

NET.WORK.PLACE. The modular central zone concept
from König+Neurath.

New dynamics in the office. ■

» Mobility is the key point
in the office today.»

Dear companies,
highly-esteemed employers and
employees, dear office – we
would like to wish you a warm
welcome to NET.WORK.PLACE.

Freiräume für Leistung■

Work culture is changing, and so are working structures as a result. This means new freedom of movement in the office!

Recent surveys make it unambiguously clear that more and more people are often or very often reliant on exchanging ideas and working closely with their colleagues in order to carry out their professional responsibilities. This is hardly surprising in the wake of globalisation and social mobilisation. Work is based on communication more than ever before.

Our working areas and environments are becoming more complex all the time, and demand an increased level of cooperation, flexibility and mobility. In the sense of time as well as space. It's no wonder that the conventional clear delineation of office and traffic areas, photocopier corner and coffee-making facilities is stretched to its limits.

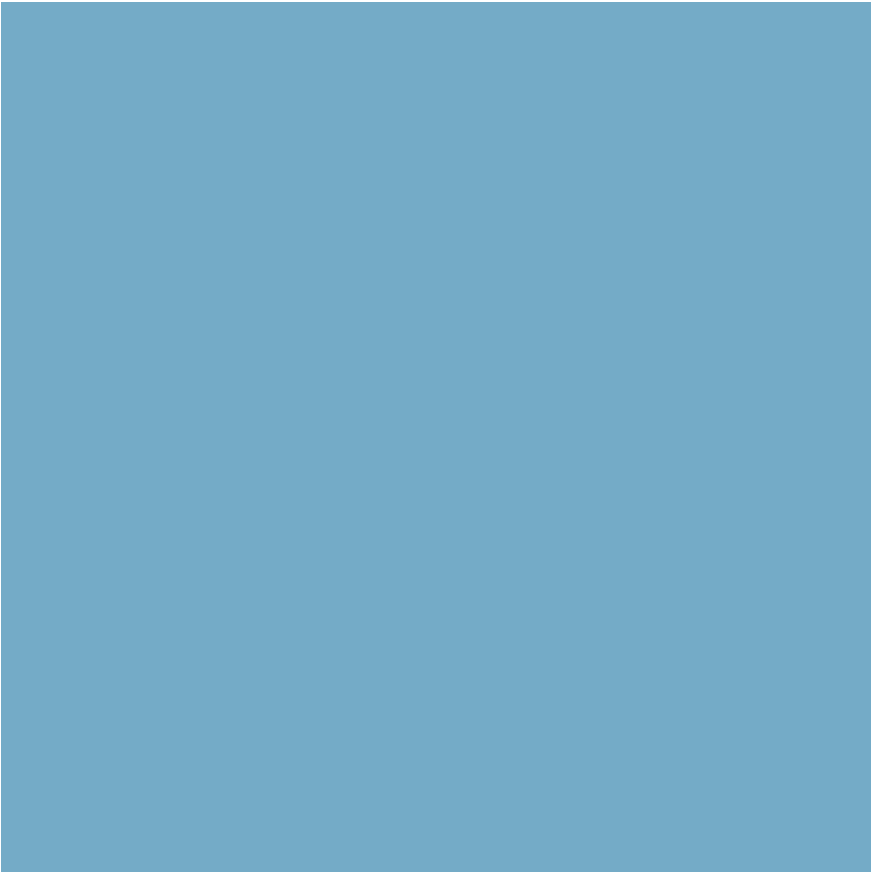
But what are the consequences for the working environment, and thus for an innovative manufacturer of office furniture like König+Neurath?

Everything is changing. Not just the work, but also the people doing the work and the places where it is being

done. But suspension of restricted access in a spatial sense is only one aspect. The Open Space of the future is not passive, despite being an open area. It's an active networking tool. This makes it a structural basis for office life in the 21st century and a competitive advantage in a global working environment.

Our new central zone concept in particular is a prime example of the almost infinite variability of ergonomically pioneering system furniture of a highly modular design. A concept whose time has now come, where everything is in a state of flux and today's working environment might have already altered again by tomorrow – **using the quadratic form as the basis for office layouts that are modular and therefore mobile.**

We shall use the following pages of our new themed booklet to demonstrate to you just how versatile the new freedom of movement can be.





Work needs freedom of movement

for people, thoughts and ideas.

Where does the NET.WORK.PLACE come from, what's it for? What used to be used as a copier corner or coffee-making area is nowadays more than ever a communication meeting point. Networking doesn't start in the virtual domain, but at a real level.

