

DESIGN FOR COWORKING IN HONOLULU

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ABSTRACT

Coworking spaces are a growing phenomenon for those who are self-employed, own a small business, and or enjoy working in a shared, community setting. This type of work mode has been a trending work style among freelancers, small business, and or entrepreneurs around the world. In Honolulu, coworking is just at the surface of the trend to becoming a preferred workplace among these types of workers. However, as the growth and attraction of coworking continue to expand, the work mode needs to accommodate to the work styles of its clientele. This research project will analyze the working methods that are seen in coworking in Honolulu to develop spatial strategies and guidelines that best caters to coworking members of Honolulu. This research is for the owners of coworking facilities to understand the relationship of the concept of coworking and the design decisions behind a thriving coworking space for current and potential members.

TABLE OF CONTENTS

ABSTRACT	ii
TABLE OF CONTENTS.....	iii
LIST OF FIGURES	v
INTRODUCTION	1
CHAPTER 1: HISTORY OF THE WORKPLACE	3
BEGINNING OF THE WORKPLACE.....	3
20TH CENTURY WORKPLACE	4
CHAPTER 2: COWORKING	12
INTRODUCTION	12
HISTORY.....	12
CURRENT STATE OF COWORKING.....	14
CHAPTER 3: CASE STUDIES.....	19
INTRODUCTION	19
THE USERS.....	20
CASE STUDY #1: IMPACT HUB HONOLULU.....	21
CASE STUDY #2: REGUS HAWAII.....	37
CASE STUDY #3: IMPACT HUB SANTA BARBARA	50
CASE STUDY #4: NOMADLIFE	62
CASE STUDY #5: KOUWORK	74
CASE STUDY #6: BOXJELLY.....	87
CASE STUDY CONCLUSION	101
CHAPTER 4: DESIGN GUIDELINES	102
CHAPTER 5: INTRODUCTION TO DESIGN.....	112
INTRODUCTION	112
SITE ANALYSIS	112
CLIMATE ANALYSIS	114
EXISTING CONDITIONS.....	115
CHAPTER 6: DESIGN PROCESS	120

PROGRAM DESIGN	120
FORM	121
DESIGN SCHEMES	122
ENTRY	126
FLOOR PLAN	128
CHAPTER 7: FINAL DESIGN.....	130
INTRODUCTION	130
LAYOUT	130
DESCRIPTION OF LAYOUT	133
COMPONENTS	140
USER EXPERIENCE	144
CONCLUSION	150
BIBLIOGRAPHY	152

LIST OF FIGURES

Figure 1: Larkin Administration Building by Frank Lloyd Wright. The first appearance of the open plan concept in 1903.	5
Figure 2: Johnson Wax Building. The open workspace is a half-acre wide and 21 feet in height. The Roof is supported by “mushroom columns” that is wide at the top and thins to nine inches at the bottom.	6
Figure 3: An example of the organic grouping of desks of Burolandschaft uses a random set up in an open layout environment.	7
Figure 4: Action Office 1 was the world's first open plan system using reconfigurable components.	8
Figure 5: Hierarchical structure has evolved to a complex, networked structure.	9
Figure 6: The history of the workplace introduces numerous components that helped shape the modern workplace that exists today.	11
Figure 7: C-Base Hackerspace is the first known coworking space before the term existed.	13
Figure 8: How members choose a coworking space.	16
Figure 9: Growth of coworking is expected to continue to expand.	17
Figure 10: Collected data for major coworking trends in 2018.	18
Figure 11: The users are coworking members that will be introduced in each coworking case study as an analysis towards the way members of different occupations interact with the different coworking facilities.	20
Figure 12: Member types and membership cost of Impact Hub Honolulu	22
Figure 13: Amenities offered by Impact Hub Honolulu.	22
Figure 14: Impact Hub is located in Kaka’ako, adjacent to Ward theaters.	23
Figure 15: At the entry of Impact Hub Honolulu is an open visual of the reserved coworking area and the private offices.	24
Figure 16: Floor plan and spatial relationship diagram of Impact Hub Honolulu.	25
Figure 17: The two lounges at Impact Hub Honolulu provide two different functions, one for leisure and the other an alternate workspace.	26
Figure 18: The hotdesk workspace uses two types of desks.	27
Figure 19: Types of workspaces at Impact Hub Honolulu	28
Figure 20: Day in the life of Denyse at Impact Hub Honolulu.	31
Figure 21: Day in the life of Joe at Impact Hub Honolulu.	33
Figure 22: Day in the life of Grant at Impact Hub Honolulu.	35
Figure 23: Regus - Honolulu typical members and membership costs.	38
Figure 24: All-inclusive amenities are provided for all members at Regus Hawaii.	38
Figure 25: Regus - Honolulu is located at the Waterfront Plaza in downtown Honolulu.	39

Figure 26: The floor plan is organized as a series of enclosed private offices which the dominant source of circulation is through provided hallways.	40
Figure 27: The lounge is not typically used for leisure, but an additional workspace for visiting or travelling members.	41
Figure 28: Typical coworking room is in an enclosed, private office that seats three members.	41
Figure 29: Types of workspaces within Regus Honolulu.	42
Figure 30: Daily in the life of Denyse at Regus Honolulu.	44
Figure 31: Day in the life of Joe at Regus Honolulu.	46
Figure 32: Day in the life of Grant at Regus Honolulu.	48
Figure 33: Types of members at Impact Hub Santa Barbara.	50
Figure 34: Impact Hub Santa Barbara membership types and cost.	51
Figure 35: Impact Hub Santa Barbara amenities.	51
Figure 36: Floor Plan of Impact Hub Sant Barbara.	52
Figure 37: Spatial relationship of the provided spaces at Impact Hub Santa Barbara sets a variety of workspaces that are organized in social versus private entities.	53
Figure 38: Impact Hub Santa Barbara provides multiple types of workspaces that provide ample of room to work comfortably.	54
Figure 39: Day in the life of Denyse at Impact Hub Santa Barbara.	56
Figure 40: Day in the life of Joe at Impact Hub Santa Barbara.	58
Figure 41: Day in the life of Grant at Impact Hub Santa Barbara.	60
Figure 42: NomadLife is located southwest of Nicaragua, along the coast near the Pacific Ocean. ...	62
Figure 43: The typical member-types found at NomadLife.	63
Figure 44: Member types and cost provided for potential NomadLife members.	63
Figure 45: NomadLife House in San Jun Del Sur, Nicaragua.	65
Figure 46: Floor plan of NomadLife.	65
Figure 47: Spatial adjacency diagram of the programs at NomadLife.	66
Figure 48: Workspaces provided at NomadLife.	67
Figure 49: The hotdesk at NomadLife seats 8 people, allowing 3.5 square feet per person.	68
Figure 50: Day in the life of Denyse at NomadLife.	70
Figure 51: Day in the life of Grant at NomadLife.	72
Figure 52: Kouwork is located on the bottom floor, sharing its space with Brue Bar.	74
Figure 53: Kouwork is located in Kaka'ako on 814 Ilaniwai street, near a number of warehouses.	74
Figure 54: Typical members found at Kouwork.	75
Figure 55: Kouwork offers various membership types.	76
Figure 56: Floor plan of Kouwork.	77

Figure 57: The organization of the facility entails a public entry, semi-private mid-section, and private entities along the perimeter.	78
Figure 58: Kouwork provides two formal desk-types for their members.....	79
Figure 59: Day in the life of Denyse at Kouwork	81
Figure 60: Day in the life of Joe at Kouwork	83
Figure 61: Day in the life of Grant at Kouwork.....	85
Figure 62: BoxJelly is located in a prime location that is accessible from the highly activated Ward avenue.	87
Figure 63: BoxJelly is deliberate in having diverse types of members.....	88
Figure 64: BoxJelly offers various memberships from daily to monthly access.	88
Figure 65: BoxJelly provides a number of amenities for all members.....	89
Figure 66: The extended coworking space is adjacent to Fishcake, yet separate from the main coworking space.	89
Figure 67: BoxJelly occupies approximately 6000 square feet with multiple workspaces for all types of members.....	90
Figure 68: BoxJelly organizes their main coworking space (public) near the entry for members to engage in the main space while the private entities are located in the back or along the perimeter. .	91
Figure 69: BoxJelly provides multiple workspaces for members to work in public or isolated spaces, depending on their preference.....	93
Figure 70: Day in the life of Denyse at BoxJelly.....	95
Figure 71: Day in the life of Joe at BoxJelly	97
Figure 72: Day in the life of Grant at BoxJelly.....	99
Figure 73: Public entry, semi-public mid-section, and private zone at back. (Plan View)	104
Figure 74: Private zone at perimeter. (Plan View)	104
Figure 75: If multi-story, the separate floor may be used to indicate a private zone. (Elevation View)	104
Figure 76: Program adjacency diagram for a coworking space.....	105
Figure 77: Designing a break within a hallway provides a smooth circulation throughout the coworking space.	106
Figure 78: A comfortable size of desk space per person.....	107
Figure 79: A 12" high panel above the desk is sufficient for productivity.....	108
Figure 80: 6-inch minimum height at desk surface for decals.....	109
Figure 81: 2 feet maximum opening from the ground.....	109
Figure 82: Aeron Chair	110
Figure 83: Eames Molded Plastic Chair	111
Figure 84: Sayl Chair.....	111

Figure 85: Caper Stacking Chair	111
Figure 86: Vicinity map showcasing the nearby transportation amenities and walking distance to nearby venues.....	114
Figure 87: Sun and wind accessibility to the site is minimal, however architecturally there are provided opportunities to allow access.	115
Figure 88: The sun accessibility in the winter and summer are at a minimal because of the minimal opportunity the facade provides.	115
Figure 89: Existing first floor of BoxJelly	116
Figure 90: Existing second floor that BoxJelly will occupy as part of their expansion.	117
Figure 91: Existing small lobby found at the entrance of BoxJelly.....	118
Figure 92: Existing open coworking desks located in the main space of BoxJelly.....	119
Figure 93: The existing small kitchen is located adjacent to the main coworking room for easy access.	119
Figure 94: Projected program list for new BoxJelly.	120
Figure 95: Proposal to cut the second story flooring to provide access to the first floor allows for both floors to be connected.....	121
Figure 96: Scheme 01 - Open Plan	123
Figure 97: Scheme 02 - Private Office and Dedicated Desks.....	124
Figure 98: Scheme 03 - Hybrid of open space and private offices	125
Figure 99: Kamani Street is not a highly activated street. A transparent facade would help to attract visitors.....	126
Figure 100: Vehicular traffic on Kamani St. is not highly active and often bypassed to and from Ward Avenue.....	127
Figure 101: There are not much pedestrian activity on Kamani St.....	127
Figure 102: Demolition plan of existing walls.....	129
Figure 103: Private to Public Entity Diagram (Left - First Floor; Right - Second Floor).....	131
Figure 104: New layout of BoxJelly (Right – First Floor; Left- Second Floor)	132
Figure 105: There is a smooth circulation in the layout that provides an easy access through each space.....	133
Figure 106: This program list showcases the new program quantity that fits in the final layout.	134
Figure 107: The main coworking space provides architectural components to interact such as innovative bench seating for informal work modes.....	136
Figure 108: The multi-purpose coworking room can be converted into a small event area for seminars.	137
Figure 109: The private offices are not meant to entirely separate the private space and open space, but just provide a quiet, non-crowded space to work.....	138

Figure 110: The conference rooms are each located in the different areas of BoxJelly. The locations are chosen to provide a nearby proximity for each space such as the main coworking space, the second floor, and the private offices on the opposite of Fishcake..... 139

Figure 111: The bike rack and surf rack are provided to support the active lifestyle of the members. 140

Figure 112: The phonebooth is approximately 35 square feet for private calls and podcasting. 141

Figure 113: The new work desks at BoxJelly provide a workspace that is efficient for a comfortable work style. 141

Figure 114: The perforated screen panel is a divider that works as a self for the stools..... 142

Figure 115: The box lounge is located near the lobby to showcase an interactive environment..... 142

Figure 116: The interactive work bench holds a place to relax, meet, and work informally to encourage interaction. 143

Figure 117: Day in the life of Denyse at the new BoxJelly..... 145

Figure 118: Day in the life of Joe at the new BoxJelly..... 147

Figure 119: Day in the life of Grant at the new BoxJelly 149

INTRODUCTION

Coworking is a movement of a preferred workplace setting in the last decade, becoming an alternative to the traditional workplace. It presents an opportunity for people of a diverse background of professions to work together in a communal space. This work mode is commonly preferred by professionals regarding technology, start-up companies, and freelancers.

Before coworking, self-employed professionals and entrepreneurs, would often work at home, coffee shops, or rented isolated offices. Coworking provided a new workplace model that supports the lifestyle and culture of the independent or remote worker. According to a survey by Gallup, forty-three percent of Americans spend time working at home. However, with the growth of professionals working at home, it brings up issues of distractions and non-engagement.

Working in a shared office space offers beneficial work values. It provides an opportunity for people to interact and expand their network, thus allowing collaboration and sharing knowledge and ideas with one another. It also creates a sense of community even for those who work for themselves. In 2015, the Global Coworking Unconference an Emergent Research surveyed 1,500 people from 52 countries and reported that working in shared office spaces made them feel more engaged and motivated since joining their coworking community.¹ Also, Eighty-two percent noticed an increase in their business network.²

The mode of coworking has become a phenomenology for a wide variety of users. Today, the coworking community ranges from technology, professional service firms, consumer product companies, and entrepreneurs of many disciplines. All value the culture of flexibility, community, and shared resources. In Honolulu, the trend of coworking spaces is growing. The coworking workstyle has been introduced as a work mode in Hawaii since 2011 as is expected to grow.

From a coworking owner's perspective, the key of putting together a coworking space is providing the necessary spaces for their members to work, network, and socialize. The components to the coworking are based on these three types of spaces. However, the problem as coworking owner is answering the question how should a space be organized architecturally and spatially to provide a thriving coworking space that keeps members engaged in their work and with other members? Multi-professional coworking spaces can be difficult to design, anticipating the type of spaces needed and the type of users that will be occupying these spaces. This research will explore

¹ "The Rise of Co-Working: A Growing Workplace Movement." Knoll. July 2016. Accessed September 04, 2017. <https://www.knoll.com/knollnewsdetail/the-rise-of-co-working>

² Ibid.

the nuance of the work modes of coworking in Honolulu and how to use the architectural components in these spaces. As a result of the research, a set of design guidelines will be compiled to understand the components to designing a coworking space.

The research begins by looking at the history of the workplace from aspects of typical office layout, work culture of different regions, and the user types of the workplace. These would be beneficial as it would cover the basis of workplace design. Also looking at the current state of coworking from a global perspective will give an understanding of the trends and current work style. Lastly, case studies will be investigated to understand in depth the components that make a coworking space. The case studies focus on programmatic implementation for various users, settings, and data on how the users choose to use these spaces.

CHAPTER 1: HISTORY OF THE WORKPLACE

The workplace has gone through a series of transformations that support the users during a frame of the era based on the way the service of work and the equipment used. The transformation of the workplace involves several components such as the era, type of work, and user types. This chapter will analyze the evolution of the workspace during the different eras for different work styles and user types. The changes in the workplace discussed in this chapter are used as a basis to understand the fundamentals of how and why the workplace is continuously changing.

BEGINNING OF THE WORKPLACE

The early findings of a workplace is known to be started by monks during the 13th century.³ The monks had duties as writers and copyists.⁴ This type of work eventually led to the necessity of an area to work set hours. Their idea of a typical workplace is in their monasteries, a religious and social space where they kept ancient literature and other cultural goods.⁵

During the late 13th century of France, notaries had multiple duties such as writing documents, handling financial transactions, and witness and authenticate documents.⁶ Notaries have an important role in this era because they are the mediator for agreements and kept documents safe. Unlike the monks, notaries worked at home because it kept them close to their work, thus beginning the idea of a work-at-home work style.⁷ Often notaries had employees who worked with them as clerks. These clerks would work in the same “home-office” or sometimes even live with them.⁸

During the late 19th century, due to the industrial revolution, the necessity of a workplace was in demand to support the work tasks of various jobs.⁹ The industrial revolution is an era that that implemented various inventions to society such as the telephone and the typewriter¹⁰ The telephone and typewriter made an impact to the workplace which brought the opportunity to expand the workplace, separating the factory and the office.¹¹ The separation provided opportunities for

³ Pelegrin-Genel, Elisabeth. 1996. *The Office*. Canale, Italy: Flammarion., 12

⁴ *Ibid.*, 12

⁵ *Ibid.*, 12

⁶ *Ibid.*, 14

⁷ *Ibid.*, 14

⁸ *Ibid.*, 14

⁹ Leadon, Workplace Design: Facilitating Collaborative and Individual Work within the Creative Office Environment 2015, 7

¹⁰ Ladenburg, Thomas. 2007. *Digital History*.

¹¹ Saval, Nikil. 2014. *Cubed: A Secret History of the Workplace*. New York: Doubleday., 40

innovation in the workplace, influencing additional clerking jobs to handle documents, manage the accounting, and handle order and processing, and introducing multiple levels of management.¹² The distribution of the roles introduced a new style of structure in the workplace that separates the clerks and managers, creating a hierarchal management type of structure.¹³

20TH CENTURY WORKPLACE

The 20th century brought growth and innovation to society. In the workplace, the growth of business brought changes such as expanding work tasks, thus opening job opportunities. Architecturally, many innovations are integrated into design such as the electric elevator. The electric elevator was introduced and implemented in architecture to produce high-rise buildings. In parallel to the electric elevator, the improvement of materials like iron, steel, lighting, and ventilation made an impact to architecture, thus influencing the way the modern workplace is designed.¹⁴

An example to a modern workplace is the Larkin Administration Building by Frank Lloyd Wright. As a pioneer of office architecture, Wright built his first office building in 1903 in Buffalo, Ohio.¹⁵ Frank Lloyd Wright designed a workplace with an interior that provided a similar feeling to walking into a cathedral, an open plan with a high ceiling. He designed the main atrium that would be the focus of the building, expressing a sense of a common space for a community full of workers.

Due to the invention and integration of the steel girder in buildings, it created an opportunity for the open plan.¹⁶ Frank Lloyd Wright used the steel truss to minimize columns in the open area. The opportunity allowed the users to be in the same room without any separation from walls or columns.

The building was designed for the administrative staff of a soap company, Larkin Soap Manufacturing Company, for mail processing and its secretaries.¹⁷ The Larkin Administration Building is a thirteen story building that would reflect on three major functions: the bottom floor holds the store and displays of their products, the upper floors occupy the workplace, and the mechanical

¹² Saval, Nikil. 2014. *Cubed: A Secret History of the Workplace*. New York: Doubleday., 42

¹³ *Ibid.*, 61

¹⁴ Levine, Neil. Larkin Building. n.d. <http://www.pbs.org/flw/buildings/larkin/larkin.html> (accessed October 6, 2017).

¹⁵ Pelegrin-Genel, *The Office*, 26

¹⁶ Marberry, Sarah. 1994. *Color in the Office*. New York, New York: International Thomson Publishing., introduction

¹⁷ Levine, Neil. *Larkin Building*. n.d. <http://www.pbs.org/flw/buildings/larkin/larkin.html> (accessed October 6, 2017).

infrastructure of the building would be held in the attic.¹⁸ The layout of the workplace featured an array of desks arranged long ways. The layout is set up like a production line that allowed paperwork to be passed from task to task. Management was still operated under a hierarchal-type management. Managers and executives were held in private offices that were typically located at the perimeter of the building. In smaller workplaces, the same landscape for managers and executives would occur,

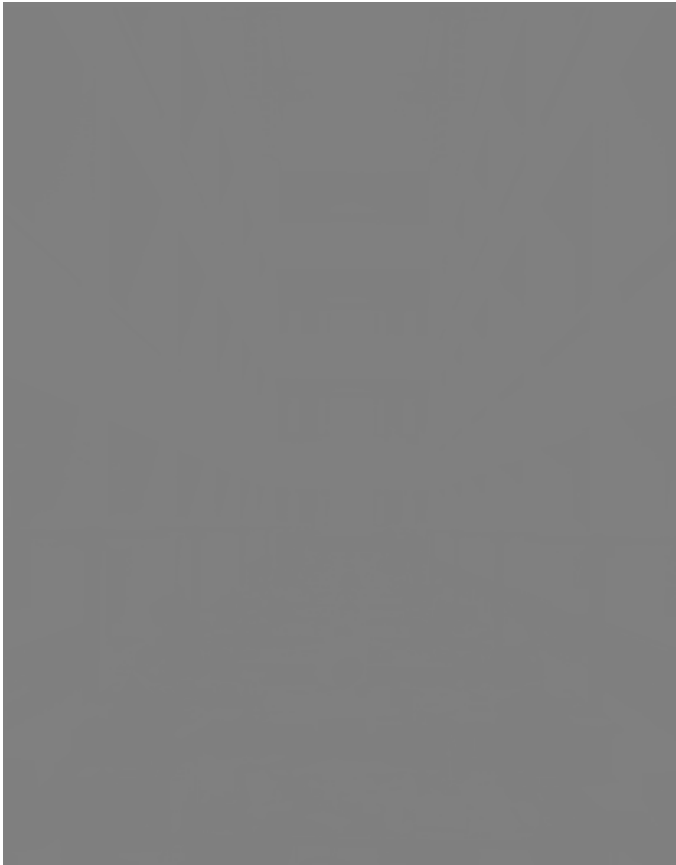


Figure 1: Larkin Administration Building by Frank Lloyd Wright. The first appearance of the open plan concept in 1903.

Source: www.buffalohistorygazette.net

but the middle of the office would hold a pool of desks that seated secretaries.¹⁹

The Larkin Administration Building saw many innovations in workplace design. Frank Lloyd Wright, becoming the pioneer of workplace design, he used steel beams to create an open layout that would reduce the number of columns in what is the main space of the workplace. The open layout developed an open workplace to gather employees and work in the same area. The idea of gathering the employees made the workplace efficient for the workers to communicate and easily hand-off work for the next task.

Continuing his success in workplace design Frank Lloyd Wright erected another workplace building in 1939. The SC Johnson and Son Administration Building, also known as the Johnson Wax Building, is a

¹⁸ Levine, Neil. *Larkin Building*. n.d. <http://www.pbs.org/flw/buildings/larkin/larkin.html> (accessed October 6, 2017).

¹⁹ Marberry, Sarah. 1994. *Color in the Office*. New York, New York: International Thomson Publishing., introduction

worldwide administration building in Racine, Wisconsin. It is an important project that Frank Lloyd Wright once again achieved the successful nature of the workplace.

In the Johnson Wax Building, Frank Lloyd Wright continued the concept of an open layout design with a high, cathedral-like, ceiling. Similar to the Larkin Administration Building, the open layout is the focus and the central part of the interior design to give the clerical workers a sense of community and allow interaction. Executive and manager's office spaces are located along the perimeter.

The open layout is a half-acre wide and 21 feet in height. The Roof is supported by "mushroom columns" that is wide at the top and thins to nine inches at the bottom.



Figure 2: Johnson Wax Building. The open workspace is a half-acre wide and 21 feet in height. The Roof is supported by "mushroom columns" that is wide at the top and thins to nine inches at the bottom.

Source: www.dezeen.com

Each column holds a wide, concrete disk that makes up the surface of the ceiling. Between the disk are cutouts of pyrex glass that provides natural, diffused light into the interior. The glass allows the central workspace to be well lit and provide enough lighting that sets a comfortable tone to work and think creatively. Because Frank Lloyd Wright did not like the location of the headquarters is in downtown Racine, he designed all windows to be of translucent glass that allow light to enter through layers of glass tubing. The glass tubes was successful and visually a pleasing site.

In architectural layout design of the workplace, a new strategical concept was introduced called Burolandschaft, meaning "office landscape" in German. Burolandschaft is designed by Quickborner, a German design group.²⁰ Often used in Europe, the strategy uses an alternate layout design that breaks the concept of the linear desk layout.²¹ The layout uses a random, organic

²⁰ Leadon, Alexandria. 2015. *Workplace Design: Facilitating Collaborative and Individual Work within the Creative Office Environment*. Ann Arbor, MI: ProQuest., 8

²¹ Walsh, John. 2015. *Designing Work: A Study of Collaboration and Concentration in Open-Plan Offices*. Dublin: Arrow., 45

structure that enables interaction among the users to promote innovation in the workplace.²² However, like the linear layout, the private offices are also located along the perimeter. The transformation of this organic concept occurred during an time when workplace landscapes were moving towards a socially democratic layout that allows interaction and human behavior among the

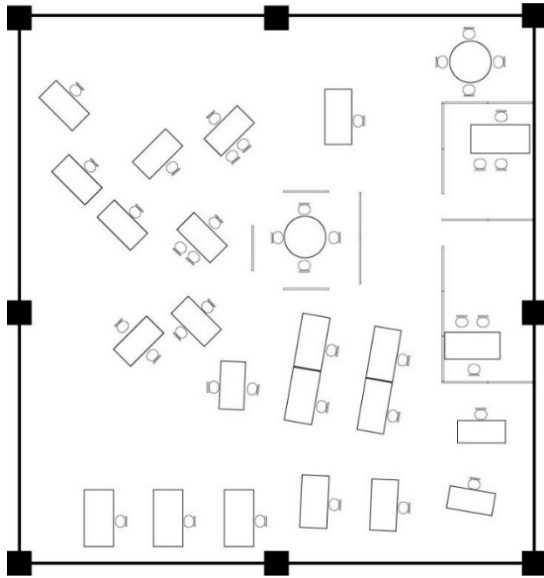


Figure 3: An example of the organic grouping of desks of Burolandschaft uses a random set up in an open layout environment.

Source: Author
Illustrator: Author

workers.²³ The concept was effective due to the study of the spatial arrangement. The layout is meant for a more flexible “break room” that enables users to take a break from their work at their leisure.²⁴ The organic arrangement does not design a set walking path for the users, but it allows the users to design their own route throughout the workplace.

Not everyone was sold on the idea of the new concept of Burolandschaft. Burolandschaft was a slowly adopted trend that caught interest from companies in Sweden and eventually caught interest from companies across the English Channel and the Atlantic Ocean. Bertelsmann, a publishing company, applied the concept of to their workplace. The Quickborner team and a few consultants had spent two years putting together concepts. As a result, Quickborner put together an

open, organic layout with full carpet flooring and acoustical surfaces for noise control.²⁵ However, the issue to the layout after applying the concept was the level of noise within the workplace.

When Burolandschaft was introduced in the United States, it brought inspiration to Robert Propst, who was president of the Herman Miller Research Corporation. Propst was not a designer, but he had research interests on the way the world of work functions. In 1968, his solution introduced

²² Walsh, John. 2015. *Designing Work: A Study of Collaboration and Concentration in Open-Plan Offices*. Dublin: Arrow., 45

²³ *Ibid.*, 45

²⁴ Saval. *Cubed: A Secret History of the Workplace.*, 202

²⁵ Worthington, John. 1997. *Reinventing the Workplace*. Burlington: Architectural Press is an imprint of Elsevier.

a system called, "Action Office."²⁶ It was the world's first open layout system that uses reconfigurable panels for privacy. As part of Propst's research, he believed that a worker should not have to sit for a long period. In response, Propst's action office strategy explored the flexibility of desk space, even creating a stand-up desk idea that would give users the option to stand while working at a desk. However, this furniture design did not do well on the market because many workplace users were not willing to move away from the traditional workplace furniture.

Propst continued his research, gaining interest in the level of workplace flexibility and open environments. He began exploring utopian ideas which lead to the concept of Action Office II. Action office II introduces the idea of cubicles in the workplace. The original design of the cubicle had angles at 120 degrees and panels at five feet high from the ground. The design allows a level of privacy within an open plan layout. It is an acceptable workspace for employees to work without being visually distracted while the panels absorb sound to minimize noise distraction.

The late 20th century was an era of digital innovation. The computer, introduced in 1980, was designed and used for the workplace for word processing. It was commonly used for secretarial and clerical duties. The innovation created demands for new job responsibilities such as a computer technician, network technician, and microcomputer support specialists.

With the integration of computers and cubicles, they provided personal space for each worker to work individually and productively on tasks. The cubicles worked to resist visual distraction and absorbed noise. However, through research and observation of the cubicle system, the layout

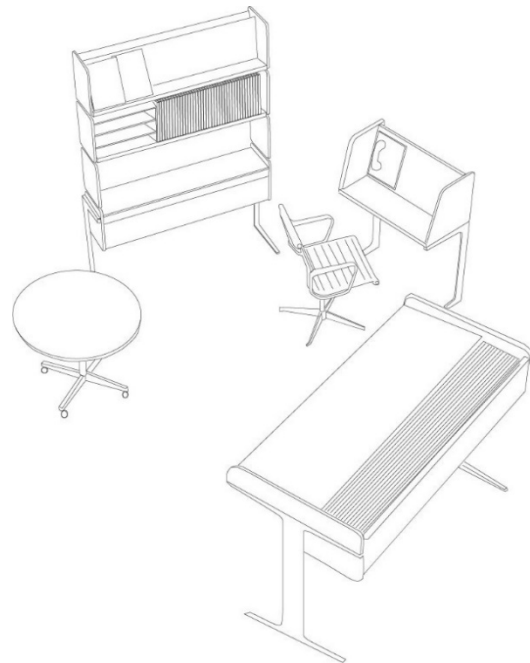


Figure 4: Action Office 1 was the world's first open plan system using reconfigurable components.

Source: Author
Illustrator: Author

²⁶ Leadon, Workplace Design: Facilitating Collaborative and Individual Work within the Creative Office Environment., 9

minimizes a worker's awareness of its environment and disables opportunities for interaction, nor collaboration.²⁷

Towards the ending of the 20th century, the function of the computer had progressed. The computer evolved to mobile devices such as laptops and cell phones, providing the opportunity of a virtual office. The mobility of the computer, while bringing in these new inventions into the workplace, influenced the workplace to be even more flexible than what it was already becoming. The laptop, smartphone, and internet allowed work to be accessible away from the workplace, whether it is from home, the coffee shop, or another continent. The opportunity to work away from the workplace is because of teleworking, emerging the

work and home environment. The concept of teleworking became a common preference among workers because it saves transportation costs and enables a worker to work comfortably in their own personal living space. However, teleworking did not just work outside the workplace, but also within by having access from to the network from laptops and being able to work away from their desk.

The flexibility of the workplace became a preferred work style due to the work and life relationship that designers and researchers began to take notice in the workplace. Workplace design became focused on the mental and physical health of the users which promoted their happiness in the workplace. The strive for a health

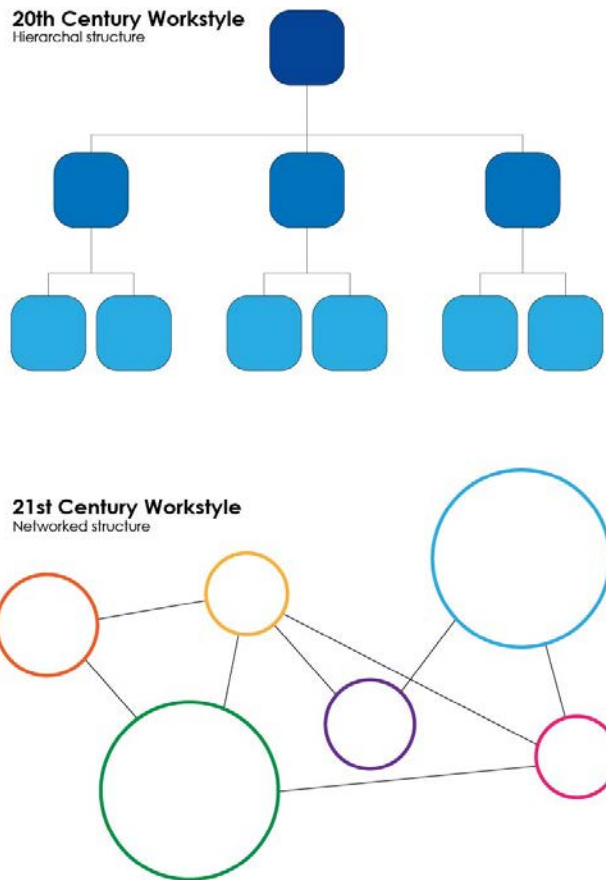


Figure 5: Hierarchical structure has evolved to a complex, networked structure.

Source: Knoll Workplace Research
Illustrator: Author

²⁷ Walsh, John. 2015. Designing Work: A Study of Collaboration and Concentration in Open-Plan Offices., 45

workplace meant a change in the typical layout of the workplace, moving away from the use of cubicles. The workplace environment started to cause issues from the use of cubicles. It restricted air circulation and caused sick building syndrome among users in the workplace.²⁸ For example, Apple's workers chose to eliminate cubicles because they could not work under the conditions of the layout.²⁹

The modern advancements of technology in the workplace shifted the way we connect, communicate, and collaborate.³⁰ The shift expanded the social network which would expand the demographic of workers to an international level.³¹ The large number of employees lead to the use of team-based tasks, demanding workers to adapt and work effectively in a collaborative structure. The team-based structure influenced the work style in a workplace, shifting the model to a network-based structure.³²

The workplace has gone through changes due to the innovation of the type of workers in the workplace, the architectural integration, technology, and the layout strategies that are discovered by researchers. Each component made a big impact on what is evolved to become the modern workplace. Throughout the history of the workplace, the open layout and flexibility is a key factor that stood throughout the changes in the workplace. The open layout provided the opportunities for the workplace to shift, allowing the space to be flexible for multiple layout concepts and the innovation of various technologies and furniture systems to be integrated.

Recent technology has become the main influencer that changed the workplace and the lifestyle of the users. It provided and opened doors for new jobs, new work styles, and innovative spaces to cater to the lifestyle. The change is progressive, and it continues as new work modes are realized and needed to continue to accommodate.

In the modern workplace, it has become an environment that caters to the flexible lifestyle of the workers. The evolution of the modern workplace looks towards coworking as the work environment caters to the flexible lifestyle of its users. Because of the increase of networking and introduction to new disciplines, coworking started a new work mode that revolutionizes the new concept of a workplace.

²⁸ Saval, Cubed: A Secret History of the Workplace., 243

²⁹ David Harris, Byron Engen, and William Fitch. *Planning and Designing the Office Environment*. New York: Van Nostrand Reinhold, 1991., 141

³⁰ Knoll Workplace Research. 2016. *Immersive Planning*. Research, East Greenville: Knoll Inc., 2

³¹ Ibid., 2

³² Ibid., 2

ARCHITECTURE	LAYOUT/ WORKPLACE	INNOVATIONS	USER	
<ul style="list-style-type: none"> FIRST BANKING FACILITY 	<ul style="list-style-type: none"> HOME WORKPLACE 		<ul style="list-style-type: none"> COPYIST SCRIBE NOTARY BANKING 	PRE 19TH CENTURY
		<ul style="list-style-type: none"> TYPEWRITER TELEPHONE ELECTRIC ELEVATOR 	<ul style="list-style-type: none"> CLERK MULTI-LEVELS OF MANAGEMENT 	19TH CENTURY
<ul style="list-style-type: none"> LARKIN ADMIN BLDG JOHNSON WAX BLDG BERTELMANN 	<ul style="list-style-type: none"> OPEN LAYOUT LONG WAY DESK ARRANGEMENT MANAGER OFFICE AT PERIMETER BUROLANDSCHAFT ACTION OFFICE I ACTION OFFICE II HOME WORKPLACE CASUAL OFFICE HACKERSPACE 	<ul style="list-style-type: none"> STEEL TRUSS DUAL DUCT HVAC PERSONAL COMPUTER (PC) INTERNET 120 DEGREE WORKSTATIONS CUBICLES WIFI TABLET/NOTEBOOK 	<ul style="list-style-type: none"> MERGE OF MANAGER IN WORKSPACE WORK AT HOME ENTREPRENEURSHIP BECAME COMMON TECHNOLOGY CAREER START UP COMPANIES 	20TH CENTURY
<ul style="list-style-type: none"> SAN FRANCISCO COWORKING SPACE 	<ul style="list-style-type: none"> OFFICIAL TERM: COWORKING FIRST OFFICIAL COWORKING SPACE 			21ST CENTURY

Figure 6: The history of the workplace introduces numerous components that helped shape the modern workplace that exists today.

Source: Author
 Illustrator: Author

CHAPTER 2: COWORKING

INTRODUCTION

The idea of coworking today is not what it was when it first began. The work mode developed according to the types of members using the space and the business model each coworking space uses as a responsibility to their members. Coworking is a phenomenon that continues to grow for members looking to improve their network and their career. The concept of a shared workplace has been a style of work that began in the late 20th century for multiple disciplines to work under the same roof. Progressively, in the early 21st century, the term coworking became known to define a shared workplace that takes advantage of the opportunities of network, collaboration, and career development. This chapter discusses the history of coworking and the growth in the market of places to work.

According to surveys based on the incentives of coworking, 70% of members felt healthier than they did working in a traditional office, 64% are able to get work done in time, and 91% find it easier to interact with others in coworking spaces.³³ The workplace has become an incentive to use the space as the foundation for career growth. The flexibility of a coworking space is known to accommodate to the work styles of entrepreneurs, freelancers, professional service workers, sales, and or tech companies.³⁴ The demographic is not limited, but rather diverse and adaptive to the wide variety of member-types.

HISTORY

Coworking is not a new mode of working as it began during the mid-1990s as “hackerspaces,” which is an open workplace for people with common interests regarding technology.³⁵ Seventeen computer enthusiasts from Berlin, Germany created a space known as C-Base for those interested in computer-type work.³⁶ It is one of the first community-oriented workplaces with a physical location for people to meet and collaborate in an open environment. C-

³³ Vecchio, Erik Dolan-Del. 2016. *Why is Coworking So Popular?* September 13. Accessed March 14, 2018. www.pivotdesk.com.

