

COWORKING SPACES



TIN PHAN

INTRODUKSJON

Sommeren 2012 gikk Oslo fra å ha ingen til fire coworking spaces og i 2016 er dette tallet mer enn tredoblet.

I denne oppgaven utforskes dette fenomenet gjennom tre startup relaterte coworking spaces i Oslo-området.

Hva er de romlige forutsetningene og
urbane betingelsene for coworking
spaces?



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Building new places of the creative economy. The rise of coworking spaces

Bruno Moriset

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GLOBALE TENDENSER

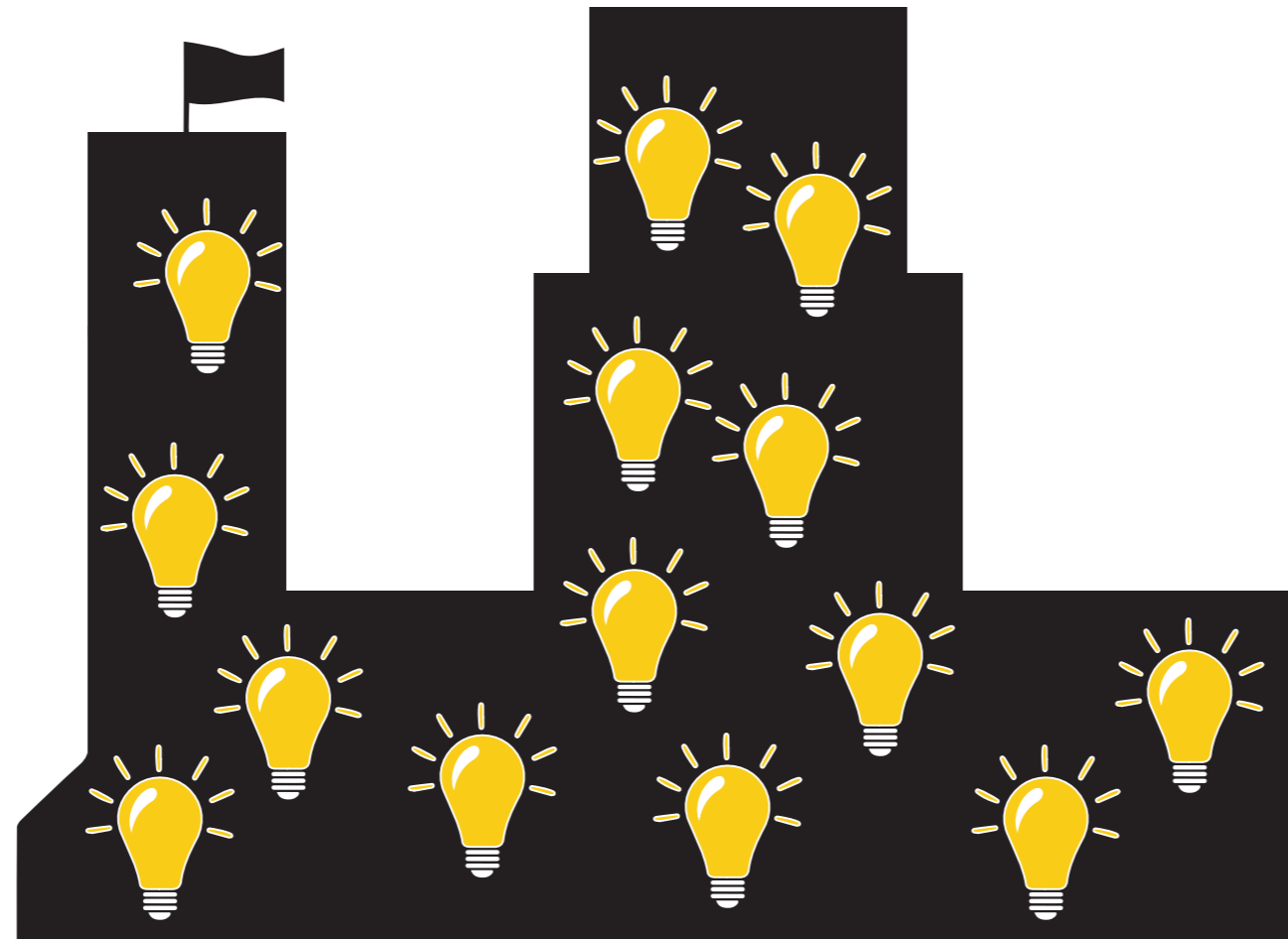
...Ifølge Oslo Business Region's estimer, kan startup-relatert coworking oppta så mye som 40% av Oslo's arbeidsplasser (nåværende 2%)

“...IT has driven the institutional fragmentation and geographic splintering of value chains. A massive trend toward outsourcing (...) leads firms to become orchestrators rather than owners (...) well-defined entities of innovators and producers being replaced or complemented by myriads of contributors.”