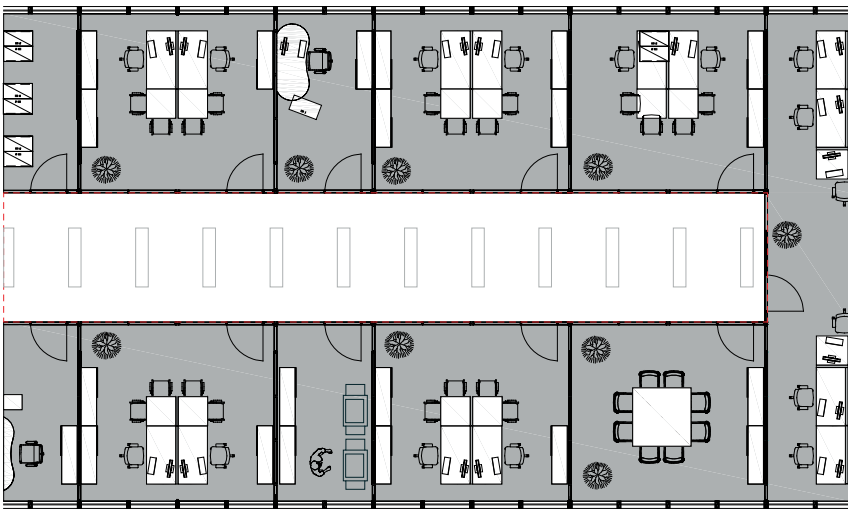
Everybody's talking about XING, Twitter, Facebook and Co. Networking is on everyone's lips. It's interesting that the word contains the concept of "work". That's a clear indication of where the origin of all networking can be found in the workplace, in the office.

At the same time, as an office furniture manufacturer, it's our job to rethink the functionalities of working space completely: the key is to complement and extend the range of essential components for the working environment in a physical sense. Freedom of movement

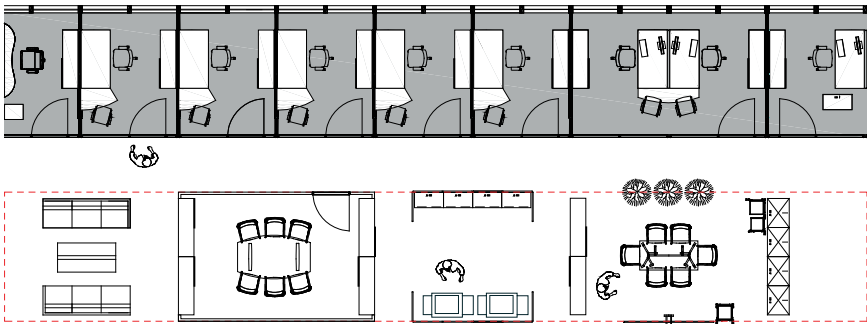
is what drives efficiency in an office environment that responds to the most diverse of challenges yet at the same time has to fulfil the needs of both employers and employees.

Flexible and sustainable structures in the office are crucial to ensure a competitive status in the global working environment. **Flexibility, modularity, cooperation and identification are just four of countless buzzwords that paraphrase the tendencies within complex working environments.**

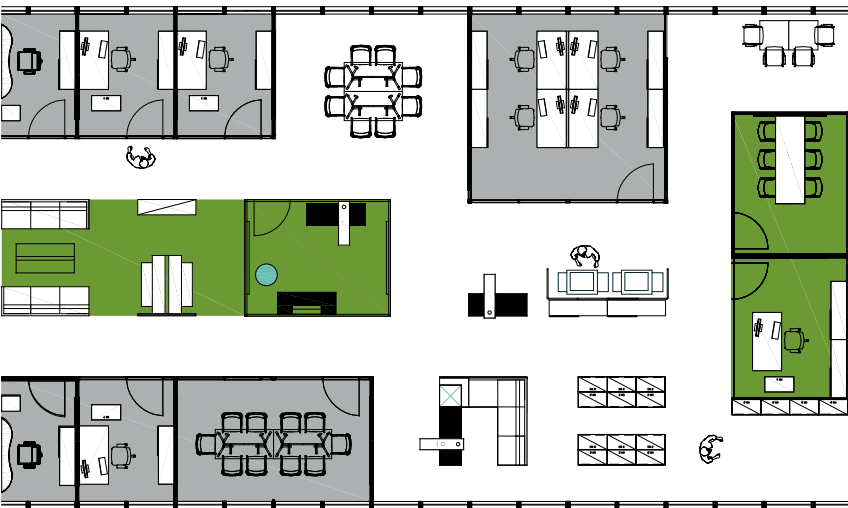
It has always been König+Neurath's aim to create space to evolve for people in the office. **You can experience space as a result of freedom of movement.** The office of the future has to offer people flexible yet individual solutions so that they can work to maximum efficiency.



