

DESIGN RESEARCH

Co-Working
Competitors

PRESENTATION

1

Introduction:

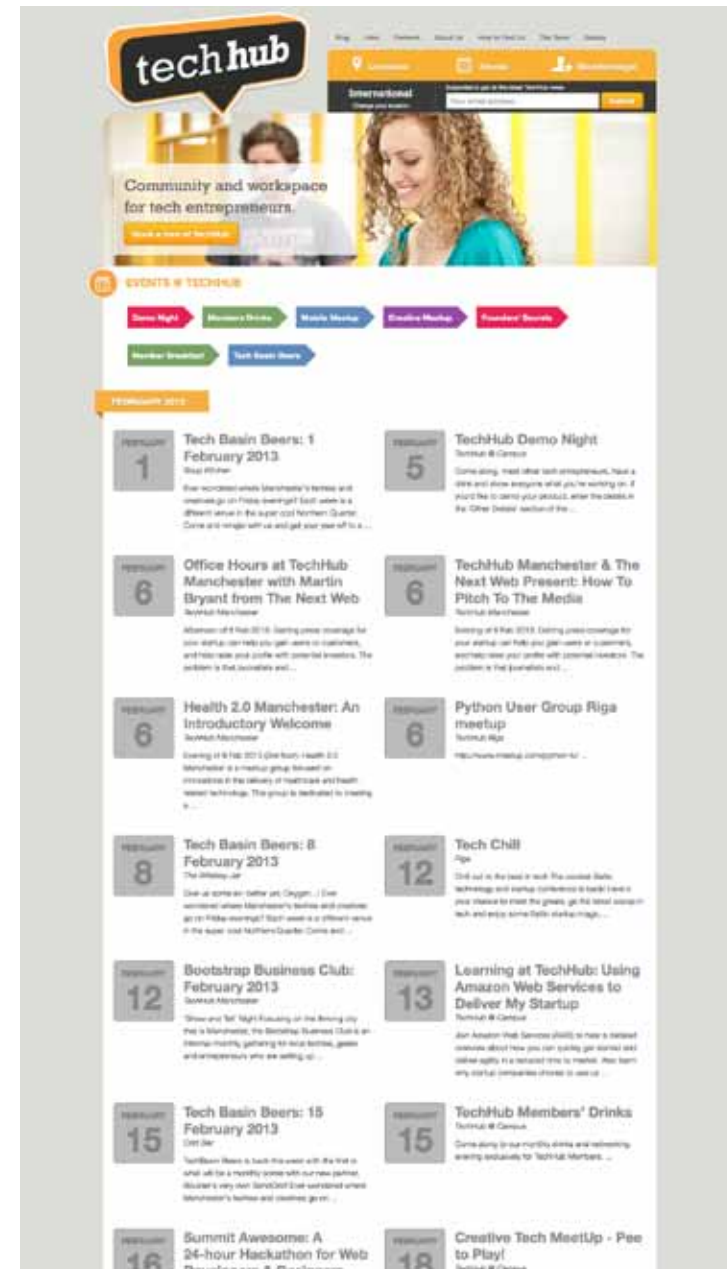
This document analyses the visual presentation of selected competitors and reference examples.

The marketplace for co-working spaces in London has become increasingly competitive and the Innovation Warehouse needs to convey a strong point of difference through brand design.

TECHHUB LOGO



TECHHUB WEBSITE



TECHHUB WORKSPACES



TECHHUB WORKSPACES



A 3x3 grid of images showing shelves filled with books, primarily technical and programming titles. The books are organized by color and subject, with titles like 'Linux', 'Python', 'C++', and 'Java' visible. The books are arranged in a way that shows the spines of many titles, creating a colorful and dense display of literature. The colors of the spines range from dark blues and purples to bright yellows and oranges, creating a vibrant visual effect. The books are stacked closely together, filling the shelves from top to bottom and side to side. The overall impression is one of a well-stocked library or a dedicated collection of technical resources. The books are arranged in a way that shows the spines of many titles, creating a colorful and dense display of literature. The colors of the spines range from dark blues and purples to bright yellows and oranges, creating a vibrant visual effect. The books are stacked closely together, filling the shelves from top to bottom and side to side. The overall impression is one of a well-stocked library or a dedicated collection of technical resources.

