

The Office of the Future Has No Fixed Walls - The Advance of Virtual Offices

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The workplace of the future has one distinctive characteristic: flexibility. Trend researchers such as Hamburg's Peter Wippermann are convinced that the line between work and leisure time is increasingly being blurred. One works at home as well as en route. People are becoming modern nomads, constantly on the move in their pursuit of work, love or self-realization. According to the trend-office mobility study No Limits, mobility is the basis of the modern lifestyle.

These developments require in turn new solutions for the organization of workplaces. Companies like the Business Plaza Munich are trying to accommodate the mobility trend by offering Virtual Offices, to which their client companies can additionally order secretary and telephone services or rent short-term office spaces and conference rooms.

„Such office solutions assure flexibility and mobility. Our customers often don't need a fixed desk. But they do need a reputable business address and someone who will answer the telephone - regardless of whether they are with clients in Beijing at the moment or taking care of business just a couple of towns away. What they also require is the possibility of having at short notice an office or conference room at their disposal. And that is what we offer." Business manager Friedhart Reiner sees the strength of the Business Center concept in that the rooms and services can be ordered or cancelled flexibly, according to what is currently needed.

He is convinced that, with the help of office service providers such as Business Plaza Munich, many costs can be reduced. A KPMG study confirms this, concluding that the use of such a business center by a company of up to ten employees is on average more cost-effective than operating one's own offices. A business center can be more efficient because, for instance, conference rooms do not have to be rented permanently, but rather can be ordered when needed on an hourly basis. Customers do not have to hire their own secretary; instead they can make use of the various services of the business center as required at the moment.

Kristen Brühl and Imke Keicher from the Zukunftsintitut (Future Institute) have recently published their study, „Creative Work – Business of the Future“, on the changes in the working world. In it they describe a new work culture, which they call “Creative Work”. This culture is defined by self-responsibility, change and creativity. In the Creative Economy that is currently being formed, the value of a business will increasingly be judged according to how well it succeeds in attracting creative minds and implementing structures in which their creative capital can be optimally developed and turned into sources of innovation. Creative Work requires places and people with magnetic effects. Locational advantages emerge where creative

minds are inspired by their environment.

Friedhart Reiner links his concept for the Business Plaza Munich to these ideas: “We provide the infrastructure and a pleasant atmosphere, and the entrepreneurs are free to develop creative business ideas and take care of their customers.”

Maxvorstadt Business Service GmbH, the prime solution for office services, has it all—from virtual and managed offices to all kinds of office assistance—and offers an inspiring environment for the most diverse businesses: engineering offices, physiotherapy, financial consulting, lawyers, travel companies, sales representatives, head-hunters... Its beautiful setting, looking out over Munich’s skyline, invites one to think and act outside of the ordinary lines. This is a place for lateral thinkers, innovations, inspiration and new perspectives.

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