1990 team office



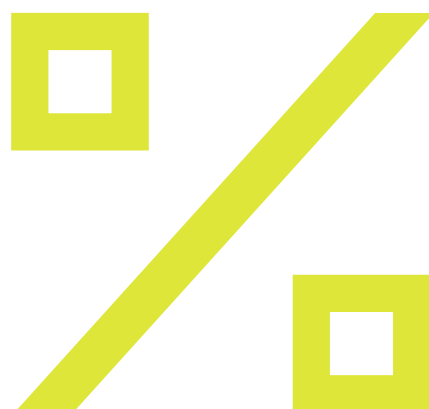
2000 combination offices



2010 K+N central zone



We are creating new routes by going down them ourselves: the modular central zone concept from König+Neurath.



It's the surroundings that determine the office atmosphere – while people are the central focus.

37°

Well thought-out, individualised division of space can result in up to 20% improvement in performance, and up to 30% more effective use of space at the same time. Implementing room structures that encourage communication and making working areas in office buildings more flexible increases the added value of spaces by using them for multiple purposes. A by-product of this is a reduction in flexibility/relocation costs.

A further reason for retaining the central zone as a furnished area is to increase the attractiveness of the workplace. Prospective employees often decide in favour of a certain employer because of so-called “soft” factors. One of the determining points is the feel of the room. **More freedom of movement gives you a feeling of 100% well-being with the modular central zone concept from König+Neurath.**

First impressions are key. Particularly where the workplace is concerned. In this sense the new modular central zone concept from König+Neurath scores points, too. Every employee experiencing this system for real the first time will immediately feel at home. **The extraordinary feeling of space and the way its diverse character promotes communication will immediately convince you that you feel at ease there.**

The option of being able to work flexibly and independently is increasingly becoming a key factor of successful employer branding. It has many characteristics: the way that the environment can be changed and personalised. Creativity is supported and increased by means of ergonomic furnishing, health, satisfaction and motivation. **Office solutions tailor-made for working people give them the space to evolve.**

» Change starts in
your head and spreads
to your feet.»

An office is like a city.

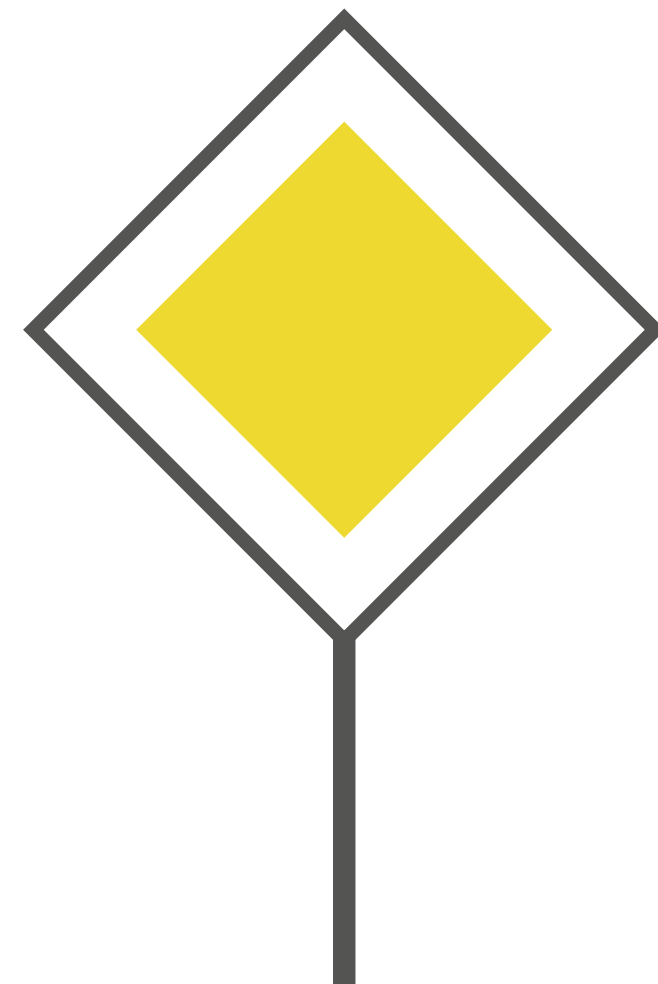
And a city is always on the move –
the K+N CITY.