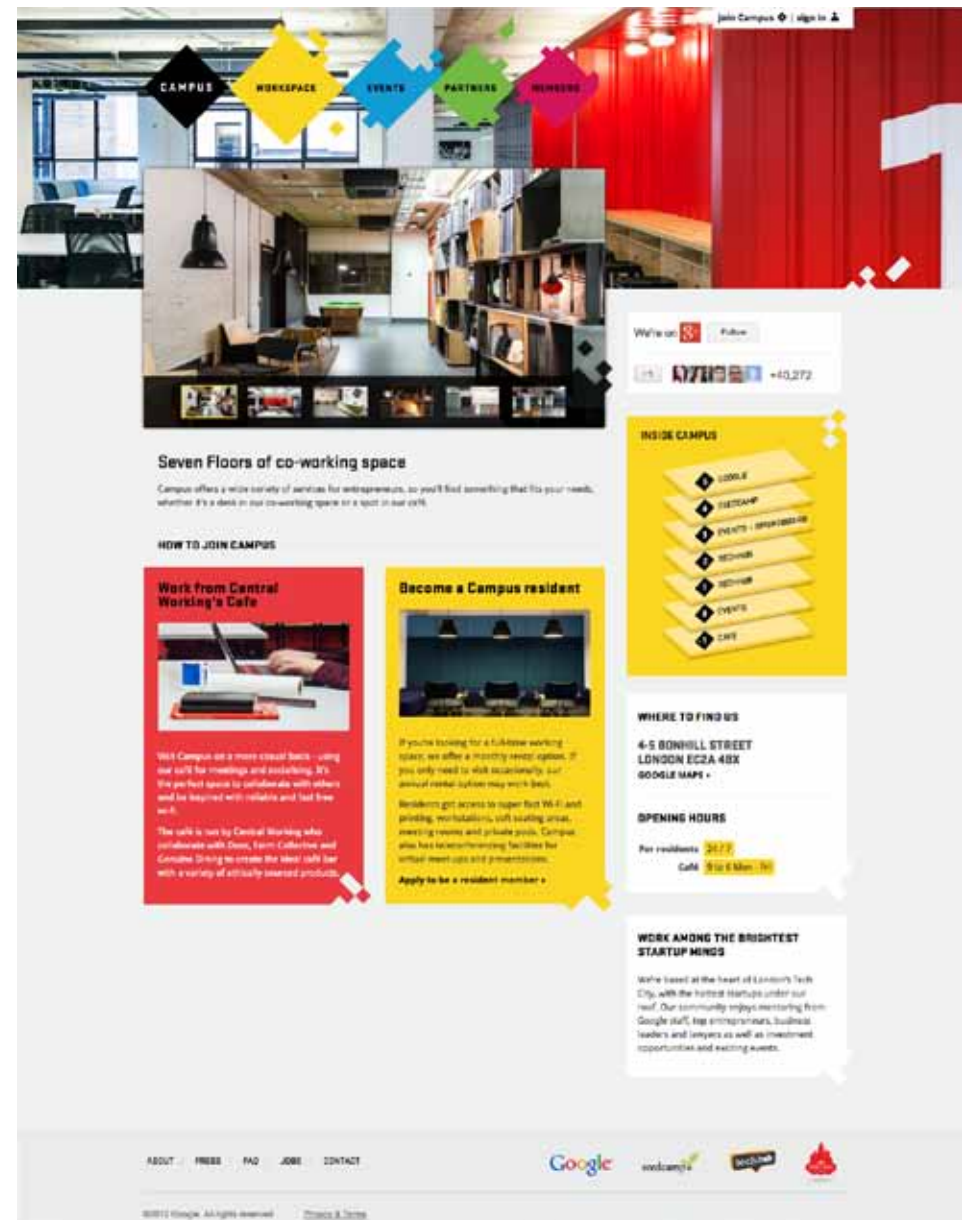