³⁴ Foertsch, Carsten. 2017. *The Members: Who Works in Coworking Spaces?* September 13. Accessed March 14, 2018. www.deskmag.com.

³⁵ Knoll. *The Rise of Co-working: A Growing Workplace Movement*. Knoll Workplace Research, London: Knoll, Inc, 2016., 2

³⁶ Braun, Coral. *MindSpace*. October 2016. <http://www.mindspace.me/magazine/how-did-coworking-become-a-thing/> (accessed October 19, 2017).

Base would be used to work on personal projects while being able to interact and share ideas among each other.³⁷ It had set a foundation for the collaborative workplace we know as coworking.

The term for a collaborative workspace became known as “coworking” in 1999 by American game designer, Brian Dekoven.³⁸ However, his definition of the term was different from the modern idea of coworking. Dekoven described it

as “working together as equals” rather than the idea we understand coworking as an environment that works together with different professional backgrounds.³⁹ Dekoven’s intention for coworking was to encourage a non-competitive work environment that would utilize a collaborative and supportive business strategy for the traditionally isolated businesses like entrepreneurs, freelancers, or small businesses that don’t typically use a large, traditional office.⁴⁰ In the same year, Dekoven, had put coworking to action in New York and began 42West24. 42West24 had an open layout with a flexible membership for individuals or teams. Unfortunately, the community-based workplace was missing from this space as not many members were networking.

In 2002, coworking is still at its beginning phases in the market. Two Austrian entrepreneurs had made an intent to end working at home and started a coworking space.⁴¹ They had set a space for like-minded people to work and collaborate called Schraubenfabrik in Vienna. The facility started as a community center for entrepreneurs to brainstorm and start their business ideas.⁴² However,



Figure 7: C-Base Hackerspace is the first known coworking space before the term existed.

Source: www.thefarmsoho.com

³⁷ Knoll. *The Rise of Co-working: A Growing Workplace Movement.*, 2

³⁸ *Ibid.*, 2

³⁹ Braun, Coral. 2016. *Mindspace*. October. Accessed October 19, 2017. <http://www.mindsoace.me/magazine/how-did-coworking-become-a-thing/>.

⁴⁰ Knoll. *The Rise of Co-working: A Growing Workplace Movement.*, 2

⁴¹ *Ibid.*, 2

⁴² Foertsch, Carsten. *Deskmag*. September 2, 2013. <http://www.deskmag.com/en/the-history-of-coworking-spaces-in-a-timeline> (accessed October 20, 2017).

Schraubenfabrik didn't limit its members to just entrepreneurs, but it also opened its doors for freelancers, architects, PR consultants, and startups.⁴³ Schraubenfabrik was held in a former factory and started a movement that created an opportunity that gave factories a new life.⁴⁴

Brad Neuberg, a software engineer started the first official coworking space in San Francisco in 2005. It opened as San Francisco Coworking Space as a non-profit cooperative space that also provides an alternative work community that fostered a work style of freedom and flexibility of independent working while maintaining a traditional office community and structure.⁴⁵ Brad Neuberg introduced the San Francisco Coworking Space as a response to "unsocial" business centers and the unproductive work at home office.⁴⁶ The workplace was rather small and only offered up to eight open desks for two days a week. Other amenities offered were provided lunches, free Wi-Fi access, meditation breaks, massages, and bike tours. Unfortunately, the San Francisco Coworking Space didn't do well and only was in business for a year, but later replaced as Hat Factory, the first full-time coworking space founded by Brad Neuberg, Chris Messina, and Tara Hunt.⁴⁷

Hat Factory was one of only thirty coworking spaces in the world in 2005. The market for coworking thereafter boomed as the number of coworking spaces doubled progressively each year throughout the world.⁴⁸ The business expanded, using different models that support the work mode such as business incubators or makerspaces that function with the same collaborative concept to build individual ideas, making the work mode of coworking a go-to workplace for such activities.

CURRENT STATE OF COWORKING

The quick growth of coworking since the early 2000s has allowed people of different work disciplines to work collaboratively in a community-like environment. Globally, an estimated half a million people work in more than 7,800 shared workspaces today as this number will continue to expand over the next two years.⁴⁹ The business of coworking has transcended its work mode as an

⁴³ Foertsch, Carsten. *Deskmag*. September 2, 2013. <http://www.deskmag.com/en/the-history-of-coworking-spaces-in-a-timeline> (accessed October 20, 2017).

⁴⁴ Ibid.

⁴⁵ Knoll. *The Rise of Co-working: A Growing Workplace Movement*. Knoll Workplace Research, London: Knoll, Inc, 2016., 2

⁴⁶ Foertsch, Carsten. *Deskmag*. September 2, 2013. <http://www.deskmag.com/en/the-history-of-coworking-spaces-in-a-timeline> (accessed October 20, 2017).

⁴⁷ Ibid.

⁴⁸ Ibid.

⁴⁹ Knoll. *The Rise of Co-working: A Growing Workplace Movement.*, 1

alternative work space or even a traditional work space.⁵⁰ This concept of this type of shared workplace setting is typically attractive to those who are in the tech industry, small start-up companies, freelance, and professional service firms.

The business of coworking is not limited to isolated industries or small businesses, but also expanded to reach members from global enterprises. Big, corporate companies locate their employees or extend their business to coworking spaces. This is often because corporations are beginning to shift their workstyle strategy by moving to coworking or incubator spaces, thus allowing access to innovators and other talented entrepreneurs that may be able to improve the work of the corporation.⁵¹ In other cases, the movement and growth of coworking has integrated the location of coworking spaces within large corporate facilities. Companies are integrating incubators as part of their strategy of business development.⁵² By providing coworking spaces, it allows an environment with resources such as start-up businesses to work under the same roof and potentially find talent to collaborate. The idea of partnering with coworking spaces helps corporations to stay on top the technological innovations while also being able to work with top talent.

An example of corporate integration in coworking is IBM, a multinational technology company, partnered with a coworking company, Galvanize, at their West Soho, New York office. IBM started a curriculum to advance their status of innovation by starting an immersive learning program that brings artificial intelligence skills and data science to the next generation of machine scientists and developers.⁵³ IBM made a deal to house 600 of their employees in a coworking space, WeWork, to provide a workspace for their curriculum.

Microsoft is another well-known company that takes part in the benefits of coworking. In 2016, the company provided 30% of their sales department employees access to another WeWork coworking location in New York City. The reason for this deal is for Microsoft to be able to tap in to the culture of the startup business. Having their employees engaging with WeWork members provided opportunity to create partnerships with potential startup businesses.

Corporate businesses have noticed the trend and bought in to the concept of the coworking business and atmosphere. Large companies like IBM or Microsoft rent spaces at coworking spaces

⁵⁰ Knoll. *The Rise of Co-working: A Growing Workplace Movement.*, 1

⁵¹ Broadbent, Andrew. 2017. *The Next Web*. December 28. Accessed January 14, 2018. <https://thenextweb.com/contributors/2017/12/28/big-companies-increasingly-obsessed-co-working-spaces-2017/>.

⁵² Ibid.

⁵³ Ibid.

to network and build business relationships with potential partners.⁵⁴ The coworking facilities are also homes to well-known startup businesses such as Uber or Airbnb.

According to surveys conducted by deskmag, an online coworking magazine, the number of coworking spaces and members worldwide have sky rocketed in 2017 compared to 2016. Currently, there are recorded 13,800 coworking spaces worldwide and a total amount of 1.8 million members.⁵⁵ In 2016, the survey recorded 11,300 coworking spaces and a total of 835,000 members worldwide.⁵⁶ The numbers are expected to grow as the trending work mode begins to interest young entrepreneurs and freelancers looking for a work setting to grow their business and network.



Figure 8: How members choose a coworking space

Source: www.deskmag.com

⁵⁴ Broadbent, Andrew. 2017. *The Next Web*. December 28. Accessed January 14, 2018. <https://thenextweb.com/contributors/2017/12/28/big-companies-increasingly-obsessed-co-working-spaces-2017/>.

⁵⁵ Deskmag. 2016. *Coworking Statistics: All Publishings of the Global Coworking Survey*. December 07. Accessed January 16, 2018.

⁵⁶ Ibid.



Figure 9: Growth of coworking is expected to continue to expand.

Source: www.deskmag.com

As the number of potential members in the coworking community continues to grow, the attraction to this market are influenced often by social media and word of mouth. According to deskmag, the coworking surveys finds that new members often hear about coworking by word of mouth, internet search, from their company/ client, or social media. However, the survey explains that the factor of attraction that catches the eye of potential members are through social medias such as Facebook, Twitter, and Instagram. Other factors that attract potential members to join coworking spaces are reasons for community building. The idea of community building for entrepreneurs, freelancers, and or small businesses are golden keys that encourages collaboration, development for careers, and promote a friendly work environment.

Through surveys conducted by deskmag, coworking spaces are getting bigger in size and more spaces opening outside of the urban context in suburban and rural areas.⁵⁷ The surveys collected data regarding the major trends in coworking. Some of the recorded data of coworking trends include more community events being held in coworking spaces, more corporate employees in coworking spaces, and the coworking environments have become less social. These trends are topics that were often mentioned by the participating coworking spaces.

⁵⁷ Deskmag. 2016. *Coworking Statistics: All Publishings of the Global Coworking Survey*. December 07. Accessed January 16, 2018.

As a result of this survey, the concept of coworking shows proof of growth through the number of spaces, members, and the expansion of coworking facilities outside the urban context. The future of work is about flexibility and the people. Research explains that great work can't be complete alone and that is where the shift of workstyle moves towards.⁵⁸ While the work trend continues to grow, many corporations are still trying to figure out the logistics of how it works and what it looks like. The research conducted in this book further looks at the components and ways which they should be used in a coworking space.



Figure 10: Collected data for major coworking trends in 2018.

Source: www.deskmag.com

⁵⁸ Schneider, Amanda. 2017. *Coworking Grows in 2017*. July 24. Accessed January 16, 2018. https://www.huffingtonpost.com/entry/coworking-grows-in-2017_us_59764201e4b0940189700bc6.

CHAPTER 3: CASE STUDIES

INTRODUCTION

The case studies discussed in this chapter are chosen to investigate each coworking facility in comparison and contrast. Each case study is investigated based on a framework that is listed below:

- Location
- Business Model
- Program Services
- Spatial Relationship Analysis
- Workspace Distribution


In addition to the framework a user experience analysis is made using imaginative user types. As part of the case study, three user types are introduced and differ on their careers and work style. The three user types will be used to understand the day in the life experience of these specific users and how the facility would accommodate to the work style of their career.

THE USERS



Coworker #1

Name: Denyse
Age: 28
Occupation: Digital Marketing
Reason for Coworking: As a self-employed Digital Marketer it was hard working at home as there wasn't any interaction to stimulate ideas. Also, coworking became a great way to expand my network.



Coworker #2

Name: Joe
Age: 32
Occupation: Software Engineer
Reason for Coworking: Working at an office is too big for a small business with two other employees. Coworking allows just enough space for the type of work we do and the workspace is cheaper than a traditional office space.



Coworker #3

Name: Grant
Age: 23
Occupation: Filmmaker
Reason for Coworking: Filmmaking is a freelance job that I do on the side. I don't work daily as jobs don't come often and only need a productive space to work 2-3 days of the week. Coworking allows the ability to rent a workspace that is not a hefty monthly payment.

Figure 11: The users are coworking members that will be introduced in each coworking case study as an analysis towards the way members of different occupations interact with the different coworking facilities.

Source: Author

CASE STUDY #1: IMPACT HUB HONOLULU

INTRODUCTION

Impact Hub is a coworking network that has 102 other locations around the world.⁵⁹ The Impact Hub Honolulu location believes in a vibrant, diverse, and active community that creates an eco-sphere where members support each other by lending time, leading workshops, hosting events, expressing themselves, and providing mentorship together.⁶⁰ The reason for this case study is because of the specific business model Impact Hub carries for its members. Impact Hub Honolulu is a coworking community that offers office and event spaces to facilitate sustainable impact in Hawaii and abroad through a collaborative community.⁶¹

PROGRAM

The Honolulu location has been in business for a year as ProtoHub, a coworking prototype with 160 members before joining Impact Hub in August 2017.⁶² Since their recent opening and transition into a new space they hold 100 members.⁶³ Impact Hub Honolulu has multi-generational members of various disciplines. The type of members you find at Impact Hub Honolulu range from entrepreneurs, politicians, artists, tech, marketing, massage therapy, and more. The coworking facility is open to all types of members that find interest in making an impact through sustainability and education by fostering a collaborative and community-like empowerment.

Impact Hub offers multiple types of memberships. They each vary based on different commitment levels and access to the coworking facility. The cheapest monthly membership is known as “starter” that allows access to Impact Hub Honolulu for two days of the month for \$30. This membership gives them access to work in the open coworking space. The most expensive membership offers the use of a private office, as well as, 24/7 access.

Each membership is provided with the same amenities with the option of additional amenities at a separate cost. Impact Hub offers amenities that help members feel productive and comfortable in the coworking environment. Impact Hub Honolulu offers high speed Wi-Fi, private phone booths, and printing services to make work easy and smooth. In addition to work amenities

⁵⁹ Hub, Impact. *Impact Hub*. <https://ImpactHubhnl.com/> (accessed October 22, 2017).

⁶⁰ Honolulu, Impact Hub. n.d. *Impact Hub Honolulu*. Accessed November 15, 2017. <https://ImpactHubhnl.com/>.

⁶¹ Ibid.

⁶² Yarbrough, George, interview by Elliot Lazo. *Impact Hub* (October 19, 2017).

⁶³ Ibid.

they also provide free coffee and a café as refreshments to fulfill the hungry worker. Members also have the opportunity to engage with other members at social events and career development events to network and expand your career journey. Other amenities cater to bike riders of Honolulu as Impact Hub provides storage and a shower for members to refresh themselves after their commute to the workplace.

The memberships provided at Impact Hub Honolulu are priced reasonably for fully committed members. However, the least committed a member is, the more the cost of the membership is for limited access. The intention for the price seems to encourage members to commit to the higher priced membership because it provides a more reasonable access to Impact Hub Honolulu to use the space as many times as they wish.

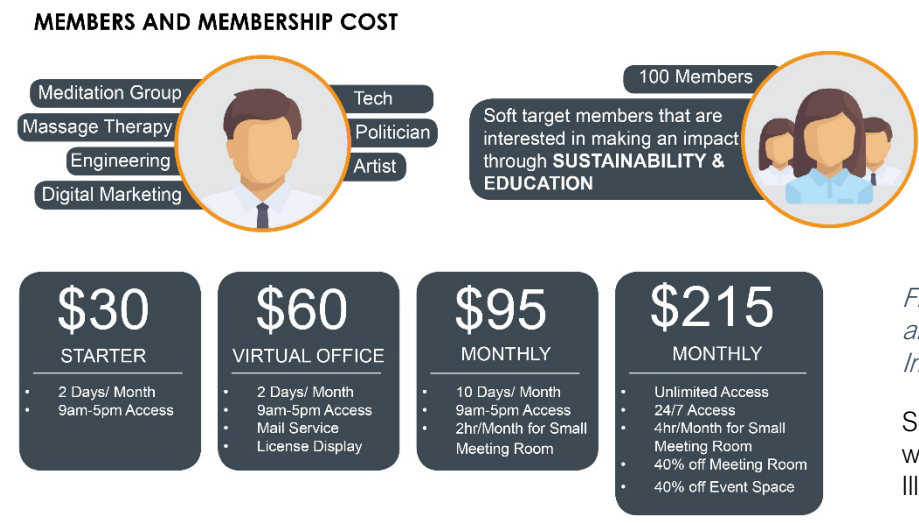


Figure 12: Member types and membership cost of Impact Hub Honolulu

Source: www.impacthubhnl.com
 Illustrator: Author

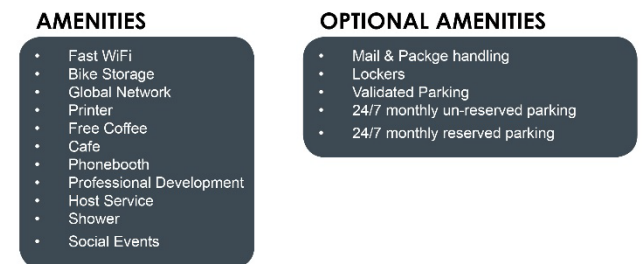


Figure 13: Amenities offered by Impact Hub Honolulu.

Source: www.impacthubhnl.com
 Illustrator: Author

ARCHITECTURAL ANALYSIS

Impact Hub is located in Kaka'ako, a few blocks near the newly built condominiums and adjacent to the Ward theater. The location is easily accessible and visible from Queen street as Impact Hub can be found on the ground floor, near the main entrance.



Figure 14: Impact Hub is located in Kaka'ako, adjacent to Ward theaters.

Source: www.google.com/maps

The Impact Hub Honolulu occupies 13,777 square feet in its facility. The overall layout of the space is open with a number of enclosed partition walls that are private offices. The layout of this coworking facility can be categorized into three different workspaces.

At the entrance of Impact Hub Honolulu, you will instantly see a row of private offices and a row of desks along the window. The character of the space at the entrance is visually high-spirited, but quiet as members are productively at their workspaces. There is a split among the two open spaces, the reserved desks and the open seats, or hotdesk. The split separated the both interactive-type spaces and the potential of engagement of the two.



So

Figure 15: At the entry of Impact Hub Honolulu is an open visual of the reserved coworking area and the private offices.

Source: Author

FLOOR PLAN



PROGRAM ADJACENCY



Figure 16: Floor plan and spatial relationship diagram of Impact Hub Honolulu

Source: Author

Overall, the spatial relationship at Impact Hub Honolulu provides a circulation that can be easily accessible for any user of the space. The location of each program allows members to simply identify the type of space they are entering. There are no signs that indicate the type of space, but walking through the space you're able to understand the layout by due to the location of the rooms, furniture in the space, and the activity being conducted in these spaces create an understanding for anyone to know what these spaces are utilized for.

The common social spaces at Impact Hub Honolulu are the event space that is also the lounge when events are not being hosted and the second lounge that is located behind the reserved coworking desks. The event space/ lounge is located across the kitchen and plays as an extended social space from the kitchen. The lounge is open and easily accessible as in the center of the overall layout. The central, open location of the lounge becomes the main interactive space where members would unintentionally pass by as members would migrate from their desks to the kitchen, the restroom, or the workshop room. However during the day, the event space/ lounge is lightly occupied, but often circulated. After work hours for events the coworking space is converted as an

extended event space. On the other hand, the small lounge space is located in the back, pass the reserved coworking desks.

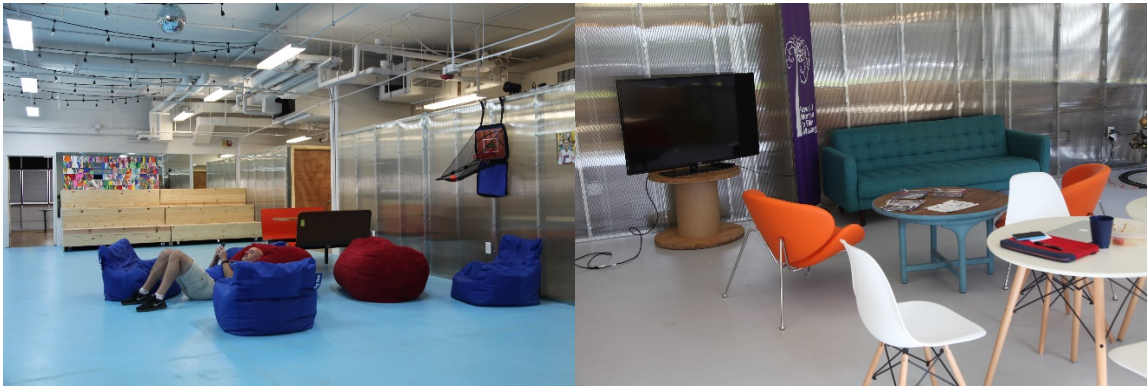


Figure 17: The two lounges at Impact Hub Honolulu provide two different functions, one for leisure and the other an alternate workspace.

Source: Author

There are various spaces for working. Each space is dedicated for different types of members. There is a dedicated area for private desks, another space for members who reserve a desk, and an open space for hotdesk seating at first come, first serve. Each space provides a number of seats for members of different memberships. The open coworking table provides 28 seats while there are 16 seats for members who have reserved desks. On the other part of the facility are 28 private offices for individual members or small teams.

The hotdesks at Impact Hub Honolulu uses two types of shared desks. The largest desk size that is provided at Impact Hub is at 72"x30". The desk seats four people providing 3.75 square feet per person. The space given per person allows approximately 36 inches of space to lay out work on both sides of a laptop and 15" of width space from the edge of the table to the mid-section of the table.



Figure 18: The hotdesk workspace uses two types of desks.

Source: Author

The second table that is used at Impact Hub Honolulu is a circular table that is sized at 3'-0" in circumference. The table is provided with four chairs which gives 1.75 square feet per person of space to work. The space provided allows enough space for just a laptop if all seats are taken. Ideally, this table is not useful if it is meant to be used as workspace for more than one person. It doesn't provide the enough comfortable space spread work while sharing the workspace with another coworker. Also, the length of the table may cause an interference of personal space of leg kicking.

Other workspaces are the reserved coworking desks. The desk spaces are dedicated desks for members that prefer their own dedicated work station. These desks are available for rent at a starting price of \$315 a month in addition to the membership plan. This is not a first come, first serve service as the member own the desk space. The reserved coworking desks are located in an open environment, similar to the coworking space. There are four 48"x96" tables that seats four members at each table. The workspace on the 48"x96" tables provides ample of space for a laptop and a couple spreads of paperwork to work comfortably.

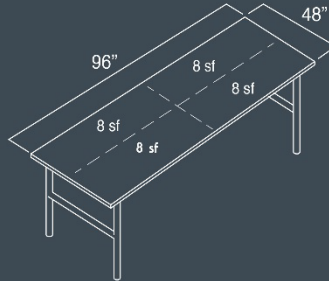


TYPES OF WORKSPACES

28 Private Offices

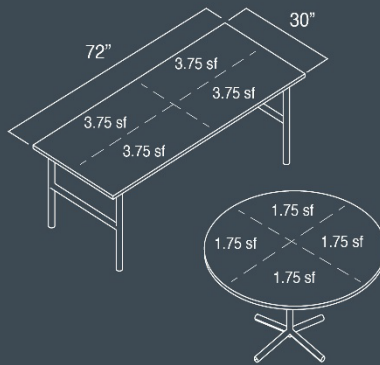
16 Reserved Coworking Desks

28 Coworking Seats



Reserved Desk

The reserved coworking desks are located in an open environment, similar to the coworking space. There are four 48"x96" tables that seats four members at each table. The workspace on the 48"x96" tables provides ample of space for a laptop and a couple spreads of paperwork to work comfortably.



Hotdesks

The desk seats four people providing 3.75 square feet per person. The space given per person allows approximately 36 inches of space to lay out work on both sides of a laptop and 15" of width space from the edge of the table to the mid-section of the table.

The table is provided with four chairs which gives 1.75 square feet per person of space to work. The space provided allows enough space for just a laptop if all seats are taken. Ideally, this table is not useful if it is meant to be used as workspace for more than one person. It doesn't provide the enough comfortable space spread work while sharing the workspace with another coworker.

Figure 19: Types of workspaces at Impact Hub Honolulu

Source: Author

USER EXPERIENCE

Coworker #1:



Name: Denyse

Age: 28

Occupation: Digital Marketing

Denyse starts her day at 8:00am typically every day. Living at the Collection Townhomes in Kaka'ako of Honolulu her daily commute is not very far, so she often commutes by bike via Biki Bikeshare. There is a Biki station one block away from her apartment. She leaves home at 8:50am to start her five-minute commute to Impact Hub Honolulu. Before arrival she drops-off the Biki bike near Ward Theater and takes a five-minute walk to Impact Hub, which is one block away.

By 9:00am Denyse arrives at Impact Hub and immediately walks towards the café to grab a free cup of coffee. At the café are other coworkers who are also enjoying a cup of coffee. Denyse conversates with these few, walks towards the event space/ lounge, and catches up on their lives. By 9:30am Denyse sits at her dedicated coworking desk that she rents out in addition to her \$215 monthly membership rate that allows her unlimited access, discounted conference room rental fees, and more. She prefers the environment of the dedicated desks because she uses Impact Hub as her daily work location which allows her to leave her belongings on her desk. Also, the work environment in this area of the facility is typically quiet, productive, and there is a separate lounge space that allows her to take private calls.

By lunch time she meets with her fellow coworking friends and migrate to mall at Ward Village. Almost daily they eat at Ward Village because it's a quick five-minute walk and there are a number of restaurants and cafes they can dine at. Ward Village is Denyse's favorite area because she enjoys eating at Ginza Sushi and because the coffee at Mocha Java Café is great. At 1:00pm Denyse heads back to Impact Hub to prepare for her meeting at 2:00pm. Immediately at arrival she gets to work. However, her location of work changes in a new environment at the lounge near her desk. She typically chooses this space because having a new work environment allows her to focus in a fresh, new space.

As 2:00pm comes, her client arrives. In order for Denyse to showcase her graphics and business plans, she uses the conference room that provides a large screen for meetings and or conference calls. At 3:00pm the meeting ended and Denyse still has time to put in work before the

workshop about career development at 5:00pm. In the middle of her work, a coworker who is the business of graphic design had asked her for some advice and help to collaborate on a graphic design project that could use Denyse's expertise on digital marketing. They grab a cup of coffee and talk about the project at the event space/lounge. The conversation was long and lasted while the coworkers helped to move around furniture and set up the layout for the workshop that night. The workshop lasted a couple hours as the night was still young at 7:00pm. Denyse and a couple of her coworkers decided to walk three minutes to grab few brews at Aloha Beer Company to end their day.

In summary, Denyse's workstyle at Impact Hub Honolulu requires her to move around often in the given space. Denyse prefers to complete her work in various work spaces in different work modes, being at a formal desk seating to informal setting at the bleacher seating near the lounge area. Also, the layout separates each member type (hotdesk, dedicated desk, and private office) which allows Denyse to migrate to the different spaces to communicate with coworking friends and collaborators. This layout may not encourage members to interact unless you already know someone in these specific areas.

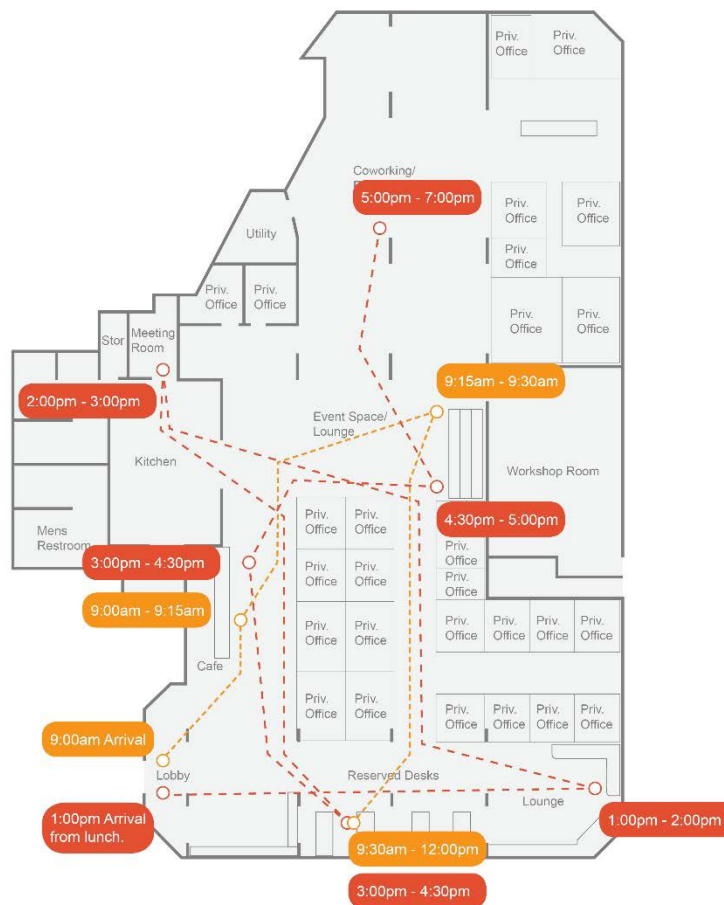


Figure 20: Day in the life of Denyse at Impact Hub Honolulu

Source: Author

Coworker #2:



Name: Joe

Age: 32

Occupation: Software Engineer

Joe begins his day at 7:00am to get his kids ready for school by 8:00am. He drops them off at Kailua Elementary School and begins his 40-minute commute by car to Impact Hub Honolulu. The office being located in town can be difficult to find parking for Joe, but what one of the benefits that's helpful for Joe is that Impact Hub offers unreserved monthly parking for as low as \$125 compared to other parking fees in town.

Through the morning traffic Joe finally arrives at Impact Hub at 9:00am in time to be able to get some coffee and get a chance to talk with some of his fellow coworkers. During this time he also likes to check his emails in his private office which he shares with his small team of two other software engineers. Every morning at 10am Joe and his team meet in their private office to go over business and strategic plans for the day's tasks. Joe appreciates that Impact Hub had a private office that was big enough to hold all three of them because it allows them to impromptly meet and discuss among each other without having to get up and use the conference room or some other quiet space in the facility. It also allowed Joe to continue working on his task while discussing any situation.

Joe goes to lunch at 12:30pm with his team and a few other coworkers friends they hangout with. They go across the street towards Ward Theater to check out the food spots in that area. Everyone usually have different tastes for lunch, so they all buy their lunch and eat together at Impact Hub. However, Impact Hub is limited on seats at the lounge, depending on the how many seats are available they sometimes sit at the hotdesks.

After lunch at 1:30pm, Joe goes to the in-house café to grab a cup of coffee and heads straight to the private office to work. Occasionally between 1:30pm and 6:00pm Joe would get up for quick coffee or water breaks and get back to work. At the end of the day (6:00pm), Joe heads back home to his family for dinner.

In summary, Joe's workstyle requires him to work in his private office with his team during most of the day with the exception to walk out for coffee breaks. However, the location of the private office and the route to the coffee bar allows Joe to be able to interact with some of the members of the hotdesk area. He appreciates this route because it is likely someone new everyday.

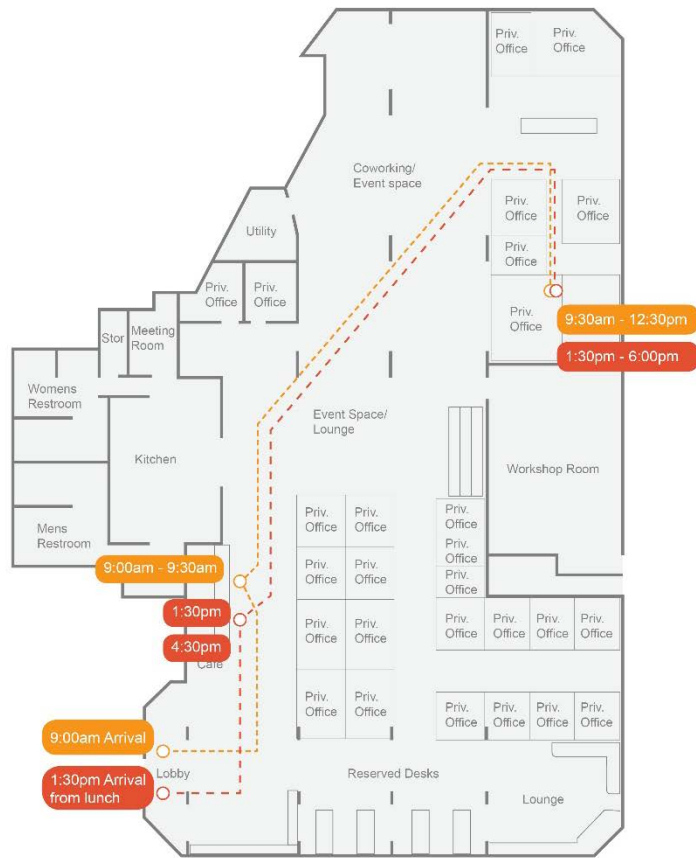


Figure 21: Day in the life of Joe at Impact Hub Honolulu

Source: Author

Coworker #3:



Name: Grant

Age: 23

Occupation: Filmmaker

Grant starts his day at 9:30am in Manoa, Hawaii. Grant doesn't drive and biking to work is too far, so he catches the bus. The bus is a 30 minute commute from Manoa to Impact Hub. It's convenient because the bus stop for both the Manoa and Impact Hub are 5 minutes away by foot. Grant doesn't use the space daily, so he uses a \$95 monthly pass that allows him to work at Impact Hub 10 days of the month. Grant arrives at Impact Hub at 10:00am. He walks in the facility looking for a desk to sit because he doesn't pay for a private office or dedicated desk. Luckily there are always open seats available at the hotdesk space.

Once finding a desk, Grant walks over to the café to purchase pastries and an energy drink. From 10:30am til lunch Grant is focused on his work with headphones on, working on his video edits. Often, he would get requests from his fellow coworkers to help produce videos for their business projects. This may sometimes be a bother, so he moves to work at the lounge near the dedicated desks.

During lunch hours Grant likes to workout at the UFC gym that is a 10-minute run from the coworking office. After the gym Grant runs back to Impact Hub and gets cleaned up at the showers at Impact Hub. This makes it easier for Grant to input a gym session into his busy schedule. However, skipping lunch, luckily the kitchen provides a refrigerator where he can keep his meal prep fresh.

While eating his lunch, Grant continues to work to prepare for his meeting with his client at 3:00pm. As a part time member that's limited to 2 hours of conference room hours a month, Grant uses the conference room to present his work on the big screen. By 4:00pm Grant is at the end of his day feeling satisfied about the how the workday went.

Grant, being an occasional visitor, he uses Impact Hub Honolulu as his workplace just ten days of the month. His workstyle and membership style allows him to work in the hotdesk space which encourages him to meet and interact with different people every visit. However, because of the separation of the dedicated desks and private offices, he doesn't get the opportunity to interact with those members unless he sits in the lounge space near the dedicated desks.

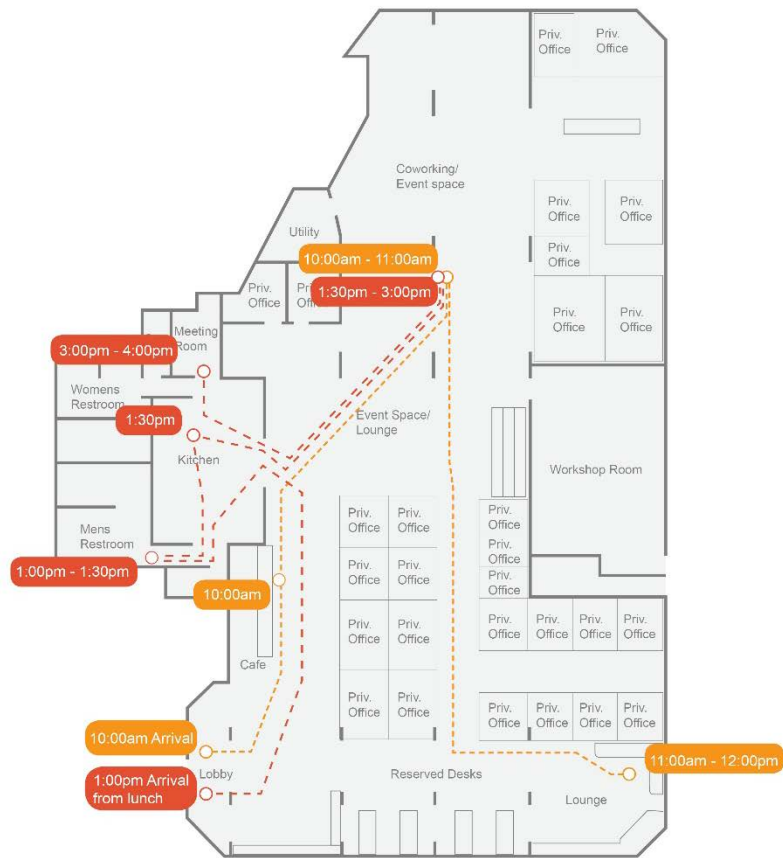


Figure 22: Day in the life of Grant at Impact Hub Honolulu

Source: Author

CONCLUSION

Through the case study of Impact Hub Honolulu, there are elements that were found successful and unsuccessful through the research and observation of the coworking space. Impact Hub is a well-known name in the realm of coworking facilities around the world. The Honolulu location had set a framework to find success for their coworking members and facility. Impact Hub Honolulu made it clear that their business model for their coworking space is to provide and service a community for anyone interested in making an impact in sustainability and education. The model has already attracted a large number of members and continues to grow for all types of members beyond those interests.

Spatially and architecturally, the coworking space for Impact Hub Honolulu included a number of spaces and components that helped to make working at the Honolulu location worth it. The translation of the coworking culture and essence of a community-built environment was clearly seen among the provided components and spatial organization of the facility. However, through research and observation of the components there are elements within the space that did and did not work best to the potential of Impact Hub Honolulu.

Below are design factors of Impact Hub Honolulu that is the source to the success of the coworking space:

- Impact Hub Honolulu is found on Queens street, a highly activated street with pedestrians and vehicles that often pass the area. Impact Hub is easy to find and accessible from the street level.
- The organization of spaces are an important factor. The lounge at Impact Hub Honolulu is centrally located and adjacent to the kitchen and coffee bar. The central location of the lounge made it easily accessible, providing a dedicated space for impromptu conversations and lounging after grabbing a coffee.
- The workspace provided for reserved desk members are given 8 square feet of breathable space to spread out their work while sharing the 48" x 96" table with four other members.

