







At the same time ...







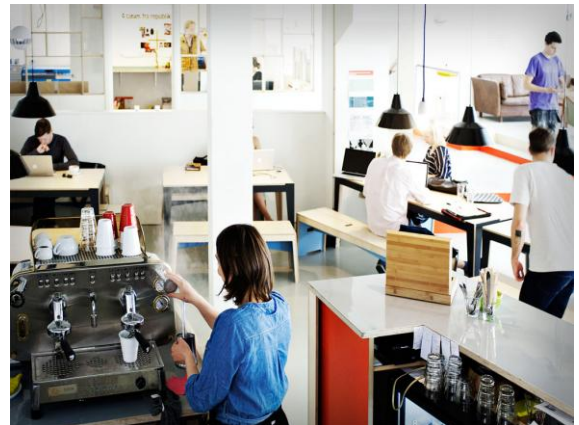
Office space  
 x  
 Public space  
 =  
 Cowork space

“Coworking is the social gathering of a group of people, who are still working **independently**, but who **share values**, and who are interested in the synergy that can happen from working with talented people in **the same space**”.

(Wikipedia)

## “Working on Their Own, Just Side by Side”

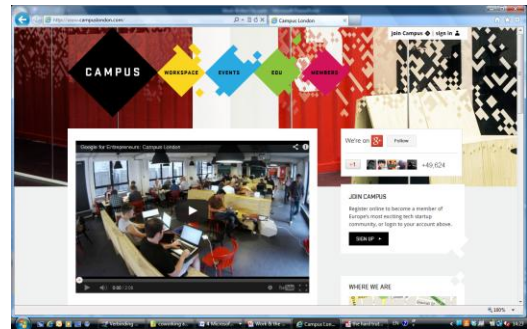
(New York Times)



### Coworkers

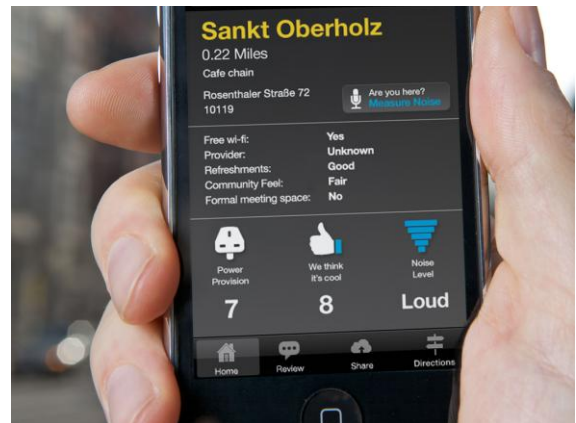
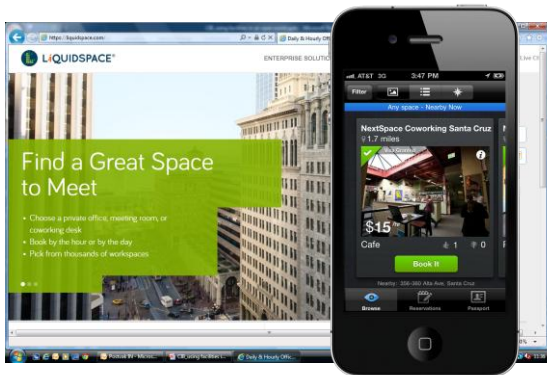
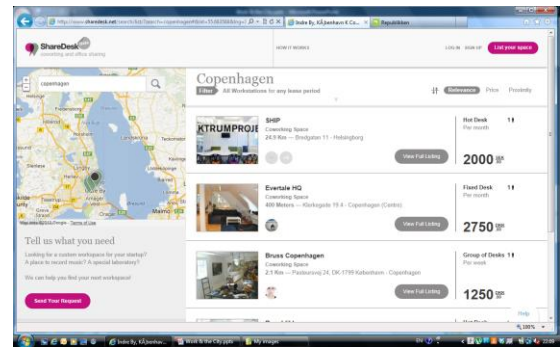
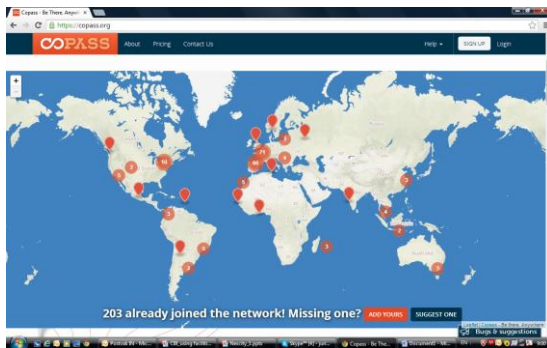
Freelancers / entrepreneurs  
Often former home workers  
Average age 34  
Creative industries / New media

(Deskmag survey, 2011-2013)



**“Campus is an open source building”**

Eze Vidra, Head of Google Campus  
London



**“If we fail to create a community,  
and do not deliver value for  
money, people will go  
somewhere else.”**

Thomas Vaassen  
Co-founder Impact Hub Amsterdam

**Thanks**

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