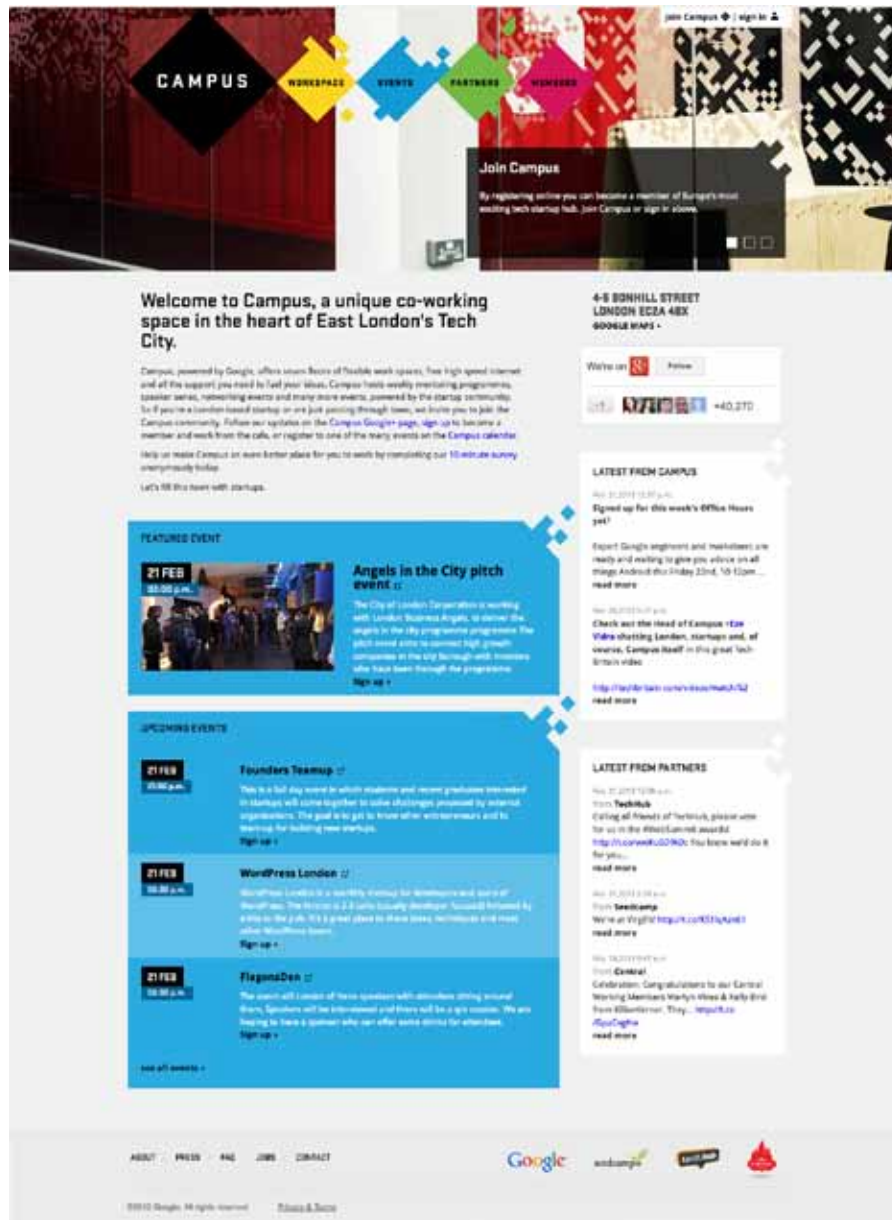


