



## Laying the foundation for workspaces of the future – with carpet tiles from OBJECT CARPET at the WorkInn of Siemens City Vienna

*Today's office is emerging from a period of transition. The pandemic has given rise to a functional realignment of the office. What role will workspaces play in the future? And how can work processes be optimized? Siemens AG Austria is one of the companies finding answers to these questions. Since mid-2020, it has been a pioneer of transformation processes in work environments. At the WorkInn of its Siemens City branch in Vienna, it has established an innovative epicenter of productive and creative work processes. This leading-edge office design concept also rests on the customized carpet tiles of the premium supplier **OBJECT CARPET**.*

As part of the Siemens City in Vienna, the WorkInn is the product of a collaboration between the business consultancy M.O.O.CON, the interior design firm SCHÖNSTIL and Siemens Real Estate (SRE). The concept of the co-working space revolves around the principle of activity-based working. A wide range of different work options are customized for individual preferences. The employees have been actively integrated in the process of dividing the workspaces into three zones: during a two-week phase, the work processes were successively analyzed and they made strategic decisions on how the environment can be efficiently adapted to their needs and requirements. The main "Collaborate" zone as well as the "Focus" and "Retreat" areas emerged from the resulting profiles. The "Collaborate" zone is the active core of the office concept

– where the design turns in-person or virtual meetings and gatherings into an extraordinary experience.

To maximize the functional added value of the indoor spaces, the interior designer Yvonne Meindl-Cavar selected carpet styles from **OBJECT CARPET**. The individuality of the work zones is reflected in the floor design with carpet tiles from the **FORUM FOR GREAT IDEAS** collection. This singularity is expressed not only by the custom format of the floor covering but also by its appearance: The diversity of designs, color shades and styles enables a flexible coordination with different needs and requirements – for maximum creative leeway. The carpet tiles **FORUM VELOURS MILEY 1003** and **FORUM VELOURS JANE 0601** harmoniously complement the nature theme of the interior design.

In its work on the project, the interior design firm SCHÖNSTIL chose appealing natural elements and leaf motifs to decorate the spaces. The color scheme of the premises is created by fusing natural and bright tones, which lends a fresh touch to the overall look.

The **FORUM VELOURS MILEY 1003** cut pile carpet tile impresses with its vibrant botanical pattern. The large-scale design appeals to the senses and celebrates the alleged imperfection of the natural world. With its jungle-like design, the **FORUM VELOURS JANE 0601** cut pile carpet tile also gives the spaces a dynamic and vitalizing touch. Both carpet styles consist of high-quality cut pile and stand out with their resilient and durable properties. Moreover, they can be used in variable ways for classic and modern interior styles. Free of harmful substances, the WELLTEX® backing of all FORUM styles guarantees optimal spatial acoustics.

The WorkInn project is currently still in a review phase: this gives employees the opportunity to thoroughly put the co-working space to the test. In a next step, the plan is to also open the WorkInn to customers and guests – it has already been converted into a semi-public space.

**Owners:** Siemens AG Austria

**Interior designers:** Schönstil, Yvonne Meindl-Cavar

**Photographs:** Philipp Lipiarski

**Products:** FORUM VELOURS JANE 0601 TILE, FORUM VELOURS MILEY 1003 TILE



© Philipp Lipiarski

FORUM VELOURS JANE 0601 TILE

The CYLAab with the FORUM JANE tile in an urban jungle look – perfect conditions for working together creatively.



© Philipp Lipiarski

FORUM VELOURS MILEY 1003 TILE

By suggesting an excursion into the botanical world, the work area with the MILEY 1003 tile design creates a comfortable and soothing atmosphere to work on topics alone or with others on short notice.



© Philipp Lipiarski

FORUM VELOURS MILEY 1003 TILE



© Philipp Lipiarski

FORUM VELOURS MILEY 1003 TILE

OBJECT CARPET GmbH Tel +49 (0) 711 / 34 02-0  
Marie-Curie-Strasse 3 Fax +49 (0) 711 / 34 02-155  
D-73770 Denkendorf info@object-carpet.com

Kreissparkasse Esslingen-Nürtingen  
IBAN DE26 6115 0020 0100 9629 90  
BIC ESSLDE66XXX

Managing Directors: Daniel Butz, Lars Engelke,  
Marc Kaminski, Oliver Loskant  
District Court of Stuttgart, Comm. Reg. No. 21347  
VAT No. DE194495557

The focus lounge with MILEY 1003 tiles, a quiet place for concentrated work under the best conditions.

## About OBJECT CARPET

Since 1972, **OBJECT CARPET** has stood for quality, design and innovation in the commercial property sector. A sense of aesthetics and colour, in combination with advanced production techniques, results in high-grade and extraordinary designs in the form of broadloom, carpet tiles and custom-cut carpets (RUGX). With over 1,000 styles and colours as well as individually-customised products, the **OBJECT CARPET** collection offers a unique diversity for modern interior design, manufactured from high-quality raw materials. All **OBJECT CARPET** styles are also free from harmful emissions and are bitumen-free, latex-free, and PVC-free. They bear the German Federal Environmental Agency's Blue Angel ecolabel. Producing carpets from recycled materials and the aspiration to give these a second lifecycle is a matter of principle for **OBJECT CARPET**. To reduce its own ecological footprint, **OBJECT CARPET** is consistently working on sustainable solutions and investing in new technologies. So it was no surprise that the company was selected to provide the "VIP carpet" for the German Sustainability Award ceremony. **OBJECT CARPET** products received the evidence-based recommendation from the TÜV (German Technical Inspection Association) for safe use by allergy sufferers and reduce dust content and particulate matter. Partners and customers around the world, such as Porsche, Daimler, Google and Adidas appreciate this, as do initiatives like "Healthy Seas".

Numerous design and business awards, such as the prestigious Good Design and Red Dot Awards, have demonstrated **OBJECT CARPET**'s outstanding design competence and corporate achievements. For example, **OBJECT CARPET** was chosen as one of the "top 50 German luxury brands" by Ernst & Young and voted one of the "brands of the century" by Langenscheidt.

With innovative production techniques and sustainable manufacturing methods, **OBJECT CARPET** breaks new ground and turns visions into reality. Experience **OBJECT CARPET**'s world of colour and materials in any one of the company's showrooms in Germany, Austria, and Switzerland.

### Contact:

Yvonne Schumacher  
Yvonne.Schumacher@object-carpet.com  
Tel.: +49 711 3402 191

### Contact for editorial offices:

GeSK | Ziegelstr. 29 | 10117 Berlin  
Tel.: +49 (0) 30/217 50 460  
Fax: +49 (0) 30/217 50 461  
E-mail: pr@gesk.berlin  
www.gesk.berlin