CASE STUDY #2: REGUS HAWAII

INTRODUCTION

Regus is a global company as the largest provider of flexible workspaces for over twenty years.⁶⁴ Regus in Downtown Honolulu, Hawaii is one of the 3000 Regus locations in 120 countries that offer multiple types of customizable workspaces for rent.⁶⁵ As a global company, members have access to the global network and other locations around the world. The reason for this case study is because Regus Honolulu is a unique coworking company where it's interior layout does not showcase a typical coworking set up. Regus Honolulu's layout embraces an enclosed space of private offices.

PROGRAM

There are 200 total members that are part of the Regus Hawaii community and roughly 100 that rent a dedicated office space.⁶⁶ Regus Hawaii offers spaces for members of all types of work backgrounds. Regus Hawaii provides Class A executive office spaces for members interested in renting private offices.⁶⁷ The executive office space and the location of Regus Hawaii in downtown Honolulu, the coworking facility typically attracts members of professional work types such as attorneys, real estate agents, construction workers, financial services, health care industries, and more.⁶⁸

At Regus Hawaii there several provided membership costs levels. Regus Hawaii accommodates to virtual office users who only wish to take advantage of the provided amenities of Regus without having to rent a private office. Other provided memberships at Regus Hawaii are part time memberships for coworking or private office use. Each part time memberships vary per monthly facility use (5 days/ month, 10 days/ month, and unlimited). Lastly, full time memberships are the memberships that cost the most of all other provided memberships. Each full-time membership varies on size and payment package a member chooses to pay per month, six months, 12 months, or 24 months. The intent for the membership costs is to convince members that the longer the

⁶⁴ Thomas, Tara, interview by Elliot Lazo. *Area Manager* (November 6, 2017).

⁶⁵ Regus. *Regus*. n.d. <https://www.regus.com/office-space#chooseofftype> (accessed November 11, 2017).

⁶⁶ Ibid.

⁶⁷ Ibid.

⁶⁸ Ibid.

commitment to Regus Hawaii, the cheaper the membership cost (Membership cost shown on next page).

All Regus locations offer similar all-inclusive services where members would pay one price for everything that is offered. Regus offers services regarding mail handling, access to administration support, and printing and scanning access is included. In addition, the facility provides a front desk receptionist, kitchen space, business lounge, and break-out spaces.

MEMBERS AND MEMBERSHIP COST

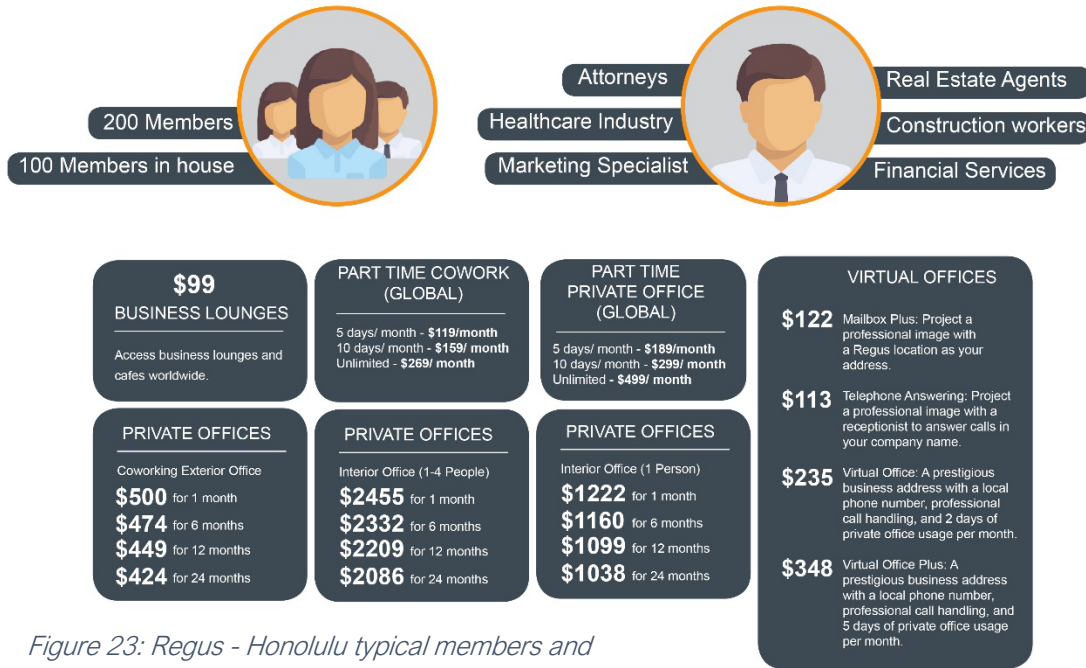


Figure 23: Regus - Honolulu typical members and membership costs.

Source: www.regus.com
Illustrator: Author

AMENITIES

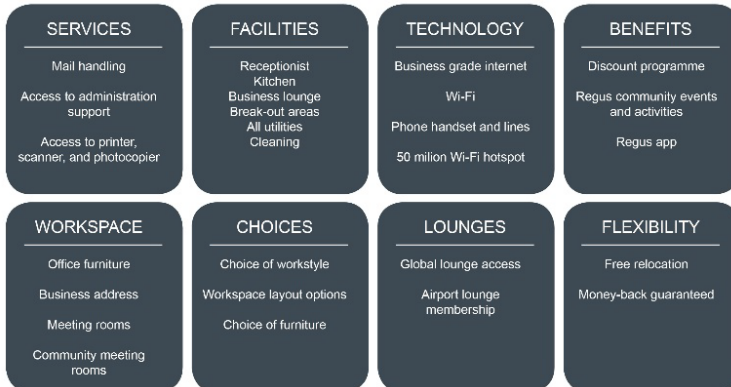


Figure 24: All-inclusive amenities are provided for all members at Regus Hawaii.

Source: www.regus.com
Illustrator: Author

ARCHITECTURAL ANALYSIS

Regus Hawaii is located in downtown Honolulu, the business hub of Honolulu. In this location there is more automobile traffic rather than foot traffic. Regus is located in the Waterfront Plaza that is commonly known as restaurant row. If a person is not aware of the location, it is difficult to find as the entrance is not on the same level as the plaza. Regus Hawaii is located in one of the towers at the Waterfront Plaza. The entrance to the tower where Regus is found is located on the second floor of the parking structure.

The overall layout of Regus Hawaii is set up as a series of enclosed private offices where the main circulation is through the hallways that wrap around the entire facility. As a customizable

workspace provider, Regus offers various types of workspaces that best fit their member's work preferences. Regus Honolulu offers workspaces in addition to virtual office opportunities that entail a mailbox, local phone number, receptionist, and a number of days of private office use per month for all members.⁶⁹

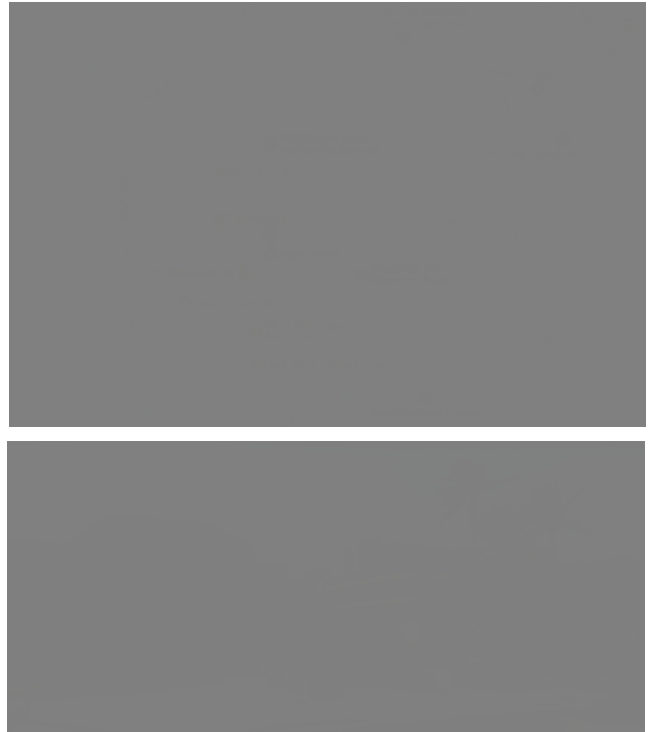


Figure 25: Regus - Honolulu is located at the Waterfront Plaza in downtown Honolulu

Source: www.google.com/maps

⁶⁹ Regus. *Regus*. <https://www.regus.com/office-space#chooseofftype> (accessed November 11, 2017).

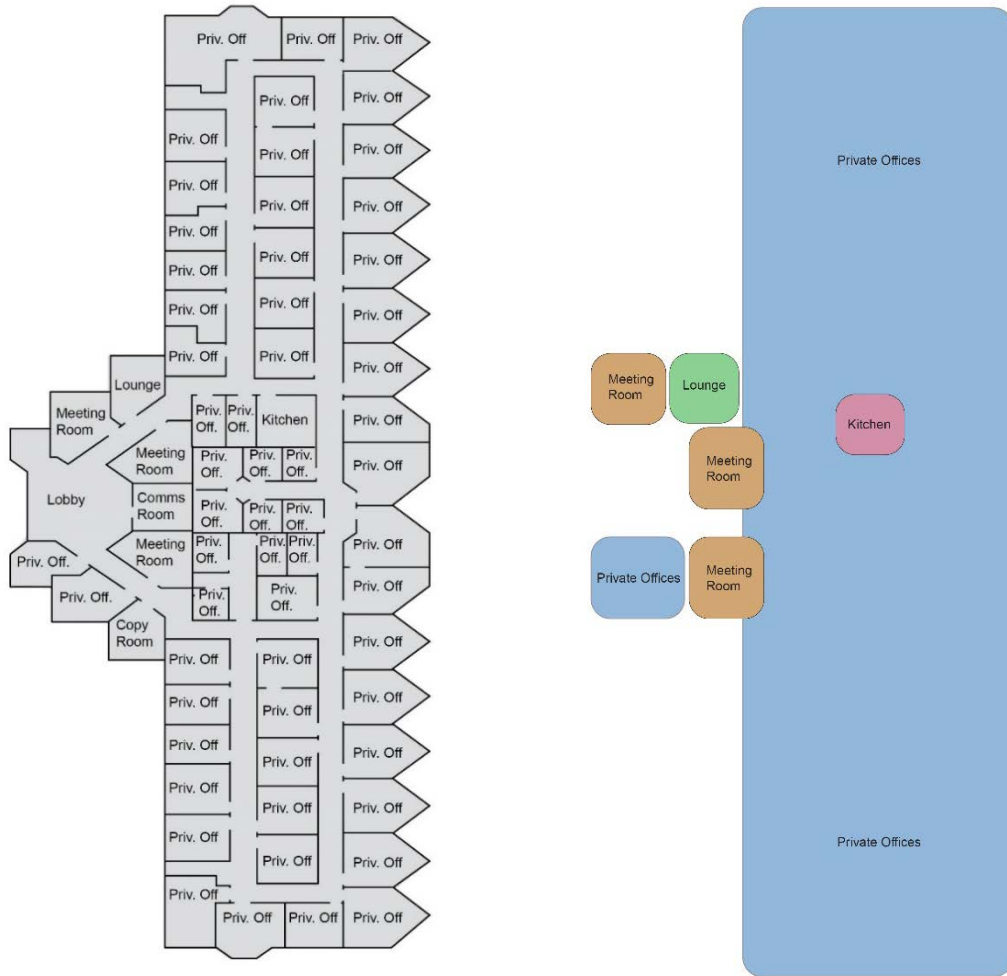


Figure 26: The floor plan is organized as a series of enclosed private offices which the dominant source of circulation is through provided hallways.

Source: www.regus.com

Illustrator: Author



Figure 27: The lounge is not typically used for leisure, but an additional workspace for visiting or travelling members.

Source: Author

Regus Hawaii also provides access to the lounge. The lounge is a small room with four single-seating couches. It is not often used by the in-house members, but rather used temporarily by visiting members.⁷⁰ The lounge is not your typical lounge space with tables and chairs for leisure, it is often used as an additional workspace for visiting or travelling members that need a temporary workspace as opposed to working in a coffee shop or a bookstore.⁷¹

Regus only provides private office workspaces at the Regus Hawaii location. There are 61 total private offices which 10 of the offices are currently used as coworking spaces. The coworking offices depend on the availability of non-occupied private offices at the time. Office sizes range from the largest room at 350 sq. ft. to the smallest at 65 sq. ft. as each room can be converted into a coworking space for no more than three reserved coworking desks. However, that is if the space is not already occupied by an owner. Being

that the private offices have an enclosed layout, it denies any opportunities to communicate. In response, Regus compensates by arranging events and running a Facebook group that allows members to communicate and or post inquiries about possible collaborations opportunities. The layout and the platform of communication set up by Regus may not be ideal as a way that coworking is expected to be, however it seems to work best with the type of members that are engaged in professional service type work and are of the older generation.

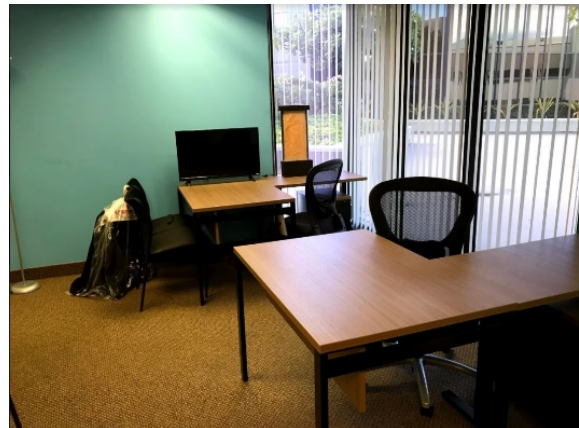


Figure 28: Typical coworking room is in an enclosed, private office that seats three members.

Source: Author

⁷⁰ Thomas, Tara, interview by Elliot Lazo. *Area Manager* (November 6, 2017).

⁷¹ Ibid.

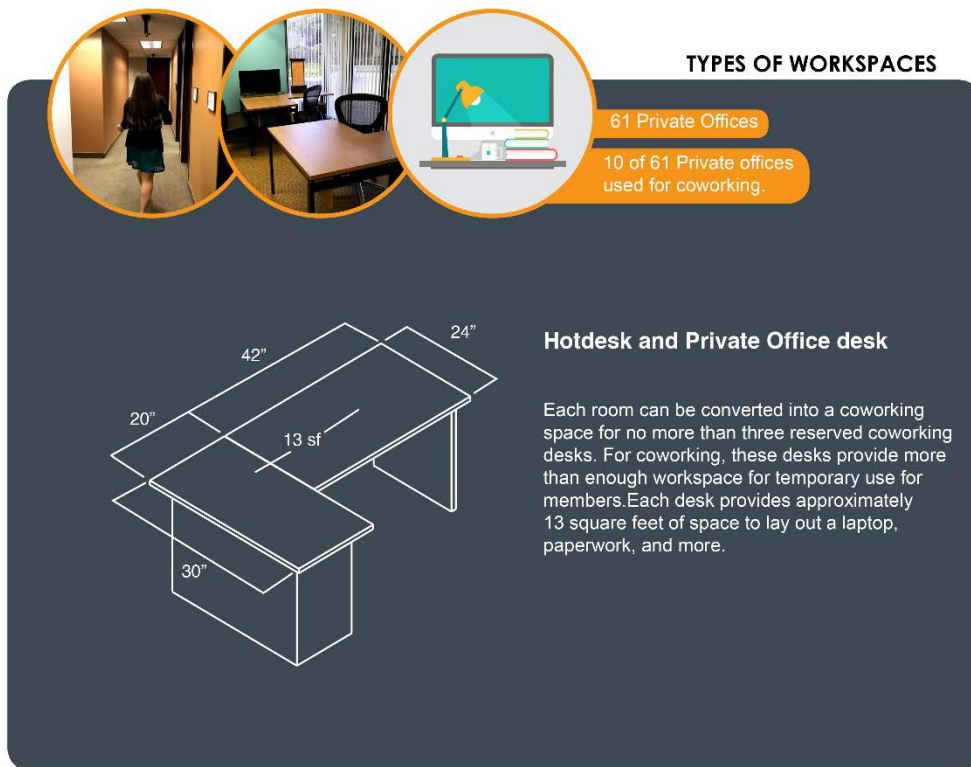


Figure 29: Types of workspaces within Regus Honolulu

Source: www.regus.com

Illustrator: Author

USER EXPERIENCE

Coworker #1:



Name: Denyse

Age: 28

Occupation: Digital Marketing

Living at the Collection Townhomes in Kaka’ako Denyse is just a five-minute walk from the Regus Honolulu coworking office. After breakfast Denyse walks to work to make it to her office at 9:00am. Upon entry of Regus, Denyse is greeted by the receptionists at the front desk and continuously walks to her office. As she enters her office she also is greeted by two other Regus members that share the coworking office with her.

Denyse shares an office with a real estate agent and an owner of a premium restaurant in Honolulu. Being that the careers of her officemates differ, Denyse is still able to conversate and collaborate on a few small projects. However, the age difference may be typically large as her officemates and most coworkers within the Regus facility are from an older generation in their 40s and 50s.

From 9:00am to 12:00pm Denyse is at her desk doing her work. Occasionally she walks through the hallway to the kitchen to take advantage of the free drinks that she pays \$30 monthly for unlimited beverages. For lunch she walks downstairs with her officemates to a local restaurant or sandwich shop. By 1:00pm Denyse walks back upstairs to her office at Regus and continues to work and prepare for her meeting at 1:30pm.

At 1:30pm Denyse gets notified by the front desk that her client arrived and is waiting in the meeting room. At 2:30pm, after the meeting Denyse walks back to her office again to continue her work based on the feedback she received from her meeting. Working in her enclosed office she gets no distraction from any impromptu interactions; however, she receives notifications/ messages via Facebook through the Regus Honolulu page. She appreciates the privacy, but as a young, self-employed, social woman she misses the interaction.

In summary, Denyse doesn’t migrate to different workstations as she prefers. In this layout, she often migrates to her office, kitchen, or meeting room. She is limited on face-to-face interaction opportunities unless she shares an office with someone or she runs into a fellow member in the

kitchen. However, she doesn't have the opportunity to meet with a specific person because the lack of visual connection among the members. This layout does not work best for Denyse's workstyle.

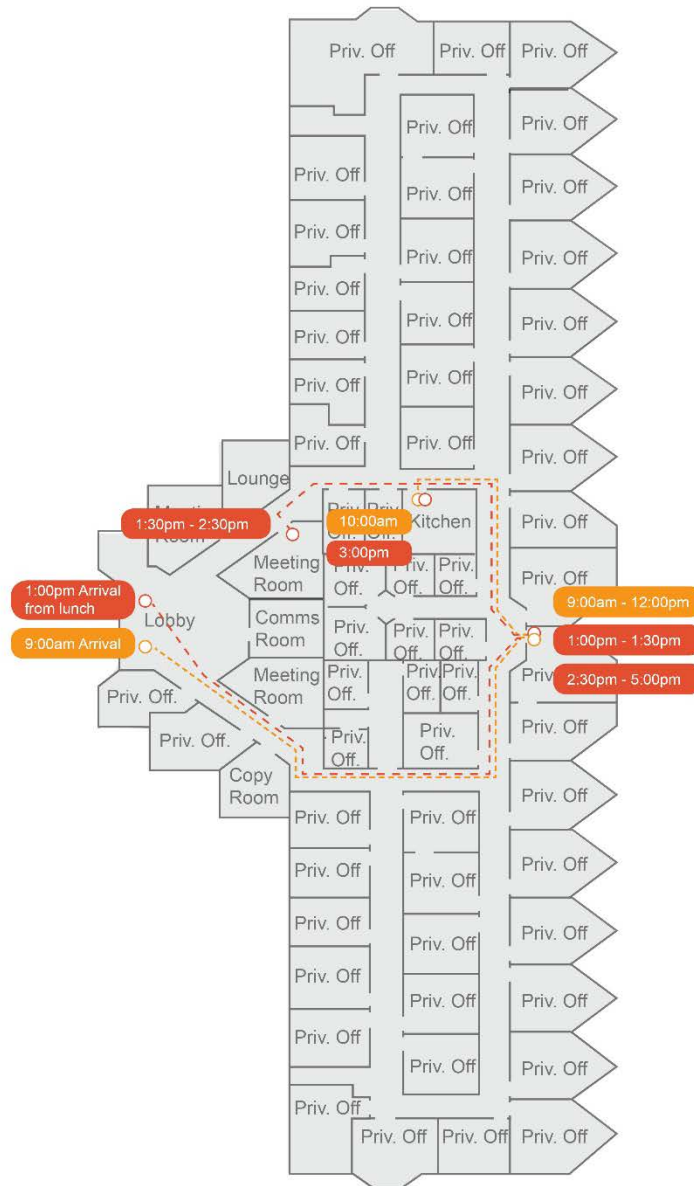


Figure 30: Daily in the life of Denyse at Regus Honolulu

Source: Author

Coworker #2:



Name: Joe

Age: 32

Occupation: Software Engineer

Joe begins his day at 7:00am to get his kids ready for school by 8:00am. He drops them off at Kailua Elementary School and begins his 40-minute commute by car to Regus Honolulu. The office being located in downtown Honolulu can be difficult to find parking for Joe, however he parks and pays for convenience at the office building for \$240 a month.

Joe finally arrives at Regus Honolulu at 9:00am. Immediately at entry he is greeted by the receptionists and heads towards the kitchen to purchase a cup of coffee where his two team members like to hangout. After grabbing his coffee, the three head to their joint private office that they all share as a software engineering company. During this time at 9:30am, Joe and the team sit at their desks to check their emails while conversing about today's tasks and strategic plans. From 9:30am til lunch at 12:30pm, Joe is at his desk working on a coding problem on his computer. As lunch comes around Joe and his team takes the elevator down to the ground floor plaza where there are a number of restaurants and sandwich shops to eat at. Very often does the Joe and his team only eat lunch with each other because other than events it is difficult to meet or interact with other Regus members because of the isolation among everyone.

After lunch at 1:30pm, Joe heads to the kitchen to grab another cup of coffee and heads straight to the private office to work. Occasionally between 1:30pm and 4:00pm Joe would get up for a quick coffee or water break and get back to work. At the end of the day at 5:00pm, Joe heads back home to his family for dinner.

In summary, Joe's workstyle at Regus Honolulu allows him to work peacefully in his own space with his team. There is likely zero visual distraction which he is able to concentrate on his work and communicate with his team. However, because of the layout of no open space Joe often doesn't get to run into other members or meet other members face-to-face at Regus when making quick runs to the kitchen for a coffee break. For Joe, Regus works well for privacy to get work complete, but doesn't provide the interactive environment he prefers when on break.

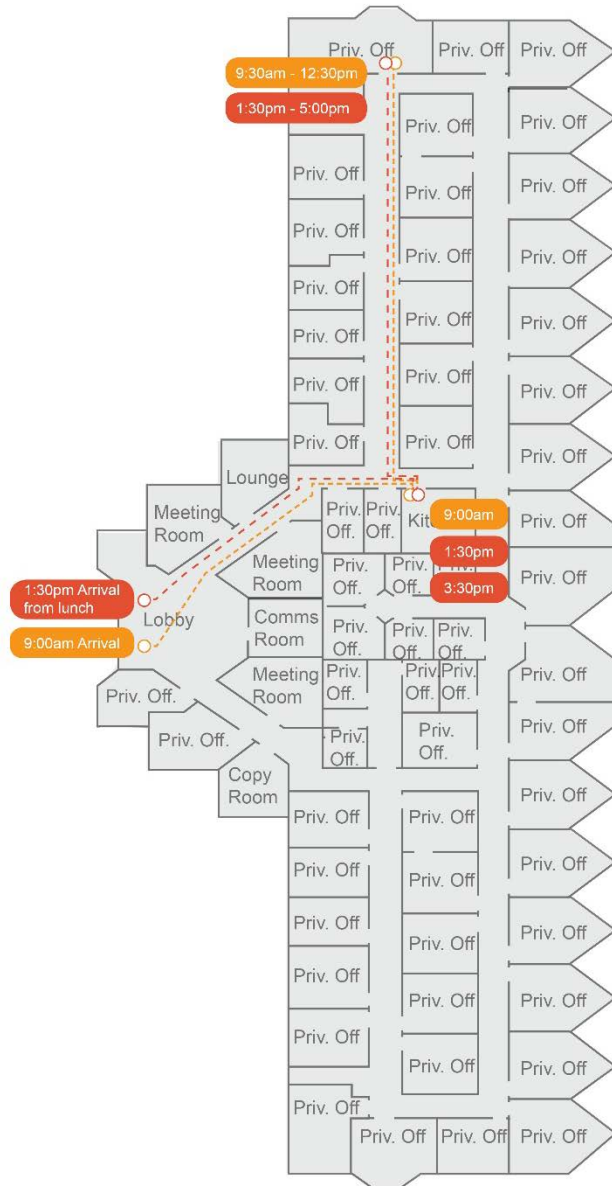


Figure 31: Day in the life of Joe at Regus Honolulu

Source: Author

Coworker #3:



Name: Grant

Age: 23

Occupation: Filmmaker

Grant starts his day at 9:30am in Manoa, Hawaii. Grant doesn't drive and biking to work is too far, so he catches the bus. The bus is a 35-minute commute from Manoa to Regus Honolulu. The nearest bus stop to Regus Honolulu is two blocks away which is a 7-minute walk.

Being that Grant is a freelance videographer and only works on commission, he doesn't use the space daily. He uses a part-time coworking membership that allows him to use a coworking desk 10 days a month for \$159 monthly. He doesn't need to look for a desk as a desk is assigned to him at entry. At his coworking office he shares the space with just one other coworker, a digital marketer.

At 10:00am he heads to the kitchen to grab an energy drink and sits at his desk checking his emails and Facebook notifications. He receives a couple messages via Facebook about inquiries for his video expertise. Between 10:15am til lunch at 12:00pm Grant is focused on his video editing work, completing work for his client meeting at 3:00pm. At noon Grant likes to go on a 5-minute run to the UFC gym during lunch hours.

After the gym, Grant showers at the gym and then walks 10 minutes back to the office to make it back by 1:00pm. At Regus, Grant stops by the kitchen to refrigerator heat his lunch that he brought in the provided microwave. He brings his lunch into the coworking office and continues to work to prepare for his meeting til 3:00pm. When Grant's client arrive the receptionist shows her to his coworking office. Grant uses the side desk that's attached to his main desk as a space to discuss the project with his client. At the end of the meeting at 4:00pm, Grant continues to work for an hour until closing hour at 5:00pm and heads back home via bus.

In summary, Grant doesn't use the space often and only for short hours through the day. As a filmmaker, Grant works quietly as he is often plugged into his computer, working while listening through his headphones to concentrate. However, during his short breaks, Grant prefers to feel an interactive environment to electrify his creative juice. Working at Regus, the layout doesn't provide the type of atmosphere that allows him to receive the type energy he enjoys working in.

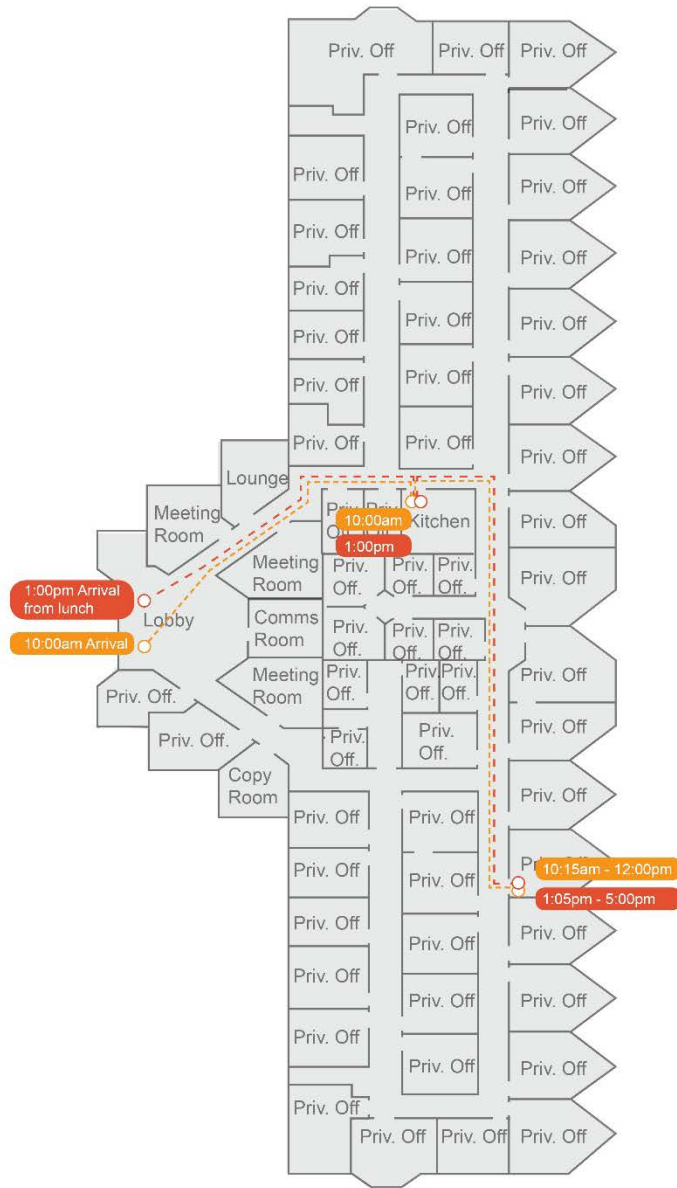


Figure 32: Day in the life of Grant at Regus Honolulu

Source: Author

CONCLUSION

Regus Hawaii is an unorthodox coworking space whose business model caters to members that prefer private office workspaces. The type of work environment that is provided for the members are not like a typical coworking environment. The hotdesks, or temporary desk-use arrangement is unique, providing up to three desks in a private, coworking room. In a typical open space coworking facility this arrangement would not work as well, but due to the business model and work preference of the members, it is an ideal environment for the type of clientele Regus Hawaii attracts.

Spatially, the program organization of the provided spaces has a hallway of private offices that successfully circulates throughout the entire facility. Despite the private offices limiting interaction among the members, spatially the organization and centralizing the shared amenities promote the opportunity for members to engage, while providing a digital platform to allow members to interact. By this, the spatial planning and the accommodation of communicative opportunities still fulfills the goal of a coworking space.

Below are design factors of Regus Hawaii that is the source to the success of the coworking space:

- Centralizing kitchen and other shared amenities provided a gathering area and create opportunities for members to interact.
- Provided an accessible and simple hallway circulation for easy wayfinding.

CASE STUDY #3: IMPACT HUB SANTA BARBARA

INTRODUCTION

Impact Hub is a global coworking hub that offers a unique ecosystem of resources, inspiration, and collaboration opportunities to grow the positive impact a member's work. The reason for this case study is because Impact Hub Santa Barbara's facility uses a multi-story coworking environment. The study of this facility focuses on the relationship of the different stories as it works overall.

PROGRAM

Impact Hub Santa Barbara is a business incubator, an innovation lab, and social community center where members of a diverse community collaborate, connect, inspire, and enables members to develop their best work every day.⁷² The Impact Hub Santa Barbara location is a collaborative work environment with an event space for its members whose work is to make a social and environmental impact.⁷³ These members are of a diverse background of entrepreneurs, activists, creatives, artists, innovators, advisors, investors, students, and techies.



Figure 33: Types of members at Impact Hub Santa Barbara

Source: www.impacthubsb.com
Illustrator: Author

The diversity of the members means having to provide amenities, opportunities, and spaces for their members to work individually and collaboratively. Impact Hub Santa Barbara provides programs for their members to excel such as accelerator programs, workshops, and conferences. The facility also provides in-house entrepreneurs and mentors that aid members to take their idea to the next step and or guide their career journey. Other events would include “Hub Talks” which is a lecture series of guest speakers to engage new ideas and innovation. Benefits at Impact Hub Santa Barbara include Wi-Fi connection, conference rooms, kitchen with snacks and drinks, an event space, private phone booths, a mail box, shower room, and printers for members to work proficiently.

⁷² n.d. *Impact Hub Global Community*. Accessed October 30, 2017. <http://www.impacthub.net/>.

⁷³ n.d. *Impact Hub Santa Barbara*. Accessed October 30, 2017. <https://impacthubsb.com/our-community/#about-us>.

MEMBERSHIP COST



Figure 34: Impact Hub Santa Barbara membership types and cost

Source: www.impacthubsb.com

Illustrator: Author

AMENITIES



Figure 35: Impact Hub Santa Barbara amenities

Source: www.impacthubsb.com

Illustrator: Author

ARCHITECTURAL ANALYSIS

The layout of the whole facility is split into three parts: the lower floor, the main floor, and the mezzanine. Each floor provides coworking spaces, private offices, and conference rooms for their members. The main floor of Impact Hub Santa Barbara opens at street level into their social space which is the café and beer/wine bar. This entrance into the space immediately takes on an immediate social environment when people are at the café bar.

The main floor provides nine private offices, the hub office, one large conference room, four phone booths, café and beer/wine bar, kitchen, and the jungle room which is essentially a lounge area. In the main hall between the private offices are coworking desks. Despite the private offices and the coworking desks the main floor is a public zone designated for meet ups at the café and beer/wine bar, kitchen, or in the jungle room. The main floor can adapt into an event space during after-hours for lecture presentations and other events.

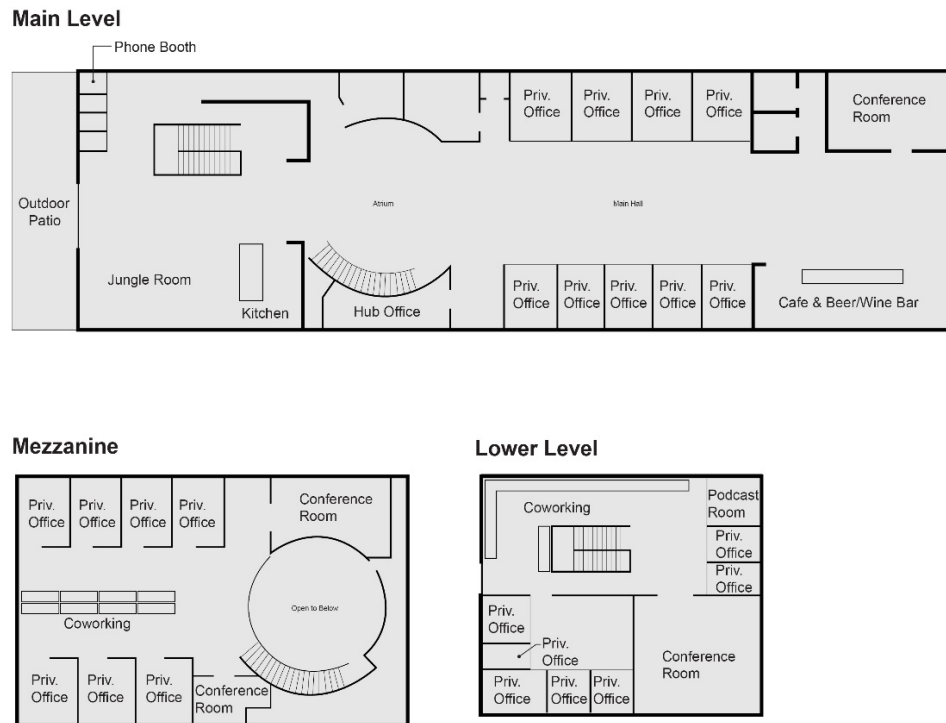


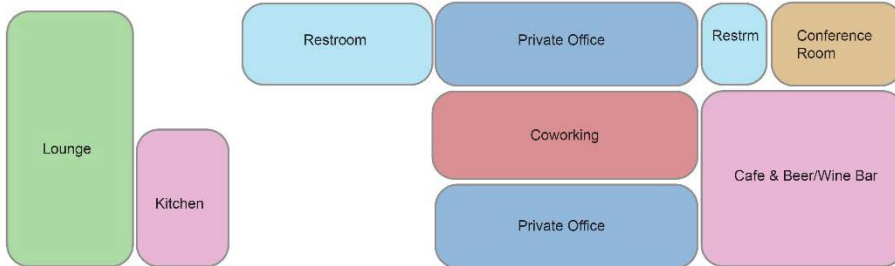
Figure 36: Floor Plan of Impact Hub Sant Barbara

Source: www.impacthubsb.com
 Illustrator: Author

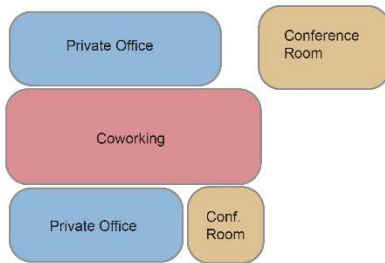
The mezzanine is the upper floor from the main floor. The mezzanine provides eight coworking desks, seven private offices, large conference room, and a small conference room. Having a separate room or floor for other coworking desks and private offices creates a separate environment from the main floor. The lower floor is another separate environment from the main floor. It entails further coworking spaces, seven private offices, a conference room, and a podcast room.

Each level holds a different character than each of the other levels. The main level is where most of the action occurs because it is where the entrance of the space is and it is where the social entities are located such as the coffee bar, the lounge area, and the event space. The upper level is a mezzanine, which means that it is a separate level, but opens towards the main level below. The opportunity of the mezzanine provides a connection to share the ambience of the main level. On the other hand, the lower level holds a different character because of its separation to the other levels. Similar to a private office, the enclosed space denies any opportunity for noise or visual connection to be accessible. This type of environment is most commonly used for the type of work that need the isolated and quiet ambience.

