

Press release
DESIGN AND
ARCHITECTURE
March 2017

New Mobile World Capital Foundation Offices - mVentures Barcelona

Dear Design studio, a design office based in Barcelona (Spain), has unveiled the design for mVentures'BCN office, a startup accelerator branch programme of Mobile World Capital Barcelona (MWCB). Located in the emblematic "Palau de Mar – Tech City" building in Barcelona, mVenturesBCN office is a workspace for the emerging and early-stage startup companies.

The intention of the project was to create a flexible and dynamic place for innovators and entrepreneurs that encourages social interactions between startup teams and increases creative thinking and collaboration. To reach this goal, diverse mix of environments were designed to suit collaboration, socialising, business needs and privacy when needed.

Dear Design studio created a variety of spaces — entrance/lounge area, presentation space, open office, and closed meeting rooms - organised around the central amenity area, which is lined in pine wood and can be hidden by closing the volume with hinged, tilted and sliding doors. The design supports a highly dynamic working environment and offers open offices, semi-private discussion areas, lounge areas and private meeting rooms, calibrated for both private and collaborative activity.

In order to guarantee the highest flexibility, the open office space has been equipped with a single type of furniture. This easy-to-move and versatile piece is made out of white lacquered steel and designed so that it can host elements for different uses. By moving this furniture, the distribution of the zones can be varied, depending on the type of activity being carried out.

A light color palette was decided for all interior surfaces with the incorporation of two intense colors: light blue-green as mVenturesBcn corporate color and maroon as a warm touch. The texture and color of natural pine wood have also a strong presence on the project for the creation of a warm environment. The honeycomb cellular polycarbonate sheet is used as a translucent visual separator that allows light to pass through and permits to glimpse the people's silhouettes. In the most heavily occupied areas, such as the open office area, plants have been included to give a cosier atmosphere, given the high volume of working hours. Additionally, several art and graphics installations animate the overall space.

Credits:

Design: Dear Design

Art Director: Ignasi Llauradó

Collaborators: Laia Freixes, Marta Bartolomé, Anna Garreta

Photography: www.xavitorrent.com



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About Dear Design:

Dear Design is a creative studio founded in Barcelona in 2005 who gives form to architectural & interior concepts, always striving for equilibrium between function, aesthetic and technology. Dear Design creates unique spaces focusing on user experiences and atmospheres; combining *omnichannel* strategies and innovative technologies.

Dear is the amalgamation of (de)sign and (ar)chitecture.

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