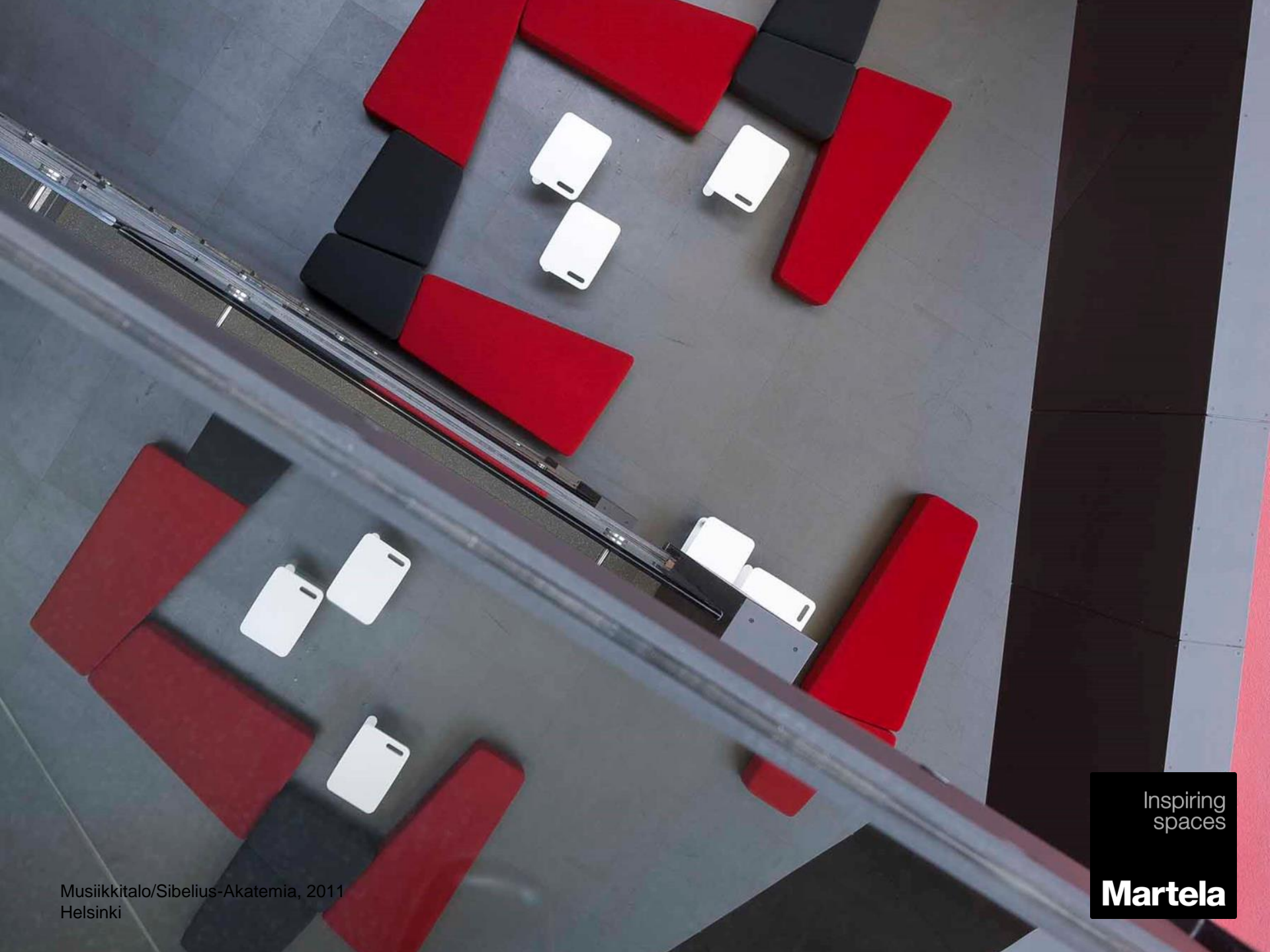


**ANY SPACE,
ANYONE AND
ANYTHING** WHEN INTERIORS MATTER
CAN BE INSPIRING.

Inspiring
spaces

Martela



Musiikkitalo/Sibelius-Akatemia, 2011
Helsinki

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COMPLETE INTERIOR SOLUTIONS

Our objective is to offer our customers and partners a service that is the best in the business and high-quality products that are ergonomic and innovative.