**Bruno Moriset,
geographer & planner 2013: 4**

ORGANISATORISKE IMPLIKASJONER AV OUTSOURCING

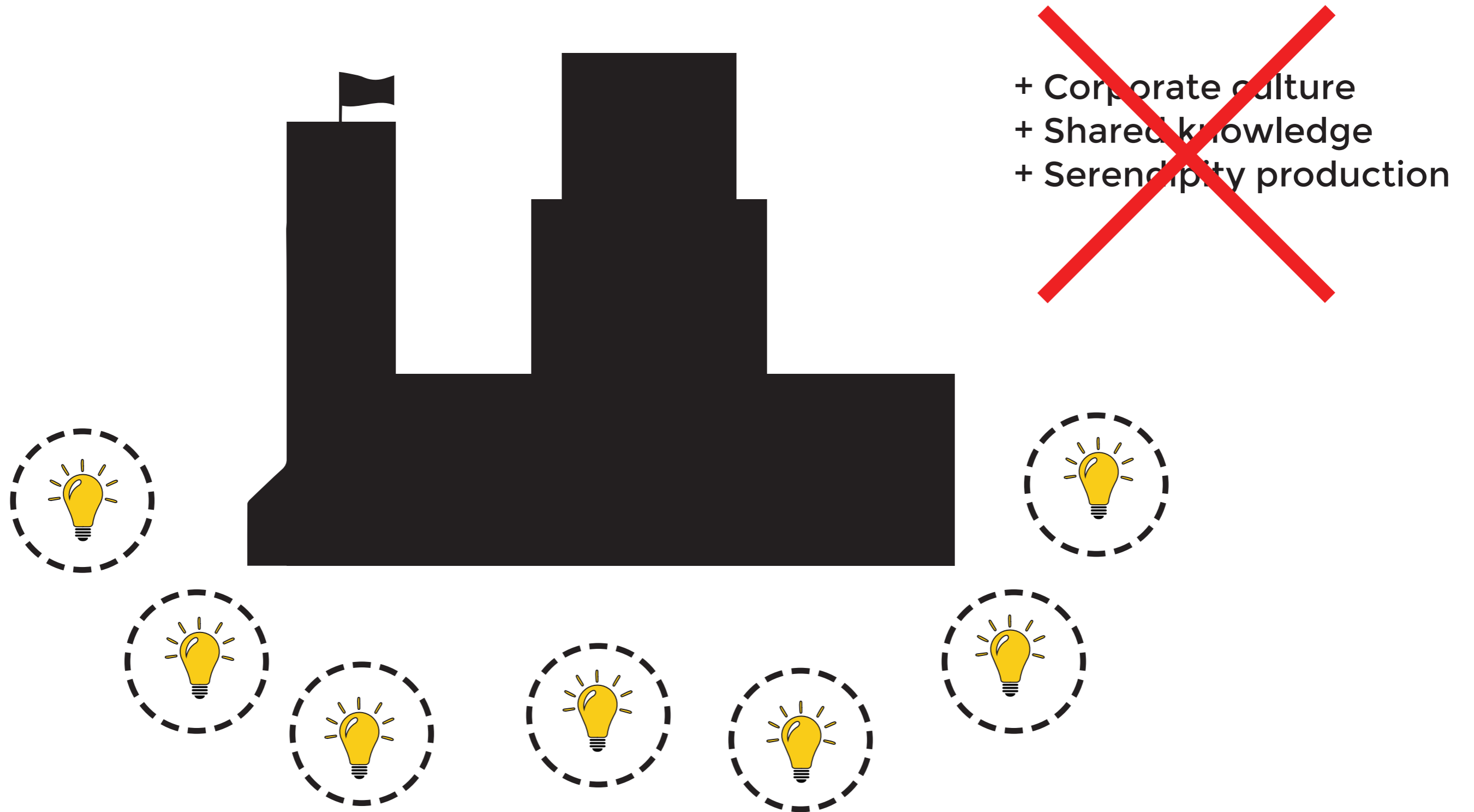
H.Q., Corporation,
Company, Organization
etc.



- + Corporate culture
- + Shared knowledge
- + Serendipity production

ORGANISATORISKE IMPLIKASJONER AV OUTSOURCING

Lone Eagle Movement

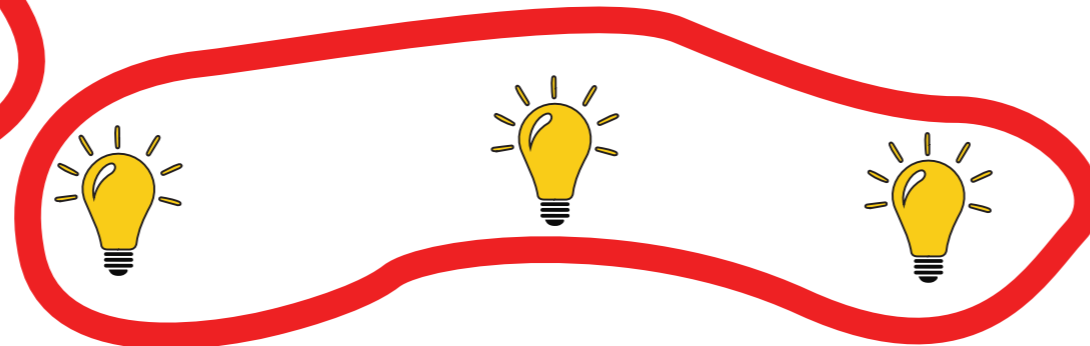
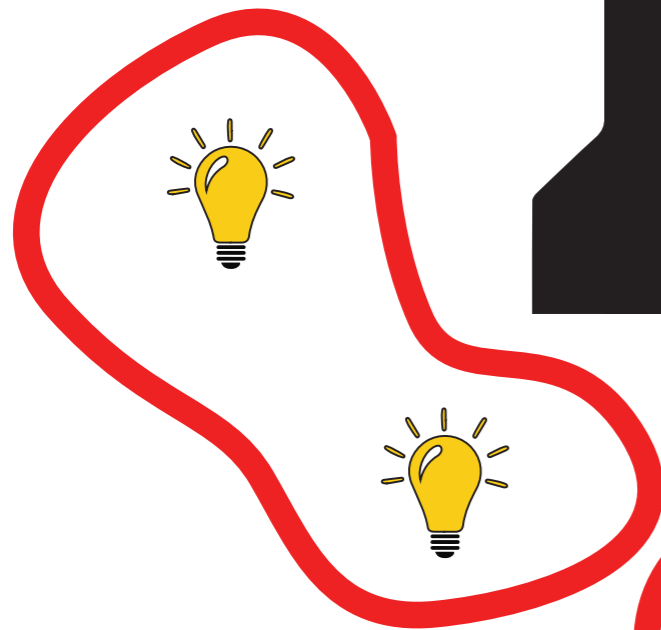


ORGANISATORISKE IMPLIKASJONER AV OUTSOURCING

Coworking
spaces



- + Corporate culture
- + Shared knowledge
- + Serendipity production



- + Working culture
- + Social culture
- + Shared knowledge
- + Serendipity production

FYSISKE IMPLIKASJONER AV OUTSOURCING

H.Q. Company,
corporate

Lone Eagle
Movement

Coworking
spaces



Corporate location



Home, cafés, Starbucks



Urban setting



Typical office
space



work-from-home or
something similar...



Contemporary
workspace

...er det egentlig ikke bare folk fra ulike bedrifter som deler kontor og felleskostnader?