Main Floor



Mezzanine



Lower Floor

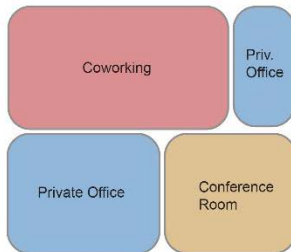


Figure 37: Spatial relationship of the provided spaces at Impact Hub Santa Barbara sets a variety of workspaces that are organized in social versus private entities.

Source: Author

However, the type of workspaces provide a sense of comfortability and the level of productivity for members. Each level provide various workspaces depending on the location of the desks. On the main level holds a coworking arrangement for members that prefer a hotdesk, type system. Impact Hub Santa Barbara provides hotdesks that allow two members to seat at one table. The arrangement of the two per table system has each member to sit across of each other. This allows more space (approximately 6 square feet) for members to not feel cramped, as opposed to sitting side-by-side.

The other desk type found at Impact Hub Santa Barbara are the reserved desks. The reserved desks provide 8 square feet of space per person. This arrangement does not allow members to share desks; however, each desk is separated using eight-inch panels to deny any visual distraction.

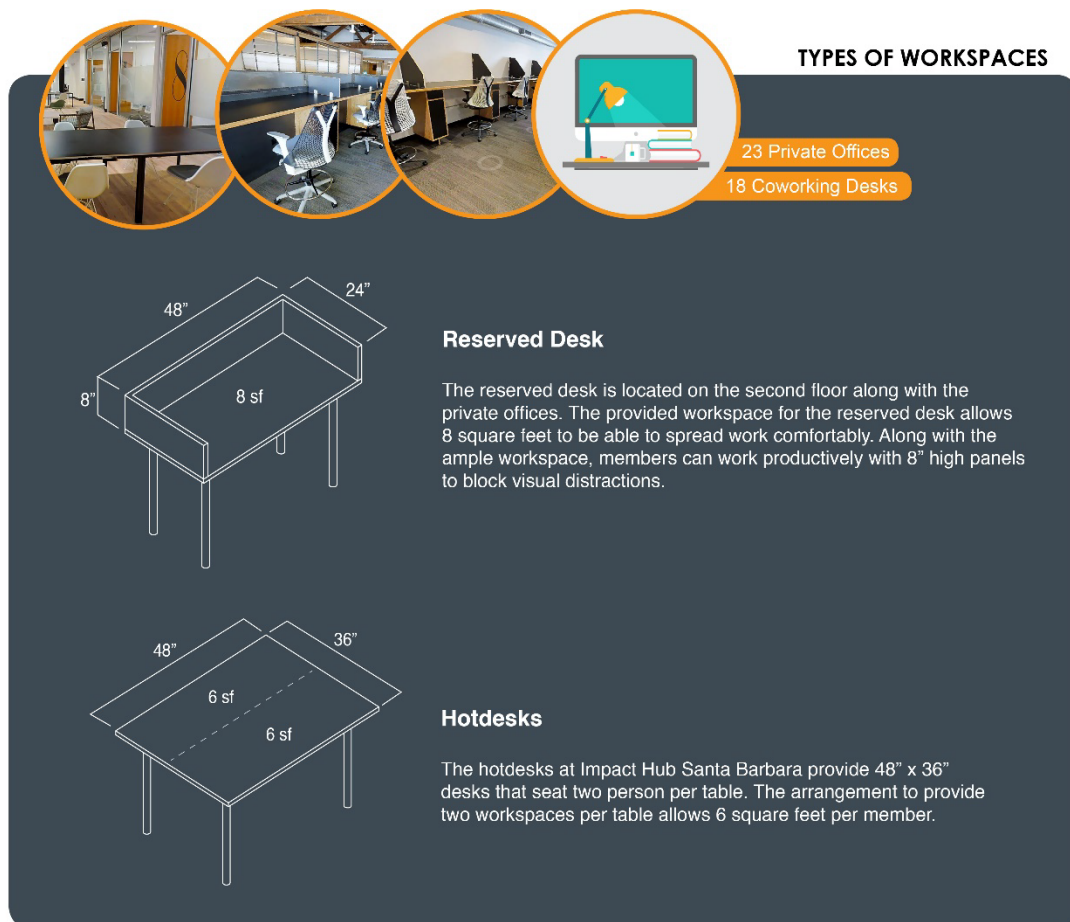


Figure 38: Impact Hub Santa Barbara provides multiple types of workspaces that provide ample of room to work comfortably.

Source: Author

USER EXPERIENCE

Coworker #1:



Name: Denyse

Age: 28

Occupation: Digital Marketing

Denyse starts her day at 8:30am commuting from Lower State Santa Barbara to Downtown Santa Barbara. The commute is rather short and chooses to walk 15 minutes to the Impact Hub Santa Barbara coworking office. It's a decent walk through retail stores and coffee shops along the way. At the entry of the coworking facility at 8:45am is a fairly busy coffee bar filled with Impact Hub members purchasing their morning coffee. Denyse grabs a cup of coffee and hangs out at a lounge-type seating in the main hall with a few of her coworker acquaintances.

By 9:00am Denyse starts her day at the dedicated desk she rents with her membership package. Her desk is located upstairs at the mezzanine. She enjoys this space because of its semi-private setting that is separate from the main hall. There isn't a lot of foot traffic that causes visual distraction because only people who pass through the space have a reason to be there. Midway through her work at 11:00am Denyse gets a phone call from her client, however the phone booths are downstairs she takes the call in the small conference room because it's not occupied. After her short call she goes back to work til lunch at noon.

As noon comes around Denyse meets with her coworking acquaintances for lunch at one of local restaurants across the street. After lunch at 1:00pm Denyse comes back to the coffee bar at Impact Hub for a cup of coffee before heading back to her desk to prepare for her meeting at 2:00pm. By 2:00pm Denyse's client arrives and they both head to the small conference room to use one of her two free hours of conference rental for the month.

After the meeting, 3:00pm, Denyse moves to the jungle room which is an alternate working station near the kitchen on the first floor. She continues to work here throughout the rest of the day til the networking event that night at 6:00pm. During this time, she doesn't mind being interrupted and enjoys the interaction with other coworkers.

In summary, Denyse has an active day at the Impact Hub Santa Barbara. Denyse's workstyle seems to fit the layout of the entire space. She handles most of her work on the main floor. She rarely visits the lower level, nor the mezzanine unless she is either visiting a coworker or needs to

use a conference room. However, socially and productively she appreciates the social spaces in the front and back of Impact Hub Santa Barbara, as it becomes easy to understand the layout that the productive spaces are found in-between.

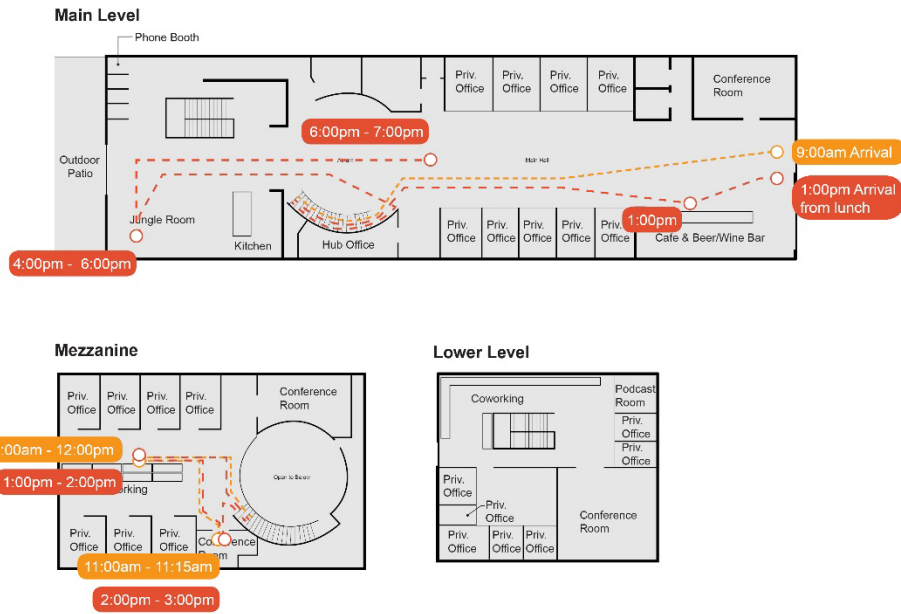


Figure 39: Day in the life of Denyse at Impact Hub Santa Barbara

Source: Author

Coworker #2:



Name: Joe

Age: 32

Occupation: Software Engineer

Joe lives in Hitchcock, California with his wife and two kids. Hitchcock is typically a 15 minute commute by car to Santa Barbara. Before Joe heads to Impact Hub he drops off his kids to school and proceeds to the coworking facility to arrive at 9:00am. Parking in Downtown Santa Barbara can be hectic, unfortunately ImpactHub doesn't provide parking, so Joe parks at a nearby parking garage that's a 5-minute walk to Impact Hub.

Joe finally arrives at Impact Hub at 9:00am in time to grab a coffee at the coffee bar and heads to their private office on the lower floor. They begin their team meeting at 9:30am in the private office while they continue to work on their tasks. The space fits perfect for their type of work because it's quiet and isolated.

Mid-morning through work Jose begins to feel restless and decides to receive a massage from an in-house masseuse at Impact Hub. After Joe's massage he takes a walk outside to the back patio to relax and enjoy the sun. By noon Joe and his team grab a quick lunch across the street and head back to the office to continue to work on their tasks. Throughout lunch Joe and his team continue to work til 4:00pm in their private office and join the rest of the coworkers upstairs at the coffee bar turned to beer/wine bar for happy hour.

At the end of the day, Joe has an interactive type of workstyle. His route throughout ImpactHub Santa Barbara allows him to be able to interact with various members as he passes through the coffee bar and the coworking space. However, it's only unfortunate that his private office is downstairs which isolates him completely from the main space.

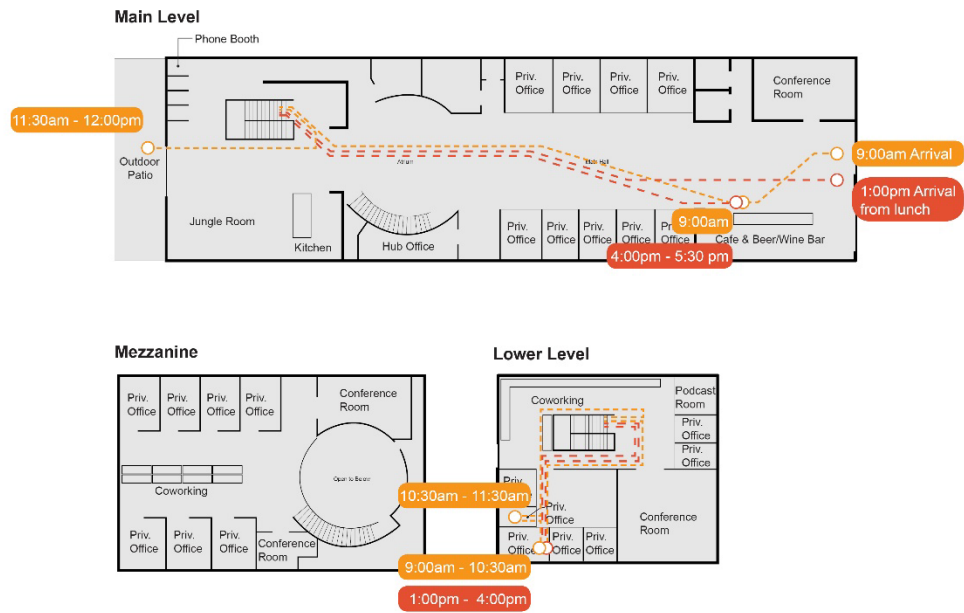


Figure 40: Day in the life of Joe at Impact Hub Santa Barbara

Source: Author

Coworker #3:



Name: Grant

Age: 23

Occupation: Filmmaker

Grant is a single male living on his own in Lower Riviera, north of Downtown Santa Barbara. Grant typically bikes to work for the exercise and because the commute is just 10 minutes to Impact Hub Santa Barbara. As Grant arrives at Impact Hub Santa Barbara at 10:00am he is greeted at the reception desk and heads towards the provided shower. He cleans up and walks towards the coffee bar for a morning beverage and picks out a desk at the hotdesk area in the main hall. Being that Grant is a part time freelancer and wouldn't use the space daily, he pays for a part time membership that allows him 50 hours of coworking a month for \$225 monthly. Having a dedicated space is not a priority for Grant.

Between 10:30am til lunch at noon, Grant is working on his video edits. Often Grant is confronted by fellow coworker members that are interested in his current work or requesting his expertise on a project. For lunch Grant typically would go to the gym, however there are no nearby gyms in the area. Instead he spends the time enjoying home lunch which he stores in the provided kitchen and eats it with other coworkers at the outdoor patio in the back. It's a very nice setting as its sunny and a fresh, new environment that has a different vibe from coworking space.

After lunch at 1:00pm Grant decides to work in an alternate space other than the hotdesk in the main hall to be able to work and think in a new setting. He decides to work in the jungle room. Unfortunately, it is not an isolated workspace that guarantees privacy to work. At 3:00pm Grant uses his free one hour a month of rent at the conference room to meet with his client. By 4:00pm Grant wraps up his meeting and leaves a bit early, so he doesn't overuse his 50 hours of coworking a month and heads home.

In summary, Grant isn't often at Impact Hub Santa Barbara everyday like most members. However, his preferred workstyle allows him to take advantage of the various workstations that are provided at the facility. As a member that prefers a social environment, Impact Hub Santa Barbara provides the spaces to encourage interaction for Grant to be able to meet and collaborate on projects with.



Figure 41: Day in the life of Grant at Impact Hub Santa Barbara

Source: Author

CONCLUSION

Impact Hub Santa Barbara is a unique coworking space that separates itself from the other coworking spaces in this case study. The spatial organization of Impact Hub showcases a clear understanding for members to be able to find spaces that work best for their work and still be part of a community that foster a collaborative and productive environment to make an impact in their line of work. The facility entails features of spaces for various functions where members have opportunities to take advantage of the spaces depending on the level of their task at hand. The multi-levels that are found at Impact Hub Santa Barbara bring different work environments for members who are productive socially, semi-socially, and anti-socially. The main space provides an ambience of a socially productive environment as opposed to the lower level that provides a peaceful and quiet environment for people and work-types that prefer the space.

In addition to the spaces provided, the workspaces provide ample of room for members to work comfortably on a desk that does not worry members on the limited amount of space they have for themselves or their neighbor. Impact Hub Santa Barbara is aware of the work environment and the workspace to enable members to experience a coworking environment that works for all users personally and socially.

Below are design factors of Impact Hub Santa Barbara that is the source to the success of the coworking space:

- Socially interactive entrance
- Provided workplaces for different work-types and preferences while still being able to engage in the community of a coworking space.
- Eight-inch panels to block visual distraction.

CASE STUDY #4: NOMADLIFE

INTRODUCTION

NomadLife is a different type of coworking that provides a cooperative living feature. The reason for this case study is because NomadLife uses a unique business model while adjoining with an additional business market of cooperative living, or co-living. Located in San Juan del Sur in Nicaragua this coworking home merges productive work and a fulfilling lifestyle. It presents members a lifestyle that allows them to work online, surrounded by like minded entrepreneurs and business people in an environment with an amazing view. According to their website the goal of NomadLife is to establish a space that embodies the perfect balance of work and life to keep you both mentally and physically motivated and happy.⁷⁴

PROGRAM

NomadLife is located at San Juan del Sur, which is far southwest of Nicaragua and about two hours from the nearest airport via car. Commute options to the NomadLife facility is limited as the only way to get to NomadLife is by car or taxi. NomadLife is located near the coast with a view of the Pacific Ocean. Surrounded by a number of restaurants, villas, hostels, and hotels. The context is what is known as the tourist spot of Nicaragua.



Figure 42: NomadLife is located southwest of Nicaragua, along the coast near the Pacific Ocean.

Source:
www.google.com/maps

⁷⁴ *NomadLife*. <http://nomad.life> (accessed October 31, 2017).

NomadLife is a 4500 sq ft home in Nicaragua that is open to a community of active digital nomads around the globe whose work is primarily online.⁷⁵ Typical members who find interest in NomadLife are people who are searching for a community and a solid workspace that are freelancers and or solo start up founders that travel and or need a destination to retreat.⁷⁶ According to an interview with Brad, the founder of NomadLife, the type of members that are typically found at NomadLife are web developers, graphic designers, bloggers, software engineers, and other entrepreneurs whose work style fits the work and lifestyle.⁷⁷ The villa is not a large home, but is able to house approximately 12 people.⁷⁸ Visitors who use the co-living option on average stay for a month.⁷⁹ The visitors of the home are typically for people who don't need to work at home or people who are visiting for a company retreat.

However, NomadLife isn't limited to members that utilize both the cowork and co-live feature. The facility is open to members that are interested in just the coworking feature alone. The membership cost to utilize the facility varies on the type of package you wish to choose. There are two types of package that are available that offer different amenities of the facility, coworking package and co-living package. The coworking package allows users to use the provided spaces for a day, week, or month. The co-living package offers different types of spaces depending on the size of the party if



Figure 43: The typical member-types found at NomadLife

Source: Brady Hedlund, Interview
Illustrator: Author

MEMBERSHIP TYPES AND COST

<p>COWORKING PACKAGE</p> <ul style="list-style-type: none"> • Workspace • WiFi • Amenities • Nomad Community 	<p>COLIVING PACKAGE</p> <ul style="list-style-type: none"> • Workspace • WiFi • Amenities • Nomad Community • Villa Accomodations
<p>\$10/ Day \$53/ Week \$210/ Month</p>	<p>WEEKLY: Starting at \$150</p> <ul style="list-style-type: none"> • 6 Bed Unisex Dorm: \$150 • 3 Bed Male/Female Dorm: \$168 • 4 Bed Upgraded Unisex Dorm: \$199 • Private (Double Occ.): \$218 • Master Suite (Double Occ.): \$249 • Private (Single Occ.): \$374 • Master Suite (Single Occ.): \$436
	<p>MONTHLY: Starting at \$360</p> <ul style="list-style-type: none"> • 6 Bed Unisex Dorm: \$360 • 3 Bed Male/Female Dorm: \$405 • 4 Bed Upgraded Unisex Dorm: \$480 • Private (Double Occ.): \$789 • Master Suite (Double Occ.): \$900 • Private (Single Occ.): \$1350 • Master Suite (Single Occ.): \$1575

Figure 44: Member types and cost provided for potential NomadLife members.

Source: www.nomad.life
Illustrator: Author

⁷⁵ Hedlund, Brady, interview by Elliot Lazo. *NomadLife* (November 13, 2017).

⁷⁶ Sam, interview by Elliot Lazo. 2017. *NomadLife* (November 1).

⁷⁷ Hedlund, Brady, interview by Elliot Lazo. *NomadLife* (November 13, 2017).

⁷⁸ Ibid.

⁷⁹ Ibid.

travelling in a group. The prices for a weekly stay starts at \$150/ week and the type of room is an additional cost. The monthly cost also offers additional cost per type of room that is chosen and starts at \$360/ month.

ARCHITECTURAL ANALYSIS

NomadLife being located in Nicaragua, the research of the architectural elements and components of the coworking + co-living space was conducted through tours via YouTube. The analysis of NomadLife is based on the videos watched that showcase and speak about the villa. This architectural analysis will cover the programming, spatial relationship, and the type of workspaces provided by NomadLife.

The entry of NomadLife is accessible from the main street, through the front gate that leads to a staircase up to the villa. At the top of the staircase it opens to the outdoor porch and pool. This sets the scene of a laid back, quiet, and friendly vibe. At the porch is a set of tables and hammocks which you'll find a few people relaxing and or doing work on their laptops. Beyond the porch is the gazebo that is a separate setting for work or a place to talk.

As you enter the home you walk directly into the coworking space that holds one large table and seats up to eight people. The coworking space is interactive as you see the people conversating. Beyond the coworking space, further back are two large bedrooms. The upstairs of the coworking space are more bedrooms.

To the right of the coworking space is the kitchen and laundry. The kitchen is open to anyone. Anyone living at the home is allowed to cook meals as it is a shared living environment. Outside the home is a separate living space that is isolated. The living space is a two-large bedroom dorm that provide bunk beds for visitors that have a large party.

Ultimately the home is a laidback, friendly place. The people are young, energetic, and inspiring.⁸⁰ The work-life balance is at its finest and you're able to find like-minded thinkers and go-getters from the minute you walk through the door.⁸¹

⁸⁰ *NomadLife*. n.d. <http://nomad.life> (accessed October 31, 2017).

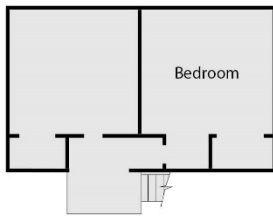
⁸¹ *Ibid*.



Figure 45:
NomadLife House
in San Jun Del Sur,
Nicaragua

Source:
<https://www.youtube.com/watch?v=n2ghbcyv-24>

Second Level



First Level

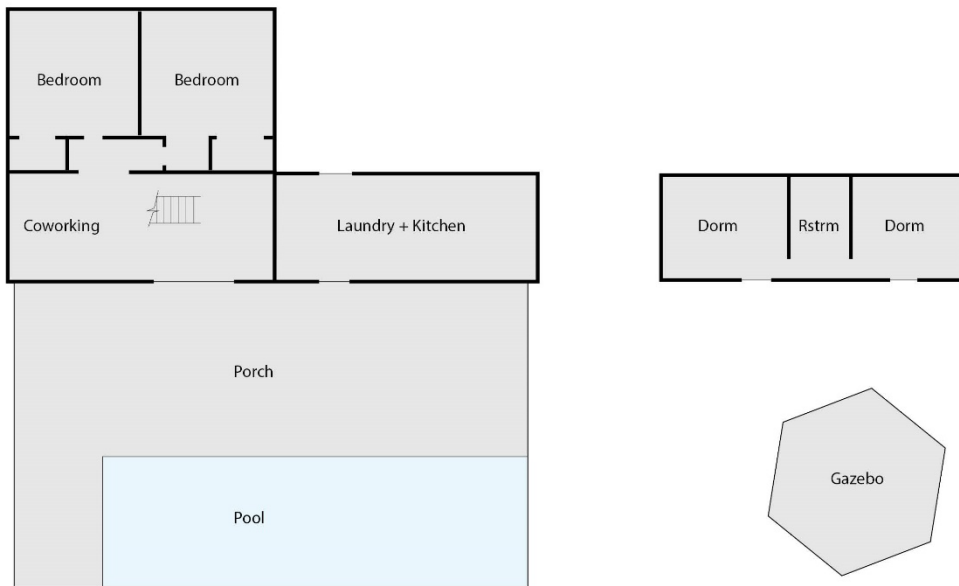


Figure 46: Floor plan of NomadLife

Source: <https://www.youtube.com/watch?v=n2ghbcyv-24>
Illustrator: Author

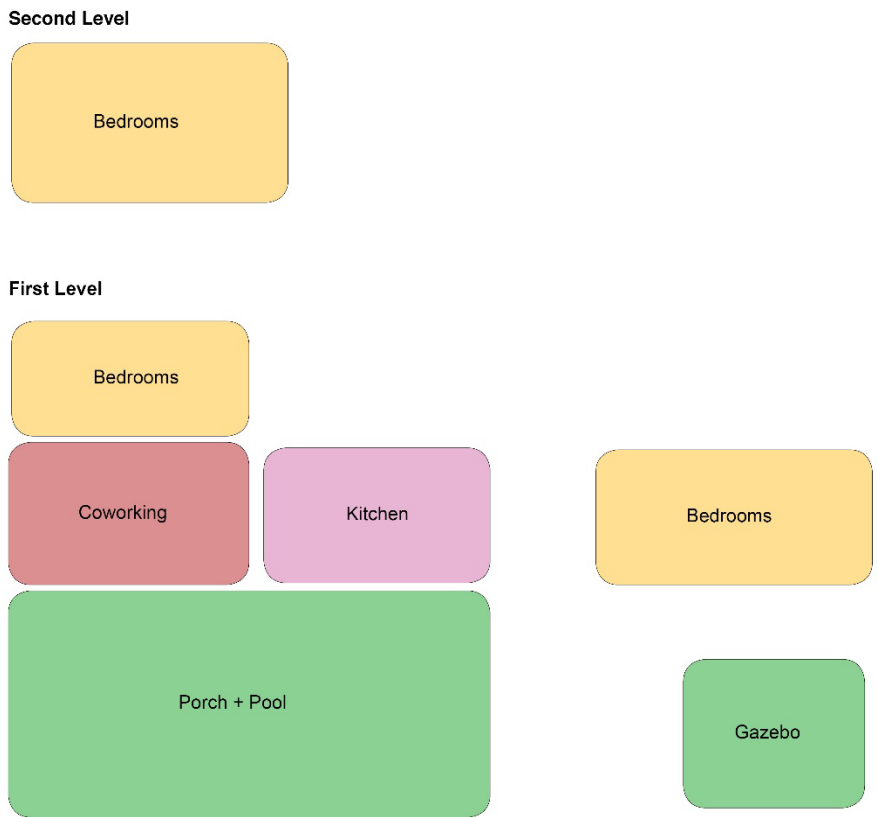


Figure 47: Spatial adjacency diagram of the programs at NomadLife

Source: Author
Illustrator: Author

The spatial organization of NomadLife, similar to Impact Hub Santa Barbara, locates various settings for different functions. The separation and adjoining of spaces that are similar versus those that are different give an understanding for members and users to understand the wayfinding throughout the NomadLife villa. The entrance portrays an environment that is relaxed and meant for leisure-type of activities. Other spaces within the villa provide private entities that are separate from the social environment that is presented in the entry area. However, being in a cowork + co-living space, NomadLife brands itself as a social living and working environment that highly encourages leisure and work under the same roof for members and work-types that is compatible with the lifestyle.

As members that visit from all around the globe coworkers tend to use the space 24/7 as the members work in different time zones and prefer different hours.⁸² The members that take advantage of the cooperative living feature typically stay for a month; however, the longest stay is five months for company retreats and or a new, fresh environment to work that is not in the busy, urban city.⁸³ NomadLife also offers a number of workspaces for their members. They have the option to use a traditional workspace that is the coworking table or an untraditional workspace in a relaxed environment typically outside. These untraditional workspaces that are provided are at the gazebo, tables at the porch, on a hammock, or a bean bag chair.⁸⁴

However, unlike other coworking spaces in this case study research there is no private, enclosed workspace in the villa. There is just one coworking space in the villa as the other workspaces are untraditional such as the hammock or gazebo. From my visual analysis of the coworking table, it seemed to be sized approximately at 6'x6'. If this was the case then the table would provide an approximate of 3.5 square feet per person.

Allowing 3.5 square feet of space per person on a table is rather small. In this setting of a 6'x6' table it gives a user an 18" width of space and a 36" length of space from the edge of table towards the middle. This doesn't allow ample space to be able to lay out papers on the side while working on a laptop. In this case it would work conveniently if a user didn't share an adjacent space with another user.



Figure 48: Workspaces provided at NomadLife

Source: www.nomad.life

⁸² Sam, interview by Elliot Lazo. 2017. *NomadLife* (November 1).

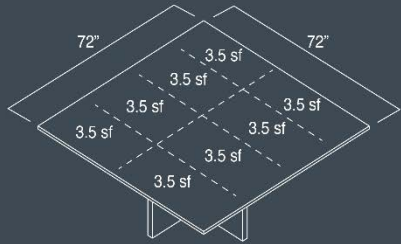
⁸³ Sam, interview by Elliot Lazo. 2017. *NomadLife* (November 1).

⁸⁴ Hedlund, Brady, interview by Elliot Lazo. *NomadLife* (November 13, 2017).



TYPES OF WORKSPACES

- 1 Coworking Room
- Non-traditional workspaces:
 - Gazebo
 - Hammock
 - Beanbag chair



Hotdesk

There is just one formal coworking space in the villa as the other workspaces are on a hammock or at the gazebo. The formal coworking table seats approximately 8 people on a 72"x72" table. If all seats are occupied each person is allowed 3.5 square feet of workspace. This doesn't allow ample space to be able to lay out papers on the side while working on a laptop.

Figure 49: The hotdesk at NomadLife seats 8 people, allowing 3.5 square feet per person.

Source: Brady Hedlund, Interview
 Illustrator: Author

USER EXPERIENCE

Coworker #1:



Name: Denyse

Age: 28

Occupation: Digital Marketing

Denyse is visiting NomadLife for a week vacation, however not a vacation from work. Denyse just needed a new environment to work at for the week. She chose NomadLife because she has never been to Nicaragua before and she needed an environment that had like-minded individuals that were productive, creative, and inspiring.

During Denyse's stay at the NomadLife she sleeps in a little later than usual because her work is based on the Hawaii standard time zone since much of her clients are in Honolulu. Immediately at 10:00am Denyse walks to the kitchen to cook breakfast for herself and few of her housemates. During breakfast she spends her time at the coworking table while catching up on her email. After breakfast Denyse spends the rest of her morning joining a few of the housemates for a quick swim in the pool that is located in the NomadLife villa.

By 12:00pm Denyse begins her work because by this time her clients in Honolulu would have started their work at 8:00am Hawaii Standard Time. While doing work Denyse likes to stay at the gazebo because it is quiet and isolated from everyone else. It allows her to focus and communicate via skype with her client with minimum noise and distraction. At 2:00pm Denyse takes a break and walks to the kitchen to see what has been made for lunch by her fellow housemates. During her lunch break she relaxes at the porch with the housemates sharing ideas, telling jokes, and enjoying the scenery of the Pacific Ocean.

At 3:00pm Denyse gets back to work for a couple hours to continue the work her and her client had spoken about earlier that afternoon til 5:30pm. This time she decided to work at the hammocks for a more relaxed setting. After work she sees that a group of her housemates are joining together on the roof for a late afternoon yoga session. She decides to join for an hour session of yoga while one of the housemates are cooking an authentic South American meal. Towards the end of the night her and a group of the housemates decide to watch a documentary film before bed. In summary, Denyse's workstyle requires time away from the relaxation when necessary. When Denyse can find time to work, she is able plug in to her work and be productive. Unfortunately,

NomadLife doesn't provide numerous formal desk and chair workspaces for her to work alone when needed. Also, during video or phone calls, Denyse finds doesn't have the quiet, alone space to allow her to speak privately when possible. On the other hand, the social environment which she looks for in a coworking place is provided when she needs it.

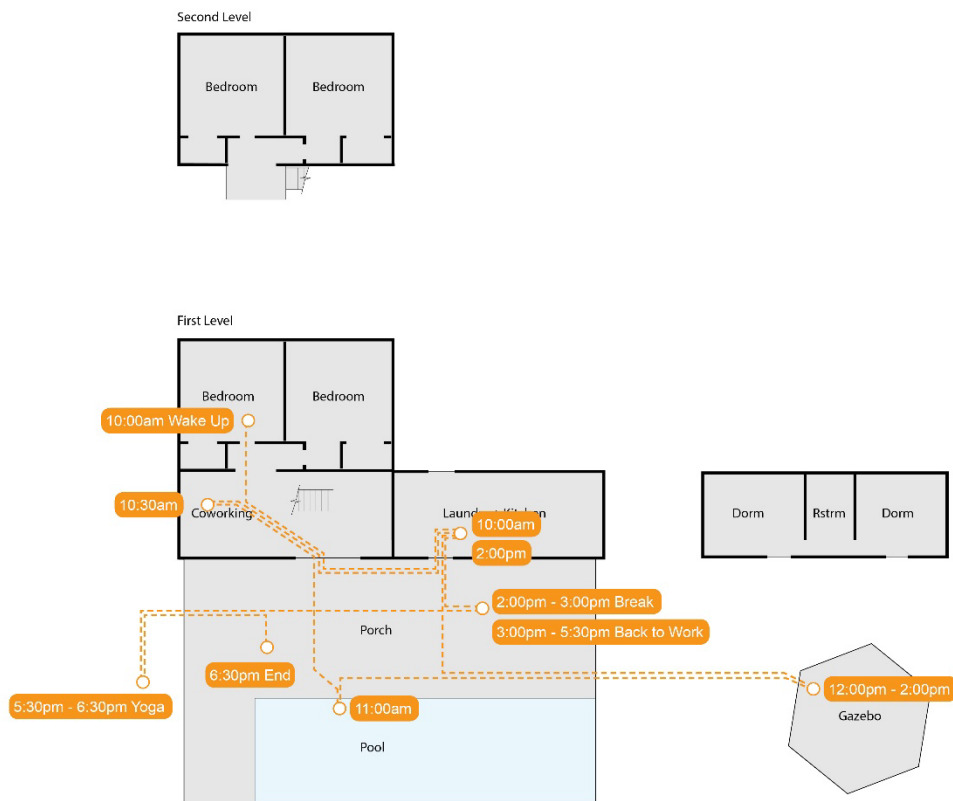


Figure 50: Day in the life of Denyse at NomadLife

Source: Author

Coworker #3:



Name: Grant

Age: 23

Occupation: Filmmaker

Grant is visiting NomadLife for a month to be able to explore Nicaragua, meet new people, and build a long-lasting network of friends while being able to work away from home. Grant needed a new, fresh environment away from stress back home in Hawaii.

Grant starts his day at 8:00am for an early morning paddleboarding session that is a 10-minute walk from the beach. On his way back at 9:00am to the house Grant walks to the local market that is a 10-minute walk from the house to buy a few groceries for breakfast. Grant decides it is time to go back to the NomadLife villa at 9:30am and cooks breakfast for his housemates as they begin to finally wake up. By this time the energy of the home is lively as everyone is interacting and sharing conversations about their plan for the day. At 10:30am Grant begins working on some video edits for his clients. Grant enjoys working at the coworking table because it's a comfortable seating arrangement and he's surrounded by other housemates doing work. It allows him to connect with the other housemates. At noon Grant joins a group of housemates to a local restaurant that is a 10-minute walk away from the house. Grant uses this time to explore the Nicaragua scene, take photos and videos of the people and places, and practice his craft while he's away from home.

At 1:00pm Grant arrives back at the house. At the gate is the event board and on this board was a notification that there is going to be a NomadTalk tonight at 7:00pm. Grant figures it would be great to check out the NomadTalk event tonight to help improve his career growth. At the house Grant walks to the kitchen to fix himself a smoothie and get back to work, check emails, and connect with his client via skype. After his short call he decides to work at the bean bag chairs next to the coworking desk. It's the same environment, however more relaxed. At 5:00pm Grant wraps up his work and decides to play spikeball with some fellow housemates before "family dinner" with everyone at the villa. At 7:00pm NomadTalk begins as he was able to meet and talk with people who are living at the house and also other entrepreneurs in the area that live outside of NomadLife. By 8:00pm the event ends at Grant wraps up his day and heads to bed.

At NomadLife, Grant works on his own time schedule. Productively, Grant finds the necessary space inside or outside the NomadLife home to work, whether it be at the small coworking table, on the

hammocks outside, or at the gazebo. However, there are cases of visual and sound distraction that at times make it difficult for Grant to focus. When outside, at times he can hear and see other coworkers playing ball or swimming at the pool. The only somewhat quiet space he seems to find productive time is at the coworking table or in his room.

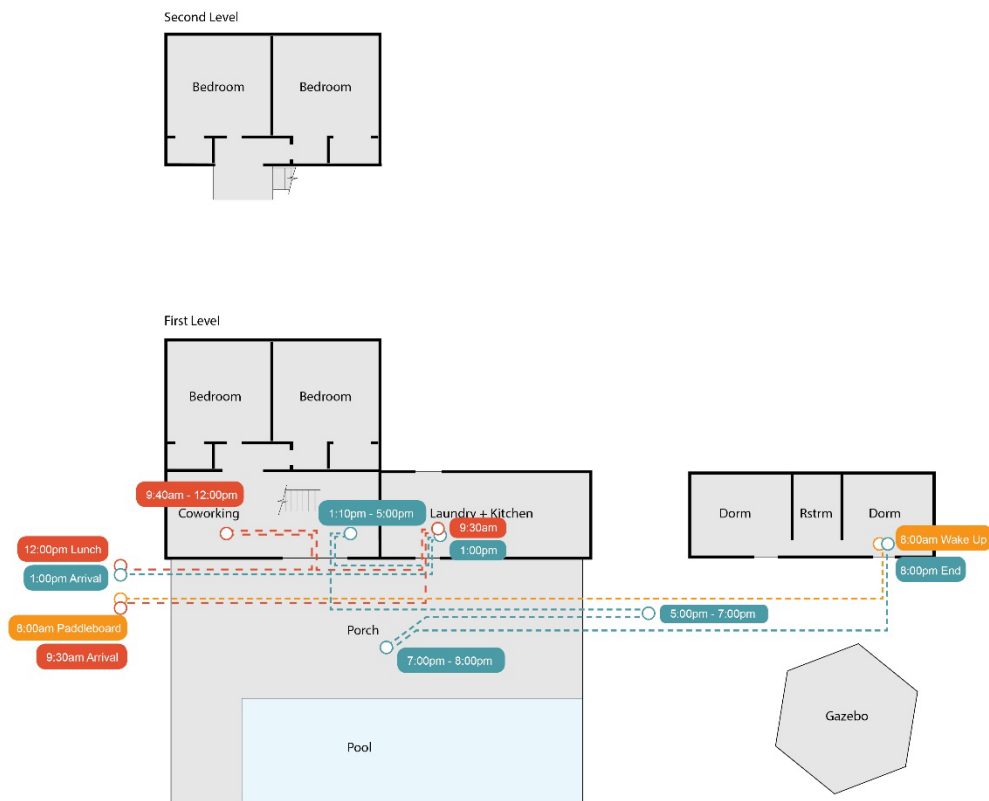


Figure 51: Day in the life of Grant at NomadLife.