The NET.WORK.PLACE has a high strategic relevance when you take a close look at its benefits and functions. It differs from a “normal” workplace in that it doesn’t just serve as a means to an end, on the other hand it networks employees with each other.

Networking people with people, people with projects, ideas with concepts. And the larger the company, the more important these areas are to serve as an intermediary between people and as a place of creative, inspiring, or even “simply” relaxing meeting with others. These days people work all the time, everywhere. Wherever people are and want to be, to acquire or exchange knowledge


and information, to work alone or in collaboration. It is no longer necessary to be tied to a specific place. Productivity is happening everywhere. And the added value for the company as a whole profits from this fact. This is where the K+N CITY analogy, now tried and tested, takes hold: after all it interprets the office as an urban phenomenon, **as a city in which everything and everyone is constantly on the move.**

Here there are places for direct communication and shared inspiration, as well as areas for relaxing and retreating. Just think of the piazza in any Italian city, where people arrange to meet, get together, communicate and exchange ideas.

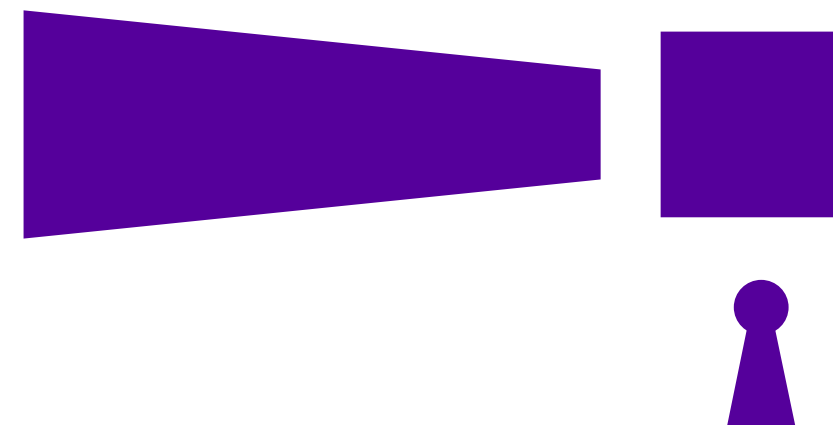








Our questions open the office doors to the answers.



The fact is, it isn't just people who are on the move, but the world around them, too. By asking the right questions, we are being given specific answers "that come from real life" – as a sustainable basis for every one of our furnishing concepts.

Communication is not a causal phenomenon. Everything is linked with everything else. Depending on which people within the company are supposed to be interacting with one another, this has far-reaching consequences. For the positioning of zones that promote communication, such as café-bars, lounges or meeting points. For the planning of short routes and acoustic conditions, but also quiet