2005
Første coworking space
“9 to 5 Group”, San Francisco



NÅ
Bølge av planlagte og mer
kalkulerte coworking spaces







































StartupLab



KEY FINDINGS

GENERIC AND SPECIFICS OF COWORKING SPACES

CORE ELEMENTS	VIRTUES	PROFILE	AMENITIES	HYBRIDIZATION	ALTERNATE OPERATIONS
 <p>COWORKING SPACE A place or facility where people of different employment share office space and amenities. Also a place to meet, socialize, collaborate etc.</p>	 <p>TECHNOPHILIAC Tech-savvy, technological obsession. The ubiquity of technology makes it relevant in every aspect of coworking concepts.</p>	 <p>BASIC COWORKING Flexible or fixed desk, basic facility where independent workers sit together.</p>	 <p>WIFI Important for the lone eagles, the ubiquity of IT in daily operations makes WIFI the outmost priority.</p>	 <p>CORPORATE COWORKING When major firms and corporations start a coworking space together, an attempt to generate and test new ideas.</p>	 <p>EVENT MANAGEMENT Participates and manages public and major events.</p>
 <p>A COMMUNITY The keepers of social and working culture, intellectual property etc. There is no coworking without its people, the community.</p>	 <p>INTERNATIONAL Open to global trends, foreign impulses etc.</p>	 <p>INCUBATOR Result-oriented and facilitates for small but growing companies. Generally with accelerator programs, investors etc.</p>	 <p>DESK It may be fixed or flexible, whatever suits the daily operations of the lone eagle best. The desk ultimately represents different memberships.</p>	 <p>ENCLOSED OFFICE SPACE To cater growing or bigger companies. Also to maintain other interests within the coworking space.</p>	 <p>BRANDING Treats coworking as a brand, merchandise and company.</p>
 <p>COMMUNITY MANAGER The all-seeing eye. Decides who stays and leave, keeps tabs, curates and cultivates the space etc. Also deals with HR or human capital.</p>	 <p>CORPORATE Capitalistic and result-oriented mindset. Main goal is to succeed on the market.</p>	 <p>MAKERSPACE or hackerspace. A mixture of coworking, workshop, machine shops, studios. etc. where people ranging from hackers to designers can share knowledge and build stuff.</p>	 <p>LOUNGE Function as the third place in coworking spaces. An alternate place for relaxation, work or informal meetings.</p>	 <p>MIXED-USE SPACE Auditorium, theatre, stage, scene, event space, networking etc. Also mixed between private and public use.</p>	 <p>URBAN DEVELOPMENT Participator in urban and smart city development and discussions.</p>
 <p>ADMINISTRATIVE UNIT Technical support, legal advice, human relations, public relations etc.</p>	 <p>COLLECTIVE Community builders. Great supporter of shared economy, knowledge sharing, social events, networking, mingling.</p>	 <p>STARTUP COMMUNITY Focus on repeatable and scalable business model. Growth and innovation as main goals, bound to leave. Temporary state.</p>	 <p>MEETING ROOM Dual role: for the sake and image of professional appearances.</p>	 <p>RESTAURANT Managed as a separate unit to the coworking space. Has dual function as the third place. Becomes a part of the urban fabric.</p>	 <p>PUBLIC RELATIONS Deals with media, press and marketing etc.</p>
 <p>MEMBERSHIPS Defines rank, accessibility, agenda and activity of the members. Is only given by the administrative unit or community manager.</p>	 <p>ELITIST Competitive mindset. The belief of possessing intrinsic qualities, intellect or experience greater than others.</p>	 <p>CREATIVE COLLABORATIVE Workers with background in arts and design often in relation with consultancy.</p>	 <p>KITCHEN Food, coffee, water etc. Usually preferred over the regular cantina. A place for informal meetings.</p>	 <p>CAFÉ Managed as a separate unit to the coworking space. Has dual function as the third place. Becomes a part of the urban fabric.</p>	
 <p>LONE EAGLE Knowledge workers, freelancers, skilled labor who can live and work from anywhere, made possible by tech-advances.</p>	 <p>ALTRUISTIC Philanthropic and humanitarian mindset. Acts on the behalf of the greater good for society. Concerns about the welfare of companies and not personal gain.</p>	 <p>CONSULTANCY-ORIENTED COLLABORATIVE Consultants who offer services and advice to other companies. Considered the stark contrast to startups.</p>	 <p>FURNITURE AS MEDIATOR Sometimes on wheels, works as spatial separators instead of walls in the context of open office- landscapes.</p>	 <p>BAR/PUB Managed as a separate unit to the coworking space. Has dual function as the third place. Becomes a part of the urban fabric, also at night time.</p>	
 <p>SERENDIPITY PRODUCTION The production of the events by chance, informal meetings and random encounters leading fortunate happenstance or pleasant surprise.</p>	 <p>PATRONAGE Patrons of cultural production and supports it in any way possible.</p>	 <p>SOCIO-ENTREPRENEURIAL COLLABORATIVE Local entrepreneurship to increase social life for the less fortunate people, immigrants, welfare etc.</p>	 <p>PRINTER One of the important amenities from the traditional workspace, where the cost of owning one was high. Its current importance can be debated.</p>		
 <p>THIRD PLACE A place for informal gatherings of individuals beyond the realm of home and work. Irreplaceable in the production of the urban fabric.</p>		 <p>OTHERS Other profession-specialized collaboratives, that have not yet to be coined or invented.</p>	 <p>RECEPTION Important if coworking space is part of a bigger institution or brand. Dual function as the voice and physical presence of coworking.</p>		
			 <p>TABLE TENNIS Exist in almost every coworking space. Its importance can be debated. Other recreational games include pool, chess etc.</p>		


ANSATTE MED HENSIKT OM Å FOSTRE SPESIFIKKE MILJØER OG KULTURER



ADMINISTRATIVE UNIT
Technical support, legal
advice, human relations, public
relations etc.



**COMMUNITY
MANAGER**
The all-seeing eye. Decides
who stays and leave, keeps
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or human capital.