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KNOW-HOW BUILT ON EXPERIENCE

Martela is much more than just a business, it is about people and interaction over generations; about responsibilities that we all share over decades and lifetimes.



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FURNITURE WASTE

A photograph of a broken, red upholstered chair with wooden legs lying on a bed of dry grass and twigs. The chair is the central focus, showing signs of significant wear and damage. The background is a dense field of dry, brown grass, suggesting an outdoor setting. The lighting is natural, highlighting the texture of the chair's fabric and the surrounding vegetation.

In Finland about 100 000 tonnes of furniture is wasted each year. According to a study 70 – 80% of furniture waste could be recovered.

In 2012 Martela received about 2200 tons of used furniture. Almost 30 000 pieces of furniture found a new user through Martela Outlet chain after cleaning, upholstery or remanufacturing. The rest was recycled as materials.

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by Martela

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REVOLUTION OF WORK

2010 – activity based office



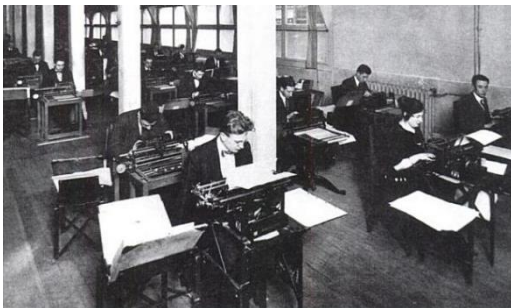
2000 – mobile work in office



1980 – computers, kombi office



1920 – industrial open plan office



1940 – manager's rooms

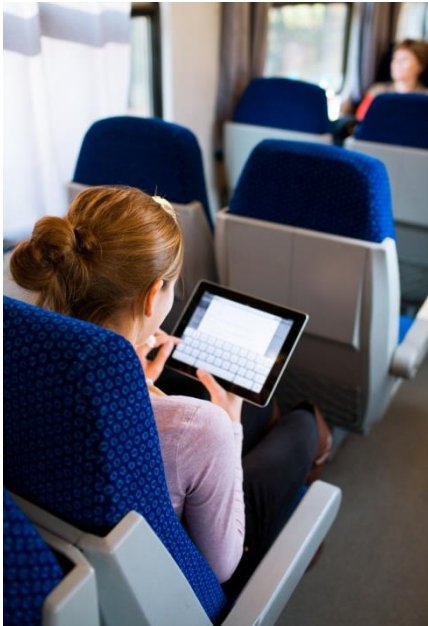


1960 – office landscape



NEW WAY OF WORKING

anywhere



anytime