Source: Author

CONCLUSION

The NomadLife is a unique coworking environment that shares a living space with a coworking environment to live, work, and collaborate under the same roof. NomadLife is not meant for any work-types or members because of its relaxed environment and typical location that is outside the urban context. The environment is often attractive towards “digital nomads,” whose work is predominantly run from a computer or digital device, allowing them the opportunity not have to sit at a desk or in one location every day.

The NomadLife is found different from other coworking spaces because of its location and environment, however the principles of a co-live space are similar to that of the elements of the coworking spaces recently reviewed in this section. The entry of the NomadLife villa leads to a very social, gathering area such as porch and pool area. The social spaces being located in the frontage of the NomadLife creates a lively scene for anyone who enters the villa, it sets a tone that the NomadLife villa is a fun, interactive place where everyone seems to get along. Beyond the gathering area, the provided spaces at NomadLife are organized for members to clearly understand where they can find a space for work production, peace and quiet, and for socializing. The circulation of the NomadLife allows a path that leads through the social area in the front and eventually to the spaces that entail a private setting such as the bedrooms and the gazebo which provides a quiet, calm environment.

NomadLife is a lively, engaging environment for members whose work fits the mold for a cowork + co-live environment. The business model of a cowork + co-live space like NomadLife promotes an interactive, yet productive environment for members to inspire and collaborate with more of a focus on the interactive concept of a cowork +co-live space.

Below are design factors of NomadLife that is the source to the success of the coworking space:

- Entry leads to gathering space to promote a fun, interactive workplace.
- The public areas of NomadLife are found in the front while the private sectors of the facility are typically found towards the side or the back.

CASE STUDY #5: KOUWORK

INTRODUCTION

Kouwork is a coworking facility in Honolulu that provides workspaces for freelancers, entrepreneurs, and start-ups in Honolulu. Kouwork allows people of multiple backgrounds to come together, collaborate, and create amazing things. The reason for this case study is because of the business model of Kouwork being a place initially dedicated towards freelancers, entrepreneurs, or start-ups that are of the creative occupation type. The space and layout is organized to accomplish many types of programs that are offered to follow their slogan: “cowork + collaborate + create”.



Figure 52: Kouwork is located on the bottom floor, sharing its space with Brue Bar.

Source: Author



Figure 53: Kouwork is located in Kaka'ako on 814 Ilaniwai street, near a number of warehouses.

Source:
www.google.com/maps

PROGRAM

Kouwork is located one block away from the main kaka'ako road and bus route, Queen street. The location of Kouwork is found on 814 Ilaniwai street, a side street that houses majority industry-run warehouses with limited parking. This location of the facility is not an ideal area for a common coworking space, but is compromised by having a strong social media following.

Being located in Kaka'ako there are multiple ways to get to Kouwork. Direct accessibility in Kaka'ako is difficult because of the limited parking availability in the general area; however, there are a number of public parking structures that service the area. On the other hand, there are also bus stops and Biki Bikeshare stations nearby for members who commute via public transportation for easy access to Kouwork.



Figure 54: Typical members found at Kouwork

Source: Luke Williams, Interview
Illustrator: Author

Kouwork is a fresh, new facility in the coworking scene in Honolulu. They began operations in September 2017 and became a home for many types of coworkers: Copywriters, Graphic Designers, Insurance Agents, Architects, Filmmakers, Marketing Agents, Business Coaches, and Contractors.⁸⁵ However, being a space that is for creatives and fosters creative collaboration among the coworkers, the space is open to all people from different occupations.

Kouwork offers various types of membership deals for different commitment interests. There are two daily passes that allows anyone who is interested in using a workspace for the day, whether it be limited for three hours or purchasing a pass to use the space for the entire day.⁸⁶ Another non-commitment pass that Kouwork provides is a pass that is used just to rent out a meeting space for \$22 for two hours. The other membership deals are monthly that differ on the amenities that are offered such as limited conference rental hours, access to a dedicated locker, and mail service. The

⁸⁵ Williams, Luke, interview by Elliot Lazo. 2017. *Owner of Kouwork* (November 23).

⁸⁶ n.d. *Kouwork*. Accessed December 5, 2017. <http://meetatkou.work/>.

last monthly membership type is the most expensive that provides a private office, 24-hour access, 8 conference room rental hours, etc.

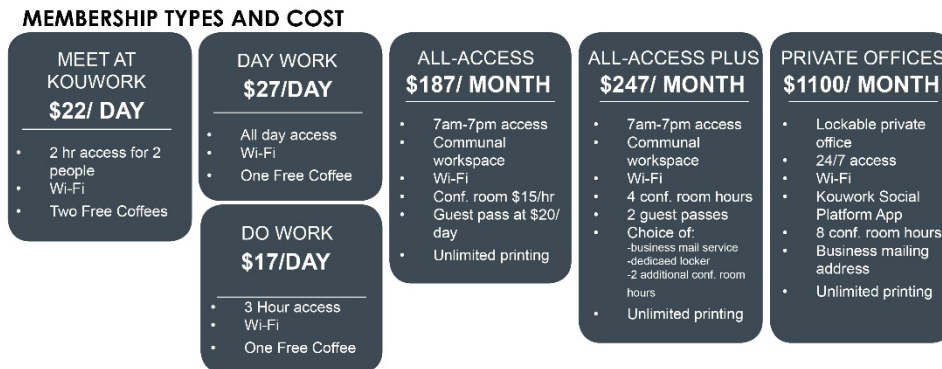


Figure 55: Kouwork offers various membership types.

Source: www.meetatkou.work

Illustrator: Author

ARCHITECTURAL ANALYSIS

Kouwork uses all of its 3000 square feet of space within the bottom floor of the warehouse. The organization of the facility entails a public entry at the front. The entry holds a coffee shop, Brue Bar, to occupy the front entry of Kouwork, to allow a vibe to be set that the place is a social and active space.⁸⁷ In the coffee shop members and non-members are allowed to purchase pastries or a cup of coffee. Non-members may also be able to purchase daily passes to rent out a workspace or the meeting room for the day.

Pass Brue Bar is the main coworking space that holds 12 hotdesks to seat multiple members. The main coworking space is a multi-use space that re-arranges for various functions, whether it be for coworking, seminars, or cocktail-type events with bar-height tables. The furniture at Kouwork stand on footings with wheels to allow easy mobility to move the furniture around for the different functions.

The semi-private coworking space is an additional coworking space behind the main coworking space. The semi-private space holds two hotdesks for coworking. Along the wall, next to the hotdesks are three table booths. The table booths can be used as coworking desks for members to work and also as impromptu meetings space when they are not occupied. Because of its separate

⁸⁷ Williams, Luke, interview by Elliot Lazo. 2017. *Owner of Kouwork* (November 23).

location and limited visual access from the main coworking space, the semi-private coworking space holds a quieter environment than that of the main space.

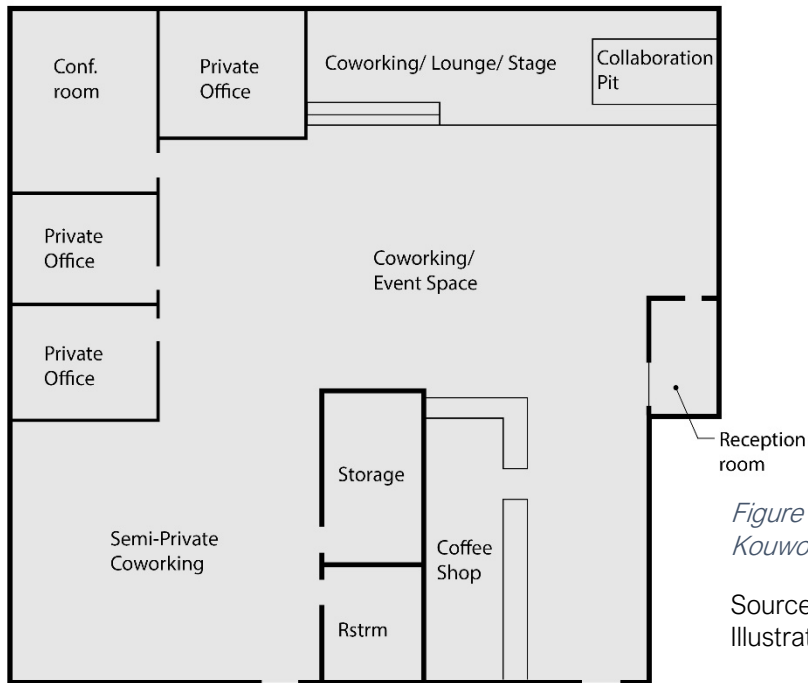


Figure 56: Floor plan of Kouwork

Source: Author
Illustrator: Author



Figure 57: The organization of the facility entails a public entry, semi-private mid-section, and private entities along the perimeter.

Source: Author

Kouwork also provides spaces to meet. At each corner of the space are different opportunity spaces for meeting. Whether it is at the conference room for a formal meeting environment or the collaboration pit or booth tables for an informal setting. There are a variety of spaces at Kouwork that encourages and promotes interaction within the entire space.

Kouwork provides two types of workspaces in the facility, coworking and private offices. Kouwork provides three private offices as the rest are coworking. The coworking area is the largest space in the facility as most of its members are non-private office users and individuals that use the daily pass. The coworking area is split into two parts that is main coworking space that is located and visually open from the coffee shop. The

other coworking space may be known as a semi-private coworking because of its location that is connected, yet isolated from the rest of the coworking area.

In the coworking area are 30 spaces that are set up as a hotdesk system that allows anyone to sit anywhere they find comfortable. Of the 30 spaces 12 of them are formal desk spaces. The remaining spaces are untraditional spaces that are located at the lounge, the counter at the coffee shop, or at the booth tables at the semi-private coworking area.

In the coworking space, Kouwork uses two different types of tables for the users. The standard size table that are used as the 12 workspaces are the 72"x24" table. This table seats two people and allows 6 square feet of workspace per person. From the user's experience the space is enough to lay your laptop and spread a few papers on the side of the laptop as well as place papers in front of you if you decide to push your laptop further back. However, a disadvantage is that there is

no clear margin of separation that would indicate the division line between you and the person sitting adjacent to you.

The other desk is part of the coworking space however it's located at the lounge, or stage and is an alternate workspace available for members and daily pass users. This desk size is 96"x24" and seats three users. Similar to the other desk in the coworking space, it provides 24" of vertical space to spread out work, however the width that each user has to spread out work is slightly smaller as each user is allowed 5.3 square feet of space.

From a user experience, the space that is available per person is a comfortable size to be able to spread your work and work comfortably. However, the desk width being 24" is not an ideal width for leg space as it may cause physical contact if the desks are laid parallel from each other.

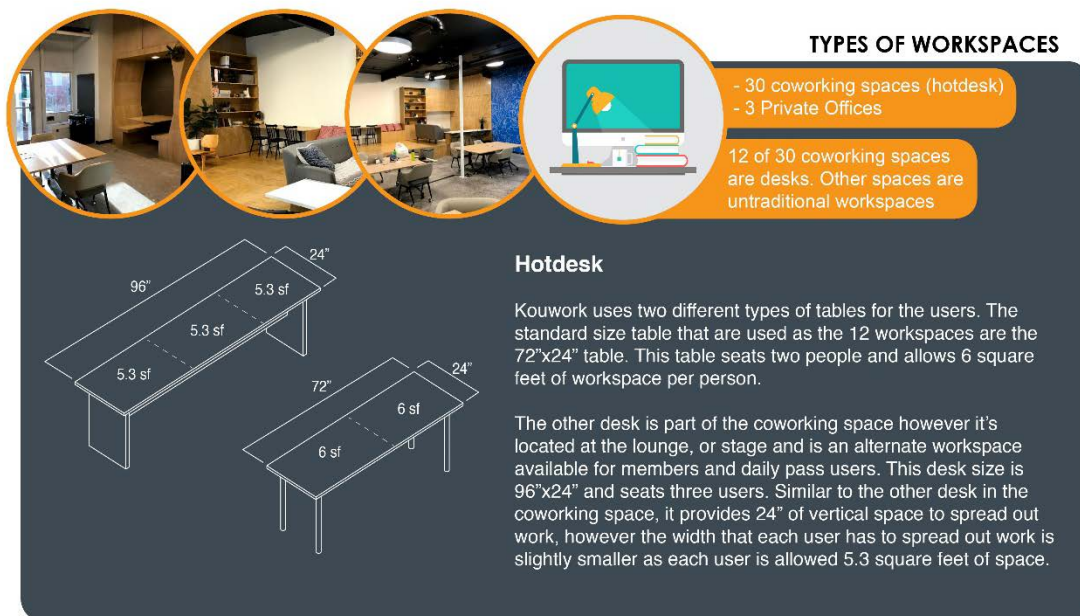


Figure 58: Kouwork provides two formal desk-types for their members.

Source: Author
Illustrator: Author

USER EXPERIENCE

Coworker #1:



Name: Denyse

Age: 28

Occupation: Digital Marketing

Living at the Collection Townhomes in Kaka’ako Denyse is just a ten-minute walk from Kouwork. At 8:00am Denyse walks halfway towards Kouwork and stops at Arvo for a quick breakfast sandwich. Denyse arrives at work at 8:30am and immediately walks to her desk in the main coworking space behind the coffee shop. At her desk she is greeted by Luke, the owner of Kouwork. Throughout the day the owner of Kouwork likes to greet his members and catch up on their business tasks. Denyse appreciates the conversation as Luke may sometimes be able to link a connection to someone who may be able help with her tasks.

Denyse stays in the main coworking space all morning. However, she occasionally walks to the coffee shop for a cup of coffee. By noon Denyse takes her lunch break outside of the office as there are many options in the vicinity of the area. Denyse’s favorite spot is Wahoo’s Fish Taco, which is a quick six-minute walk from Kouwork. By 12:45pm Denyse arrives back at Kouwork and gets back to work. As Denyse opens up her email she reads a message that her client wants to drop by to show her a few things that may help with the project that Denyse is helping with. At this point during the day it is too late to reserve a conference space, so Denyse finds that the booth tables at the semi-private coworking space are open. By 1:30pm her client arrives, and they meet for an hour at the booth tables.

After the meeting, Denyse decides to continue her work at the booth tables as it is quieter and there is no visual distraction from coworkers or visitors at the coffee shop. Denyse was able to work without distraction til a couple coworkers decide to challenge her to a couple quick games of ping pong. At this time, she enjoys a glass of beer and a few games of ping pong with her coworkers before she decides to walk back home at 7:30pm.

The workstyle of Denyse at Kouwork is often mobile as she uses the various spaces that are provided. She works in the main space, but often moves to the booth tables or the collaboration pit for quick meetings. The space is just the right size to be able to maneuver around from one

destination or work mode to another. Also, the people at Kouwork are very friendly as Luke, the owner, continues to interact with its members and connect other members as well.

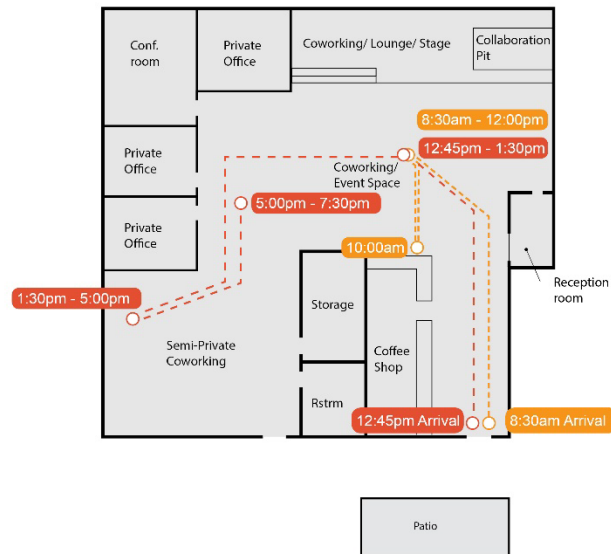


Figure 59: Day in the life of Denyse at Kouwork

Source: Author

Coworker #2:



Name: Joe

Age: 32

Occupation: Software Engineer

Joe begins his day at 7:00am to drop off his kids to school before heading to Kouwork. The commute to Kouwork is 40-minutes which he drives to work every day because there is no coworking space in Kailua. After parking at a nearby parking structure, Joe arrives at Kouwork at 8am as he immediately grabs a coffee and pastry at the in-house coffee bar, Brue Bar. However, before heading into his office he enjoys his coffee and pastry at the bar-top tables at Brue Bar as he goes through his emails.

After a good 15-minutes of catching up with Luke, the owner, and other members enjoying their coffee he heads to his private office which he shares with his small software engineer team. The private office large and is able to fit his two other team members. However, the office uses a glass wall and door that opens to the coworking space. This sometimes discomforts Joe as it may be fairly exposing to the public.

By noon, Joe and his team decide to take a short walk to Salt Kaka'ako for lunch as there are numerous restaurants to eat at. Joe and his team typically like to spend an hour to an hour-half during their lunch break to take a breather from the computer work they do all day. At 1:30pm, Joe heads back into Kouwork and straight to the private office to continue his task for the day.

Mid-afternoon, Joe heads to Brue Bar for a later afternoon pick-me-up. During this time, he likes to once again, interact with other members until it is time to get back to work. Except this time, because of the cool air-conditioning at Kouwork, him and a few members step outside and continue their conversation on the patio that is located just outside the entrance of Brue Bar.

In summary, Joe's workstyle is straightforward as he goes in and out of his office and often to Brue Bar. Joe appreciates the space as it is open, and not too big of a distance from the amenities he utilizes, and it is easy to meet people at Kouwork. Joe doesn't often take advantage of the various workspaces to work or interact, but he does take advantage of the coffee bar to use that opportunity, as well with Luke, who makes it a point to talk to his members and connecting them with anyone who may be of help with their careers.

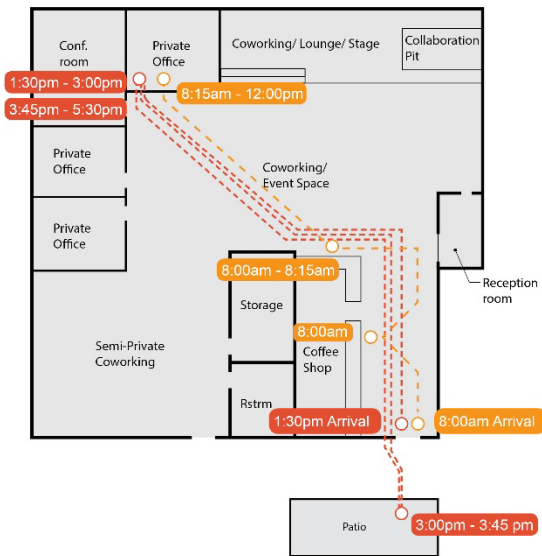


Figure 60: Day in the life of Joe at Kouwork

Source: Author

Coworker #3:



Name: Grant

Age: 23

Occupation: Filmmaker

Grant starts his day at 9:30am in Manoa, Hawaii. Grant doesn't drive and biking to work is too far, so he catches the bus. Commute time by bus takes just 30-minutes to the nearby bus stop of Kouwork. Upon arrival at the bus stop, Grant to get to Kouwork. The total commute is a long distance, but convenient as the bus stops near home and the bus stop near work do not take longer than 5-minutes to get to.

As Grant enters Kouwork, he immediately walks towards an empty desk to claim his space because there seems to be a lot of people at Kouwork today. At the desk Grant begins to check his emails and get to work a video project he is currently working on. A couple hours have gone by, as Luke, the owner of Kouwork, approaches Grant and introduces him to a fellow member who is looking for a filmmaker to make a small commercial for his company. They proceed to move towards the collaboration pit to talk more about this project. At the end of the conversation they exchanged contacts and Grant went back to his desk and got back to work.

By 1:30pm, Grant packs up and heads out to walk to the nearby gym at the BJ Penn UFC gym that is a quick six-minute walk. He spends about an hour-half at the gym, showers there, and grabs a quick sandwich before heading back to Kouwork. As Grant arrives, he immediately walks to Brue Bar to purchase a small coffee and looks for an open desk as his previous desk is now occupied by someone else. He walks around the corner to the other side of the coworking space and decides to work at the booth tables for the rest of the day.

Overall, Grant's days at Kouwork are often interactive as there are many small businesses or individuals at Kouwork who could use his expertise. Also, working, networking, and meeting under one roof makes Grant's life that much easier to do work and be able to meet and get new work. The layout of Kouwork for Grant's workstyle is very simple and accessible because every space is open and easy to find. However, if the conference room is booked there is always an alternate location where him and a client is able to meet.

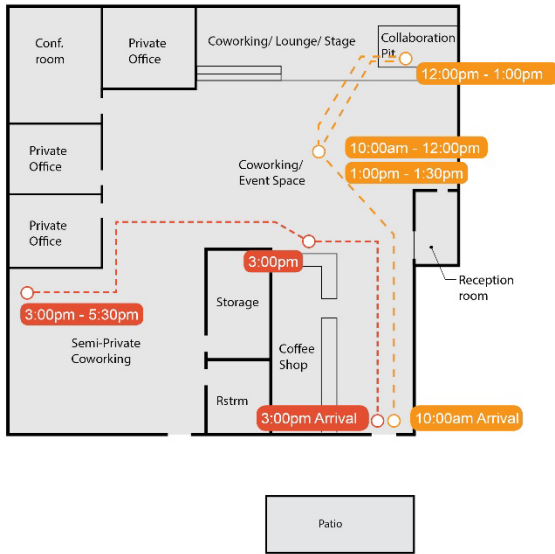


Figure 61: Day in the life of Grant at Kouwork

Source: Author

CONCLUSION

In summary, the strength of Kouwork is the efficient use of space in the coworking/Event space. The set up utilizes the potential of the square footage and the types of programs that can be integrated in the space. However, for this space to be used as both a coworking space and an event space modular furniture had to be incorporated to be able to move around the tables to accommodate a variety of event settings whether it be for networking, pau hana events, or for workshops.

Another great idea that may be considered is utilizing semi-private spaces that are originally used for activities such as working or collaboration to be used also as private spaces for phone calls. At Kouwork the collaboration pit is introduced as a semi-private space and intentionally can be used in replacement of phone booths. This case is the same for the booth tables that are located in the semi-private coworking space.

Lastly, having a coffee shop such as Brue Bar in the front entry allows the space to be identified as a social and studios workspace. It sets the tone for users instantly upon entry which may convince potential members and or daily pass users to utilize Kouwork as their workspace.

Below are design factors of Kouwork that is the source to the success of the coworking space:

- Public-type environment for entry
- Multi-use space for various functions (coworking, event, seminar)
- Identified space for collaboration

CASE STUDY #6: BOXJELLY

INTRODUCTION

BoxJelly is the first coworking space in Hawaii. BoxJelly is a place that fosters a collaborative environment from which innovation is bred.⁸⁸ BoxJelly's goal is to make Hawaii the best place to work and live by providing a space for innovators, entrepreneurs, and freelancers to work and collaborate on any and all projects that the members choose to work on. The reason for this case study is to understand the growth and changes that were taken place in the design of the coworking space from the longest running coworking space in Hawaii.

PROGRAM

BoxJelly is located in Kaka'ako, one block away from shops and restaurants. The facility is easily accessible on Kamani street because of its prime location, one block away from the highly activated, Ward avenue. Because of its accessible location there a number of nearby bus stops and Biki bike stations that is an easy five-minute walk from the both. For members that commute by car, Kaka'ako provides a few public parking structures for those that work in the area, as well as a parking lot which BoxJelly has an agreement with to reserve parking for BoxJelly members.



Figure 62: BoxJelly is located in a prime location that is accessible from the highly activated Ward avenue.

Source:
www.google.com/map

⁸⁸ BoxJelly. *About Us*. Accessed December 22, 2018. <http://www.theboxjelly.com/about-us/>.

BoxJelly welcomes a variety of members. BoxJelly is deliberate in having diverse types of members by career background, age, ethnicity, gender, etc. The type of members found at BoxJelly are often designers, coders, engineers, writers, entrepreneurs, lawyers, and film editors.⁸⁹



Figure 63: BoxJelly is deliberate in having diverse types of members.

Source: Rechnung Fujihira, Interview
Illustrator: Author

Not all members use the space every day, so BoxJelly offers different membership types for different commitment levels. For members who do not visit often, a daily rate of \$25/ day or a monthly cost of \$30/ month for a two-day access per month is offered. This membership provides a hotdesk that allows them to seat anywhere they choose at first come, first serve. Other members who choose to use the space often are offered a \$225 monthly membership fee that allows access to amenities and also a hotdesk desk. On the other hand, BoxJelly provides reserved desks at a slightly higher membership rate than memberships that use a hotdesk. Members that use a reserved desk is provided with a bigger desk than the hotdesks for members to take advantage of their reserved workspace. Lastly, members who prefer a private office are offered a space for rate of \$950/ month. The private office members are provided with their own private workspace at different sizes with 24/7 access to BoxJelly. The different costs for each membership depend on the work preferences as some members prefer an open space and others prefer a reserved or private workspace.



Figure 64: BoxJelly offers various memberships from daily to monthly access.

Source: www.theboxjelly.com
Illustrator: Author

⁸⁹ Fujihira, Rechnung, interview by Elliot Lazo. 2017. *BoxJelly* (November 30).

In addition to the various membership types at BoxJelly, they also provide a wide variety of amenities that are necessary for a sufficient workflow. Within the coworking space, BoxJelly provides high speed WiFi for smooth internet access, air conditioning for a cool work environment, private phone booth for private phone calls, and storage lockers. Also, for sufficient workflow such tools like wireless printers, scanner, white boards, apple tv, presentation, and conference tools are provided. Members also have access to the workplace kitchen appliances such as the refrigerator, microwave, flowater machine, and coffee or tea. The amenities are provided for all members and membership types. Additional amenities such as mail service are provided for an extra cost, depending on the necessity of the members.

AMENITIES

- high speed wi-fi
- reception service
- privacy phone booth
- storage lockers
- wireless printer
- scanner
- voice conferencing
- paper schredder
- whiteboards
- projector
- presentation supplies
- refrigerator
- microwave
- sink & dishwasher
- flowater machine
- coffee & tea

Figure 65: BoxJelly provides a number of amenities for all members.

Source: Rechung Fujihira
Illustrator: Author

ARCHITECTURAL ANALYSIS

BoxJelly is approximately 6500 square feet occupies the ground floor of the building. It



Figure 66: The extended coworking space is adjacent to Fishcake, yet separate from the main coworking space.

Source: Author

shares the space with other tenants, Fishcake, a furniture store, and Morning Glass Coffee, an extended coffee shop from its original location in Manoa. There are two ways to enter BoxJelly. The main entrance to BoxJelly is adjacent to the entry of Fishcake. The alternate entry to BoxJelly is through the entry of Fishcake. Towards the back of the Fishcake interior is an opening that is accessible to BoxJelly. However, this opening is not formally an entry to BoxJelly, but an opening for members to access Morning Glass Coffee.

The entry of BoxJelly opens towards the small lounge and reception desk. The environment upon entry of BoxJelly is open and welcoming as members are greeted at the reception desk. There is a visual opening of the coworking space from the entry. The open view of the coworking area showcased activity occurring in the main space. The open environment made it easy

for members to engage in conversation and or greet each other in passing.

Further back of BoxJelly are a number of private rooms that are the conference room, private office, and an event room. The provided hallway leads to each room and wraps around to another coworking area that holds two large dining table-type seating. The coworking area is rather large and opens out towards Fishcake.

An alternate workspace is located adjacent to Fishcake. It holds four reserved desks in the open and a few private offices along the perimeter. The environment in this area is different than that of the main space. It is quiet and however; less interaction is shown.



Figure 67: BoxJelly occupies approximately 6000 square feet with multiple workspaces for all types of members.

Source: Author
Illustrator: Author

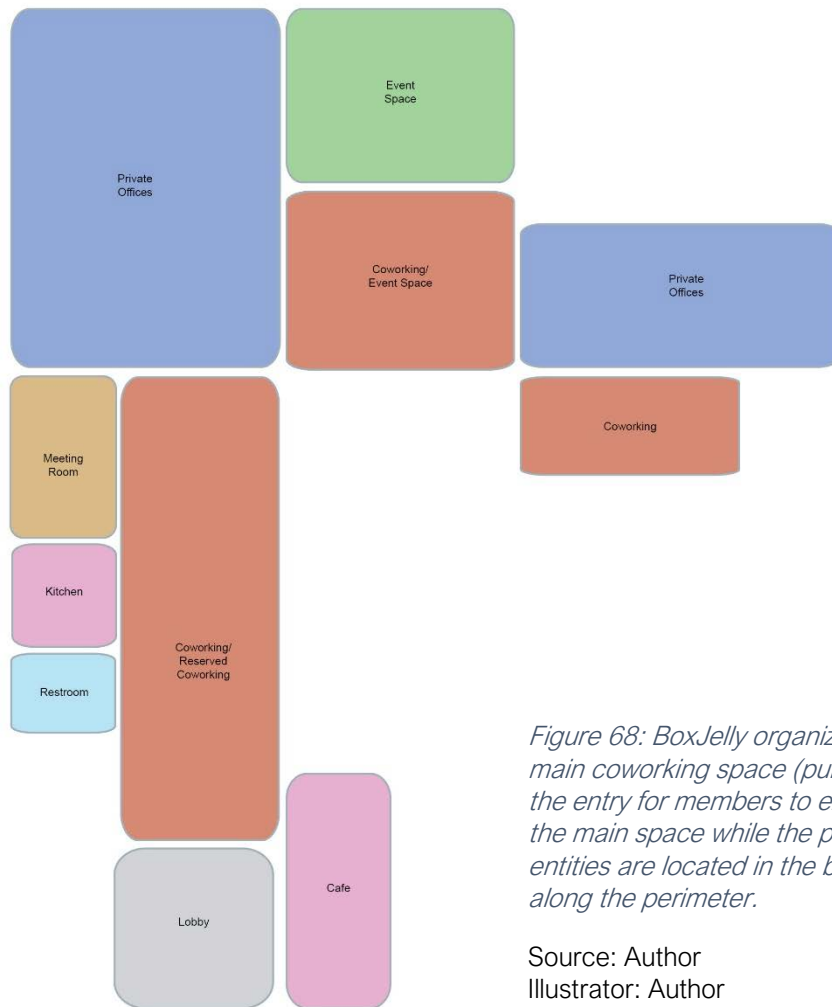


Figure 68: BoxJelly organizes their main coworking space (public) near the entry for members to engage in the main space while the private entities are located in the back or along the perimeter.

Source: Author
 Illustrator: Author

BoxJelly provide various workspaces for different types of members. The facility entails workspaces in social areas, isolated environments, and spaces that are easily accessible to provided amenities and the in-house coffee shop. At BoxJelly there are multiple coworking spaces. The main coworking space is in the front near the lobby. The main space holds a hotdesk arrangement and dedicated desks. In the main space no one shares an individual desk, however, the desks are grouped, facing each other. This arrangement encourages interaction among coworkers.

In the main coworking space are two types of tables. The hotdesks are large and seats one person per table. The size of the table is typically a 40"x24" table that provides approximately 6 square feet of workspace. The 6 square feet provides enough space for members to occupy a laptop on the desk, a spread of paper, and still have empty space to occupy.

Other hotdesks in BoxJelly are the shared tables. There are two shared tables are located in a separate coworking space from the main room. Both tables are large and seats a total of eight members. The smaller of the two is a 120"x33" table that provides approximately 2.6-3 square feet of workspace per person at the table. The larger table is wider at a size of 120"x48". The large table provides 4-6 square feet of workspace per person. For both tables, the workspace does not provide much space for members to spread their work, but they provide a workspace for members to engage in meetings.

In addition to the hotdesks are the reserved desks. There are also reserved desks found in the extended coworking space near Fishcake. The desks are large and provide a comfortable amount of space per person that range from 6-8 square feet per table. The other coworking space provides two long tables which members would share a space and however given a minimum of 4-6 square feet of workspace per person. This arrangement is tight and doesn't allow a comfortable amount of space to be able to lay a laptop computer and spread paper coincidingly. However, because there are 8 seating choices there is an option for members to spread out at different seats unless table is full.

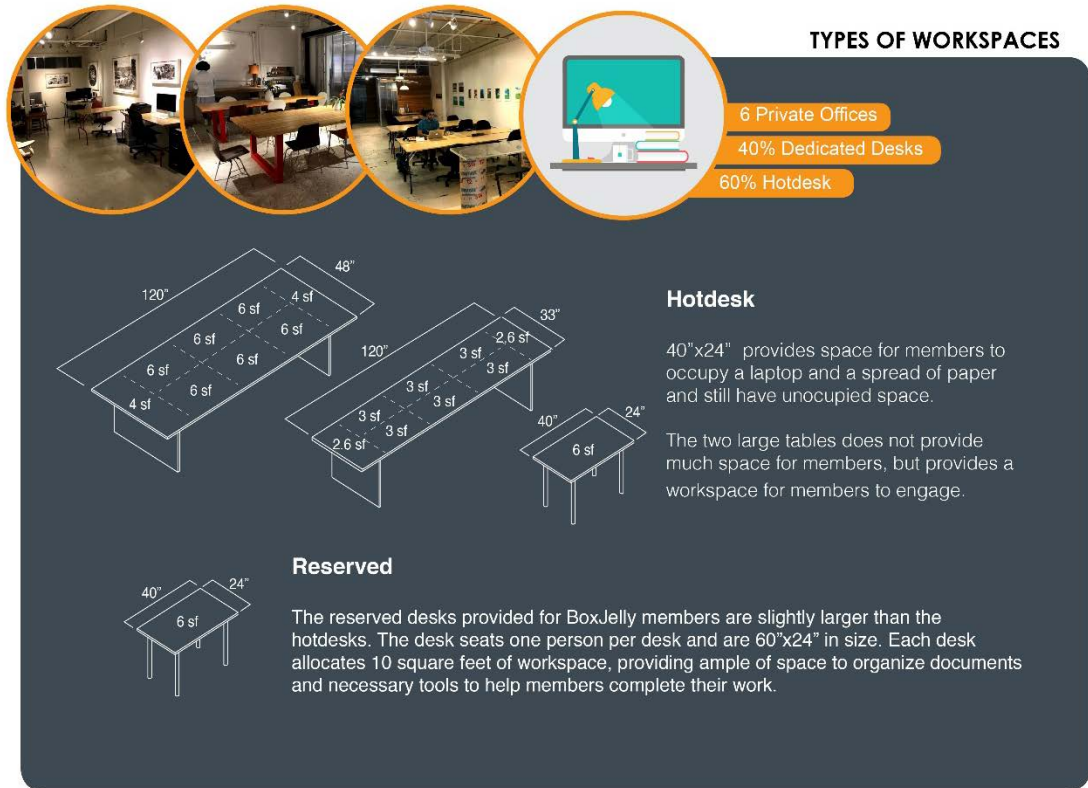


Figure 69: BoxJelly provides multiple workspaces for members to work in public or isolated spaces, depending on their preference.

Source: Author
 Illustrator: Author

USER EXPERIENCE

Coworker #1:



Name: Denyse

Age: 28

Occupation: Digital Marketing

Living at the Collection Townhomes in Kaka’ako Denyse is just a ten-minute walk from Kouwork. At 8:00am Denyse leaves her apartment and walks down Auahi street towards BoxJelly. Upon her arrival at work she immediately walks towards Morning Glass coffee for a small coffee and pastry. After her purchase she then walks out and walks back into the building into BoxJelly. She is immediately greeted at the door by the receptionist as she walks straight to the kitchen to put her prepared lunch into the refrigerator. After, she then walks towards an empty desk she finds in the main coworking space.

Throughout the morning she works in the coworking room until lunch. She then takes a quick walk to the kitchen to heat her lunch and eats it at her desk. Denyse eats quickly as she has to prepare for a meeting her client. As her client walks in for the meeting, she proceeds to take her to a separate coworking space as opposed to the conference room because the conference room is too big to have for such a small meeting and it wouldn’t be necessary to rent out the space for something for a meeting of such a small scale.

After the meeting, Denyse escorts her out of the building through the exit of Morning Glass coffee. She then walks back to the table at which she held her meeting. She decided to stay in that location because it is a space which is an available coworking space, as well as, it is a quiet and separate space compared to the usual main coworking space she often works at. She works here for the rest of the day.

Overall, Denyse’s day in the life at BoxJelly is often mobile as she moves around to various locations throughout the day. However, she wishes that all the spaces at BoxJelly were not so separated from the walls. She feels she has to walk around the walls and maneuver through other spaces to get to her destination.

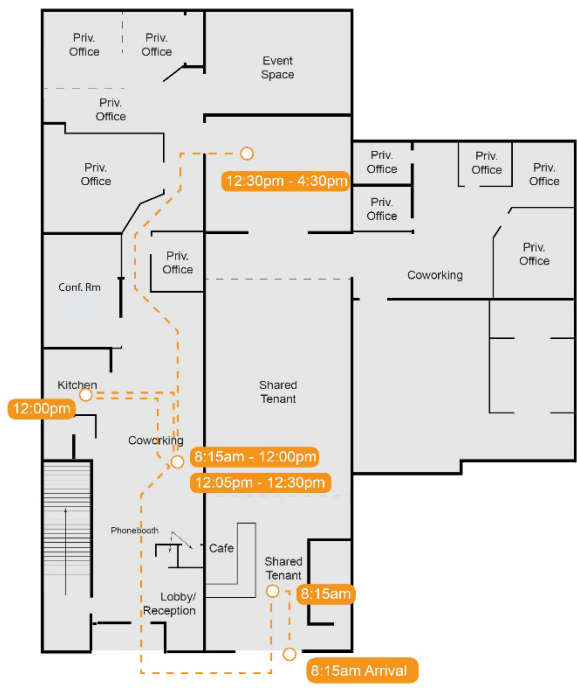


Figure 70: Day in the life of Denyse at BoxJelly

Source: Author

Coworker #2:



Name: Joe

Age: 32

Occupation: Software Engineer

Joe begins his day at 7:00am to get his kids ready for school and starts his 40-minute commute to BoxJelly from Kailua. There is no coworking space near his location except in Honolulu and BoxJelly is one he found interest in because it was the longest running coworking space and it provided a mid-size private office that houses himself and his two other company team members.

