ANY SPACE, ANYONE AND ANYTHING CAN BE INSPIRING.
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.
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.
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.
REVOLUTION OF WORK

2010 – activity based office

2000 – mobile work in office

1980 – computers, kombi office

1960 – office landscape

1940 – manager’s rooms

1960 – office landscape

1920 – industrial open plan office
NEW WAY OF WORKING

anywhere

anytime

growing importance of social interactions
IMPORTANCE OF SPACES

- Communicate values and visions
- Brand building
- Role in competing for the best employees

Skype, Stockholm, Sweden
World Design Capital 2012 Helsinki, Finland
Lego, Billund, Denmark
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:

Inspiring Office®

by Martela
OFFICE STILL THE HEART OF WORKING ENVIRONMENT
VISUALLY INSPIRING
MULTIPLE OPTIONS FOR WORKING
VARIOUS GATHERING PLACES
SUPPORTS NEW WAY OF WORKING
WHOLE OFFICE AS WORKING SPACE
BENEFITS ALL

Finnish Board of Education, Facilities utilisation study

WORKING DAY

Employee self estimate

Activity Based Office can increase space utilization efficiency by up to 40 percent.
Workspace Oy ja Rapal Oy, 2011.

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

1. FREE INTERACTION ZONE
   1.1 LOBBY
   1.2 OPEN MEETING SPACE

2. INTENSIVE COLLABORATION ZONE
   2.1 PROJECT WORK SPACE
   2.2 IDEA CREATION SPACE
   2.3 CLOSED MEETING SPACE

3. INTENSIVE INDIVIDUAL WORK ZONE
   3.1 QUIET WORK SPACE
   3.2 PRIVATE WORKSTATION

4. SHORT TERM DROP IN ZONE
   4.1 BREAK ROOM
   4.2 INFORMATION SHARING SPACE
   4.3 VIDEO MEETING SPACE
LINKS TO VIDEOS SHOWN

• Inspiring Office: http://youtu.be/HkbZppQfAQE

• Martela Dynamic Solutions – Case PwC: http://youtu.be/Cxl7ohwXR58