growing importance of social interactions



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IMPORTANCE OF SPACES

communicate values and visions



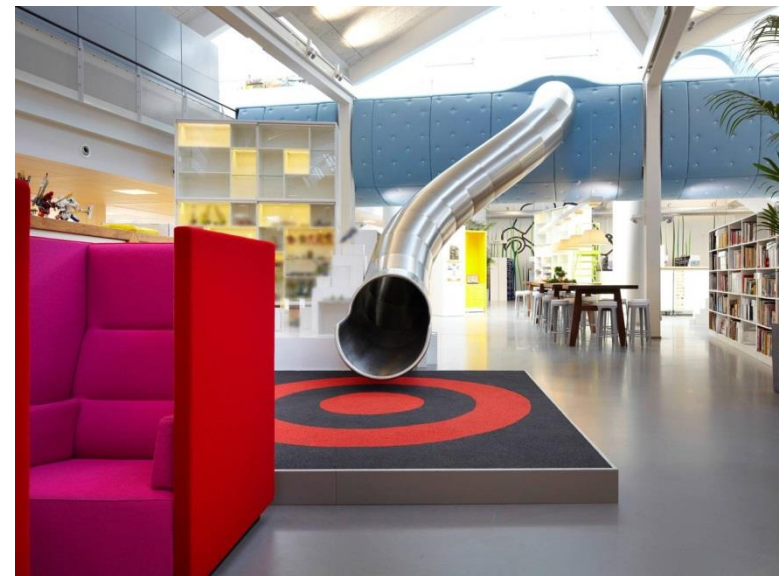
Skype, Stockholm, Sweden

brand building



World Design Capital 2012 Helsinki, Finland

role in competing for the best employees



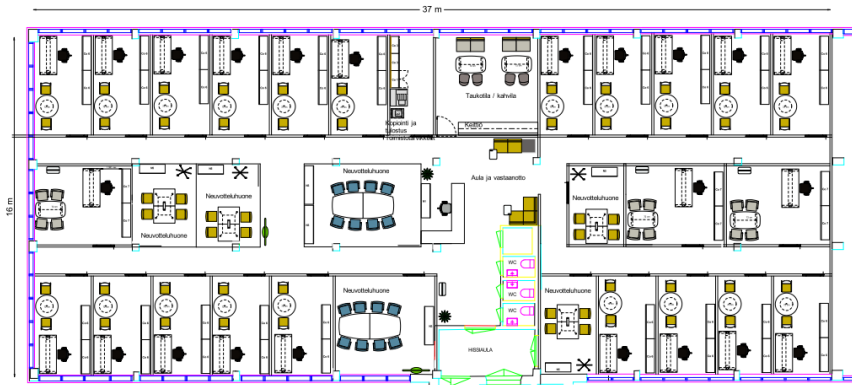
Lego, Billund, Denmark

Inspiring
spaces

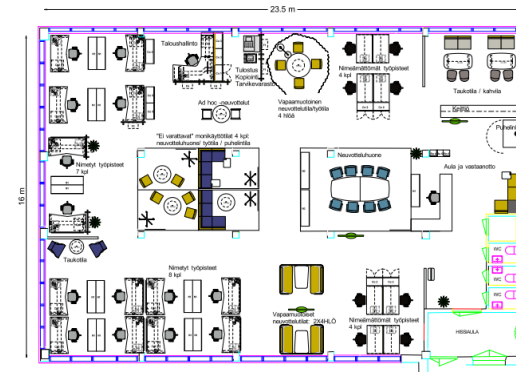
Martela

IMPORTANCE OF SPACES

cost savings + employee wellbeing



Traditional office for 23 employees, 500 m²



Activity based office for 23 employees, 380 m²

CONCEPT FOR ACTIVITY BASED OFFICE:

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OFFICE STILL THE HEART OF WORKING ENVIRONMENT



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FLOOR PLAN BASED ON USER STUDIES

VISUALLY INSPIRING



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MULTIPLE OPTIONS FOR WORKING

VARIOUS GATHERING PLACES



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SUPPORTS NEW WAY OF WORKING



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WHOLE OFFICE AS WORKING SPACE



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EFFICIENT, SPACE SAVING

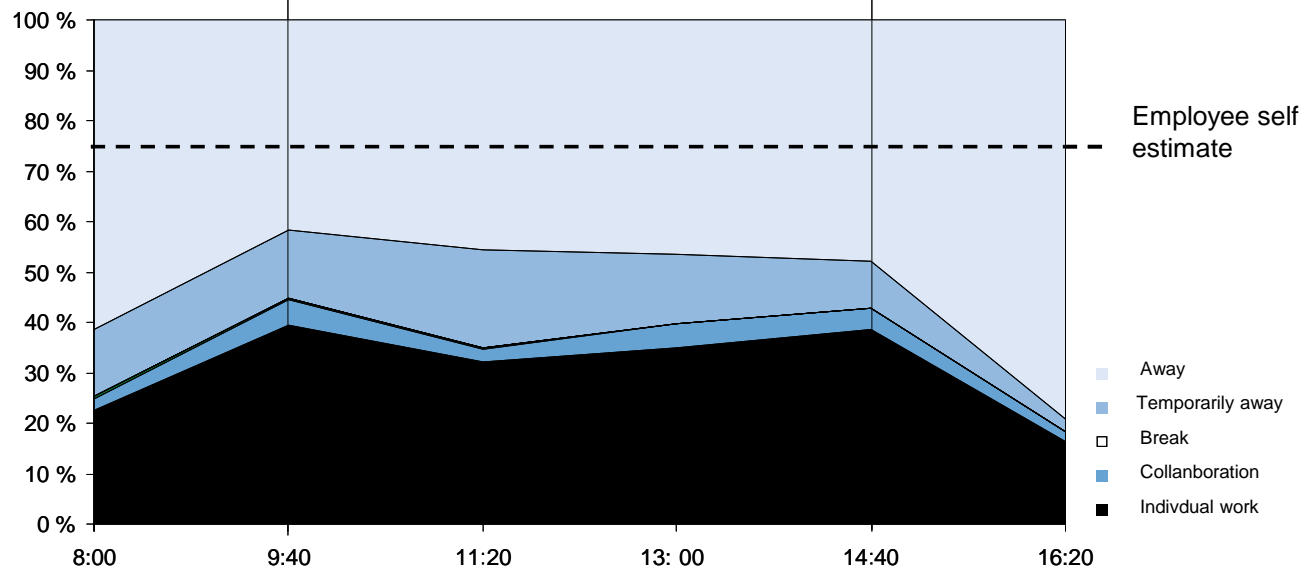


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BENEFITS ALL

Finnish Board of Education, Facilities utilisation study
WORKING DAY



Senaatti-kiinteistöt / DEGW, 2006

 **+40%**

Activity Based Office can increase space utilization efficiency by up to 40 percent.

