

IDEARIDEAS DESIGNS GOHUB'S NEW OFFICES IN VALENCIA, AN INNOVATIVE HUB FOCUSED ON THE SMART MANAGEMENT OF WATER

The work space is conceived as a tangible element of GoHub's philosophy, adapting itself to the workflow and bringing the company's values to life.

Interior design favours an 'open space' office philosophy, while ensuring silent spaces for meetings and working.



DATA SHEET

Interior design: Idearideas
Client: GoHub
(Global Omnium)
Completed: 2019
Surface 670 m2
Location: Valencia
Photography: Pau Bellido

FEATURES

Pavements: Interface carpets
and Porcelanite Dos ceramic
material.
Furniture: Actiu

Idearideas, the interior design and communication studio, is designing GoHub's headquarters in Valencia. It is a space of 2000 m2 dedicated to innovative projects for the improvement and use of water resources in urban environments. The offices are located in Valencia and have been designed to reflect the innovative spirit of the project.

Through interior design, it has been possible to create an open work space that combines different types of work posts: hot desking, fixed posts, different meeting areas and leisure spaces.

Both the innovative nature of the company and the specific conditioning factors of the chosen space were translated into a Nordic-technological style, with predominantly white surfaces, leaving the use of colour for signage, furniture and transition elements.

Layout

The architecture of the space is characterized by low ceilings and a large number of columns. In order to create a sensation of open spaces, natural light has been maximised and a careful study of colour has been carried out.

The distribution generates a flexible space that allows the adaptation of workstations to different configurations. The curve is the element that has made it possible to generate the different circulations, spaces and relationships between people. Thanks to the distribution of the elements, it has been possible to give support to the spaces, delimit the different areas and highlight the circulation zones.

The space has different leisure areas favour taking rest, but also a natural interaction between the different users of the space, one of the premises of the project.



GoHub

GoHub is the first Spanish open innovation hub focused on Deep Tech companies that leverage digital transformation in industry and the water sector to improve the quality of life in cities. GoHub is a project of Global Omnium.

Idearideas

Idearideas is an interior design and communication studio focused on global brand-name projects. Its projects include restaurants, offices, trade fair stands and showrooms, as well as residential projects.

Reception

The reception area is the clearest and most aseptic area of the space, with a large presence of white, smooth and transparent surfaces, with the aim of capturing the technological and avant-garde character of the space from the first contact.

Flexible Work Areas

The furniture also performs the functions of space distributor, creating differentiated zones, where there are hot desking stations (temporary) and other permanent workstations, responding to the nature of the different initiatives and companies that inhabit the space. In total, the space has 170 workstations.

Meeting Rooms

In the centre, there are two meeting rooms with a completely soundproofed curved structure. This guarantees the necessary atmosphere and accessibility. The rooms are equipped with a digital reservation system as well as screens on the doors to confirm the reservation.

Phone Booths

In order to guarantee acoustic comfort in a side corridor with a view of the outside, small phone booths of different sizes have been installed to facilitate telephone calls and small meetings for up to four people.

Auditorium

The offices have an auditorium or training area which, thanks to flexible furniture, can be configured in different ways. In this way, conferences, courses or work dynamics can be held.

Restoration

The offices have two catering areas to meet the needs of the different people who work in the space.

Leisure areas

The corridors and transition areas, as well as the interior courtyard, were used to create spaces for recreation and relaxation through informal furniture with neutral upholstery and soft textures.

Brand Identity

One of the relevant aspects of the interior design project has been the embodiment of GoHub's identity in space. In these offices, white and blue colours predominate, together with natural woods, and their signage allows the integration of different initiatives within.