



# BRIGHT FOR BUSINESS

The Hub Workspace has a quirky feel as far as offices are concerned. But in reality, it was functionality that was kept at the forefront of its design.

PHOTOS: CARNA POPOVIC



MANY of us spend most of our time at work. The office is practically a second home... if not the first. Yet the importance of the work environment,

The Hub Workspace, designed jointly by its owners GX4 Projects and Belair Property, wanted to be different. It has been described by GX4 Projects

## EVEN THE MOST CONSERVATIVE PROFESSIONS HAVE A FUN SIDE

in terms of interiors and design, and the way this can affect employees' performance, is so often overlooked.

Many property owners and designers like to play safe by leaving an office space looking clinical, stark, conservative and neutral, especially if it is for rent and has to suit a variety of businesses.

general manager Suzanne Grima as "bright, cheeky, vibrant and effective" - not exactly what you'd expect to see in your standard office.

Research revealed the existence of a market for the "avant-garde" and that even the most conservative professions have a fun side, she says.

The Hub in San Gwann was designed to cater for this. The idea is for it to “feel like home and to offer a bit of that wow factor that is lacking in most workspaces” in the belief that this would help employees look forward to walking into the office and feel more excited about kicking off each day, which, in turn, would result in better performance at work.

The main aim was to offer flexible, plug-and-play solutions with an extra hip touch, creating that additional fun factor, which Suzanne feels the office rental sector currently lacks.

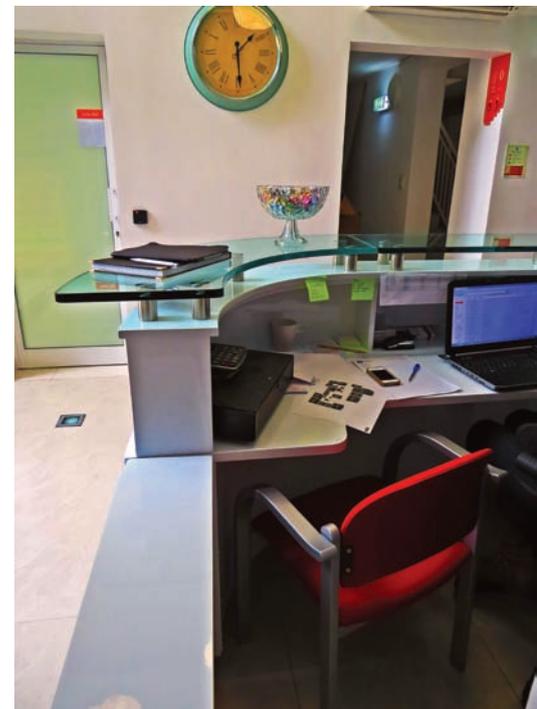
Switch was brought in as consultants and “the journey of colours, designs and fun” took off. Together, the team worked to merge the functional with the aesthetic and make the best of what the building had to offer.

At first glance, The Hub is colourful, bright and quirky; it’s got a fun, childlike and whimsical touch; an almost nursery/classroom feel...



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“We don't stop playing because we grow up; we grow up because we stop playing, so providing a workspace that looks like a whimsical playground is bound to have a positive impact on people's morale and performance. It is natural that light, colours and a feel-good environment simply make you feel





good,” Suzanne says. Dark rooms and sad faces are a total no-no!

The façade and the entrance, including the lobby and front office area, play a major role in the overall look and feel of the place, and the idea is that a positive and vibrant feeling engulfs people on entering the building, spread over four floors. The signage and colour coding throughout are also key elements, making it easy to get around.

The communal penthouse, lounge and roof terrace is one of the more attractive areas, according to Suzanne.

“It’s not a canteen and it’s not a meeting room; it’s a social, relaxed space, where tenants can mingle, share information and spend time together. On a good day, the sun terrace is a treat to sit in, and with Wi-Fi throughout the building, strictly speaking, lapping up the sun on one of the sofas could still qualify as work.”

Besides the openness and colour, the most important design element of The Hub, however, boils down to how user-friendly and functional the workspaces are. Clever networking throughout the building to cater for different IT and communication needs is a must. ■