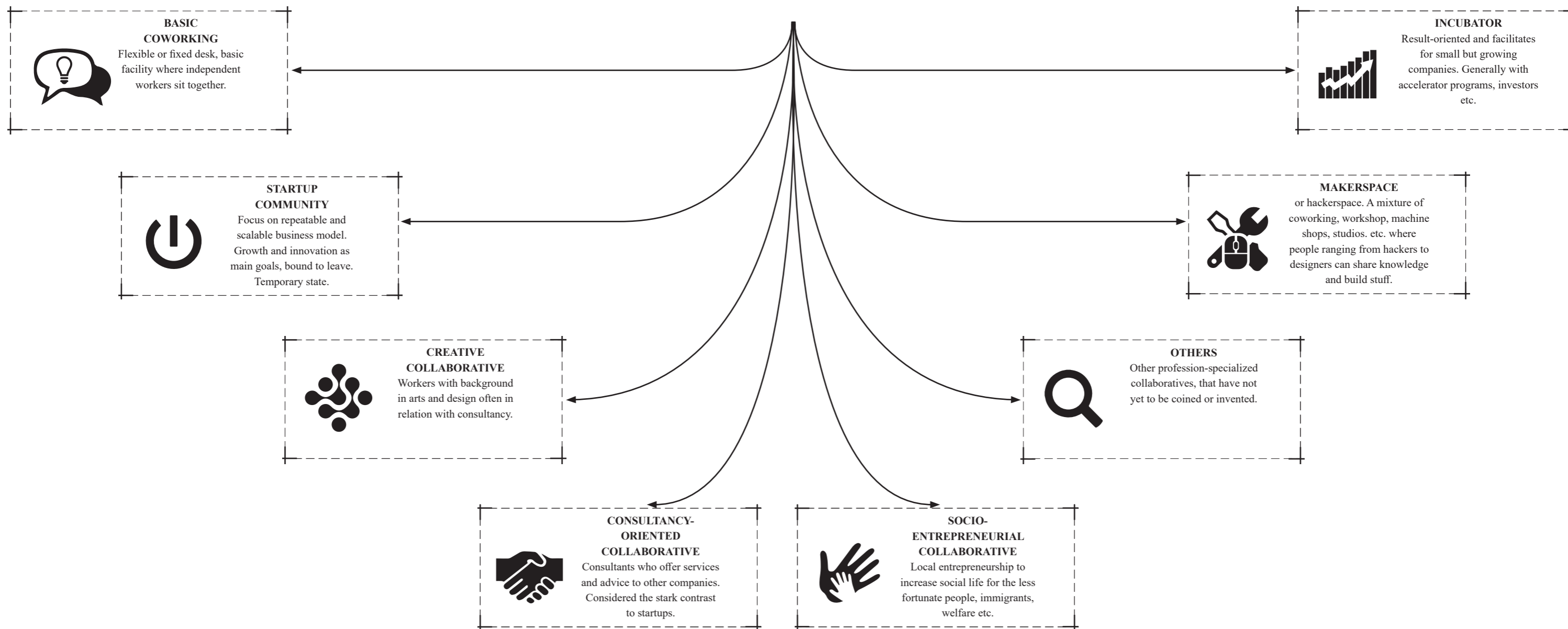
MEMBERSHIPS
Defines rank, accessibility,
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ADGANGSKRITERIET

