

wanna one

THINK & DESIGN



INFORMATION

Project

Knowhere

Author

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Project definition

Market and trend Audit

Brand strategy

Naming

Corporate identity

Interiorism and Graphism

Location

C/ Foramur, 12

03700 Dénia (Alicante). SPAIN

Execution

2017

Space of intervention

350 m²

Photography

Caulin Photos

www.caulinphoto.com

DESCRIPTION

WANNAONE CREATES KNOWHERE: A COWORKING AREA THAT DOES NOT EXISTS

Knowhere is a place where sharing is the common exchange coin and is given without interest rate.

An area where the knowledge and business share a cup of coffee. A place in which believe, share and at the same time enjoy. **Knowhere** is not a regular proposal.

Landing in Denia (Alicante) for their last Project, the **Wanna One** team knew that their challenge was to provide in an homogeneous way a concept totally new for the area. A brave project, located in the Marina Alta region, that looks to satisfy in a sole space, the different needs of the local entrepreneurs, or the people that uses the city as a hub.

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Wanna One developed an image and marketing consultancy 360°, that embraced the definition of a brand strategy based in a precise analysis of the national competitive environment and the global trends, to the creation of the brand, its universal concept and the later interiorism and graphics created for the place.

The result is a futurist proposal that answers the idea of the owners: create a singular space, never seen, an space that still does not exist. Because of those concepts, **Wanna One** has used the joining of the words knowledge and nowhere to create the naming of this new space: **Knowhere**.

This concept has defined the essence of the visual identity with an unstructured typography that focus on the values of the center: "the knowledge is infinite, when you split it, it multiplies". And also the claim: "**Work. Share. Innovate**", with which the center places himself as a promoter and a launching base of the knowledge economy through their coworking space, multipurpose rooms and the first digital production workshop of the region.

From the moment you enter in the place, the open space ambient and its light are a welcome card to stay in. With big blue color areas, it is almost imposible to not remember the Mediterranean sea that is just a few minutes from the place.

When you come in, the sensation is like science fiction, due to its white walls and the big deep blue cube placed in the center as a meeting room dressed as a fishbowl. From there, it seems to flow rails of electric cables towards the tables, as it was water irrigating them. Everything for making sure that the coworkers and nomad entrepreneurs are well hidratated with talent and excitement.

The geometric shapes guide the design of the objects and furniture, reinforcing the avant-guard aspect worth as a S. Kubrick movie. For the creation of the space, **Wanna One** has focused in materials as the white formica, metal, glass and textile; and has used office tables and conference chairs from **Actiu**, office chairs from **Sentis**, designed by **Josep Llusçà**.

The furniture in the showcases have the signature from the own **Wanna One** studio. All the elements are corwned with a cubic luminary from the italian brand **Novalux**.

The great advantage of the working space Knowhere is, in first place, its flexibility. Now the place counts 30 tables for coworkers, with the possibility to enlarge to 75, working spaces more relaxed for nomads and an area available to organize events.

The sensation to be in a futurist surrounding it's being reinforced by the graphics created by **Wanna One**, with images XXL in black&white that seem to be taken from a scanner and accompanied by verbs that welcome to the action.

Wanna One has created a place in which the common language are Hello, Good morning and may I help you. A working space where the main foods are the talent and the world famous Denia's red prawns.