By 8:45am, Joe arrives in Kaka'ako, Honolulu at a nearby parking garage that is a short three-minute walk to BoxJelly. As he arrives, he walks straight to Morning Glass coffee for a small cup of hot coffee to start his day. He then proceeds to walk through Fishcake and towards his private office that is separate from the main space at BoxJelly. The private office size is a good size; however, he feels isolated as it is separated from the rest of the members.

Joe walks into his office as he meets with his two team members and discuss the tasks for today and prepare for a big meeting they have with a client later in the morning. At 11:00am, they take a long walk to the conference room that is located near the main coworking space. For an hour they are discussing their project on the screen that is provided in the conference room.

By noon, Joe and his team finishes up the meeting and decide to take a walk towards the shopping center that is a block away for lunch at Wahoo's Fish Taco. They spend an hour-half eating and having a conversation with other BoxJelly members who decided to also eat at the same place.

By 1:30pm, they all arrive back at BoxJelly and walk through Morning Glass and Fishcake towards their private office. They get back to work, but however leave their door open, so they have some connection to the world outside their office because it can, at times, get too quiet in the office. Frequently, throughout the afternoon Joe likes to walk out for a cup of coffee at Morning Glass to talk to whomever he may catch at the coffee bar until it is time to leave typically at 5:30pm.

Overall, Joe's workstyle at BoxJelly fits great for his team. Unfortunately, on a personal note, the adjacency for a few amenities such as the conference room and the interaction from the other members is too far. As Joe is productive throughout the day, he appreciates to have opportunities to break out of his focus and interact with a few members over a cup of coffee or even by passing.

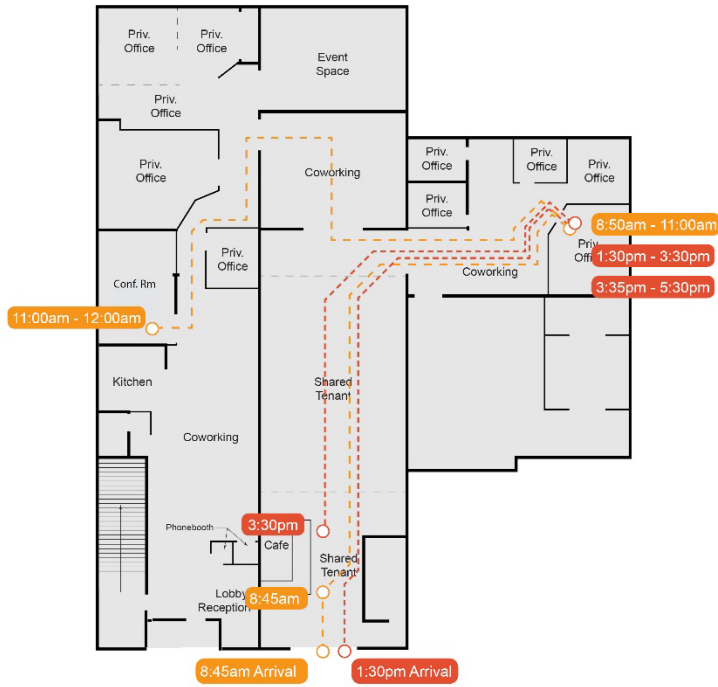


Figure 71: Day in the life of Joe at BoxJelly

Source: Author

Coworker #3:



Name: Grant

Age: 23

Occupation: Filmmaker

Grant commutes 30-minutes to BoxJelly two times a month. Living in Manoa, Grant commutes via TheBus that stops conveniently one block away from BoxJelly. As Grant enters BoxJelly, he walks straight to an empty desk to set up his workspace and start his film edits. After an hour of work, he gets up and walks out to get a coffee at Morning Glass coffee next door. He then proceeds to walk back to his desk by taking the long route back. This route takes him towards the back of the building that allows him to pass through the other coworking space and pass the private offices. As he gets back to his desk, Grant continues his work.

At lunch time, Grant packs up his stuff to head to the BJ Penn UFC gym that is a short five-minute walk from BoxJelly. After the gym he showers there and grabs a quick bite to bring back to BoxJelly. As Grant arrives back, he sees that his desk had been taken, so he walks to another desk nearby. For a couple hours Grant continues to complete his film edits until he receives a skype call from a client. However, it would be too loud to have a skype conversation in the main coworking space, so Grant decides to walk into the phonebooth where he has his skype conversation. As Grant finishes his skype call, he continues to get back to work at the same desk where he left his equipment bag.

The workspaces provided at BoxJelly fits well for the workstyle of Grant. Most of the amenities of which he uses is located nearby the workspace that he often uses, the main coworking space. Grant appreciates the walk to and from Morning Glass because of the opportunity to be able to run into other members at BoxJelly and hopefully interact and network with them. Working in the main coworking space is nice because that is where often members pass through and that opportunity of interaction occurs. On the other hand, being able to walk around encourages Grant to network when he chooses.

Grant starts his day at 9:30am in Manoa, Hawaii. Grant doesn't drive and biking to work is too far, so he catches the bus. The bus is a 30-minute commute from Manoa to Impact Hub. It's convenient because the bus stop for both the Manoa and Impact Hub are 5 minutes away by foot.

Grant doesn't use the space daily, so he uses a \$95 monthly pass that allows him to work at Impact Hub 10 days of the month. Grant arrives at Impact Hub at 10:00am. He walks in the facility looking for a desk to sit because he doesn't pay for a private office or dedicated desk. Luckily there are always open seats available at the hotdesk space.

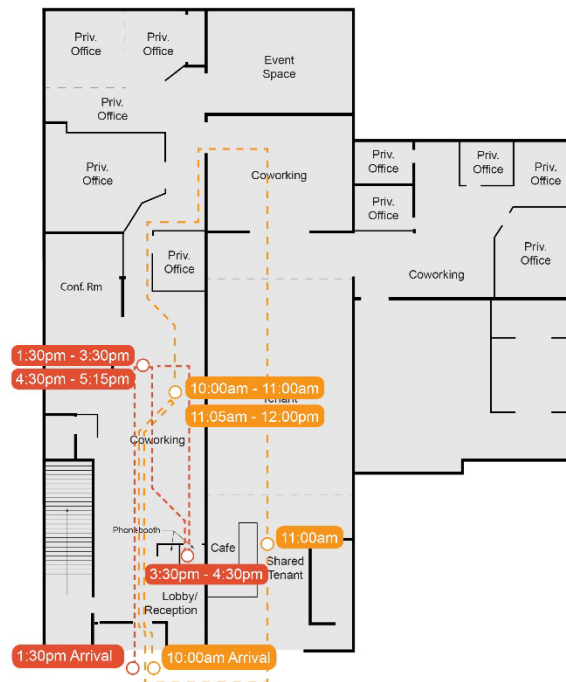


Figure 72: Day in the life of Grant at BoxJelly

Source: Author

CONCLUSION

BoxJelly is the longest running coworking space in Honolulu and has experienced changes in the way members choose to work. BoxJelly clearly understands their members and providing different types of spaces for their members to feel comfortable and productive in their preferred work environment. The facility entails various workspaces that range from open, public setting to isolated, private workspaces. The options allow members to choose which environment works best for different tasks they are handling.

The additional success to BoxJelly's workspaces are the provided desks for their members. The desk space for hotdesks and reserved desks are generous towards the fact that each member is given ample of space to comfortably spread their work as they need to. Unlike a few workspaces in the previous case studies, BoxJelly members do not have to worry about other member's belongings overlapping onto each other's workspace.

From a spatial perspective of BoxJelly, the facility provides multiple spaces that are clearly organized for members to understand what area is meant for what purpose. The entry portrays a public setting where most foot traffic occurs in the facility. This is understood because the daily amenities such as the kitchen, bathroom, and meeting spaces are found in this area. Towards the back of the facility is clearly understood as the private sector of BoxJelly because the entry to this area is through a hallway that holds private offices and other enclosed rooms along the perimeter. The organization of BoxJelly's facility provides a clear understanding for members to know where spaces are located.

Below are design factors of BoxJelly that is the source to the success of the coworking space:

- Public entry and Private rear spatial organization.
- Minimum of 6 square feet provided for members for a comfortable workspace.
- Daily amenities located in open, public area of coworking space.

CASE STUDY CONCLUSION

The growth of coworking is making an impact on the way people choose to work. The case studies that have been investigated in this research were used to get a better understanding of the components in a coworking space by conducting an analysis based on the topics regarding location, the provided spaces, and the architectural components that are integrated within an individual coworking space. A common factor in the mission of each case study is to provide a space that allows coworkers to experience an environment that expands their network, develops their career, and be part of a supportive community. In each case study that was reviewed in this chapter are key factors in the design and business models that fulfill their objectives of operating a successful coworking facility.

Majority of the findings in the case studies were found from a deeper investigation beyond the format that was used for research. The discoveries were found from methods of observation, the comprehension of the history of the workplace, and understanding the relationship of the rooms that are commonly found in a coworking space. The discoveries learned are key points in the way the coworking space is designed, which may seem obvious. However, through the analysis of the case studies the points are often misunderstood, providing a coworking space that did not work to its potential.

An example of the discoveries found include providing zones that are specified for private, semi-private, and public area within the coworking space. These spaces are typically separated by walls, partition walls, or by floors. Assembling a configuration for each of these zones develop a smooth layout while at the same time strategically locating features to set a tone of how the coworking space will be experienced from the point of view of the user. Also, the location choice for amenities and feature within a coworking space has benefits and challenges based on the layout and common circulation of the users.

In addition, the size of the desk indicates the comfortability of the user. It influences how much work the user can get done. The size of the desk and amount of space required for each user is reviewed for preferred space for either an individual desk or shared.

The next step towards this research is to compile a collection of concepts and ideas that are effective in the design of a coworking space in Honolulu. Multiple solutions to each preferred workstyle will be introduced and evaluated for different scenarios of a coworking space. Each key factor that is listed in this design guideline will go in depth of its impact on a coworking space and why it should be considered when designing a coworking space.

CHAPTER 4: DESIGN GUIDELINES

This chapter is a compilation of the discoveries found from the case studies. The findings from the research are a list of rules and recommendations for owners to understand the organization of the coworking space in relation to the work mode of coworking that is based from the research of the previous chapters. However, there are architectural terms in these guidelines that are commonly used to explain design. Some of these terms include:

Public/ Semi-public/ Private “Zoning”: *The zones represent the relationship of the areas of a coworking space that expresses the level of privacy which range from a public to private entity.*

Program: *Refers to the type of room that is provided. For example, the private office is a type of program that is separate from other programs provided such as the kitchen, conference room, etc.*

Circulation: *The common path that is dedicated for users to move around the space.*

1) LOCATION

Location of a coworking space is vital to run a successful facility. Similar to buying a home, the location of the coworking space would need the convenience of nearby amenities that is accessible for its users at any time of the day. The location is an important factor when members decide to choose a coworking space. Questions such as, “Is there nearby parking provided?” and “Will I be able to find places for lunch that I can walk to?” are a couple questions that potential members would evaluate when making a decision to find work space. The points that are listed below are key points that should always be considered when finding a location to run a coworking space:

- **Central location:** Selecting a central location that is near surrounding amenities such as grocery stores, restaurants, shops, gyms, or public parks are important points to having supporting needs of a user throughout the day.
- **Ease of transportation access:** Having a coworking space that is nearby bus stops, bike share racks, rail transit stations, etc. help potential members to travel to and from work without complications.
- **Venue:** Selecting the right venue for a coworking space that allows you to alter the look and feel of the space.
 - Natural lighting
 - Clean air quality
 - Satisfying surrounding view

2) THE ENTRY SETS THE TONE

The entrance sets the tone of the coworking space for both current and potential members. The entry should set a tone that informs users that the space is a social, work productive, and friendly place. It should convince members and non-members that the coworking space is a great place to work. This rule should always be considered for any entrance of a coworking space.

Referring back to the case studies, through observation, the most interactive and open coworking spaces were more welcoming and friendly than other spaces that didn't showcase a social, interactive entry. Listed below are ways which a space can achieve that at the entry:

- Coffee shop or coffee bar at the entry
- Lounge
- Coworking desks visually open from entry
- Combination of all three

3) PUBLIC/PRIVATE/ SEMI-PRIVATE ZONING:

The rules of the public to private zones reflects the previous guideline that introduces a lively entry. The organization of the entire coworking space should work in a cohesive manner that allows the users to indicate where the public, private, semi-private zone is within the entire facility. Each zone should clearly be identified throughout the space from entry towards the back of the facility for members to understand the functions of each area in a coworking space.

The organization can be expressed in various ways which the first example shows the public zone to be established in the front and towards the back of the space the zone transitions to an area that is private. Another scenario of the public and private zones provides a public entry and private settings along the perimeter. However, if a coworking space have multiple levels then the configuration of the zones would provide a public and semi-private zone on the first floor and a private zone on the second. The private zone on the second floor is an efficient use of the space provided because it is already separated from the main space, so automatically the second floor already embodies a different, separate zone from the first floor.

Listed below are private to public spatial zoning options to organize the coworking spaces:

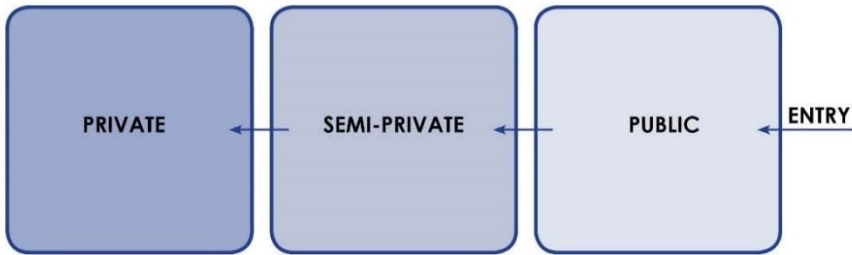


Figure 73: Public entry, semi-public mid-section, and private zone at back. (Plan View)

Source: Author

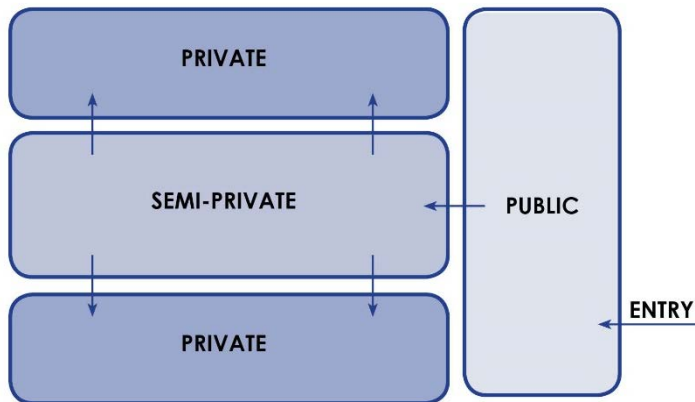


Figure 74: Private zone at perimeter. (Plan View)

Source: Author

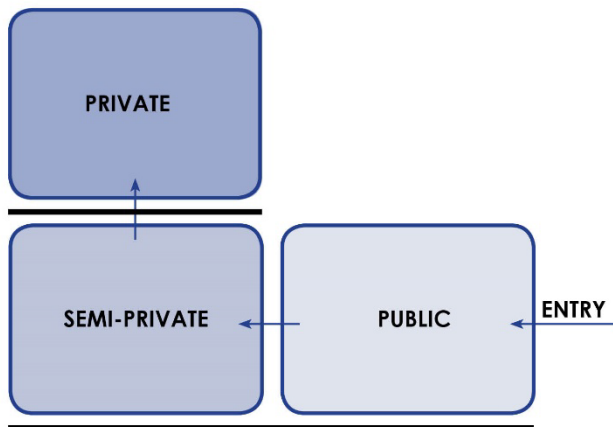


Figure 75: If multi-story, the separate floor may be used to indicate a private zone. (Elevation View)

Source: Author

4) PROGRAM ADJACENCY

The programs integrated in a coworking space work sufficiently when specific rooms are adjacent from each other. The adjacency provides a sufficient circulation and work routine for coworking. It would also set the vibe of the space that provides a productive space in contrast of a space that encourages interaction and movement around the coworking space.

This program adjacency rule is highly recommended because if a coworking space is otherwise organized it may cause a dysfunctional relationship between two spaces. Each program should have a similar entity to its adjacent program for a smooth transition throughout the coworking space. Shown in the figure below is an example of recommended adjacent programs that will help to organize a coworking space:

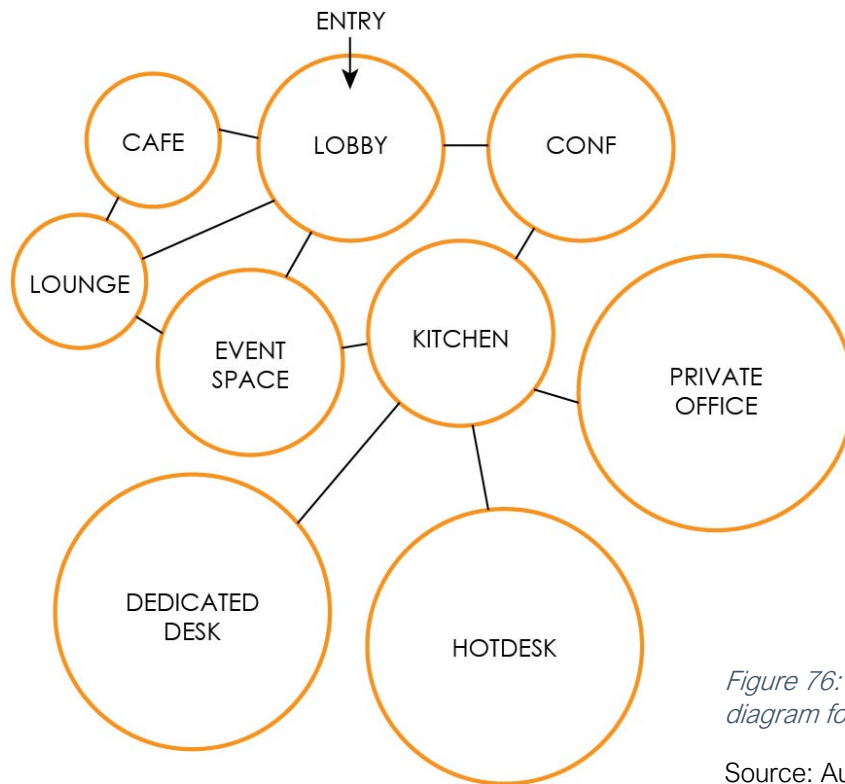


Figure 76: Program adjacency diagram for a coworking space.

Source: Author

5) OPEN THE SPACE FOR SMOOTH CIRCULATION

When designing a coworking space avoid hallways that lead to a dead end. Having dead-end hallways creates an insufficient use of the space and circulation. The dead-end of a hallway creates an awkward transition through a space that may cause a user to turn around if he or she did not find their intended destination. In this case it causes confusion and may cause traffic in the hallway. In some coworking spaces a hallway may be necessary to house private offices on both ends of the wall, however to be more sufficient with space and circulation allow a break in the long hallway that leads to another room within the coworking space.

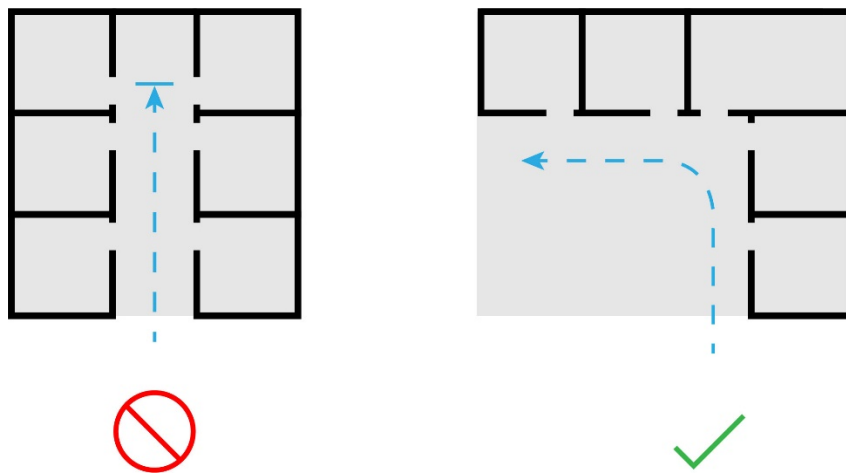


Figure 77: Designing a break within a hallway provides a smooth circulation throughout the coworking space.

Source: Author

6) MULTI-PURPOSE ROOM

If limited on space providing a multi-purpose room would be beneficial to utilize square footage if one function is not in use. An example of this is a multi-purpose coworking room that can double function as an event area if or when a coworking room is not needed at a certain time. This would be acceptable for any size coworking facility and for any size room, depending on the function. A multi-purpose room would make a coworking space flexible and versatile for any necessary occasion.

7) WORKSPACE PER PERSON

The workspace that is provided per person is very important. It is the main piece of furniture that sets the tone of the coworking space because it is where a person works and chooses to be productive. In a coworking space you'll find either a personal desk that is used for one person or a shared desk that may be used by multiple users. Whether a coworker is using a personal or shared desk there is a recommended amount of space that should be dedicated for a user to work comfortable and productively without running out of space to work. On a shared or personal desk a minimum of six square feet of space is preferred to provide space for a laptop and a spread of papers. Typical desk sizes that provides the minimum desk space per user have a table depth of 24 inches and a minimum table length at 40 inches if a coworking space decides to provide a personal desk per member.

An alternate worktable that is often seen at a coworking space is a bar-height table. Bar height tables are often a long strip of table top that typically provides seating for multiple users. This is an alternate workspace that is often found in coworking spaces. In a setting for bar-height tables a minimum of 3 square feet should be provided for members that typically just use a laptop for work.

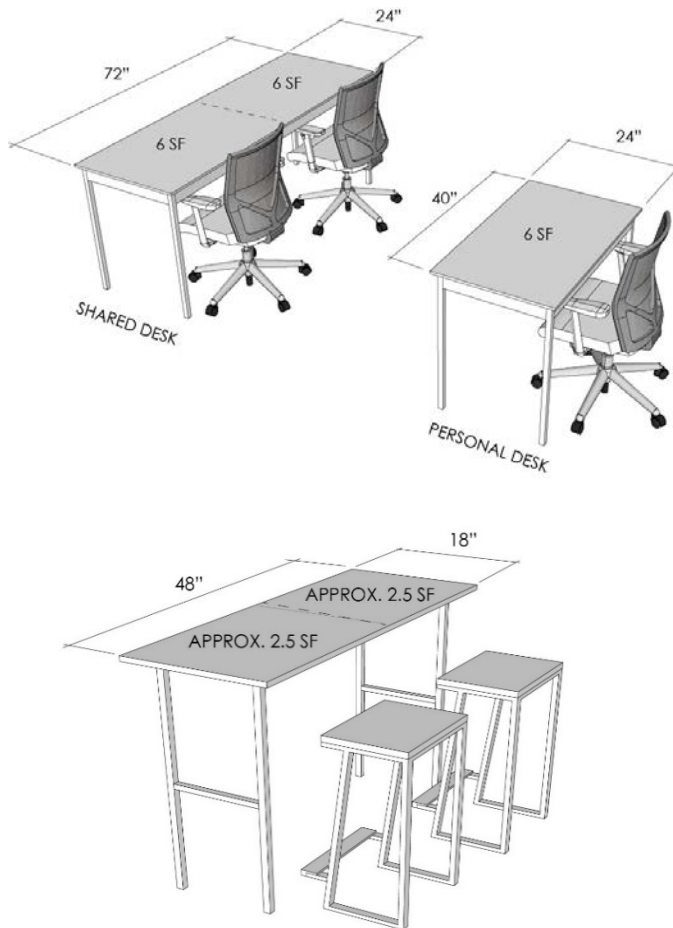


Figure 78: A comfortable size of desk space per person.

Source: Author

8) A MINIMUM 12" HIGH PANEL CAN BE USED FOR PRIVACY AT EACH DESK

Using panels is a solution that provides coworkers a sense of privacy from any visual distraction. A preferred panel height that successfully provides all previously mentioned points is a 12" height above the surface of the desk. However, the use of panels are recommended for dedicated desks rather than hotdesks. This is because members at a dedicated desk commonly use the coworking space more often than those who have a hotdesk-type membership. The panels provide less visual distraction while still allowing interaction among coworkers.



Figure 79: A 12" high panel above the desk is sufficient for productivity.

Source: Author

Illustrator: Author

9) SPACE ADJACENCY FOR PRIVACY

Using glass window walls help to maintain an interactive office feel while still being enclosed in a private office. However, in a private office you don't want to be entirely exposed visually because that defeats the purpose of a private office. To maintain the sense of privacy applying decals or using polycarbonate panels help to retain visual disruptions. If applying window decals or a screen the minimum height requirement for decals is at least 6" above table height (Figure 75). However, if applying a strip of decal or screen across the window exposing the bottom portion of the room then a 2' maximum opening should be allowed to still retain privacy (Figure 76).

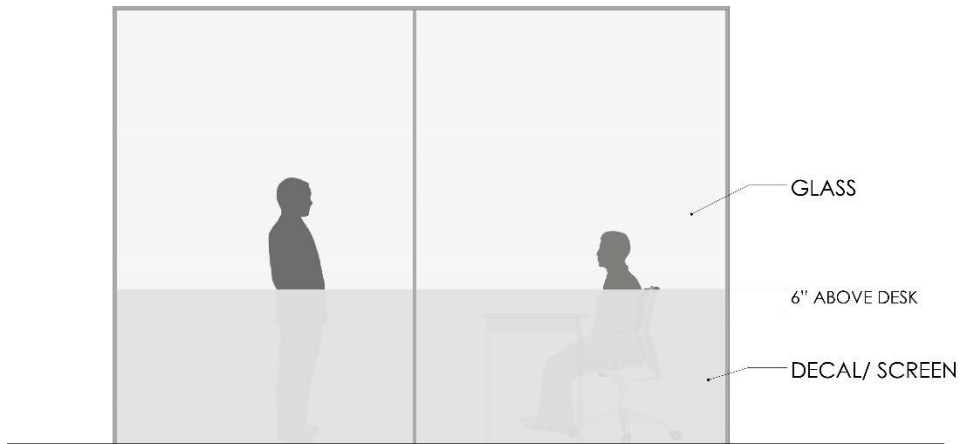


Figure 80: 6-inch minimum height at desk surface for decals

Source: Author

Illustrator: Author



Figure 81: 2 feet maximum opening from the ground.

Source: Author

Illustrator: Author

10) PROVIDE A SMALL LOUNGE TO KICK BACK

The concept of coworking is facilitating a place to network and collaborate. Interaction is highly encouraged and providing a small lounge area to let loose is a great way to do so. However, the size of a lounge is critical as it may not always be utilized by members. If a lounge is too large, the dedicated square foot of the area may be under-utilized.

It is important to have a small lounge if the coworking space provides a kitchen or coffee shop. Both encourage engagement and a lounge provides members an area to move to for a conversation without overcrowding the kitchen or coffee shop. Alternatively, if no kitchen or coffee shop is provided than a recommended break out area is suggested along a walking path to encourage interaction along passing.

11) CHOOSING THE RIGHT FURNITURE

Providing the right type of furniture for the right type of setting is necessary to sufficiently complete tasks without distraction. Furniture that entails comfortable cushioning and an arm rest are preferred for users for long-term seating. Preferred cushioning for long-term seating would be foam or mesh. If no cushioning, a chair that is ergonomic to the anatomy of the body while seating is also acceptable. For coworking spaces that often uses the same furniture for different space settings a chair with wheels would be preferred. Chairs with wheels also make it easier to collaborate when gathering coworkers for quick meet-ups. Viewed below are common office furniture that may be used for coworking settings:



The Aeron chair is best for long-term seating at a work desk. In a coworking space the Aeron chair would be best for all types of desk scenarios (hotdesk, dedicated desk, and private office). The wheels allow movement to and from desks, making it easier to interact and collaborate.

Figure 82: Aeron Chair

Source: www.hermanmiller.com/store



The Eames Molded Plastic Chair is molded for comfortability. However, not best for long-term seating. This type of chair would fit best in conference rooms and or meeting spaces because the fixed legs make it difficult to move around to interact unless already in an interactive setting.

Figure 83: Eames Molded Plastic Chair

Source: www.hermanmiller.com/store



The Sayl chair has similar qualities as the Aeron chair. The Alera Elusion chair fit best in situations at a work desk like the hot desk, dedicated desk, or private office. The moveable legs also allow movement from desks for easier interaction

Figure 84: Sayl Chair

Source: www.hermanmiller.com/store



The Caper chair fits best for either desk situations at a hotdesk, dedicated desk, or private office. The chair may also work best in conference or meetings spaces because of its ergonomic fit long period of sitting. Also, the Caper chair is diverse because of its ability to stack. Being able to stack the chairs allow a space to be cleared and organized on the side.

Figure 85: Caper Stacking Chair

Source: www.hermanmiller.com/store

CHAPTER 5: INTRODUCTION TO DESIGN

INTRODUCTION

The visit to the Box Jelly facility in Kaka’ako during the case study research had brought inspiration towards the goal to improve the existing coworking space. Speaking with Rechung Fujihira, CEO and founder of BoxJelly, he expressed the interest of expanding the current space of BoxJelly to provide more workspaces for current and potential members of BoxJelly. BoxJelly currently houses a 6,500 square foot space that shares the entire first floor with two other tenants. As BoxJelly’s plans are to expand an opportunity of utilizing the second floor above the existing facility were offered to be leased by BoxJelly.

BoxJelly is the first coworking space in the state of Hawaii. The mission of BoxJelly is to make Hawaii the best place to work in the best place to live. The concept of providing the best place to work is by providing a playful yet work productive environment that allows members to succeed in the best way that furthers their career. BoxJelly provides a simple, calm space that provides a smooth working environment that isn’t stressful, but enjoyable.

The expansion of BoxJelly has been a goal and necessity to the plans of BoxJelly because of the growth towards the work mode of coworking. The trend of using coworking spaces has caught attention to many entrepreneurs, freelancers, and small business owners of Honolulu as most are in the search of looking for the perfect venue to support their work style and work goals. With the second-floor expansion of BoxJelly, Rechung has the opportunity to continue to grow BoxJelly under the same roof of his existing space.

The current site and expansion of BoxJelly is a great opportunity to use what I have discovered in my investigation and apply it to an existing space that already has a following of current members who enjoy the environment of BoxJelly. However, designing the second-floor expansion would not be just the scope of the design project, but the first floor would also be re-envisioned that supports the investigation and the business model of BoxJelly.

SITE ANALYSIS

The existing site of the project is located in Kaka’ako on Kamani Street. It currently houses the existing BoxJelly, as well as the furniture store, Fishcake, and café, Morning Glass Coffee. The existing BoxJelly currently uses approximately 6,500 square feet of the overall first floor space. With the expansion of the second floor they would have an approximate 12,300 square feet of space that is dedicated to the use of BoxJelly.

The existing location of BoxJelly is at a prime location as it is near the business district of downtown, public transportation stops, available parking garages nearby, and a few restaurants in the area for accessible food options for breakfast, lunch, or dinner.

BoxJelly is located one block away from the main street of Ward Avenue in the north-south direction. For members that use public transportation as their main commute to and from work BoxJelly is very accessible as there are nearby bus stops in the vicinity that are a seven-minute walk from the furthest bus stop. For example, the furthest bus stop that is along the main route for most buses is located at Kapiolani Avenue, across from the Neal Blaisdell Center. The commute by foot from the bus stop to BoxJelly is approximately ten-minutes. On the other hand, the nearest bus stop can be found one block away. The two nearby bus stops are located on Ward Avenue and Halekauwila Street.

An alternate transportation is the new Biki bikeshare that is provided throughout the streets of Honolulu. In the vicinity there are eight Biki bikeshare stations within a half mile radius. Conveniently, there are two Biki bikeshare stations that are located just one block away on Ward Avenue and Pohukaina Street. Also, for members that commute via personal car there are convenient nearby locations that provide public parking as well as a parking lot that is provided by BoxJelly near the Kamani and Auahi Street intersection, just a two-minute walk from the parking lot. However, if the parking garages are not preferred there are ample street parking that is available along the perpendicular streets of Kamani Street such as Pohukaina Street, Halekauwila Street, and Auahi Street.

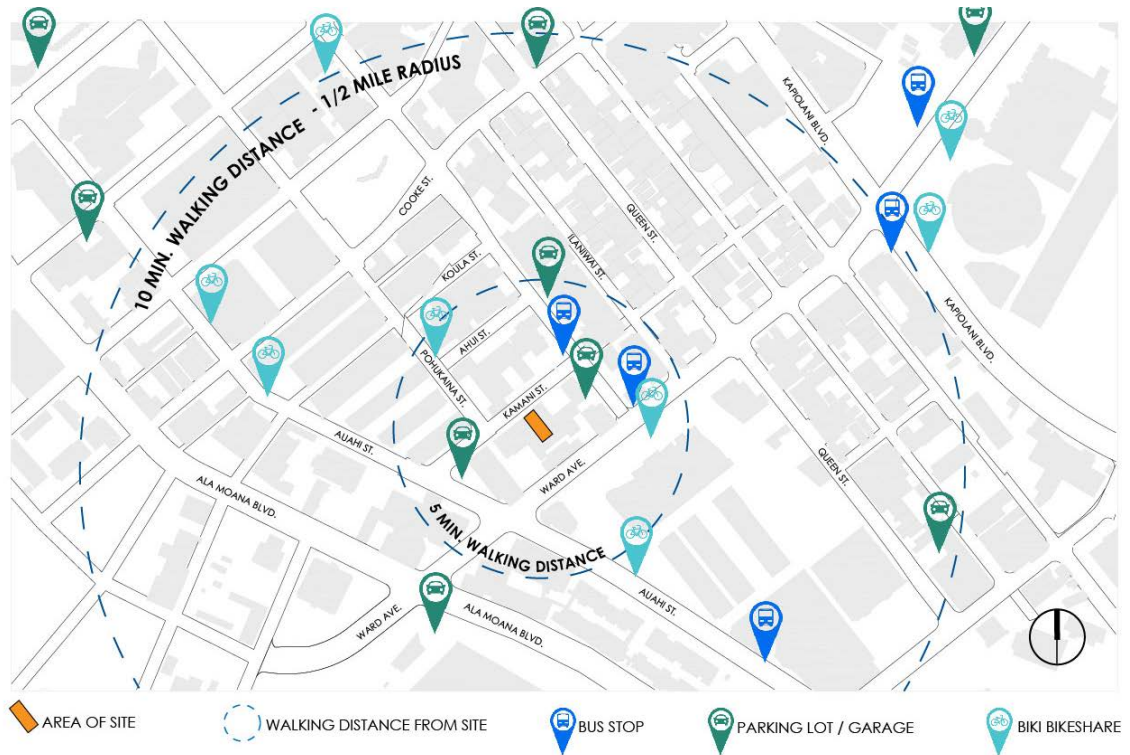


Figure 86: Vicinity map showcasing the nearby transportation amenities and walking distance to nearby venues

Source: Author

CLIMATE ANALYSIS

The climate in Kaka'ako, Honolulu is temperate throughout the year with moderate humidity and consistent northeasterly trade winds. However, on site at BoxJelly the climate is similar with moderate humidity and temperature. BoxJelly is not naturally ventilated and lit, so this means that the facility provides artificial lighting and ventilation to aid for a comfortable workplace. The existing conditions of sunlight and ventilation is very little, as most of the sunlight that enters into facility are during the late afternoons when the sun is pointing west. At this point the sun is harsh and bright but hits the site at an angle as the facility doesn't take advantage of the natural light opportunity because of the orientation and the façade.

The ventilation through the facility is minimum as there are surrounding buildings that blocks accessibility to the site. However, the building provides windows that intakes ventilation to access within the space. The wind accessibility may not be definite due to the interference of the building, but the opportunity for natural ventilation is provided.

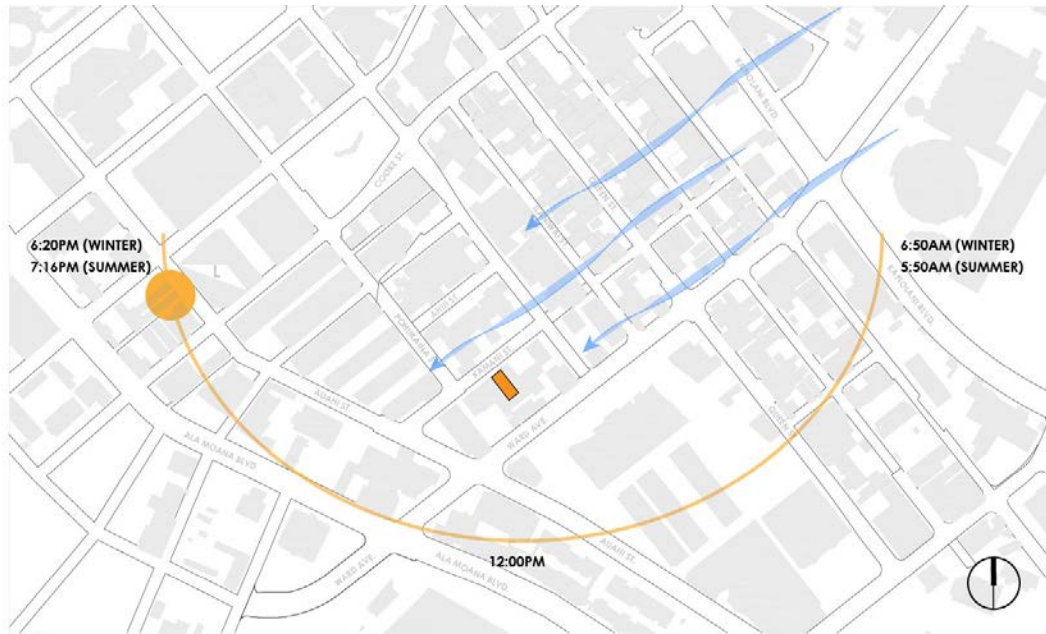


Figure 87: Sun and wind accessibility to the site is minimal, however architecturally there are provided opportunities to allow access.