ANSATTE MED HENSIKT OM Å FOSTRE SPESIFIKKE MILJØER OG KULTURER



ADGANGSKRITERIET

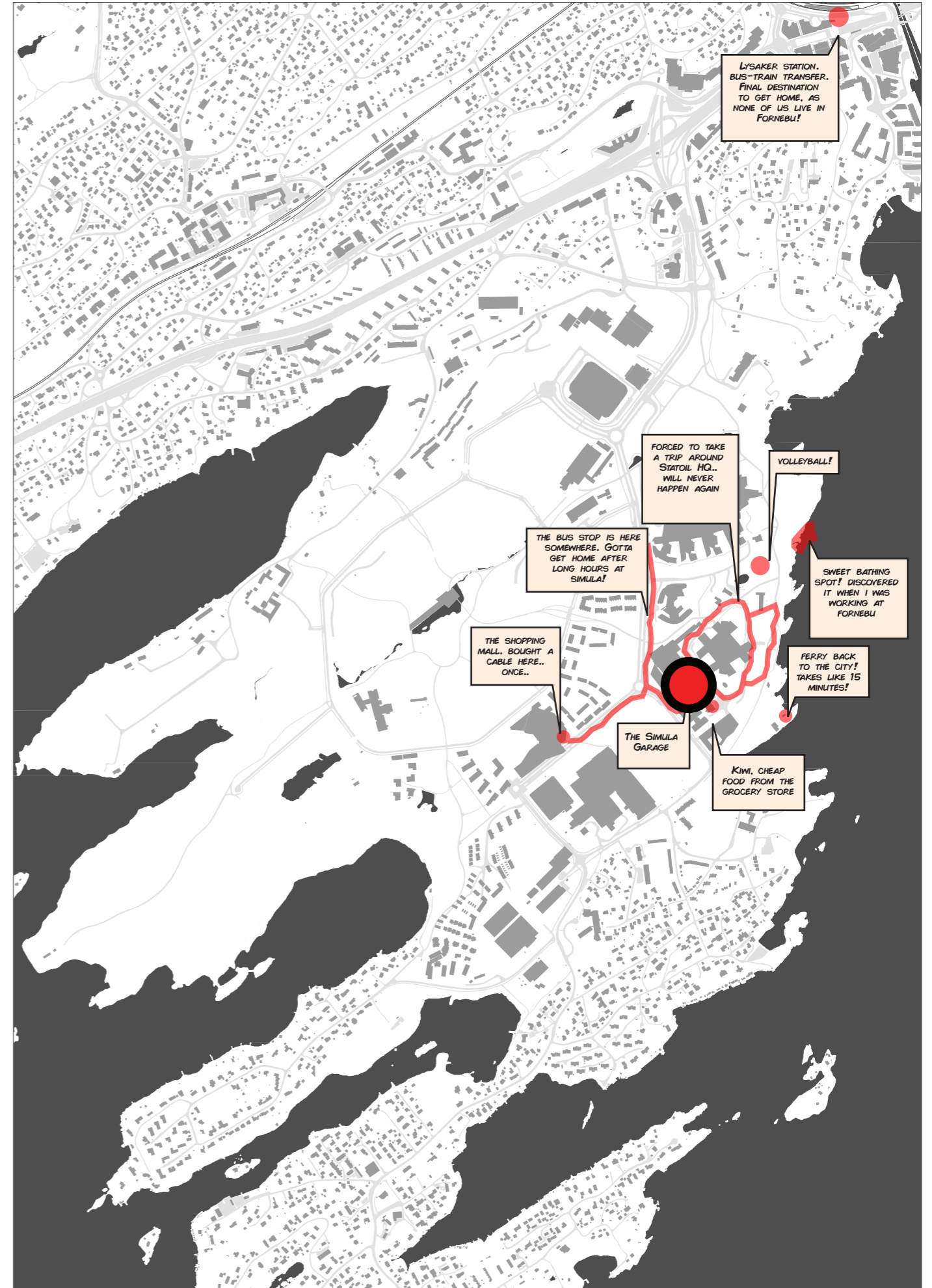




THE SIMULA GARAGE

Simula Laboratory
IT Fornebu

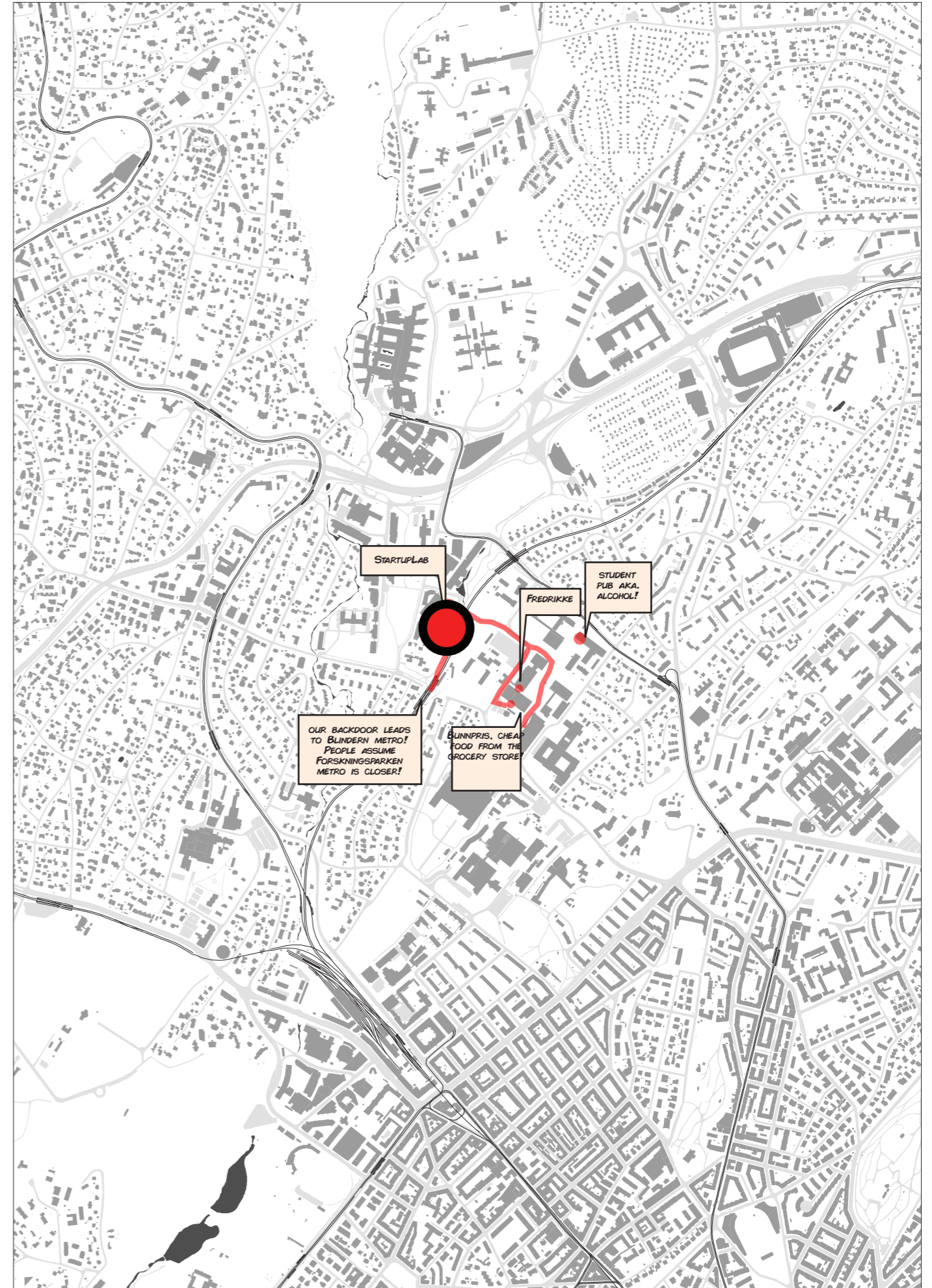
“verne sårbare entreprenører og startups og gi dem mulighet til å teste gode og dårlige ideer”



STARTUPLAB

Forskningsparken
Gaustadbekkdalen
Blindern

“konkurransedyktig og elitistiske startups. Over og ut uten god forretningsmodell og faglig bredde”