Workspace Oy ja Rapal Oy, 2011.

 **-70%**

If in addition the energy efficiency of the is significantly improved, the carbon footprint of the real estate may decrease by 70%

Workspace Oy ja Rapal Oy, 2011.

Mobile information workers can be divided into four subgroups: **anchors**, **connectors** (which both spend their time in the office), **collectors** and **navigators** (which both spend their time in the field).

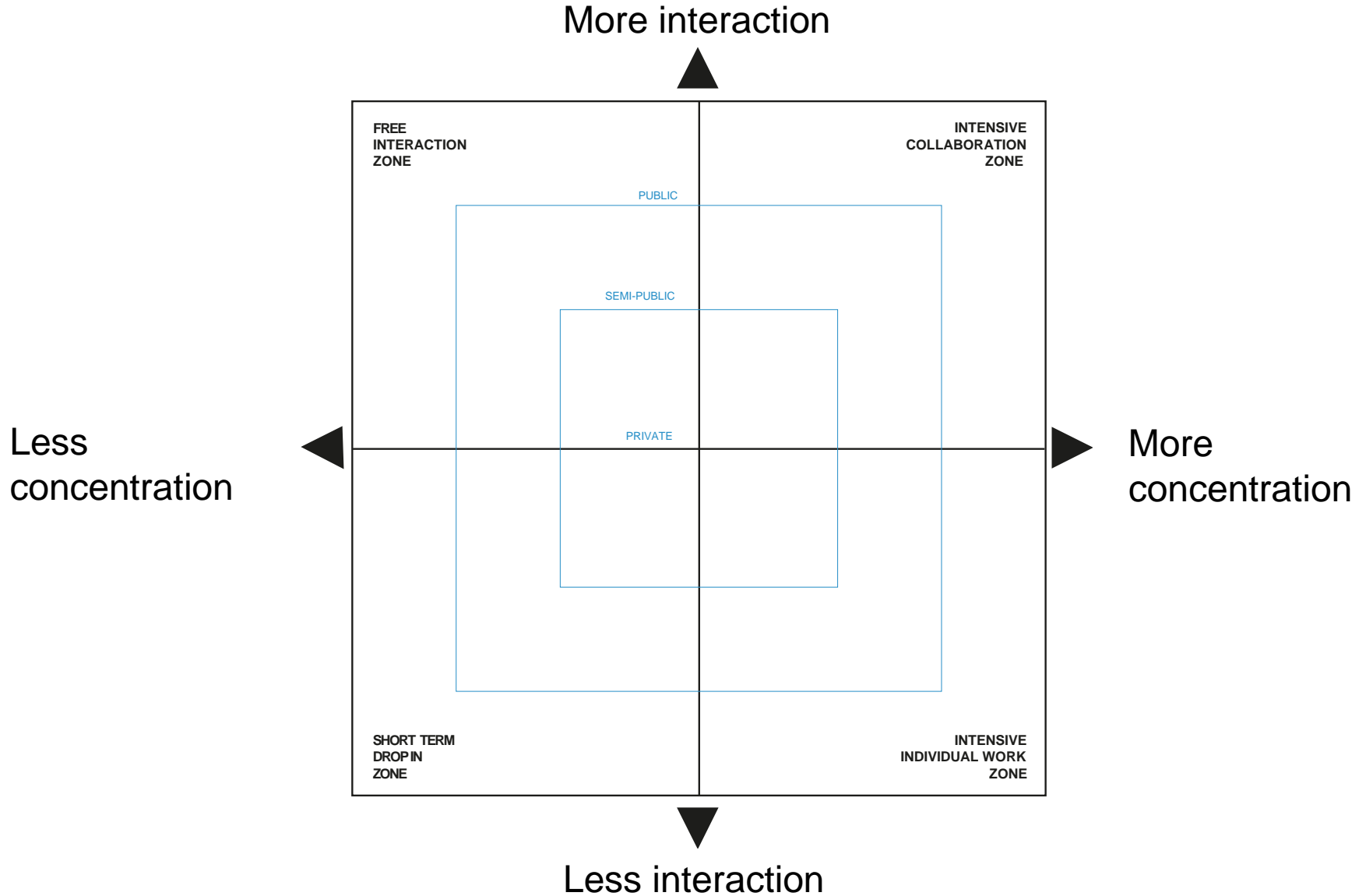
**different
personalities**



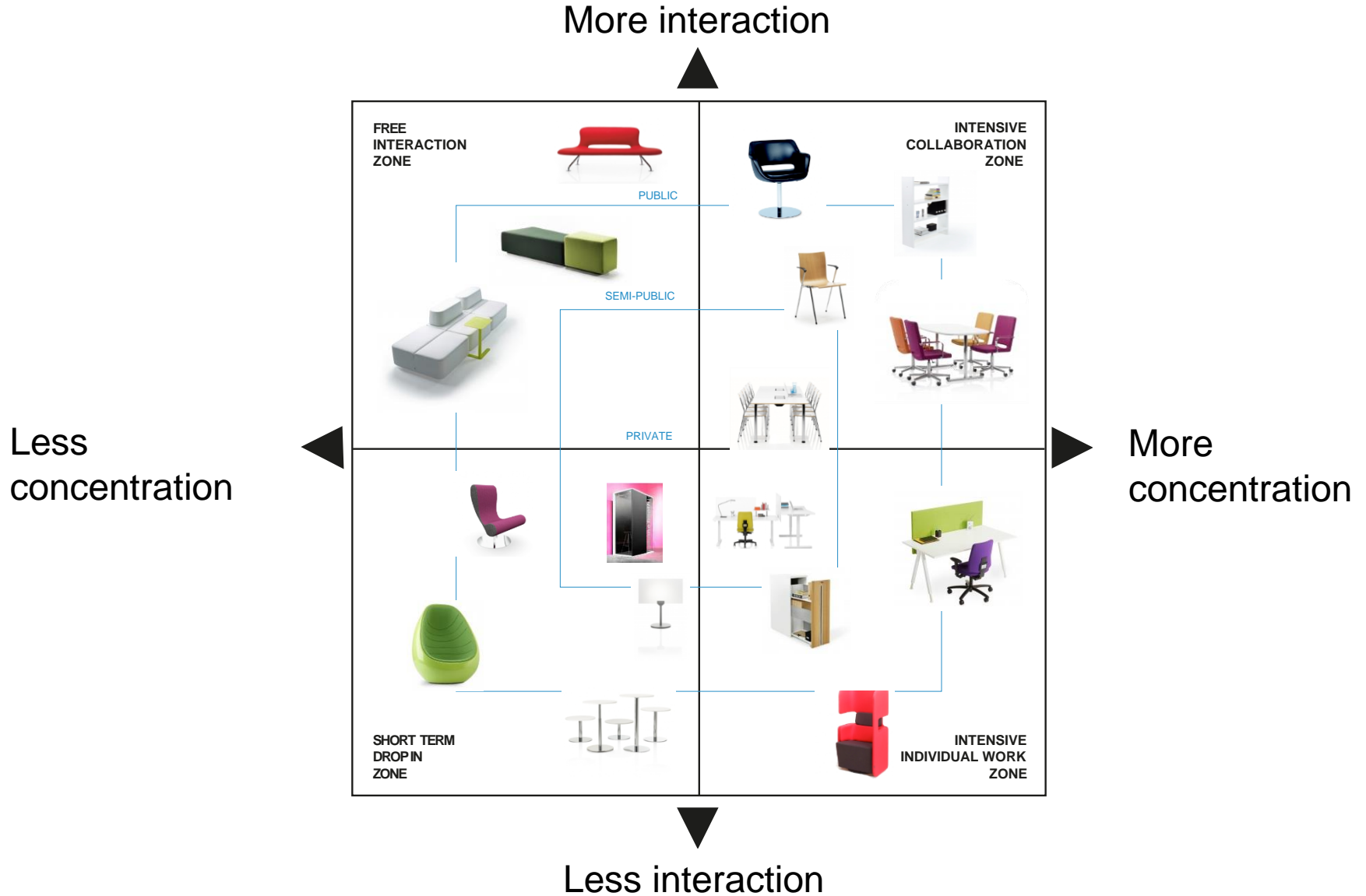
different zones

Office space can be divided into three
zones:
public, semi-public and private.