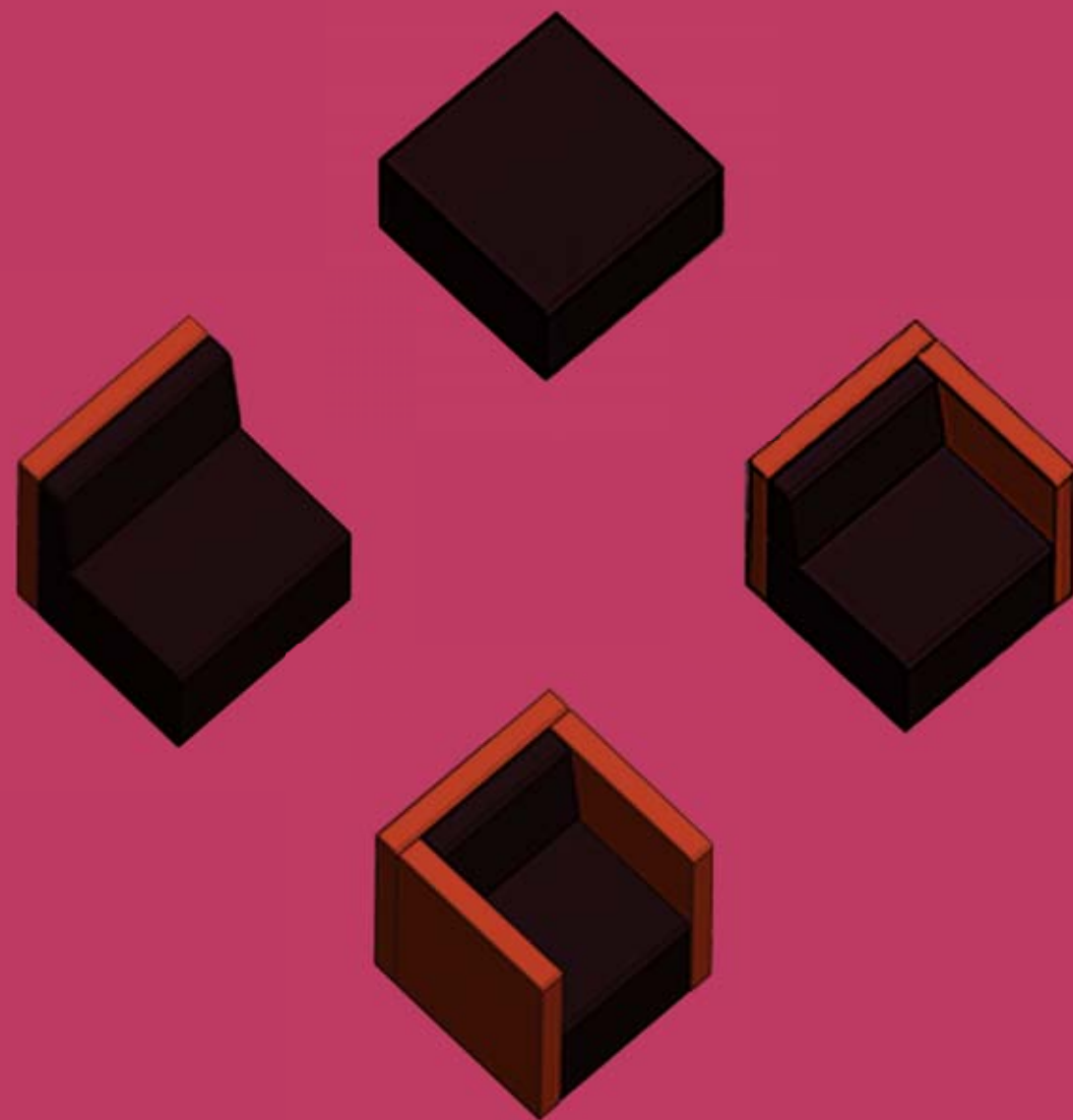
retreats for meetings on a small, informal scale, as well as screened relaxation areas. We record all this during the course of our intensive on-site requirement analysis. We interweave the facts we establish with your ideas on the future working atmosphere, as well as our expertise relating to the working world of today and tomorrow.

The fact is, it isn't just people who are on the move, but the world around them, too. **That's the way to compile a requirements analysis that provides specific answers, and which forms the basis of all our furnishing concepts.** This is one of the pillars supporting our competence as a manufacturer.



Things change on a daily basis.

Variable configuration instead of an inflexible arrangement.



All NET.WORK.PLACE furniture is defined by its modular 80 mm height scale, which is used throughout all cupboard and desking systems.

Not only are they modular, they are also modular by theme. In other words one and the same component can be used in a completely different thematic context. Simply by combining them differently or swapping over a few individual components. An area that was still a lounge

corner yesterday can become a standard workstation the very next day. Today's work bistro can turn into whatever you fancy tomorrow. Anything's possible.

In a time where things change quickly, office concepts must be adaptable to use, variable to configure and multi-functional. The K+N NET.WORK.PLACE is the answer. It's slimline and efficient. It's the cleverly thought-out continuation of classic workstation areas.

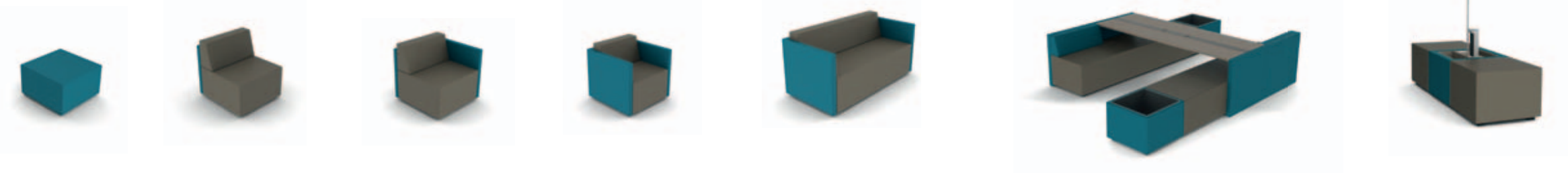
» Modularity is the
measure of all things»

Exactly 80 centimetres.
That’s the new dimension
of mobility.

