeing by providing the amenities needed for employees to bring their own food and prepare, store and clean up comfortably.
- Provide a reservable space with appropriate technology to host corporate events, working lunches or large meetings.
- Provide amenities, such as power and mobile worktools, to support the ability to work outside peak dining hours.

### User behaviours supported

- Connecting with others
- Gathering together
- Eating food
- Working alone amongst others
- Learning about a topic



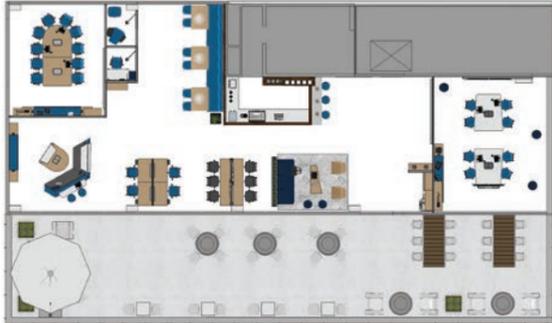
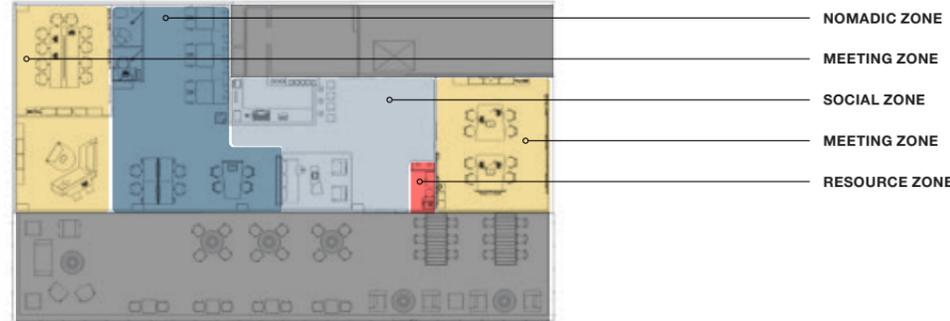
## SCALABILITY + CUSTOMISATION

The different zones in a WorkCafé are interrelated and work together seamlessly to create an on-site third place where people can engage in a wide variety of professional activities: meeting, working, networking and socialising as well as quiet pursuits.

In addition, these zones are scalable and customisable, allowing any organisation to design a WorkCafé to fit their specific business needs and goals.

# WORKCAFÉ FLOORPLANS

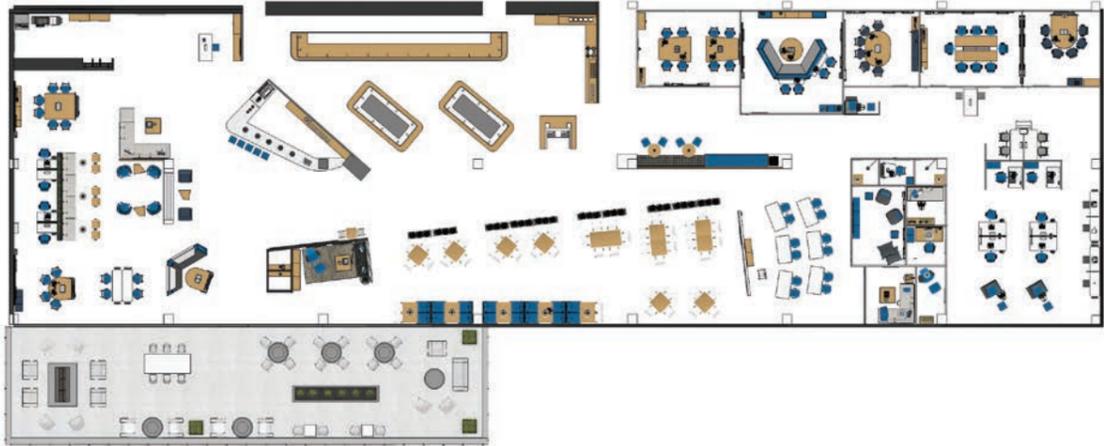
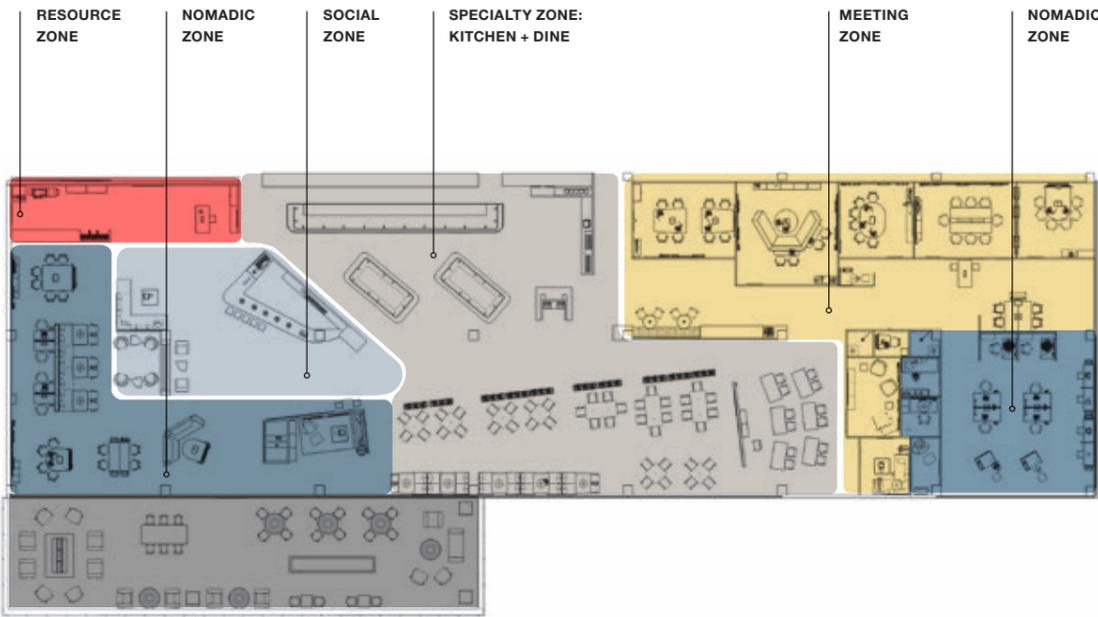
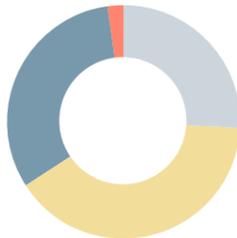
In a small-scale WorkCafé, food service is limited to light refreshments; the opportunity to support larger groups in communal dining, and provide a wide range of dietary options, is available with the addition of a Kitchen + Dine zone, as shown on the following page.