TECHHUB CASUAL SPACES

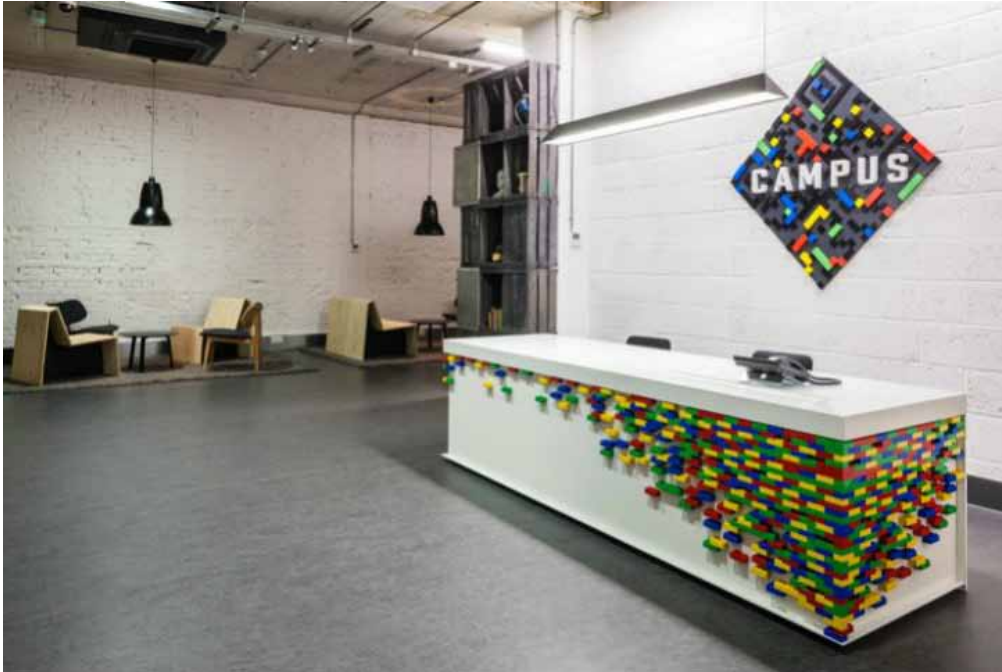
GOOGLE CAMPUS LOGO



GOOGLE CAMPUS WEBSITE



GOOGLE CAMPUS BUILDING DESIGN



GOOGLE CAMPUS WORKSPACES



GOOGLE CAMPUS BREAK OUT SPACES



GOOGLE CAMPUS TRANSITION ZONES



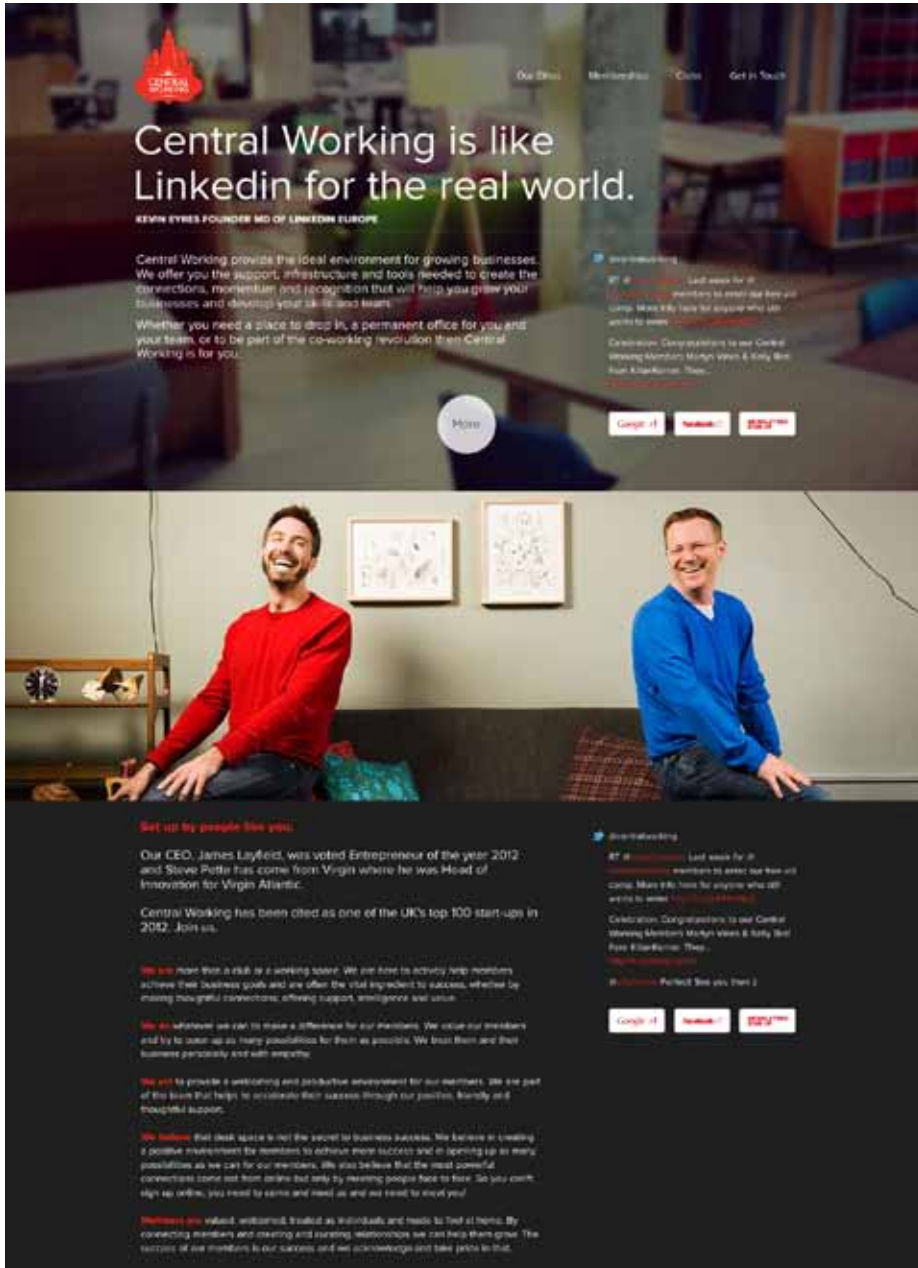
GOOGLE CAMPUS EVENT SPACES



CENTRAL WORKING LOGO



CENTRAL WORKING WEBSITE



Central Working is like LinkedIn for the real world.

KEVIN EYRES FOUNDER MD OF LINKEDIN EUROPE

Central Working provides the ideal environment for growing businesses. We offer you the support, infrastructure and tools needed to create the connections, momentum and recognition that will help you grow your businesses and develop your skills and team.