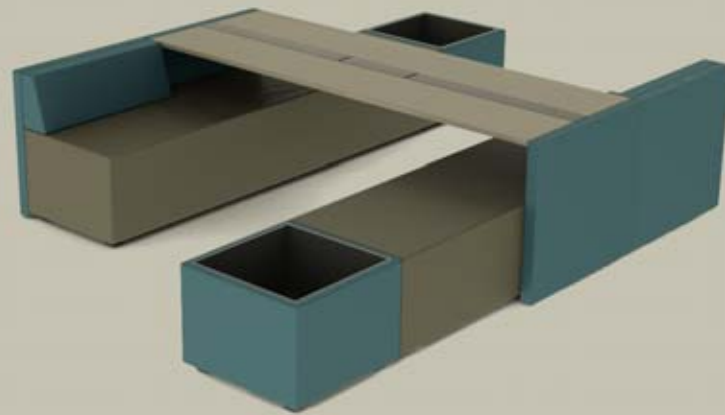
A square with sides of 80 cm is the optimum dimension for universal system furnishing solutions. It creates spaces that can be used perfectly. It’s fully extendable, interchangeable and can be added to in a flash. **80 cm x 80 cm. From the**

upholstered stool and side table to the workstation and communication island. You can combine a manageable number of elements to create infinitely diverse possibilities.

80 cm



80	+	80	=	PARTITION WALL
80	+	80	=	DESK
80	+	80	=	SOFA
80	+	80	=	CUPBOARD



They are all networked.

Or they serve as interpersonal links in the office.

Networking with each other and together. Always and everywhere. With colleagues in the work bistro over a coffee, or at an international level, making a conference call using the integrated media wall technology. Our achievement is utilising technological and social developments and welcoming them with open arms.

Developments in the digital world have a huge influence on our analogue life, that is to say on individual working methods and personal working style. Being able to work everywhere and anytime is not only down to the new potential in technology, but also to employees' new individual attitudes. That's why it's so important to meet increasing demands for a multifunctional working

environment with an inspiring atmosphere in such a way that the effectiveness of work is increased.

All meeting zones make provision for integrating state-of-the-art multimedia. Large flatscreens can be combined with the partitions. Organiser rails with power points can be used as hot-desks for laptops, PCs, phoneboxes and copy & print, and media furniture can be added at the last minute for meetings. Cushioned bench seating, which is flexible and convenient, provides further seating opportunities.

The interfaces between people and technology that are designed to be intuitive and user-friendly enhance attractiveness and activity in the office.



Identification is when people's eyes light up as they work.

NET.WORK.PLACE creates a good atmosphere. Just as it would be in a city district, the points of attraction are people who provide inspiration or facilitate communication. **Identification, solidarity with the company, increases added value, because employees simply work better in a good atmosphere** and are prepared to commit in the long term.

Anyone who has to spend at least eight hours of their life in their new working environment every day wants to enjoy their work and the environment in which they do it, in fact they have to enjoy it, in order to be efficient. And he or she will be keeping a watchful eye on the atmosphere of their personal working environment these days more than ever before – from the atmospheric first impression to the networked working day later on.

» Coming together is a beginning; keeping together is progress; working together is success. For everyone! »

Deutschland

König + Neurath AG
Büromöbel-Systeme
Industriestraße 1-3
61184 Karben
Tel.: +49 (0)6039 483-0
Fax: +49 (0)6039 483-214
e-mail: info@koenig-neurath.de
www.koenig-neurath.de

Great Britain

K + N International
(Office Systems) Ltd
52 Britton Street
London EC1M 5UQ
Tel.: +44 (0)20 74909340
Fax: +44 (0)20 74909349
e-mail: sales@kn-international.co.uk
www.kn-city.co.uk

Nederland

König + Neurath Nederland
Office Furniture
Airport Business Park Lijnden
Frankfurtstraat 18-24
1175 RH Lijnden
Tel.: +31 (0)20 4109410
Fax: +31 (0)20 4109439
e-mail: info@konig-neurath.nl
www.konig-neurath.nl