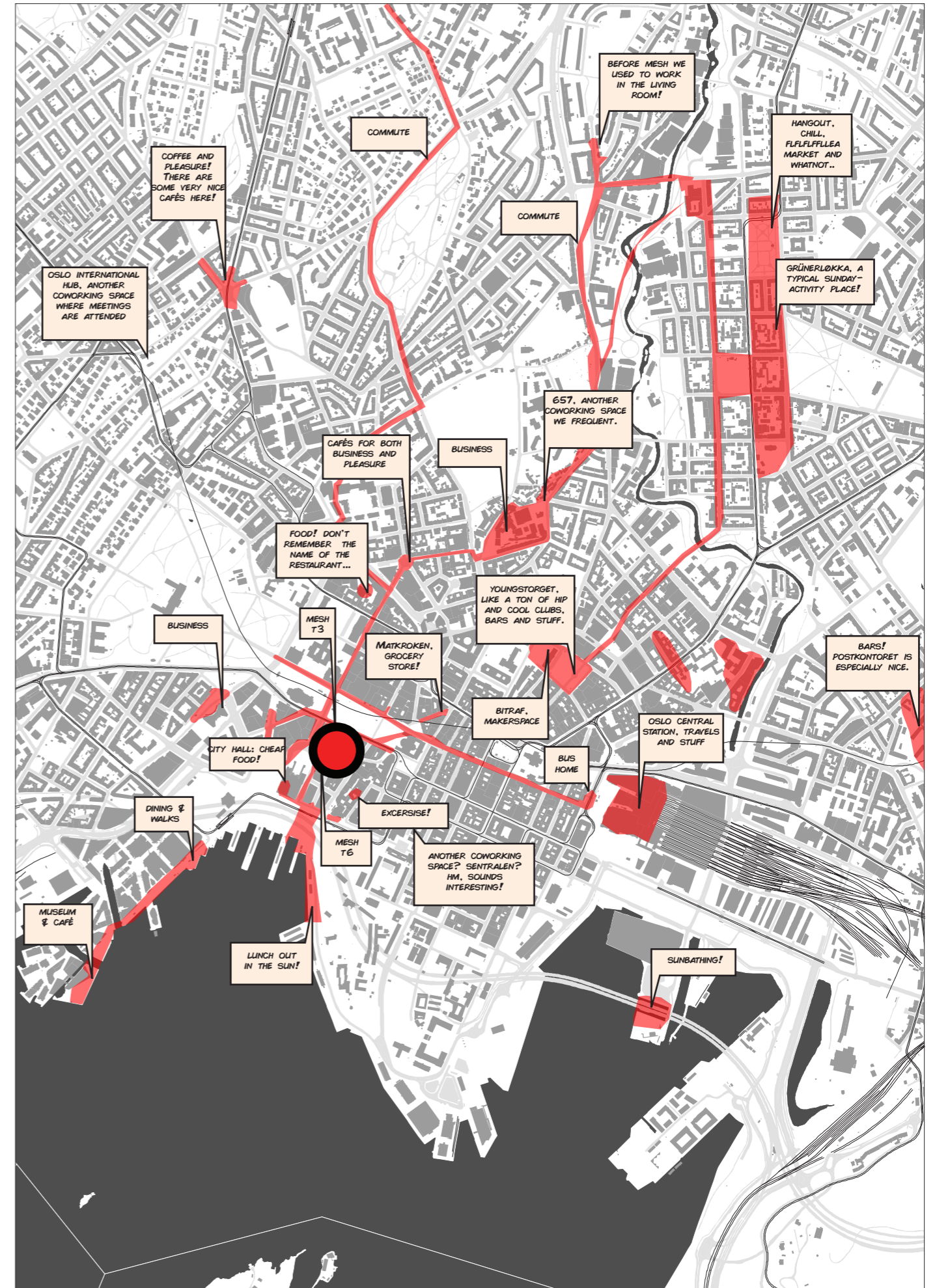




MESH

Tordenskioldsgate 2,3 og 6.
Kvadraturen

“Sosialkultur og eventplass. Må
være åpen for å dele tanker og
ideer”