Whether you need a place to drop in, a permanent office for you and your team, or to be part of the co-working revolution then Central Working is for you.

[More](#)

[Google+](#) [Facebook](#) [Twitter](#)

Get up to speed like you:

Our CEO, James Layfield, was voted Entrepreneur of the year 2012 and Steve Pottin has come from Virgin where he was Head of Innovation for Virgin Atlantic.

Central Working has been cited as one of the UK's top 100 start-ups in 2012. Join us.

We are more than a club, it's a working space. We are here to actively help members achieve their business goals and are often the vital ingredients to success, achieved by making thoughtful connections, offering support, intelligence and advice.

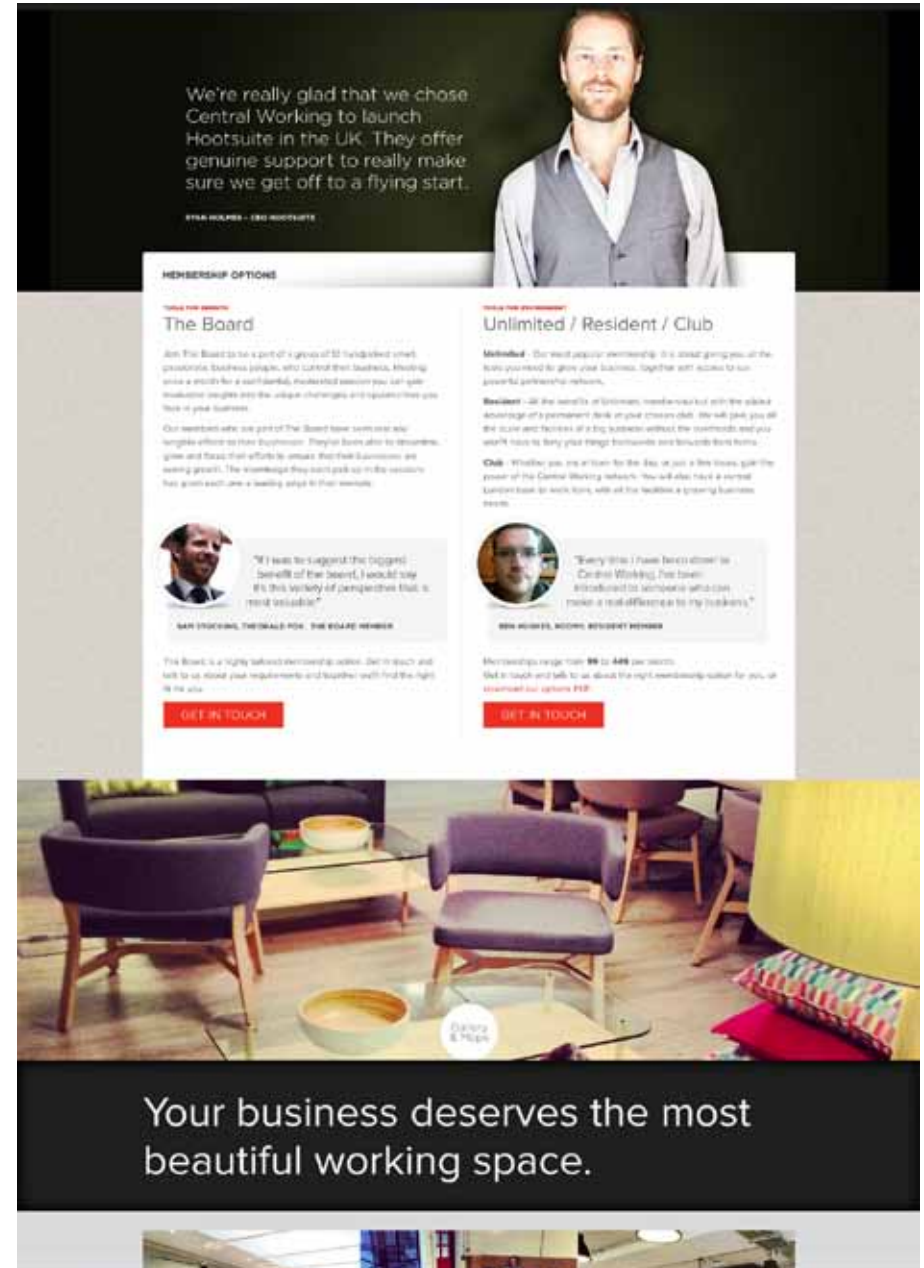
We do whatever we can to make a difference for our members. We value our members and try to turn up as many possibilities for them as possible. We trust them and their business personality and with integrity.

We aim to provide a welcoming and productive environment for our members. We are part of the team that helps to accelerate their success through our passion, friendly and thoughtful support.