Source: Author

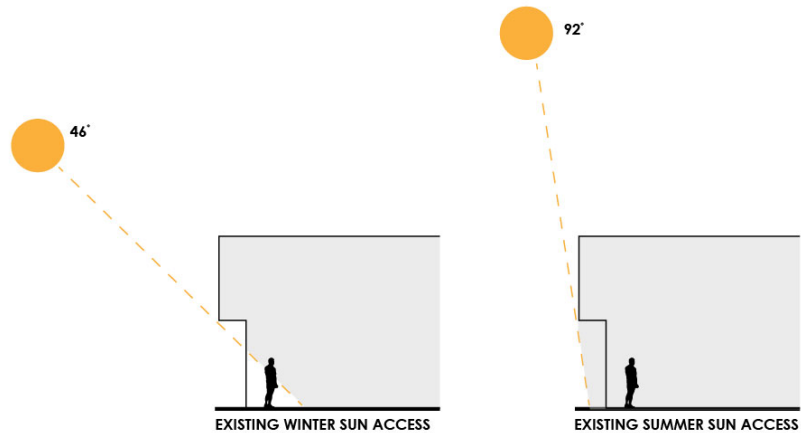


Figure 88: The sun accessibility in the winter and summer are at a minimal because of the minimal opportunity the facade provides.

Source: Author

EXISTING CONDITIONS

As mentioned previously in this chapter, BoxJelly’s mission is to make Hawaii the best place to work in the best place to live, and they fulfill that goal by providing the necessary types of spaces to work and live productively and comfortably in a relaxed environment. BoxJelly is approximately 6,300 square feet that occupies majority of the first floor of the building. The entire space has an

even amount of space that is dedicated to private offices, coworking spaces, and necessary amenity spaces such as conference rooms, kitchen space, and an event room.

The way the current space is organized in a way which the common spaces such as the coworking space, kitchen, conference room, and phone booth are found in the public entities of the space. The semi-private and private spaces entail spaces that prefer the most privacy such as the private offices. At BoxJelly the public entities are located in the front and transitions to semi-private and private the further you walk in. On the other side of BoxJelly that is located on the right of Fishcake has its own entity of organized space that is separate from the rest of BoxJelly. It is also organized similar to the main coworking space as you have the public in the front and private towards the back.

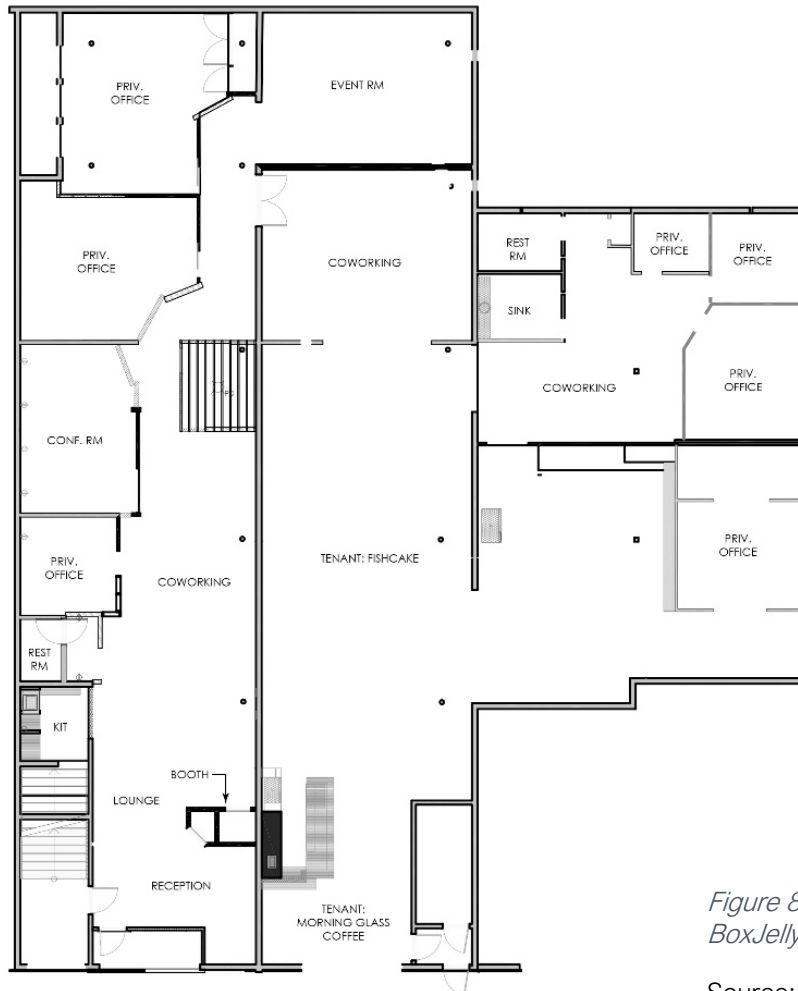


Figure 89: Existing first floor of BoxJelly

Source: Rechung Fujihira, Interview

In BoxJelly's plan to expand its current location, they were able to obtain the lease of the existing floor. The second floor is approximately 6,000 square feet of open space that has a lot of design potential with its large square footage available. There are two parts ways which a person is able get upstairs. There is a staircase on the BoxJelly side of the building that makes the second floor accessible. However, there is a wall that disrupts the view of the access. There is a second staircase which allows access to the second floor. This staircase is located on the other side of the building, on the Morning Glass coffee side. Both staircases lead to the second floor and down towards the front end of the building.

The problem is that the second floor has no connection to the first floor. If BoxJelly chooses the option to utilize the entire square feet of the second floor, the space will become its own entity, its own space which would have an entire character compared to what exists downstairs in the main coworking space. In reference to the design guidelines in the previous chapter, there should be a visual connection if there be a separate floor. The visual connection would be able to allow the character or vibe of the main space to be shared to the separate floor.

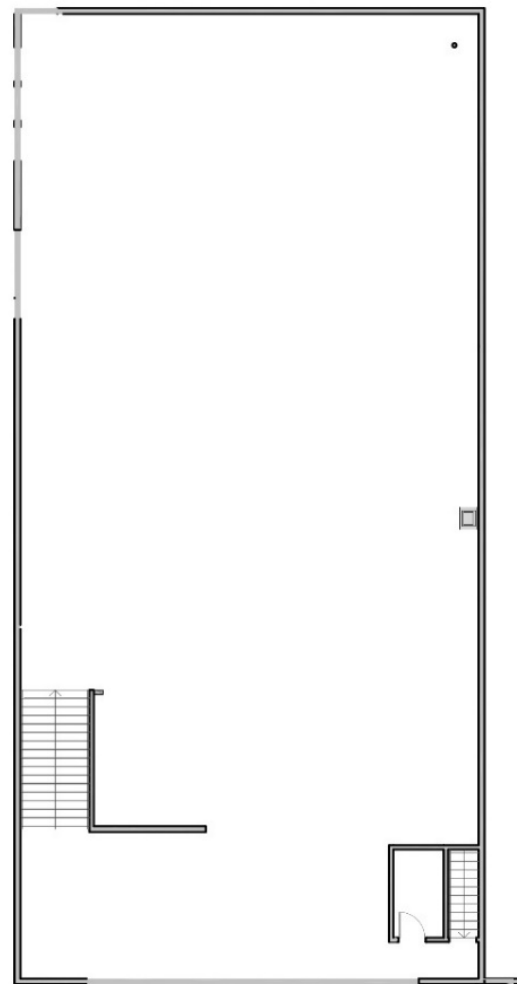


Figure 90: Existing second floor that BoxJelly will occupy as part of their expansion.

Source: Rechung Fujihira, Interview

1. LOBBY

As mentioned in my research, the lobby sets the first impression of the space. As you enter BoxJelly, you walk into the lobby which entails the reception table and the waiting area. At instant, the space is very welcoming and open as you are verbally greeted and visually welcomed to an open space beyond that is the main coworking space. The lobby is a medium-sized at 270 square feet for foot traffic, however, in this space there isn't much traffic to have the space feel condensed. If the space happens to be condensed, there is enough space for a group of people to be able to move to the side to allow a smooth route of traffic to pass.

Architecturally, the space provides a warm feel as there are accents of wood components that compliments the white walls throughout the space. Also, the red furniture brings a striking sense of color to the space that helps to brighten the space. At the lobby, BoxJelly succeeds in creating a space that welcomes and comforts visitors and members that use the space.

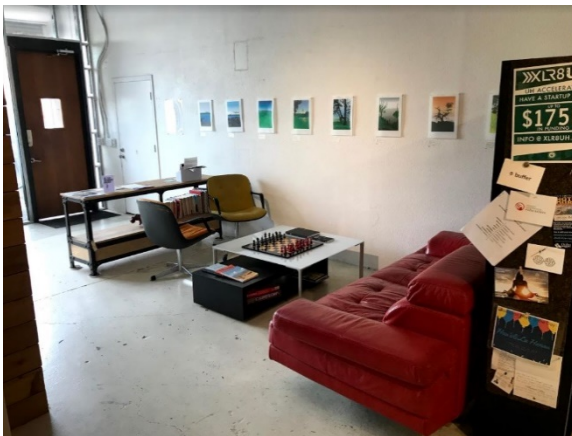


Figure 91: Existing small lobby found at the entrance of BoxJelly

Source: Author

2. COWORKING SPACE

As you pass the lobby, the main coworking room is the next space a visitor or members proceed to pass through. The coworking space is also rather large, it is approximately 750 square feet. It provides ample room for large groups to walk through. However, not often are there large groups of foot traffic that occupy the space during the day.

Currently in the main coworking space there are 12 coworking tables that may also be used as dedicated desks if a member decides to purchase a desk to rent. The desks are rather large as they provide ample of space for one user to occupy a desk. The smallest desk size is a 3'-4" by 2'-0" table that provides the minimum 6 square feet of space each user needs for a comfortable workspace. The larger desk size in the space is a 5'-0" by 2'-0" table that provides a 10 square feet workspace, which is more than enough space.

The chairs in this space use a cushioned, rolling chair, which is typical for a work-type setting. Some chairs provided a comfortable arm rest and others did not. The benefit of the rolling chairs allowed members to roll from one desk to a nearby desk for the members to interact and engage. The availability of the rolling chairs made it possible for members to collaborate. For each desk there is provided one chair that would seat one person per table, allowing ample of workspace at one table per member.

Overall, the location of the coworking space fits in this location of the layout as it is where most of BoxJelly's members tend to spend most of their visit at, with the exception of private office users. However, the space lacks a sense of freedom or play that allows the members to express themselves or be creative. As the coworking room being the common space at BoxJelly, the vibe of the room should embody an interactive and creative space that encourages no limit of expression among its members.



Figure 92: Existing open coworking desks located in the main space of BoxJelly.

Source: Author

3. KITCHEN

The kitchen is adjacent to the main coworking space. It is approximately, 70 square feet. It is a small space that provides a kitchen counter, microwave, sink, and refrigerator to store, cool, and heat foods or drinks. With its small space, it is an area that poses itself as a stop and go-type of room. In this type of setting, the kitchen does not set much interaction because of its limited size to provide space for members to grab-and-go, as well as, stop and hold a conversation.



Figure 93: The existing small kitchen is located adjacent to the main coworking room for easy access.

Source: Author

CHAPTER 6: DESIGN PROCESS

PROGRAM DESIGN

The BoxJelly provides a multitude of spaces that support the workstyle of all types of users for formal work, informal work, and opportunities of spaces to wind down. The spaces that are currently laid out and will be added in addition to the re-envision of the current space and the expansion of the second floor are organized through a program list that is provided in the plan for BoxJelly. A design is provided in the plan, but the required or recommended square footages of each program space that is in their wish list of spaces they would like to provide in the new BoxJelly.

Program Name	Quantity	Square Feet
Membership Program List		
Nomad	70 Expected Members	2818 sf
No Limit	50 Expected Members	(shared with above)
Dedicated	20 Expected Members	1812 sf
Total		4630
Private Office List		
1 Person Office	8 Units	25 sf
1-2 Person Office	9 Units	100 sf
3-4 Person Office	6 Units	125 sf
5-6 Person Office	2 Unit	200 sf
7+ Person Office	1 Unit	300 sf
Total	26	2550
Meeting Room List		
Phone Booth	4 Rooms	25 sf
Small Room	1 Room	100 sf
Board Room	3 Room	250 sf
White Box	1 Room	400 sf
Total	9	1,350
Additional Programs		
Kitchen	1	121 sf
Restroom	2	100 sf
Shower	1	50 sf
Small Lounge	1	227 sf
Lobby	1	508 sf
Total	6	1106
Program Total	41	9636

In addition to the list of programs a cost per square foot would also be provided to understand the cost of each program size in BoxJelly. Also, an understanding of the quantity of offices, desks, and etc. is beneficial how much each space would make in monthly revenue. During my design thinking to go forth in choosing the right concept that would best fit BoxJelly in a financial standpoint and the user's experience, I have put together a three schemes of space allocation and program listing with different room quantities to understand the benefits and disadvantages of each scheme.

Figure 94: Projected program list for new BoxJelly.

Source: Author

FORM

The interior form of the existing BoxJelly provides a two-level facility that is accessible through two staircases at the front interior of the building. With the opportunity to expand BoxJelly to the second floor there is further opportunity to connect both entities of the different floors to provide a facility that works and plays under one roof. This means that concept of having both floors have visual and sound connection, so that the entire space is able to share the same energy and feel to the facility.

To resist the disconnection of the two floors, the new interior form proposes a floor cutout (shown in the figure below). This opportunity allows visual connection to both floors, as well as sound connection to be able to create an influential vibe of the space that can be felt and motivate members on either floor. Also, having a cutout would also promote a sense of interest to want to see what is happening on either side of the floor. The cutout would encourage interaction, thus promoting community building and inspiration for all members.

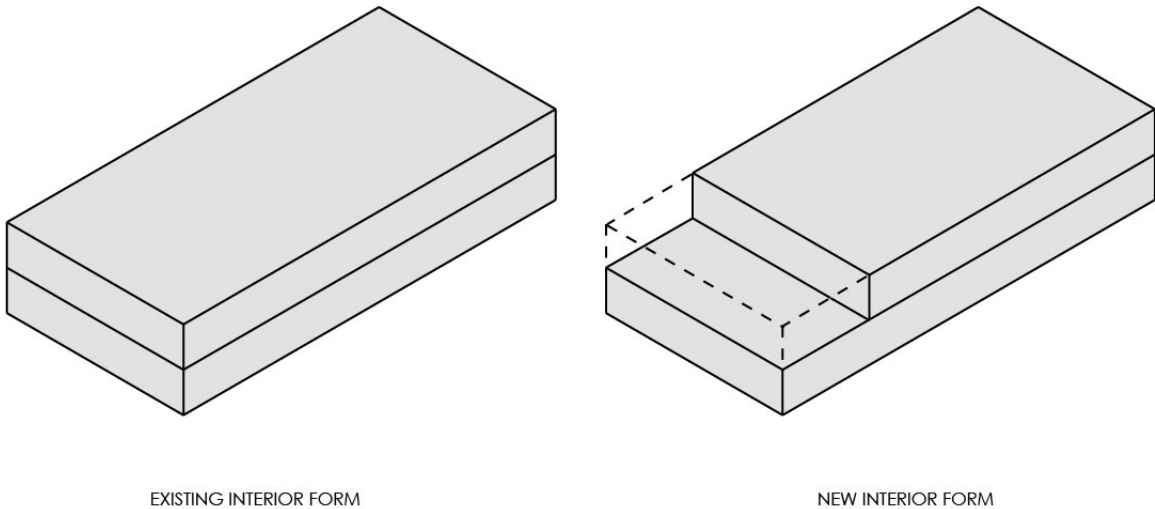


Figure 95: Proposal to cut the second story flooring to provide access to the first floor allows for both floors to be connected.

Source: Author

DESIGN SCHEMES

SCHEME 01: OPEN OFFICE

The first scheme focuses on the idea of an open office. This concept provides ample open seating dedicated for BoxJelly's Nomad, No Limit, and Dedicated desk members. The concept provides 2,818 square feet for the hotdesk-type seating for Nomad and No Limit members while 1,812 square feet is for dedicated desk-type members (Figure 80). The open plan scheme works to fit as many hotdesk and dedicated desks in the idea that the scheme caters and expects more open desk members rather than private office members. The open space would sacrifice the original preferred number of private offices, not being able to fit a couple large offices. As the scheme provides majority of its space dedicated for open seating most of its monthly revenue is coming these members at \$63,605 as compared to a \$22,800 monthly revenue from the private offices. The total monthly revenue outcome of this scheme is approximate to \$98,765 per month.

The scheme provides more open space that would lead to interaction to support the idea of a building community. The community building would also be applicable in this scheme as the kitchen is exposed and oriented in the center towards the coworking spaces to spark interaction among members. However, a disadvantage to this scheme is that the conference rooms are at distant locations from the entry, which doesn't make them easily accessible for visitors.

This scheme is logical to the market of coworking when the number of private office renters are at a low. In the case of this scenario this scheme would allow BoxJelly to be able to retain monthly revenue from spaces which there would be more use. The hotdesks and dedicated desks would help support that because in this scenario this is where most of the members have preference in working. Unfortunately, in the case that the market flips and more private offices are preferred the scheme would not support that because of the amount of open space and desks in the layout.

PROS:

- OPEN PLAN FOR MORE INTERAC-TION.

- EXPOSED, CENTRAL KITCHEN FOR VISUAL CONNECTION.

- HOTDESK IN FRONT FOR EASY ACCESS TO DESK SPACE.

- CONFERENCE RM IN EACH SEPARATED WORKSPACE

CON:

- CONFERENCE TOO FAR FROM ENTRY. NOT ACCESSIBLE FOR VISITORS.

CONCEPT: OPEN OFFICE						
Address: 307A Kamani St.						
Size: 12,354 sf						
Program Name	Quantity	Square Feet	Monthly Membership Revenue	Membership Rate	\$ per sf	Notes
Membership Program List						
Nomad	56 Seats	2819 sf	\$980/ mon. from \$35 monthly rate \$21,000/ mon. from \$25/ day rate	\$35/Month or \$25/Day	\$2.87 for \$980/month \$0.13 for \$21,000/month	29 Monthly Members & 28 Daily Members
No Limit	57 Seats	(shared with above)	\$12,825	\$225/ Month	\$0.22	
Dedicated	64 Seats	1812 sf	\$28,800	\$450/ Month	\$0.06	
Total	177	4630	\$63,605			
Private Office List						
1 Person Office	8 Units	40 sf	\$7,600	\$950 +	\$0.04	
1-2 Person Office	9 Units	100 sf	\$8,550	\$950 +	\$0.10	
3-4 Person Office	6 Units	125 sf	\$5,700	\$950 +	\$0.13	
5-6 Person Office	1 Unit	200 sf	\$950	\$950 +	\$0.21	
Total	24	2170	\$22,800			
Meeting Room List						
Phone Booth	4 Rooms	25 sf	Non-Member: \$1800 Member: \$2700	Non-Member: \$15/ hr Member: \$10/ hr	\$0.04	Non-Members use 60/ day & Members use 60/ day
Small Room	2 Rooms	150 sf	Non-Member: \$2100 Member: \$3000	Non-Member: \$35/ hr Member: \$25/ hr	\$0.10	Non-Members use 20/ day & Members use 40/ day
Board Room	1 Room	202 sf	Non-Member: \$1050 Member: \$750	Non-Member: \$35/ hr Member: \$25/ hr	\$0.21	Non-Members use 10/ day & Members use 10/ day
White Box	1 Room	450 sf	Non-Member: \$540 Member: \$420	Non-Member: \$90/ hr Member: \$70/ hr	\$1.07	Non-Members use 30/ month for 2hrs each & Members use 30/ month for 2hrs
Total	8	1,052	\$12,360			
Additional Programs						
Kitchen	1	121 sf	-	-		
Restroom	2	100 sf	-	-		
Shower	1	50 sf	-	-		
Small Lounge	1	227 sf	-	-		
Lobby	1	508 sf	-	-		
Total	5	1006				
Program Total	214	8858	\$98,765			

Figure 96: Scheme 01 - Open Plan

Source: Author

SCHEME 02: PRIVATE OFFICE & DEDICATED DESKS

Scheme two provides a concept that anticipates majority of members to use private offices and dedicated desks. In the scenario that the members prefer private offices there are less open space for hotdesks and dedicated desks as compared to the first scheme. The scheme doubles the amount of square footage that is dedicated for private offices as there are 38 private offices that range in size for one person to large offices for 7 or more persons. This scheme makes less monthly revenue for opens space compared to the first scheme and more revenue for private offices. However, the total monthly revenue that this scheme makes with all its spaces is slightly less at \$98,245 per month.

Scheme two is still able to provide a interactive coworking space while still providing the 38 private offices that does not interrupt the open space. This scheme is also able to configure an arrangement that allows easy access to the conference rooms for visitors and members. However, in the scheme the entry does not set a tone of an active workplace that would attract potential members. Also, the event space and other conference rooms are located at a far distance from the kitchen that would make it difficult for snacks or food to be brought from the kitchen to each space.

Like the first scheme, this scenario would be applicable to a market where members would more commonly prefer private offices. Because the market fluctuates on workspace preferences this scheme would not work permanently. However, if providing a scheme that uses a balance of the scheme one and two, it may be able to support the fluctuation of the market.

PROS:

- INTERACTIVE COWORKING SPACE ENCOURAGING INTERACTION.

- EASY ACCESS TO CONFERENCE ROOM FOR VISITORS

- KITCHEN OPEN TO COWORKING TO ENCOURAGE INTERACTION.

- AMPLE PRIVATE OFFICES DOES NOT INTERRUPT OPEN SPACES IN PLAN.

CON:

- ENTRY DOESN'T SET TONE OF INTERACTIVE AND ACTIVE WORK-PLACE TO ATTRACT POTENTIAL MEMBERS.

- NO CONFERENCE RM IN ISOLATED COWORKING SPACE.

- EVENT SPACE SEPARATED FROM KITCHEN OR MAIN COWORKING SPACE.

CONCEPT: PRIVATE OFFICE AND DEDICATED DESK						
Address: 307A Kamani St.						
Size: 12,354 sf						
Program Name	Quantity	Square Feet	Monthly Membership Revenue	Membership Rate	\$ per sf	Notes
Membership Program List						
Nomad	33 Seats	1666	\$560/ Mon. from \$35 monthly rate \$12,760/ Mon. from \$25 daily rate	\$35/Month or \$25/Day	\$2.97 from \$560/month \$0.13 from \$12,750/month	16 Monthly Members & 17 Daily Members
No Limit	33 Seats	(shared with above)	\$7,425 Monthly	\$225/ Month	\$0.22	
Dedicated	67 Seats	2300	\$30,150 Monthly	\$450/ Month	\$0.08	
Total	133	3966	\$50,885			
Private Office List						
1 Person Office	11 Units	40 sf	\$10,450	\$950 +	\$0.04	
1-2 Person Office	14 Units	100 sf	\$13,300	\$950 +	\$0.10	
3-4 Person Office	5 Units	125 sf	\$4,750	\$950 +	\$0.13	
5-6 Person Office	6 Unit	200 sf	\$5,700	\$950 +	\$0.21	
7+ Person Office	2 Units	300 sf	\$1,000	\$950 +	\$0.32	
Total	38	4265	\$36,100			
Meeting Room List						
Phone Booth	4 Rooms	25 sf	Non-Member: \$1800 Member: \$2700	Non-Member: \$15/ hr Member: \$10/ hr	\$0.04	Non-Members use 6x/ day & Members use 6x/ day
Small Room	1 Rooms	100 sf	Non-Member: \$1050 Member: \$1150	Non-Member: \$35/ hr Member: \$25/ hr	\$0.09	Non-Members use 1x/ day & Members use 3x/ day
Board Room	2 Room	187 sf	Non-Member: \$2100 Member: \$1500	Non-Member: \$35/ hr Member: \$25/ hr	\$0.25	Non-Members use 2x/ day & Members use 2x/ day
White Box	1 Room	400 sf	Non-Member: \$540 Member: \$420	Non-Members: \$90/ hr Members: \$70/ hr	\$0.85	Non-Members use 3x/ month for 2hrs each & Members use 3x/ month for 2hrs
Total	8	974	\$11,260			
Additional Programs						
Kitchen	1	218 sf	-	-		
Restroom	2	100 sf	-	-		
Shower	1	50 sf	-	-		
Small Lounge	1	227 sf	-	-		
Lobby	1	598 sf	-	-		
Total	5	1293				
Program Total	184	10408	\$98,245			

Figure 97: Scheme 02 - Private Office and Dedicated Desks

Source: Author

SCHEME 03: HYBRID

The third scheme joins the two previous schemes to create a balance to support the market in either cases of a preferred open desk or private office among the members of BoxJelly. From a financial standpoint of the monthly revenue that is received in this scheme, it finds a medium of the two schemes for both open desks and private offices while still providing the programs that are originally requested in the first program list (Figure 79). The total monthly revenue of the entire space in the hybrid scheme is \$102,595 per month, which is much higher than the two previous schemes.

The hybrid scheme showcases an interactive entry that would attract potential members and set the tone for members as they enter the coworking space. Similar to scheme two, the hybrid scheme is still able to provide an easy access to the conference rooms for visitors and members as there is a conference room in each separate entity of the layout. A disadvantage to the hybrid

scheme is that the event space is separated from the kitchen or the main coworking space. However, it is at a convenient location for Fishcake as they often rent the space for their events.

The hybrid scheme provides both the strengths of scheme 01 (Open Plan) and scheme 02 (Private Office). This scheme is able to provide the amount of spaces that would support the fluctuation of the market in the scenarios of a open desks preferred workspace and private office workspace while providing the necessary meeting spaces, kitchen, and small lounge to support and entertain current and potential members.

PROS:

- INTERACTIVE PROGRAMS IN FRONT.

- ENTRY SETS A LIVELY VIBE

- CONF.RM NEAR ENTRY AND KITCHEN

CON:

- EVENT SPACE SEPARATED FROM KITCHEN OR MAIN COWORKING SPACE.

CONCEPT: HYBRID						
Address: 307A Kamani St.						
Size: 12,354 sf						
Program Name	Quantity	Square Feet	Monthly Membership Revenue	Membership Rate	\$ per sf	Notes
Membership Program List						
Nomad	42 seats	1671	\$735/ Mon. from \$35 monthly rate \$15,750 from \$25 daily rate	\$35/Month or \$25/Day	\$2.27 from \$735/month \$0.11 from \$15,750/ month	21 Monthly Members & 21 Daily Members
No Limit	42 seats	(shared with above)	\$9,450 Monthly	\$225/ Month	\$0.18	
Dedicated	88 seats	1948	\$39,600 Monthly	\$450/ Month	\$0.05	
Total	166	3619	\$65,335			
Private Office List						
1 Person Office	8 Units	40 sf	\$7,600	\$950 +	\$0.04	
1-2 Person Office	9 Units	100 sf	\$8,550	\$950 +	\$0.10	
3-4 Person Office	6 Units	125 sf	\$5,700	\$950 +	\$0.13	
5-6 Person Office	2 Units	200 sf	\$1,900	\$950 +	\$0.21	
7+ Person Office	1 Unit	300 sf	\$950	\$950 +	\$0.31	
Total	26	2670	\$24,700			
Meeting Room List						
Phone Booth	4 Rooms	25 sf	Non-Member: \$1800 Member: \$2700	Non-Member: \$15/ hr Member: \$10/ hr	\$0.04	Non-Members use 6x/ day & Members use 6x/ day
Small Room	2 Rooms	100 sf	Non-Member: \$2100 Member: \$3000	Non-Member: \$35/ hr Member: \$25/ hr	\$0.67	Non-Members use 2x/ day & Members use 4x/ day
Board Room	1 Room	171 sf	Non-Member: \$1050 Member: \$750	Non-Member: \$35/ hr Member: \$25/ hr	\$0.23	Non-Members use 1x/ day & Members use 1x/ day
White Box	1 Room	604 sf	Non-Member: \$540 \$420	Member: Non-Member: \$60/ hr Member: \$70/ hr	\$1.44	Non-Members use 3x/ month for 2hrs each & Members use 3x/ month for 2hrs
Total	8	1,075	\$12,360			
Additional Programs						
Kitchen	1	218 sf	-	-		
Restroom	2	100 sf	-	-		
Shower	1	50 sf	-	-		
Small Lounge	1	227 sf	-	-		
Lobby	1	449 sf	-	-		
Total	5	1144	-	-		
Program Total	205	8508	\$102,395			

Figure 98: Scheme 03 - Hybrid of open space and private offices

Source: Author

ENTRY

The area that BoxJelly is located is zoned as Kakaako Community Development District, according to the City & County of Honolulu Department of Planning and Permitting.⁹⁰ This is because the entire area of Kaka'ako is going through a redevelopment phase that would establish Kaka'ako as a dynamic urban neighborhood in Honolulu. The Honolulu Community Development Authority (HCDA) has plans to provide a balanced successful living and working environment that is responsive to the interests of the users involved. As coworking continues to grow in the interest of a preferred work mode, BoxJelly would be able to provide the type of spaces in a prime location for that type of live and work balanced lifestyle. However, because the current building façade and building orientation is not facing to where pedestrians commonly pass, the understanding of a space such as BoxJelly is not often noticed to potential members and visitors.

The entry of BoxJelly faces Kamani Street. Through my observation Kamani Street is not a highly pedestrian activated street, but often can be seen with vehicular traffic passing through. However, the vehicle traffic on Kamani Street is also not highly active. To provide an opportunity for BoxJelly to be visually noticed by bypassers the building could benefit from a re-envisioned façade. A concept that may guide this goal is to allow the building to be transparent to the streets This would allow pedestrians and those who drive by are able to see and gain interest on the action that is happening behind the walls of BoxJelly.

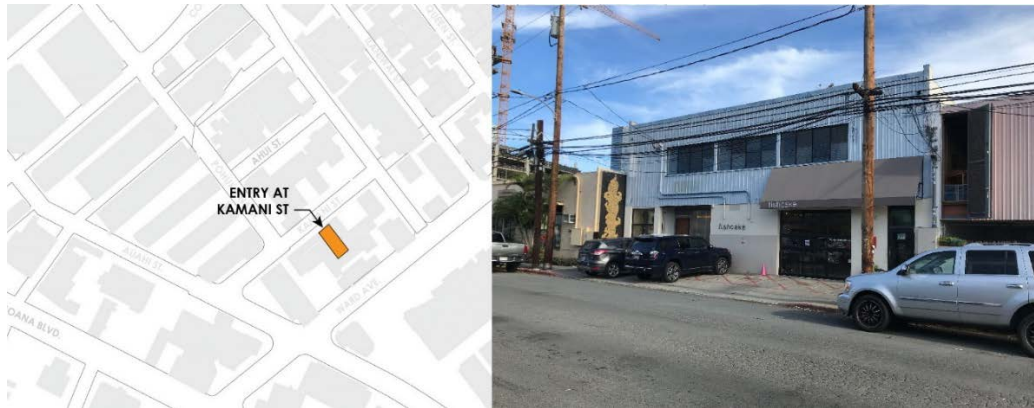


Figure 99: Kamani Street is not a highly activated street. A transparent facade would help to attract visitors.

Source: Author

⁹⁰ City & County of Honolulu. 2009. City & County of Honolulu Department of Planning and Permitting. October 1. Accessed February 20, 2018. <http://gis.hicentral.com/pubwebsite/TMKDetails>



Figure 100: Vehicular traffic on Kamani St. is not highly active and often bypassed to and from Ward Avenue.

Source: Author



Figure 101: There are not much pedestrian activity on Kamani St.

Source: Author

FLOOR PLAN

The current floor plan of BoxJelly programs its spaces by providing a small lounge seating at the entry and open coworking space beyond. Along the perimeter on the left of the overall space houses the programs that require separation walls to create a barrier that separates room and coworking space. A few of these programs on the perimeter are the kitchen, private offices, conference room, and restroom. The configuration is understandable; however, a few walls may not be necessary. An example of this is the kitchen. The kitchen is a social opportunity that encourages interaction among users who enter in and out of the space, it is a conversation starter.

Another point of the circulation is the transition from space to space of the entire facility. The long, meandering hallway leads to a dead-end at the end of its hall. As mentioned in the design guidelines, the dead-end causes confusion and or discomfort in the floor plan of the space. Proposing a circulation route in BoxJelly that allows a user to be able to circulate back where he or she started will help for a smooth transition of the spaces and easier access. As shown in the figure below, some of the walls will be demolished and re-configured. The floor plan will be re-envisioned to provide a smooth transition throughout the space while configuring the programs in an organization that supports the circulation.

However, to be able to provide a plan that accomplishes the goal of a sufficient circulation, a configuration of the plan will be necessary. Moving rooms around as well as walls are a part of the process to achieve that type of layout. Shown in the figure below is a demolition plan that showcases which walls would be taken down and which of the walls would remain. In the same figure, most of the walls would have to be demolished to configure the ideal layout and circulation that accommodates the concept of a smooth transition through each space.

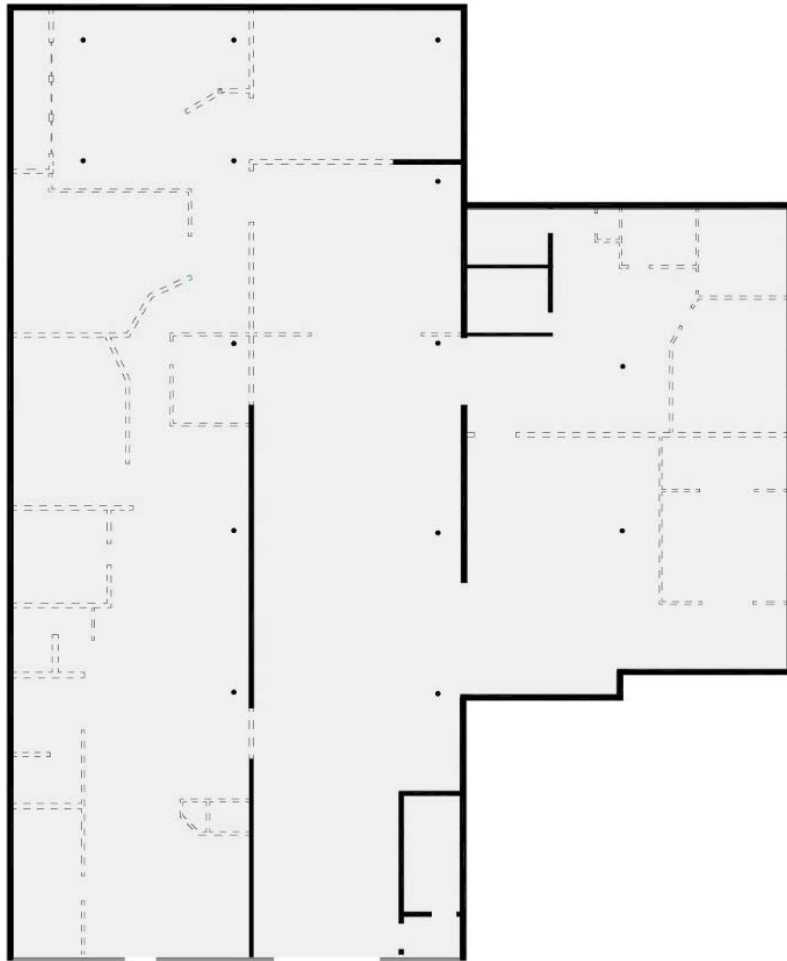


Figure 102: Demolition plan of existing walls

Source: Author

CHAPTER 7: FINAL DESIGN

INTRODUCTION

In this chapter the final design of the re-envision of BoxJelly is demonstrated. The design process goes into detail of the spaces that are provided, the architectural integration of the new space, the illustration of the final design, and a description of a typical user experience. The final design applies all the information and observation that is found in the research and design process from the previous chapter that would be used as a framework to go further into the architectural design process in this chapter. The Design goal of this project to re-envision BoxJelly is to utilize the key concepts of what BoxJelly is known for and provide the types of spaces that supports their mission. The mission of BoxJelly is to make Hawaii a better place to work and live. BoxJelly supports their mission by providing a space that allows their members to enjoy their work in an environment that allows them to be play and be productive. BoxJelly is a simple environment that is like home, it is calm and supports their members to live for the ride in the journey they choose. The design decisions in this chapter are explored based on this mission and concept that BoxJelly is about.

LAYOUT

The design of the new layout follows a similar private-public concept that the existing BoxJelly uses to organize the facility. However, the organization of the programs are configured differently to provide an accessible plan that improves the wayfinding throughout the facility. The existing private-public concept of BoxJelly establishes a public entry that would sequentially turn to semi-private and private spaces as a member would walk further into the facility (as shown in figure below). In the expansion of the second floor a similar concept will be established to follow the first floor. Providing the same concept on the second floor will make it easier for a member to be able to understand the space because it is familiar. Also, the public frontage an private location in the back helps members to be able to be productive in spaces that don't see much visual and circulation traffic and distraction that is located in the front versus having less traffic in the back.

