Café Entrance. First impressions count: rethinking foyer areas!

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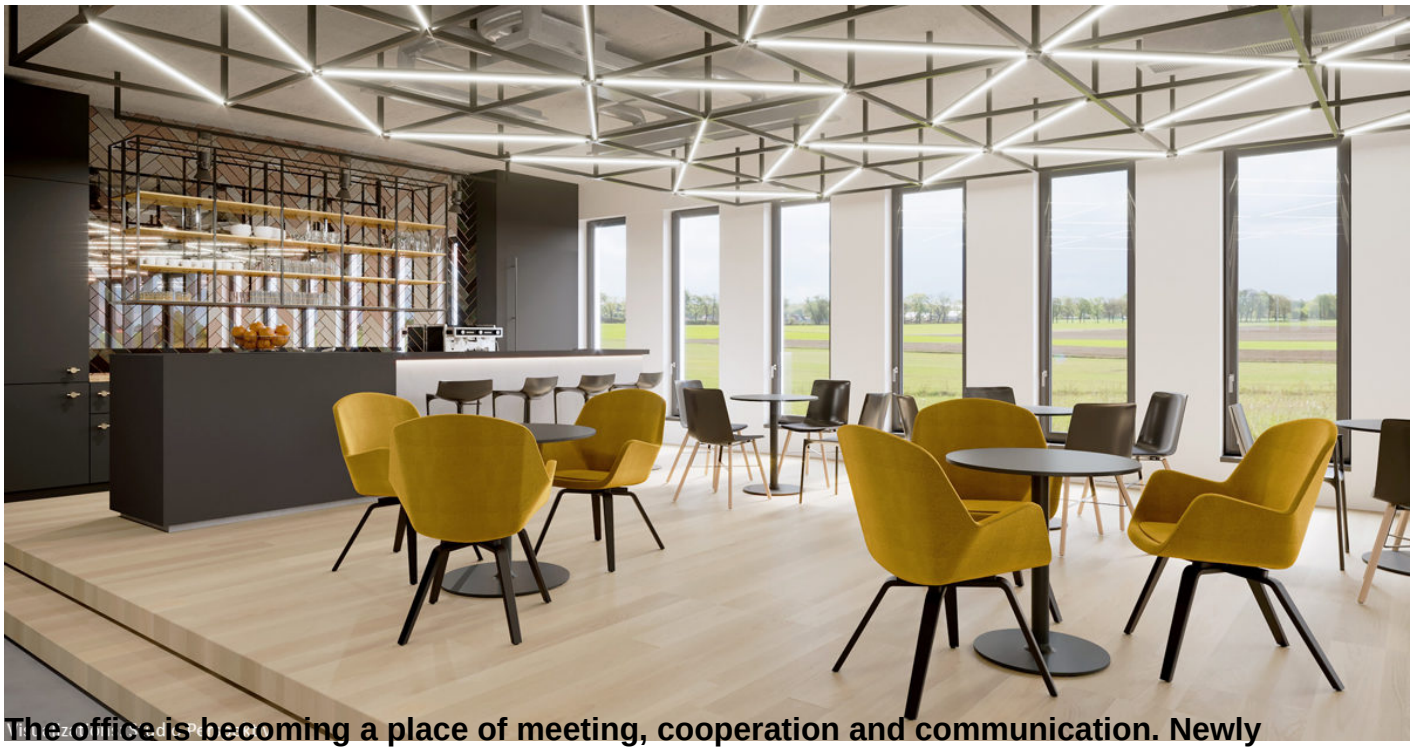

The office is becoming a place of meeting, cooperation and communication. Newly emerging collaborative zones offer the ideal environment for meetings and project work. Modern collaboration software tools are opening up additional opportunities for cross-site communication.

Nowhere is corporate culture more evident than in foyers. In most cases, visitors are clearly aware of the effort that has gone into creating a good design. After all, there’s no such thing as a second chance to create a first impression. Even so, the fact is that possible uses tend to be underestimated. This is why New Work offices give the foyer area a whole new meaning for use as a “public space”. The traditional reception area is transformed into a working café. The actual reception desk is turned into a bar. Instead of “sitting and waiting“ the new approach is “sitting and working” or “meeting and communicating”.

The café entrance is a public zone – though quite how public is a matter for each company to decide. Guests and business partners such as suppliers or customers can easily make themselves comfortable and spend their time here – by preparing for their next meeting, for example. Some companies even go one step further and open up the entrance bar area to visitors who have nothing to do with the company.

So what’s the point of all this? Well, image and branding, for example. By adding a campus area, the foyer rapidly becomes a fully-fledged event location.

Visualizations: Studio Perspektiv, Prague: www.perspektiv.cz