## SMALL 250 M<sup>2</sup>\*

Comprised of the following zones:

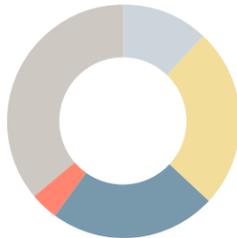
- Social zone 26%
- Meeting zone 40%
- Nomadic zone 32%
- Resource zone 2%



## LARGE 1115 M<sup>2</sup>\*

Comprised of the following zones:

- Social zone 12%
- Meeting zone 25%
- Nomadic zone 23%
- Resource zone 64%
- Kitchen + Dine 36%



\*does not include outdoor spaces



**ENTRY + RESOURCE ZONE**



The WorkCafé entrance sets the stage for a warmly hosted and welcoming experience. Employees can quickly orient themselves and find a place to work that matches their mood, workstyle and the task at hand.



Located at the entrance, the WorkCafé concierge offers personalised assistance, from meeting help and travel assistance to technology support.



The resource centre allows individuals to securely store coats and bags, make copies, access supplies and meeting tools, etc.



## SOCIAL ZONE



A centrally located coffee and snack bar makes it easy to grab a quick drink or snack. Extended hours support a variety of work schedules.



A media wall offers the latest company news and various RSS feeds to help workers engage with the organisation. Live video connects users with other company locations.



This setting acts as a central meeting spot where employees can easily connect and socialise with others.



## NOMADIC ZONE



A variety of open settings allow individuals to choose the appropriate place to do their work, either alone or with others. These spaces support both planned and impromptu interactions and include ergonomic seating, access to power and a variety of worktools.



Work today knows no boundaries, and employees need places to pause and rejuvenate.



**SPECIALTY ZONE: KITCHEN + DINE**



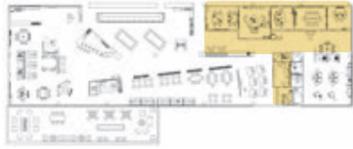
The dining area is a great place for individuals to socialise with others, and eat and recharge. This space satisfies the need for users to be able to work alone or in small groups in the presence of others. Flexible settings allow the space to be used outside typical dining hours.



A reservable dining and working space with tools for sharing content supports meetings during meals.



Refreshment is central to the WorkCafé experience. Various food and drink options, plus support for employees who bring their own food, help attract people and build organisational culture.



**MEETING ZONE**



Groups come together in enclosed spaces that support all modes of collaboration, while nearby casual settings allow users to make the best use of transition time.



Meetings that require active participation benefit from a space designed for multiple modes, using connective technologies for local and virtual collaboration.



Convenient spaces adjacent to meeting rooms support pre- and post-meeting work as well as the need to take a phone call or hold a separate conversation.



## NOMADIC ZONE



Individual spaces located away from the main hub offer a dedicated quiet area where users can focus and rejuvenate.