We believe that each space is not the secret to business success. We believe in creating a positive environment for members to achieve more success and in opening up as many possibilities as we can for our members. We also believe that the most powerful connections come not from online but only by meeting people face to face. So you can't sign up online, you need to come and meet us and we need to meet you!

Members are valued, welcomed, treated as individuals and made to feel at home. By connecting members and creating relationships we can help them grow. The success of our members is our success and we acknowledge and take pride in that.

[Google+](#) [Facebook](#) [Twitter](#)



We're really glad that we chose Central Working to launch Hootsuite in the UK. They offer genuine support to really make sure we get off to a flying start.

RYAN HOLMES - CEO HOOITSUITE

MEMBERSHIP OPTIONS

THE BOARD

Join The Board to be a part of a group of 10 handpicked smart, passionate, business people, who control their business. Meeting once a month for a confidential, moderated session you can gain invaluable insights into the unique challenges and opportunities you face in your business.

Our members who are part of The Board have seen our help, tangible efforts to grow equipment. They've been able to determine goals and focus their efforts to ensure their business are seeing growth. The knowledge they can pick up in the sessions has given each one a working edge in their industry.

SAN JOSEVINO, THE BOARD FOR THE BOARD MEMBER

"If I was to suggest the biggest benefit of the board, I would say it's this variety of perspectives that is most valuable."

The Board is a highly selected membership option. Get in touch and talk to us about your requirements and together we'll find the right fit for you.

[GET IN TOUCH](#)

UNLIMITED / RESIDENT / CLUB

Unlimited - Our most popular membership. It's about giving you all the tools you need to grow your business, together with access to our powerful partnership network.

Resident - All the benefits of Unlimited, resident will join the added advantage of a permanent desk at your chosen club. We will put you at the core and facilities of a big business without the overheads and you won't have to bring your things home and store them at home.

Club - Whether you're at home for the day or just a few times, give the power of the Central Working network. You will also have a central location base to work from, with all the facilities a growing business needs.

RYAN HOLMES, HOOITSUITE RESIDENT MEMBER

"Every time I have been down to Central Working, I've been introduced to someone who can make a real difference to my business."

Memberships range from **99 to 499** per month. Get in touch and talk to us about the right membership option for you, or [download our options PDF](#).

[GET IN TOUCH](#)

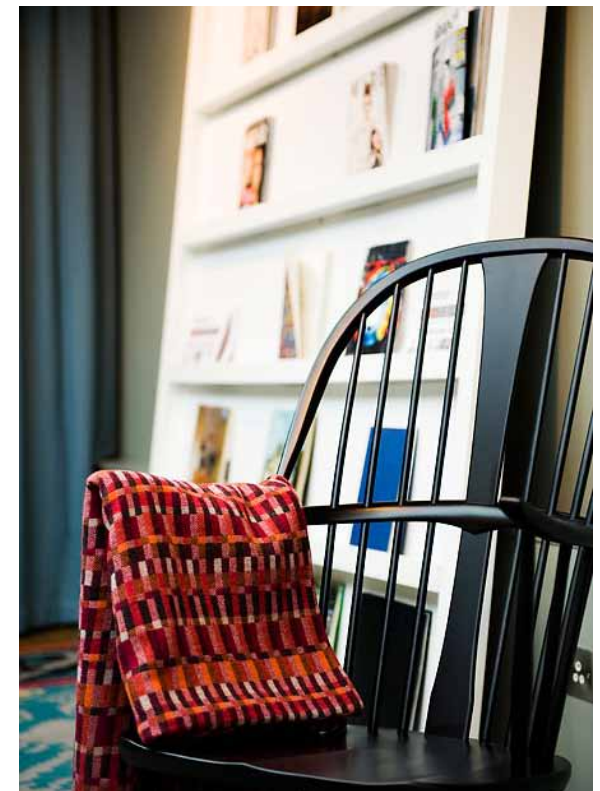
Your business deserves the most beautiful working space.