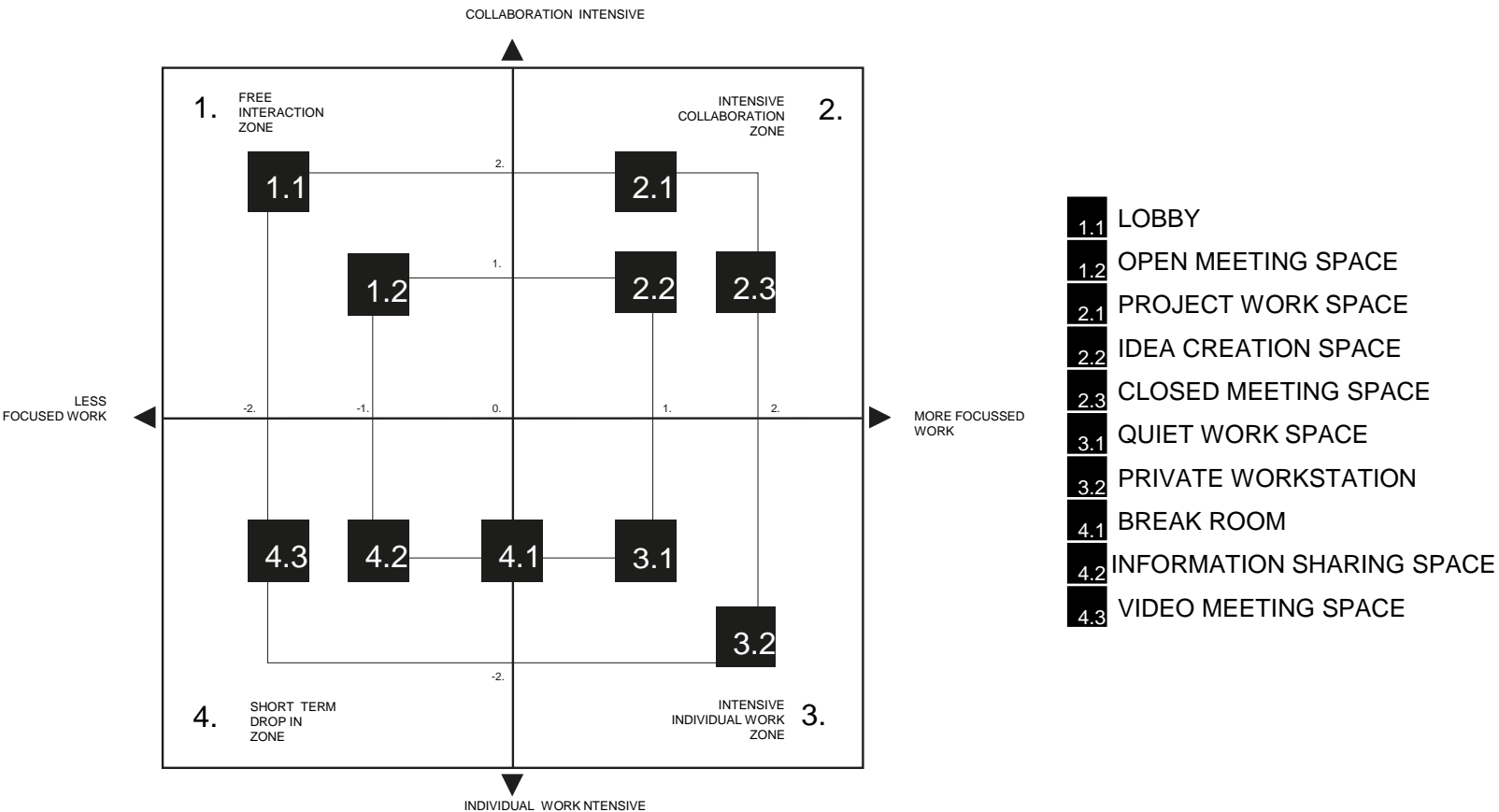
FURNITURE SOLUTIONS



FURNITURE SOLUTIONS



SPACE TYPES



LINKS TO VIDEOS SHOWN

- Inspiring Office: <http://youtu.be/HkbZppQfAQE>
- Martela Dynamic Solutions – Case PwC:
<http://youtu.be/Cxl7ohwXR58>

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