Spaces with a range of privacy options allow workers to choose how they want to work based on the task at hand and their personal workstyles and preferences.

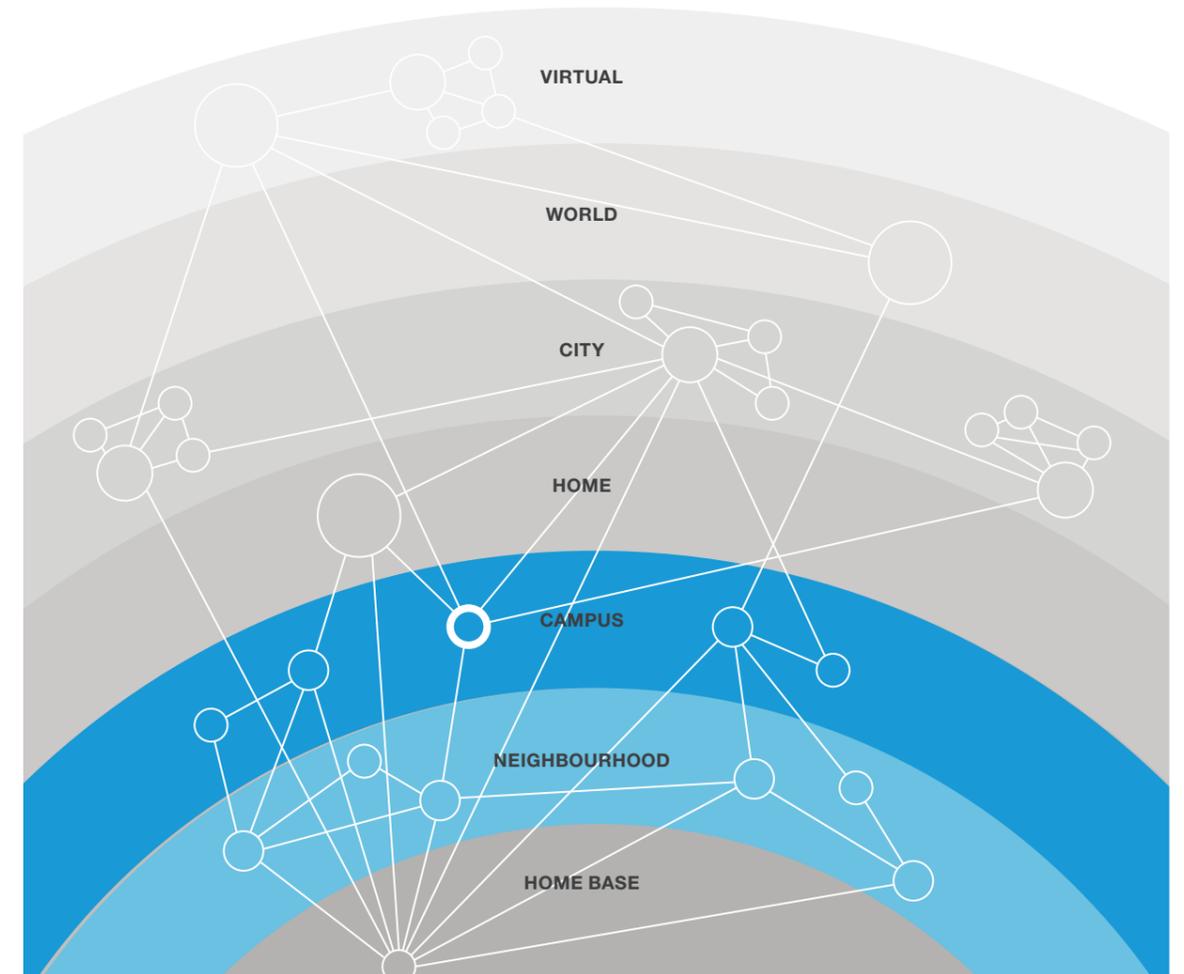




## A CAMPUS APPROACH

Plan for social destinations with a campus perspective. WorkCafés serve as organisation-wide attractions and are used by all employees as well as customers, partners and visitors. Neighborhood cafés are primarily designed for departmental use. These two spatial solutions serve different purposes with different design intents, and they can be planned strategically to work together as a system to achieve business goals.

<b>WORKCAFÉ</b>	<b>Ownership at the organisation level</b> Employees and Visitors	<b>Comprised of the following zones</b> Social zone Meeting zone Nomadic zone Resource zone Specialty zone: Kitchen + Dine
<b>NEIGHBOURHOOD CAFÉ</b>	<b>Ownership at the department level</b> Employees	<b>Comprised of the following zones</b> Social zone



# Steelcase WorkCafé stats

223

total interior seats

110

specified dining seats

113

individual and collaborative seats

68

outside terrace seats

7

enclosed spaces

990

resident workers within the building

1,300

campus-wide employees  
and daily guests