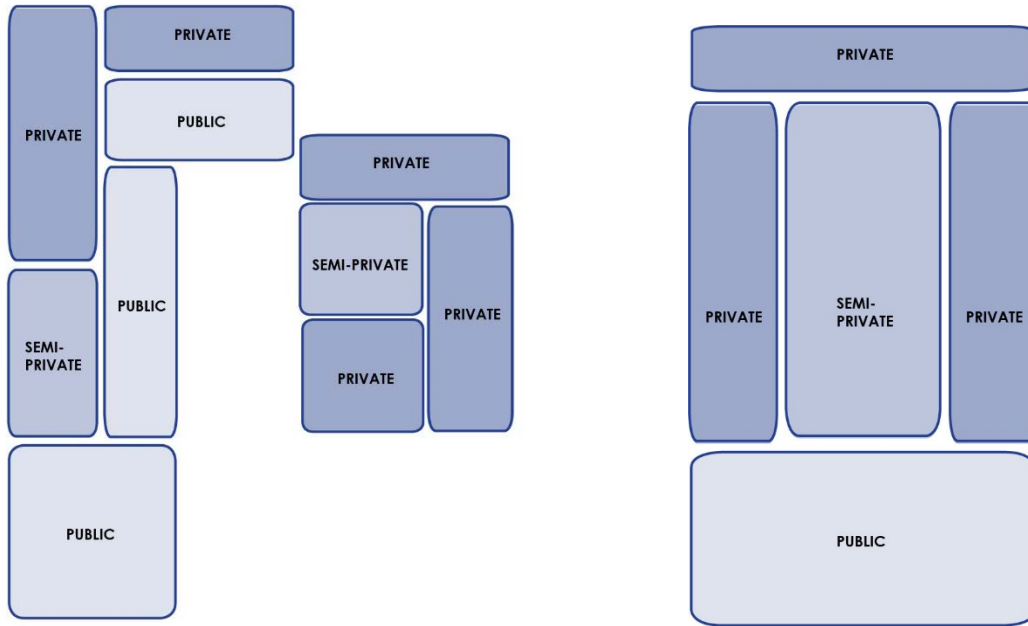


Figure 103: Private to Public Entity Diagram (Left - First Floor; Right - Second Floor)

Source: Author

The new layout of BoxJelly features a transparent entry and open coworking space that is designed to set the tone of the entire facility. As mentioned, the mission of BoxJelly is to make Hawaii a better place to work and live. Providing a social and playful entry sets the tone of an interactive and productive workplace that fosters a community-type of space that makes it a comfortable environment to work in.

The circulation in this new layout provides an accessible route throughout the space that minimizes the sense of confusion from feeling lost in the entire space. To accomplish this goal, the circulation is designed to take you around the entire space without dead-ends and circulates the user back to its starting point. Starting at the entry a visitor would begin to walk through a clear circulation path that passes through the main coworking space. Along the path are dedicated rooms that are placed one after the other to make wayfinding through the space simple. At the end of the clear path is a split that would lead to different spaces, the private offices and an extended coworking space which at the end of the split the circulation joins back again that leads to the next dedicated space, further coworking and private offices. Beyond these spaces the circulation ends back towards the entry.



Figure 104: New layout of BoxJelly (Right – First Floor; Left- Second Floor)

Source: Author

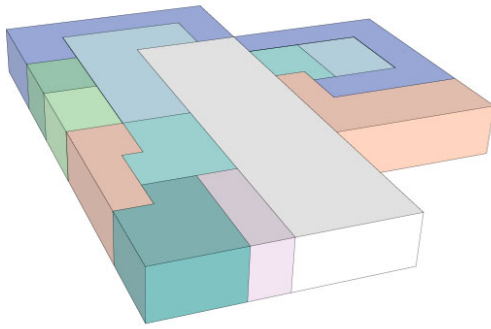


Figure 105: There is a smooth circulation in the layout that provides an easy access through each space.

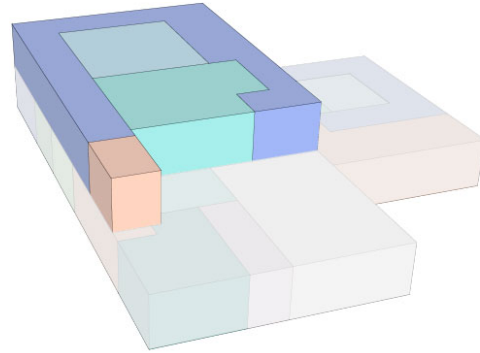
Source: Author

DESCRIPTION OF LAYOUT

As described in the previous chapter, the type of spaces that are requested are exactly what is necessary and will be implemented in the final design. However, to achieve a thriving a coworking space with these programs they need to be configured and oriented in areas of the existing space for each program to work cohesively to accomplish the goal of a space which best exemplifies the mission of BoxJelly. The program that is provided below showcases the types of programs that is provided by size and quantity. In addition to the program types are descriptions of the monthly revenue for this final design scheme.



FIRST FLOOR



SECOND FLOOR

CONCEPT: HYBRID						
Address: 307A Kamani St.						
Size: 12,354 sf						
Program Name	Quantity	Square Feet	Monthly Membership Revenue	Membership Rate	\$ per sf	Notes
Membership Program List						
Nomad	65 seats	2290	\$560/ Mon. from \$35 monthly rate \$12,750 from \$25 daily rate	\$35/Month or \$25/Day	\$4.09 from \$560/month \$0.18 from \$12,750/month	33 Monthly Members & 32 Daily Members
No Limit	(shared with above)	(shared with above)	\$7,200 Monthly	\$225/ Month	\$0.32	
Dedicated	50 seats	2170	\$22,500 Monthly	\$450/ Month	\$0.10	
Total	115	4460	\$43,010			
Private Office List						
1 Person Office	8 Units	40 sf	\$7,600	\$950 +	\$0.04	
1-2 Person Office	9 Units	100 sf	\$8,550	\$950 +	\$0.10	
3-4 Person Office	6 Units	125 sf	\$5,700	\$950 +	\$0.13	
5-6 Person Office	3 Units	200 sf	\$2,850	\$950 +	\$0.21	
7+ Person Office	1 Unit	300 sf	\$950	\$950 +	\$0.31	
Total	26	2870	\$25,650			
Meeting Room List						
Phone Booth	4 Rooms	25 sf	Non-Member: \$2700 Member: \$1800	Non-Member: \$15/ hr Member: \$10/ hr	\$0.02	Non-Members use 6x/ day & Members use 6x/ day
Small Room	3 Rooms	100 sf	Non-Member: \$2100 Member: \$3000	Non-Member: \$35/ hr Member: \$25/ hr	\$0.06	Non-Members use 2x/ day & Members use 4x/ day
Board Room	2 Room	220 sf	Non-Member: \$1050 Member: \$750	Non-Member: \$35/ hr Member: \$25/ hr	\$0.24	Non-Members use 1x/ day & Members use 1x/ day
White Box	1 Room	580 sf	Non-Member: \$540 Member: \$420	Non-Member: \$90/ hr Member: \$70/ hr	\$0.60	Non-Members use 3x/ month for 2hrs each & Members use 3x/ month for 2hrs
Total	10	1,420	\$12,360			
Additional Programs						
Kitchen	1	250 sf	-	-		
Restroom	2	100 sf	-	-		
Shower	1	50 sf	-	-		
Small Lounge	1	227 sf	-	-		
Lobby	1	449 sf	-	-		
Total	6	1144	-	-		
Program Total	157	9894	\$81,020			

Figure 106: This program list showcases the new program quantity that fits in the final layout.

Source: Author

The hybrid scheme that was presented in the previous chapter best exemplified the goal of what BoxJelly is about. The configurations provided multiple opportunities for interaction whether you are working in the open space or in the private offices. It also provides opportunities for visitors and member to feel the energy of the space at the entry. However, this goal of setting the tone can only be realized through the architectural integration that is applied in the entry. This statement would also be true for all other programs in the space. Listed below are the description of the spaces and how they are envisioned to set the tone and accomplish the goal of BoxJelly's mission.

1. LOBBY & COWORKING SPACE

As mentioned in the Design Guidelines chapter, the lobby or entry should set the tone of the space. The entry of BoxJelly is 449 square feet. It is a fairly large and open space that provides an easy visual access to the main coworking space. The lobby/ entry will provide a small lounge with seating and a reception desk for sitting, waiting, and or impromptu meetings with visitors or members. For bikers and or surfers, a rack is provided to hold such equipment if they commute by bike and or commute with their surfboard. Lastly, to liven the space and set the tone of a calm workspace a green wall is showcased behind the reception desk.

There are a couple coworking spaces in the new BoxJelly configuration. The main coworking space is located just beyond the lobby. This is where the most Nomad or No Limit-type members will often work. The main space is lively as it is the main space that has the most traffic throughout BoxJelly and it also opens towards the kitchen where most interaction would occur. (Image of main coworking is represented in image above).

The secondary coworking space is located on the second floor. It is the first type of workspace that seen as you enter the upper floor. Because this coworking space is on the second floor it has its own entity of a different type of environment because of its disconnection to the first floor. The coworking space is designed to be as interactive and lively as the first floor. This is accomplished by having an open atrium that visually and through sound provides a connection to the first floor. The energy of the first floor would be felt to help set the tone of the second floor. Also, the coworking space would provide architectural components to provide space to interact such as an innovative bench that may be used as an informal workstation. In addition to the bench are retractable partition walls that may also be used as white boards to be able to draw or write-out a though process or send messages.



Figure 107: The main coworking space provides architectural components to interact such as innovative bench seating for informal work modes.

Source: Author



Figure 108: The multi-purpose coworking room can be converted into a small event area for seminars.

Source: Author

2. PRIVATE OFFICES

The private offices are for members who prefer a private environment to work in. The private offices are commonly located along the perimeter and the back of the venue. The private offices are not meant to entirely separate the private space and open space, but just provide a quiet, non-crowded space to work. To retain connection with the rest of the coworking community, each private office opens to the coworking space. In addition to the entry, each private office will have an open ceiling and glass door to provide a sense of connection through sound and visuals.

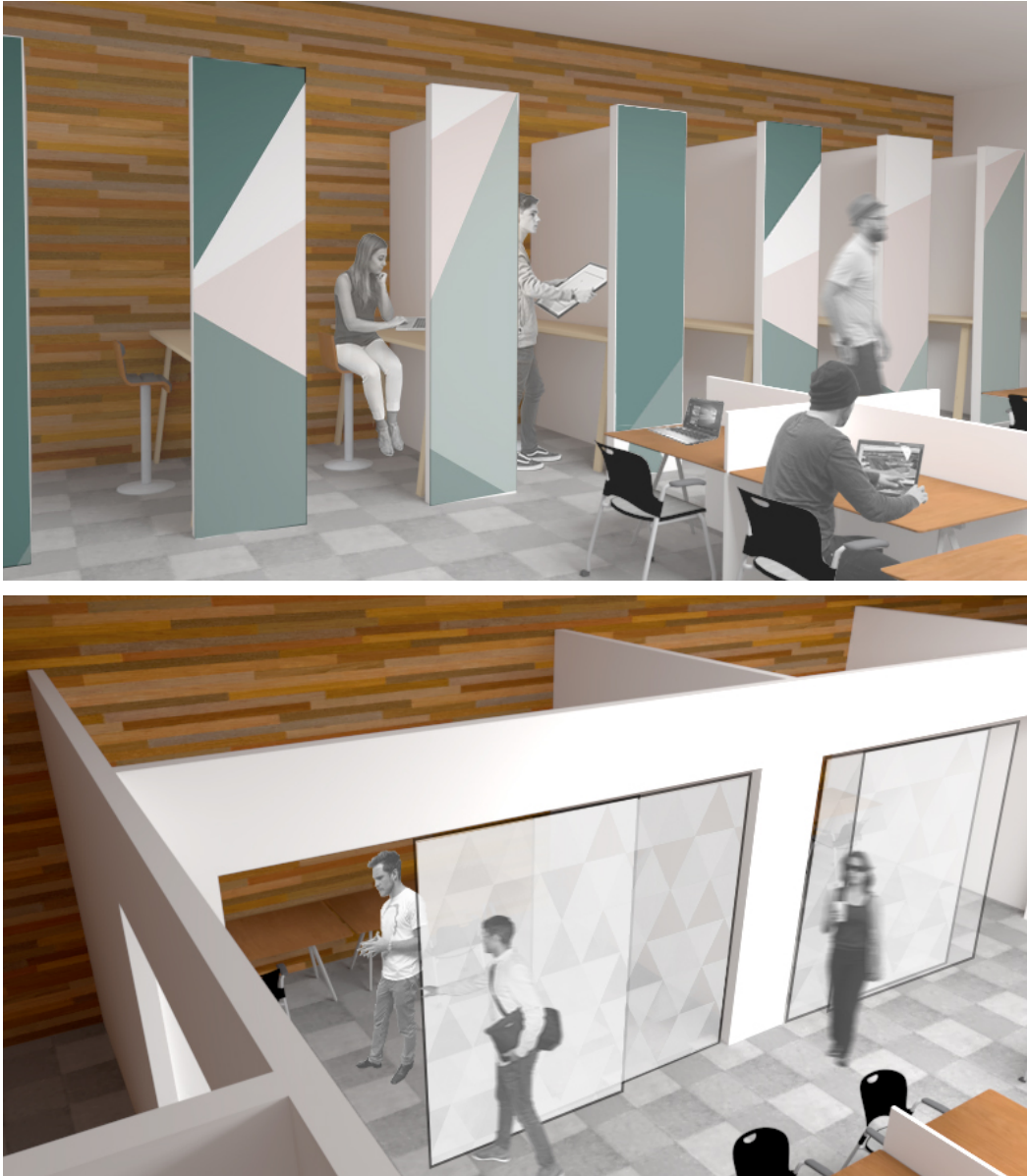


Figure 109: The private offices are not meant to entirely separate the private space and open space, but just provide a quiet, non-crowded space to work.

Source: Author

3. MEETING

The conference rooms are each located in the different areas of BoxJelly. The locations are chosen to provide a nearby proximity for each space such as the main coworking space, the second floor, and the private offices on the opposite of Fishcake. The conference rooms are meant to provide a space for meetings for large parties. However, if the conference rooms are either too large or formal for a certain type of meeting than there are informal meeting spaces located throughout BoxJelly. These informal meeting spaces are meant for impromptu-type meetings and or small group meetings that don't need a private, large setting to discuss matters.

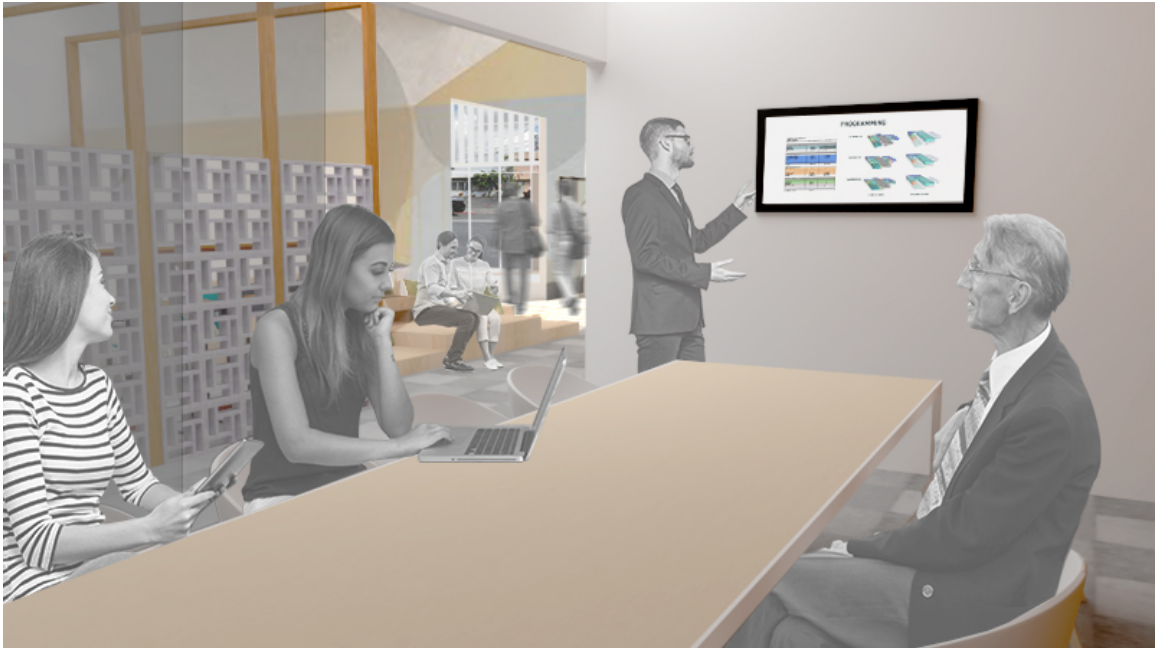


Figure 110: The conference rooms are each located in the different areas of BoxJelly. The locations are chosen to provide a nearby proximity for each space such as the main coworking space, the second floor, and the private offices on the opposite of Fishcake.

Source: Author

COMPONENTS

The architectural components that is integrated in the design of BoxJelly are chosen and located in specific areas of BoxJelly that best suits the members of BoxJelly. The decision of each component is chosen in reflection to the rules that were explained in the “Design Guidelines” chapter. The components chosen also to reflect the mission of BoxJelly that best suits the character of the venue.

1. BIKE & SURF RACK

At the entrance of the lobby, BoxJelly provides a rack for both bikes and surfboards. There are often members who bike to work and would appreciate a bike rack within the BoxJelly facility to ensure the safety of the bike while the members are away. Also, as a compliment to the bike rack, a shower is provided within the space. The interior bike racks are provided within the design to encourage and support members biking to work. Beside the bike rack is the surf rack. As a few current members enjoy surfing, a surf rack is provided. There are surfboards that are available for rent for members to use. Members, if they have their own, would also have the option to store their surfboard on this rack to ensure the safety of the board from theft.

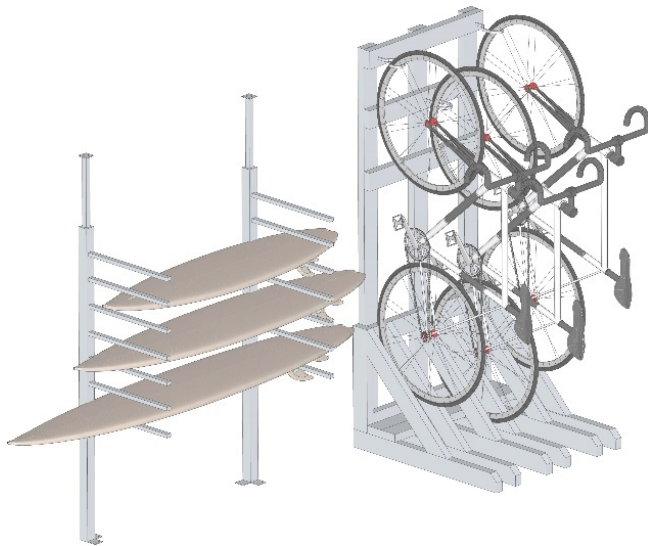


Figure 111: The bike rack and surf rack are provided to support the active lifestyle of the members.

Source: Author

2. PHONEBOOTH

The phonebooth is an existing amenity that is used in the current BoxJelly. However, tool is effective and should continue to be utilized in the new design. The phonebooth is approximately 35 square feet and has a built-in bar-height table and two bar stools. There are a total of four phonebooths within the entire facility at BoxJelly. The use of the phonebooths vary as they are used for private phone or video conferences. Other uses of the phonebooths are for members who partake in activities such as podcasts. The room provides a quiet, outside-noise resistant space for such activities.

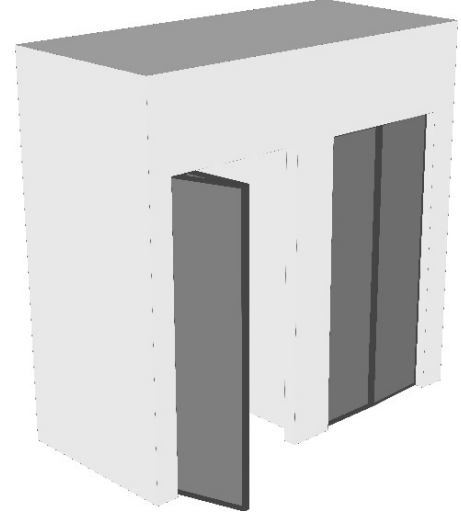


Figure 112: The phonebooth is approximately 35 square feet for private calls and podcasting.

Source: Author

3. FORMAL WORK MODE

Providing a formal work setting is necessary in a workplace. The formal seating arrangement is the work mode that everyone is comfortable with. Providing a work mode that is a chair and table is the first choice when a member needs to be productive and get work done. The formal seating arrangements that are provided in this design is a 6'-0" x 2'-0" work table that comfortably fits four members per desk because it provides the minimum 6 square feet of workspace for each member to be able to spread work comfortably.

The other formal work mode that the new design entails is a bar-height table that seats two members per table. Per table each member is provided 4 square feet per member. This work mode suits members who would use the space to read, write, or use their laptop without having the necessary space to spread their work.

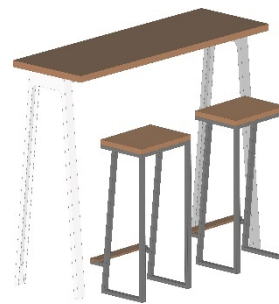


Figure 113: The new work desks at BoxJelly provide a workspace that is efficient for a comfortable work style.

Source: Author

4. INFORMAL WORK MODE

At BoxJelly there are a few different arrangements which members are provided the options to use as their workspace. The informal seating arrangement is a work mode that is separate of the non-traditional working arrangement. The informal setting is meant for temporary use or until a member chooses to move to another work mode setting

The first option is a perforated screen panel that separates the coworking space and Fishcake. Through the perforation of each panel is a square stool that can be pulled out and be used. These stools are versatile as they can be used to do work on the round table or even as a stool used in its current location in a small lecture arrangement. If the space is not necessary for working, the stools are able to be stacked back up and inserted into the screen panel.



Figure 114: The perforated screen panel is a divider that works as a self for the stools.

Source: Author

The other work mode arrangement is the box lounge. The box lounge is located near the lobby on the first floor. The box lounge is used as a seating arrangement for multiple functions such as relaxing, reading, informal meetings, and or working on a laptop. Box lounge have multiple sitting settings which a member is allowed to sit on the nets or the box as they choose which they find more comfortable.

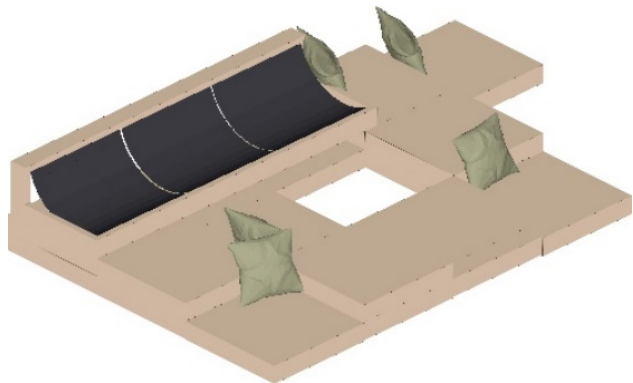


Figure 115: The box lounge is located near the lobby to showcase an interactive environment.

Source: Author

The last informal work mode arrangement is the interactive work bench. This bench is located on the second floor to encourage interaction in an area that holds a different environment than that of the first floor. To remain an interactive environment, this bench provides opportunities to work and interact informally. It may be used for multiple functions for reading, working, and informal meetings. This bench is located along a walking path to anticipate possible impromptu meetings as an informal space for members to be able to relax and have a conversation.

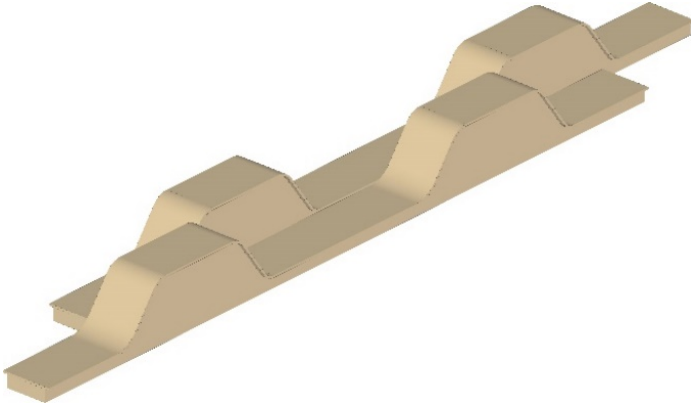


Figure 116: The interactive work bench holds a place to relax, meet, and work informally to encourage interaction.

Source: Author

USER EXPERIENCE

Coworker #1:



Name: Denyse

Age: 28

Occupation: Digital Marketing

Denyse starts her day typically at 8:00am. Living in Kaka’ako her commute isn’t very far from BoxJelly, it is just a quick 10-minute walk. She leaves home at 8:50am to arrive at 9:00am. As Denyse arrives at BoxJelly, she immediately looks to find an open desk because she pays for a “No Limit” membership, which means she has full access to the coworking space. As soon as Denyse reserves a desk, she walks into Morning Glass Coffee to grab a small cup of coffee and walks back to her desk to start her day.

Denyse works throughout her morning catching up with her emails, continuing her project from yesterday, and having a quick side-conversation with a coworking member who often works similar days as her. As noon reaches, Denyse enjoys going back home to make a home-cooked meal and relaxing before she’s ready to get back to work. She spends usually an hour-half away from the workplace before she decides she needs to get back to work.

When Denyse arrives back at BoxJelly the place has become just a little busier than it was in the morning. She loses her seat and proceeds to walk towards the back to the other coworking tables and decides to work there. By mid-afternoon she gets most of her daily task complete and decides to take a break as she hears a commotion near the kitchen. She walks to the kitchen and finds a couple members playing foosball. She watches a few games and decides to join in for one game. After her game she finds that a friend within BoxJelly had bought her a coffee and they decide to talk and catch up on each other’s work updates at the box lounge.

Overall, the work experience Denyse has at BoxJelly is interactive as she finds opportunities of interaction in various areas of BoxJelly such as Morning Glass, the coworking desks, and near the kitchen. With space being interactive she was still able to escape the distraction and find a seat at a quieter coworking area near the private offices.



Figure 117: Day in the life of Denyse at the new BoxJelly

Source: Author

Coworker #2:



Name: Joe

Age: 32

Occupation: Software Engineer

Joe begins his day at 7:00am to drop off his kids. Living in Kailua Grant has a 40-minute commute by car to BoxJelly. BoxJelly provides parking at walking distance from the facility, so conveniently Joe was able to easily find parking and walk just 5-minutes to BoxJelly. At arrival at the building, Joe walks into Morning Glass Coffee to grab a quick hot coffee and takes it to his private office located on the opposite side of the main coworking space. Joe rents out a medium-sized office for him and his two members.

This side of coworking is rather quiet, however it is dedicated for mostly private office users, so the privacy is necessary for him and his team as there is a social lounge located just outside of the private office in the small open space. Mid-morning after a couple hours of work, Joe heads to the kitchen to grab a cup of water was able to catch a small game of a couple members playing foosball. After a 5-minute game Joe was able to talk to an old graphic designer consultant, who helped to design his company's website. They talked near the box lounge for 15-minutes before heading to get work done before lunch at 12:30pm.

For lunch Joe and his team head to Salt for a quick lunch. They hangout there and relax for an hour before heading back to BoxJelly. Once again, upon arrival Joe grabs a coffee at Morning Glass and heads back to the private office. He works throughout the afternoon til 4:30pm and decides to challenge one of his team members to a quick game of foosball before heading out to go back home to Kailua for dinner.

Overall, the work routine of Joe at BoxJelly allows him to move around BoxJelly often. The circulation of the space provided easy and quick access to the kitchen and or foosball table which Joe appreciate because it was an opportunity to meet other members and network. Being in the isolated private office allowed him to put him in a productive mindset to get back to work without the noise or visual distraction.

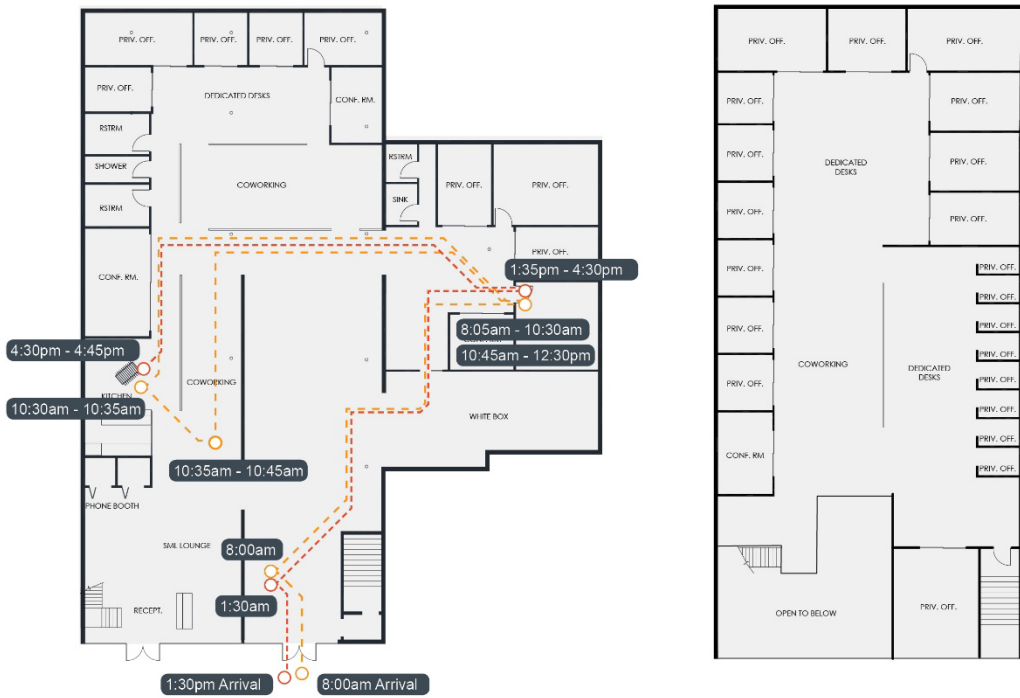


Figure 118: Day in the life of Joe at the new BoxJelly

Source: Author

Coworker #3:



Name: Grant

Age: 23

Occupation: Filmmaker

Grant typically starts his day at 9:00am to commute to BoxJelly from Manoa via TheBus. There is a nearby bus stop one block away from the facility, which he finds convenient and doesn't break a sweat to get to BoxJelly. At arrival at 9:30am, Grant walks directly into Morning Glass to get a quick coffee before going upstairs to find a desk. Grant prefers to work upstairs because it is quieter and there is not too many noise or people to distract him way from his work.

Grant works upstairs throughout the morning til lunch, which he enjoys going to the nearby gym just a couple blocks away from BoxJelly. However, after the gym Grant grabs a quick sandwich and brings it back upstairs at the same desk as it was still open. Grant continues to work throughout the afternoon til he gets most of his video work complete.

It is 4:00pm and Grant begins to feel tired and overworked for the day, he proceeds to take a walk downstairs towards the kitchen. He sees a few members starting pau hana early, grabbing a few drinks from the kitchen and having a conversation over a game of foosball.

The work routine of Grant at BoxJelly is effective as he is able to find a workspace that provides him privacy in an open space. Grant enjoys being social at BoxJelly; however, not when he is working, so he prefers to work upstairs. He often goes downstairs when he looks for a break and is needs to replenish his energy by interacting with other members.

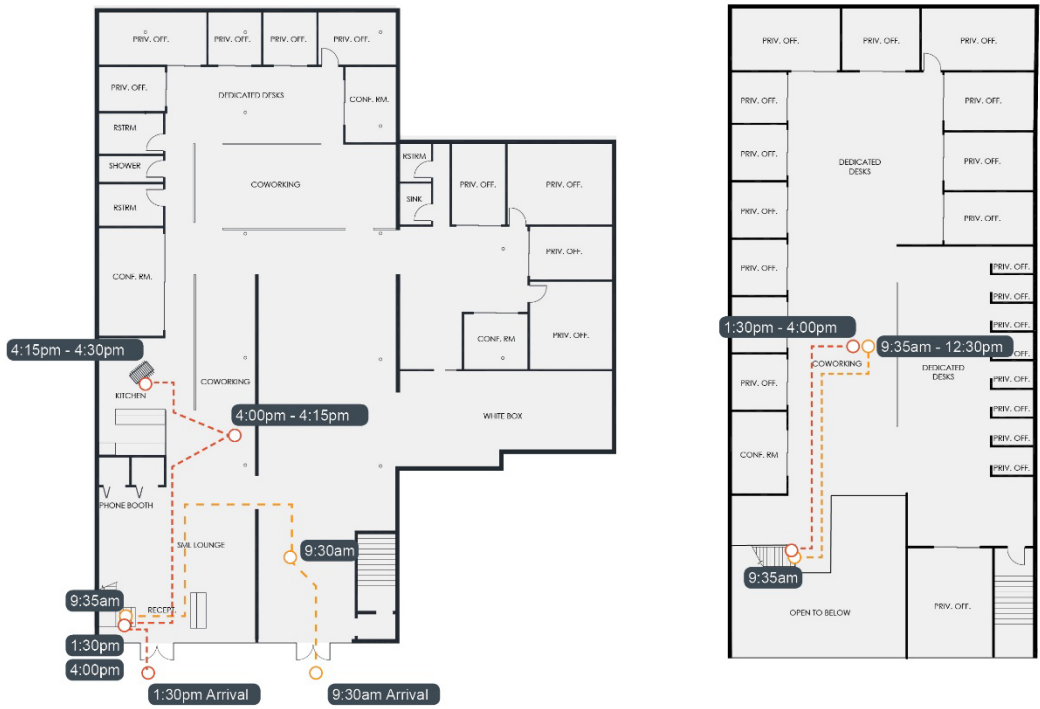


Figure 119: Day in the life of Grant at the new BoxJelly

Source: Author

CONCLUSION

Coworking is a growing phenomenon, making an impact on the way this generation works and develops ideas. The point of this research is to establish design solutions for particular aspects of a coworking space. This research provides a framework of recommendations about guiding coworking owners in the direction that will improve the experience of coworking for its members. The guidelines support program organization, furnishings, and spatial considerations which are part of the coworking space design process. These guidelines are directed at the early concept and schematic phases of design to be a useful tool for other designers and developers of coworking spaces.

Five factors were developed and closely looked at throughout the process of case study research and looking at the history of the workplace and coworking. The location, business model, provided services, spatial relationship, and distribution of the workspaces were studied to find the preferred arrangements, settings, and sizes to accommodate a comfortable work environment in a coworking facility. The location plays a role for coworking spaces, whether it being in the urban context or suburban, but importantly how accessible and easy to find the facility is helps to expose potential members of a coworking space as well as the commute getting to and from, making life easy to get to work. In the proposed design, BoxJelly is already located in a prime location that is adjacent to a high pedestrian traffic area, Ward avenue, and near shops, restaurants, and public transportation stops for easy access.

The business model makes a coworking space unique, setting a pitch that helps to attract members and providing to the success of the business. Each coworking space uses its own business model that best fits their space. A business model would define their facility as a space that is dedicated towards a particular goal or topic., for example sustainability. Potential members, whose careers are closely relative or interested in the goal or topic would find the business attractive and would feel it would be best to work in the space because it would help to develop their careers by meeting and working with teams or individuals interested in the same goals.

The provided services become an incentive to becoming members of a particular coworking space. The services are additional features that make coworking spaces attractive. The services range in wide varieties which coworking owners have the freedom to choose what to provide and whether it be free or for a fee. The range of services are unlimited from being printing, locker, or bike rack services to spatial services such as conference room use, event space use, or innovative collaboration spaces if members feel these services or provided spaces are important for their workstyle. The design of the proposed BoxJelly provides all the same services as currently provided in addition to bike and surf racks for members who commute by bike and or need a place to store their surfboards. Also provided is a shower for members who exercise before or mid-day throughout the work day. Other services provided are spatial services such as conference rooms conveniently

located near the entry for easy access , as well as an innovative collaboration area for impromptu meetings and or quick team meetings when a conference room is not necessary.

In addition, the spatial relationship and distribution of the spaces play a role as to which coworking space works best for members. Throughout the research and observations discussed in this book, clearly indicating public and private spaces help to define the functions of the spaces provided in a coworking facility. In the proposed design the entry way is the first view of the interior coworking space that members experience. The coworking space at the entry should be exposed for members to see the engagement of the members and convince them that the space is an active and friendly space. In order for the entry to express this character, all the public spatial entities such as the hotdesk area, kitchen or coffee bar, and collaborative spaces should be located near the entry for full exposure of the active spaces. The private entities are located towards the back for the most quiet and private type of tasks. In these types of areas private offices and dedicated desks are the ideal types of components in these areas.

Lastly workspace convenience is an important factor for members to feel comfortable because the main reason of joining coworking spaces is to have a space to work. Throughout the research different desk sizes and furniture types were used, some comfortable and others not. The desks should be able to have enough space to hold all the necessary tools a member needs to work productively without the worry of objects falling off the desk or overlapping onto a neighbor's workspace. The workspace that fits best for most type of work is a desk that provides minimum 6 square feet per user of the desk.

On the other hand, the furniture is just as critical to ergonomically fit the workstyle of the members. For the work mode of coworking, rolling chairs are found to fit best due to the collaborative setting these chairs are likely to be located in. In the proposed design, the chair that is used and found common throughout the research is the Caper chair. The chair is known to be ergonomic and fits the qualities that is fir for collaboration.

The new look of BoxJelly achieves the goal that defines a coworking space by providing collaborative and productive spaces for members to engage and progress in their work. The proposed design of BoxJelly provides a clear understanding how to apply these guidelines in situations of the location and function of the work. Having visual connection while providing the necessary spaces to work supports the workstyles of members to engage with others and have the options of workspaces to work in an open space versus alternate areas that allow more privacy.

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