[Baking & Popping](#)

CENTRAL WORKING WORKSPACES



CENTRAL WORKING WORK AND CASUAL SPACES



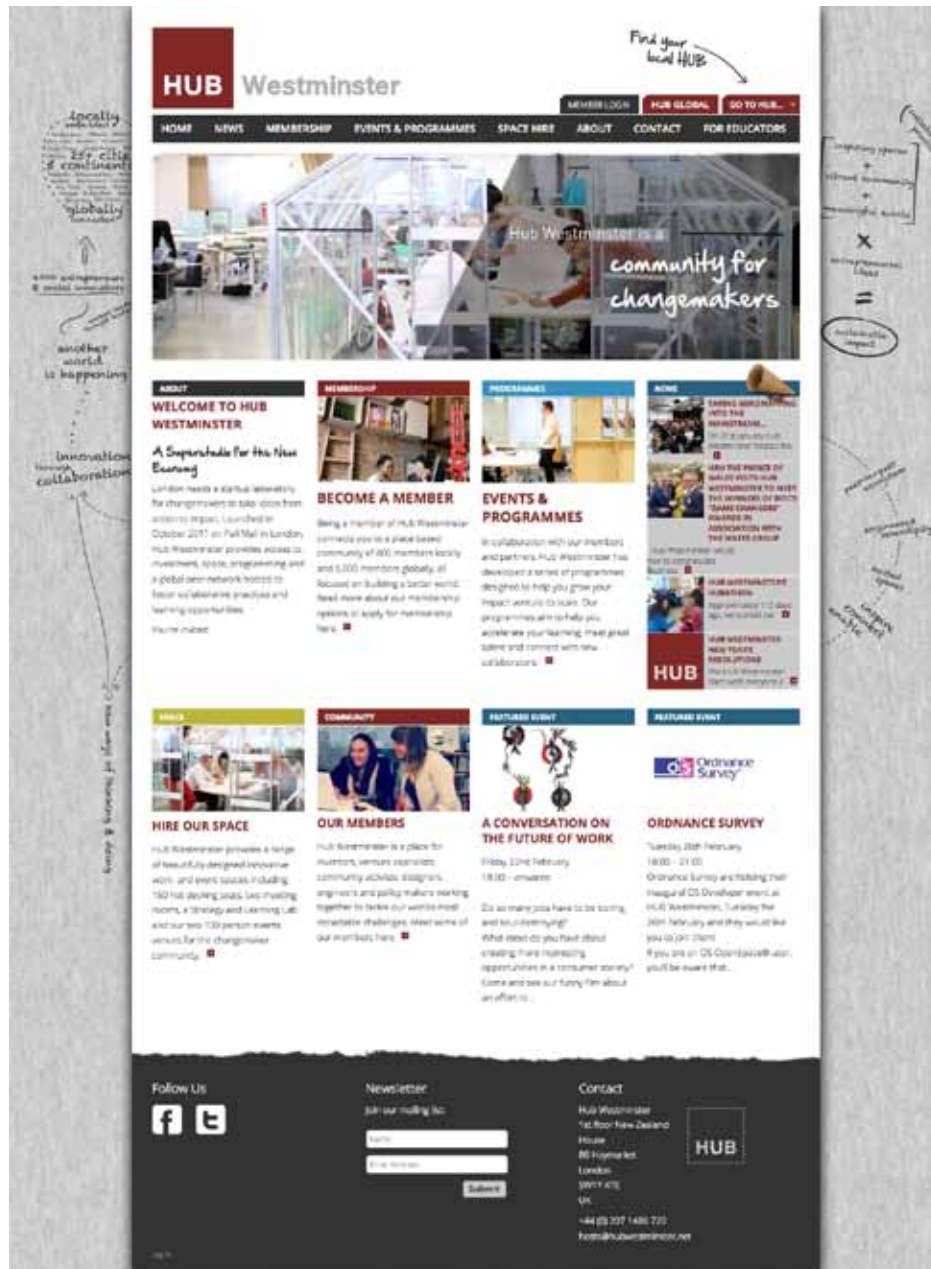
CENTRAL WORKING EVENT AND CASUAL SPACES



HUB LOGO



HUB WEBSITE



HUB WORKSPACES



HUB WORKSPACES



HUB EVENT SPACES



CLUB WORKSPACE LOGO



CLUB WORKSPACE WEBSITE



Club Workspace is London's most innovative and exciting network of start-ups and SMEs. Come and join us.

What is Club Workspace?

Club Workspace is a fast-growing network of creative co-working business clubs, with exclusive locations across London for entrepreneurs and professionals alike.

With the choice of access to one or all business clubs, Club Workspace members receive access to free Wi-Fi in all venues, refreshments and access to a busy calendar of networking and business growth events. Members can also gain access to optional services as part of their package, including printing and scanning facilities, meeting rooms, teleconferencing and a business mailbox.

Join Club today
Memberships from £200pm



Jon Stone
Daphne

Jon Stone sells, creates and launches new tech-led services in the past and joined Club Workspace as a founding member of his start-up.



Aashna Shah
Aashna International

Aashna International is a creative marketing organisation that has done 18 campaigns for Club Workspace. Aashna discusses some of their great work.



What's happening at Club Workspace?