**DESIGNE ARKITEKTUR
vs.
DESIGNE KULTUR?**



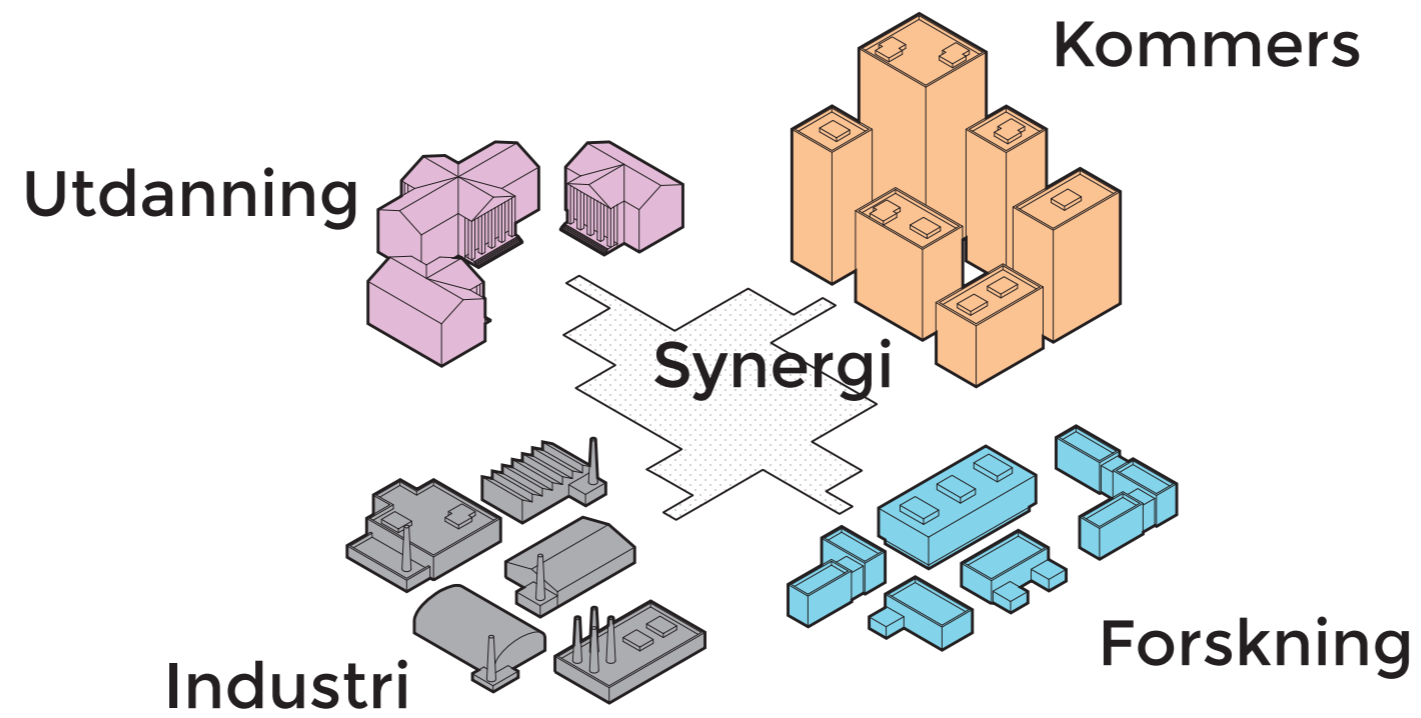
Arkitekt



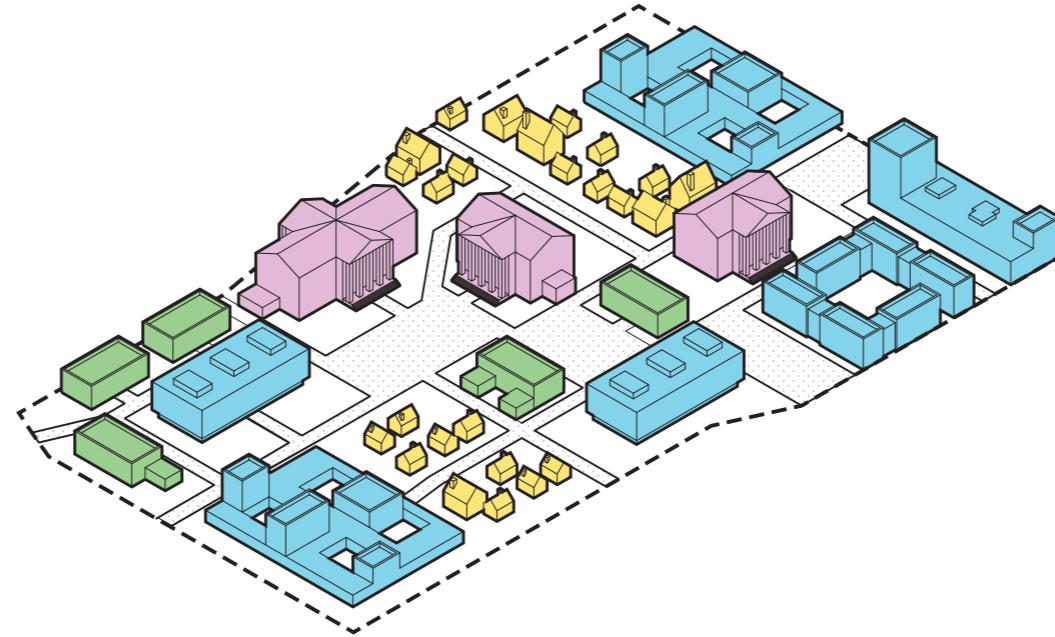
Community Manager

**FRA STORBYUTVIKLING
TIL MIKROSAMFUNN**

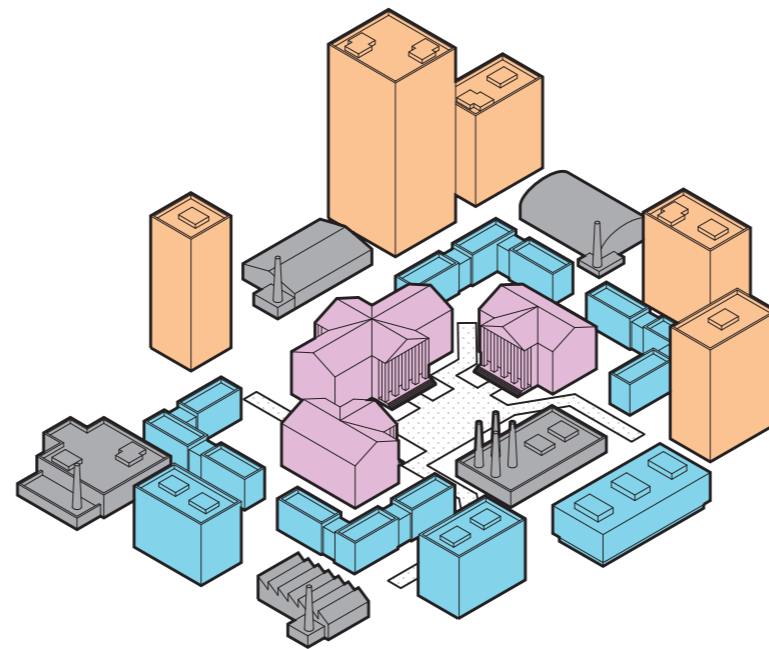
IDEEN BAK EN NÆRINGSKLYNGE:



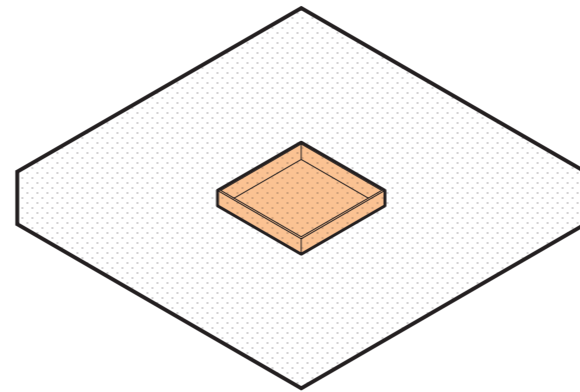
KUNNSKAPSBY



NÆRINGS-PARK



COWORKING SPACE



STORBYUTVIKLING



IT Fornebu
Bærum

MIKROSAMFUNN



MESH
Kvadraturen

KULTUR- OG SAMFUNNS GENERATOR



**The Simula Garage
Fornebu**



Coworking spaces i
Oslo

SAMFUNNET



**StartupLab
Gaustadbekkdalen**



MESH
Kvadraturen

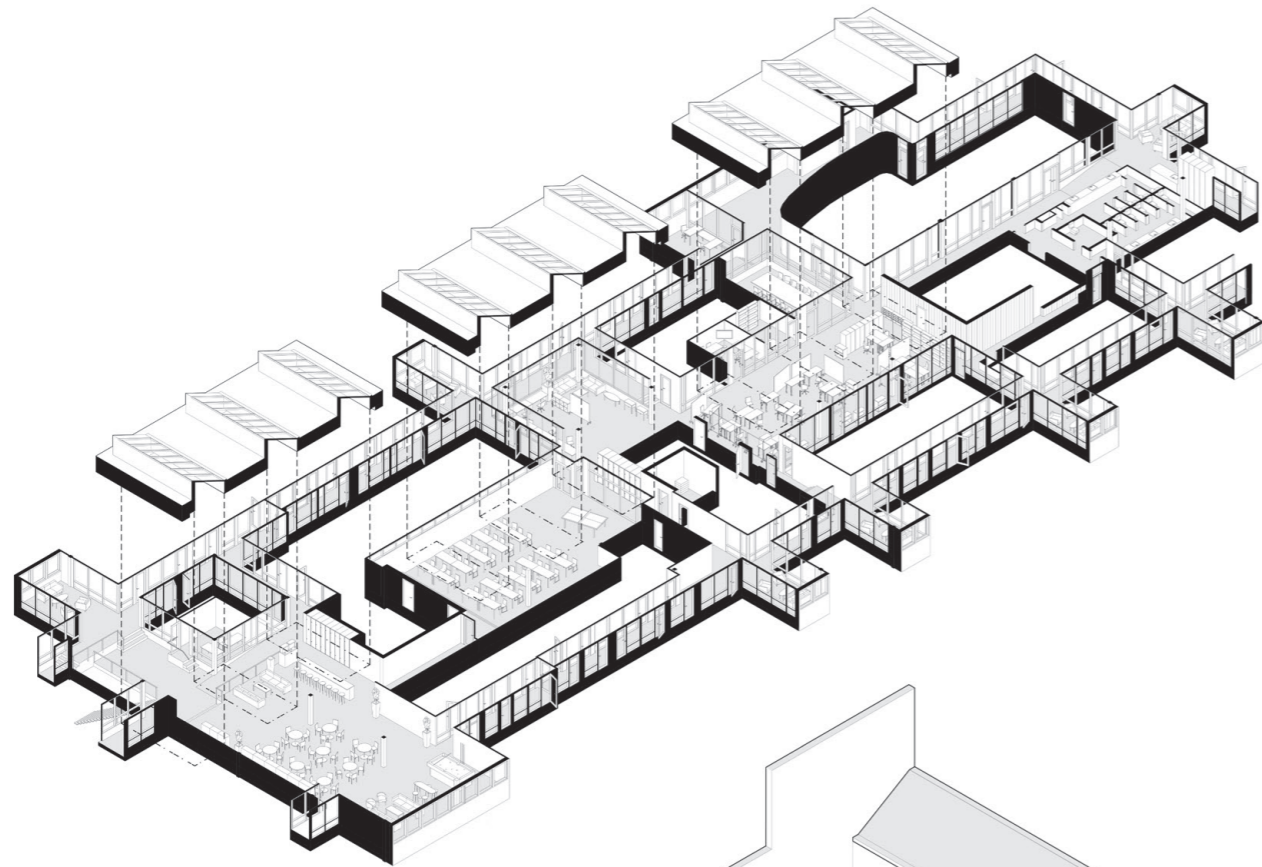
HVA KAN MAN TA LÆRDOM AV?



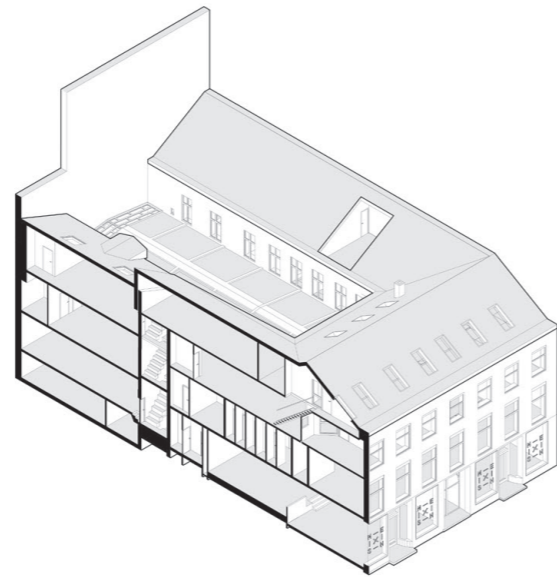
The Simula Garage
Fornebu



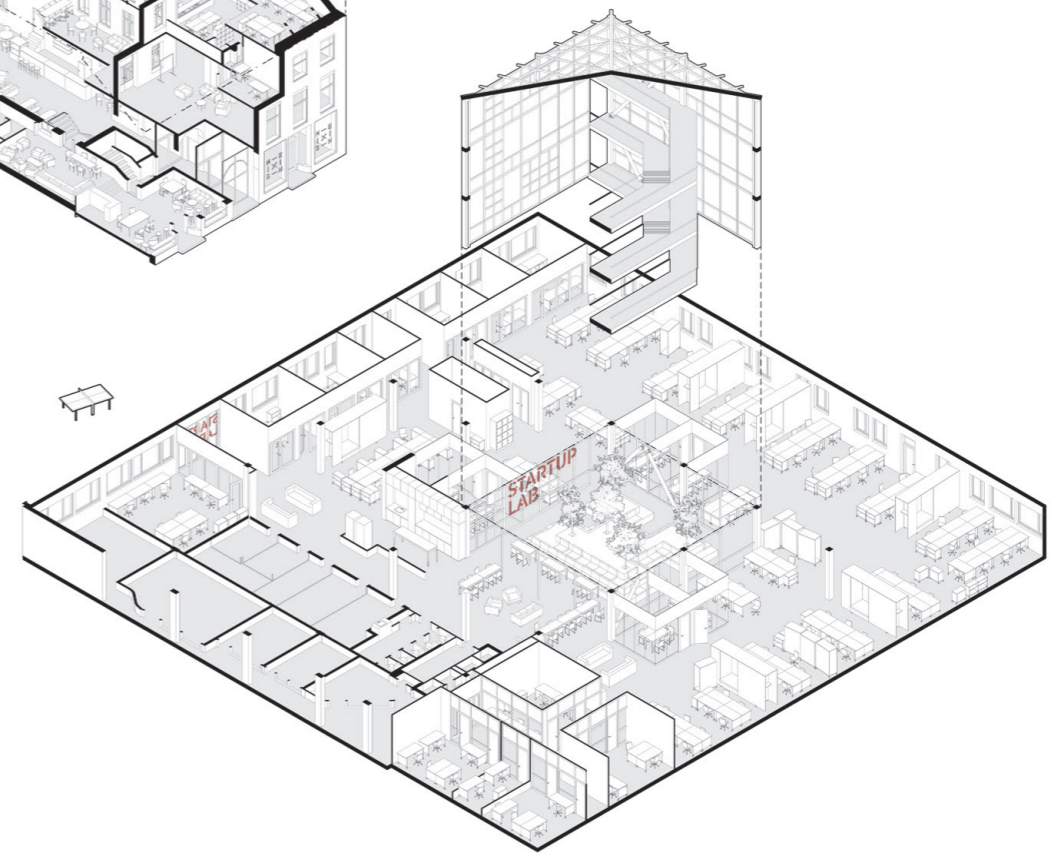
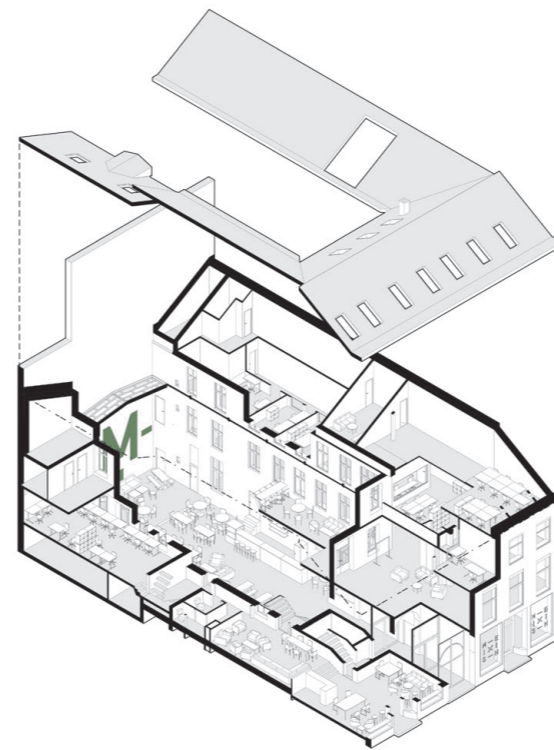
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