Feb 12
Speaker's CEO Jess Butler @Speaker'sChancery
At the beginning of the month, our Speaker's Club members were delighted to play host to Speaker's CEO Jess Butler.

[Read more](#)

Feb 17
#FreeLegal Structure and Investment
Michael Eastwood, our fantastic legal expert, made another visit to our Business Club Birmingham.

[Read more](#)

Feb 11
Responsive Web Design: The Web, Responsive & E-commerce
Responsive Web Design was the talk of the night when the Birmingham Group went to.

[Read more](#)

Feb 06
Charity Startups: The Good, The Bad & The Ugly
Knowledge from tonight's fantastic event brought Birmingham Club Workspace back online. The...

[Read more](#)

Feb 22
Three Amazing Startups Who I Met @ Speaker's Chancery Networking Session
Last week the Speaker's Club members enjoyed a fantastic Club Workspace session and brought us...

[Read more](#)

Our events

We have a pretty packed events calendar here at Club Workspace. All of our Club locations host workshops, seminars and networking events that are tailored for an audience of small businesses, entrepreneurs and startups. To ensure that these maintain a high standard, we collaborate with expert event partners who have the skill and experience required to ensure the occasions are both informative and engaging.

If you're looking to host a workshop, seminar, or other event, please drop us a line. We're always looking to work with partners who have experience of putting on fantastic small business events.

Feb 21
Startup Legals with Taylor Wessing & TV Triangle
February 21 at 4pm - Club Workspace Chancery
Local media & tech cluster TV Triangle are bringing the first ever startup event into our Chancery Club Workspace - what a momentous occasion! Taylor Wessing are very active in tech startup legal.

[View event details](#)

Feb 22
Launch 48 London
February 22 at 4pm - Club Workspace Chancery
Our first London Launch48 Weekend in 2013 is here. Our new format means you will be put through your paces after an introduction to the business model canvas and lean startup methodologies. By the end...

[View event details](#)

Feb 23
How To Become Famous in Your Niche Without Writing A Book, hosted by Entrepreneur in London
February 23 at 4pm - Club Workspace Chancery
I drink is included in your ticket. Get your greatly discounted today for just £7.5 (normal price £22.5) We all know how how powerful it is to be famous in our field. When you are famous...

[View event details](#)

Feb 28
Club Workspace Member Social: Drink Whilst You Think!
February 28 at 4pm - Club Workspace Barbican
It's that time again! With four excellent evenings under our belt already, it's time for the 8th installment of the Club Member Social! If you've not been along before, let me tell you the Member...

[View event details](#)

Mar 06
Startup Tax Forum
March 06 at 4pm - Club Workspace London Bridge
Phaedra Trower are very pleased to invite you to our inaugural event 'Startup Tax Forum' at Club Workspace's London Bridge location on Tuesday 6th March. The event will start at 4pm.

[View event details](#)

Mar 11
Get Social or Go Home, hosted by Kick Ass Networking
March 11 at 4pm - Club Workspace London Bridge
What makes Kick Ass Networking & Masterminding different? Kick Ass Networking harnesses the collective brilliance of a group of entrepreneurs to enhance everybody's business. And because...

[View event details](#)

Join Club today
Memberships from £200pm

Join Club today
Memberships from £200pm

Arrange a viewing



Find us on YouTube



@clubworkspace

ALUNCHTIME BREAK Speaker's CEO Jess Butler & Startup Britain's Emma Jones take the stage at Club [http://t.co/8UaQm0P4](#)

If any @ClubWorkspace members would like to see #StartupLaw go from 18:30 this evening, jump on the hashtag!

@CityWeLondon I would rather shut it, I was just a quick answer as I can't DM you 'til you follow us :)

Is there a tag for tonight's event in Chancery, @TVTriangle? That was run with @BarbicanLee?

Are you starting up in the food industry? Jump on @thehappens @Barbican? and tag!

Some pics of our @Chancery Club today from the last #StartupLaw event [http://t.co/8UaQm0P4](#) [http://t.co/8UaQm0P4](#)

[http://t.co/8UaQm0P4](#)



CLUB WORKSPACE WORKING SPACES



CLUB WORKSPACE CASUAL SPACES



THE CUBE LOGO



THE CUBE Innovation Space

"Whenever you find yourself on the side of the majority, it is time to pause and reflect."
Mark Twain

BLOG

68
Karlheinz von Thoma

THE CUBE BUILDING DESIGN



THE CUBE MEETING ROOMS



Conclusion:

The standard of branding, websites and spatial interiors is very high among the co-working spaces in London.

The Innovation Warehouse needs to find a unique point of view and execute to a high standard.