

SERVICEPLAN AND RUBY OPEN FIRST CO-WORKING SPACE IN HAMBURG IN DECEMBER 2017

A premiere in the field of new work: For the first time a hospitality group and an agency group are joining forces. RUBY and the Serviceplan Group are starting a joint venture with a first Co-Working Space in Hamburg. The hotspot for creative, agile and innovative work will open in December 2017 located in a historic 'Kontorhaus' in Hamburg.

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How can businesses quickly and efficiently realize digital transformational projects and establish a start-up-like corporate culture and openness towards change? With its „Häuser der Kommunikation“ (houses of communication) concept, the Serviceplan Group has always promoted the idea of creating open market places and knowledge transfer within different departments. Additionally, the global agency group is continually contemplating changes in work processes.

The Munich-based RUBY group is also one of the visionaries in the field of New Work. Their line of co-working spaces, RUBY WORKS, addresses the diverse requirements of ‚work 4.0‘. This also includes the possibility of renting work spaces for a whole project and finding everything from big „war rooms“ to silent work spaces called „deep dive“ – all that is necessary for the success of a project these days. „Together with RUBY we want to provide businesses with access to inspiring work spaces for agile project management. These can be booked flexibly depending on a project’s scope, duration and team size,“ says Ronald Focken, Managing Director of the Serviceplan group.

Work 4.0 is intrinsically connected to the sense of belonging. Instead of the, for co-working typical, coffee area, RUBY WORKS offers proper co-cooking and co-dining areas with terrace spaces. „Community originates easier during joint cooking or a shared meal,“ Michael Struck, founder and CEO of the RUBY group explains.

RUBY WORKS also addresses an additional target group – apart from the co-working typical permanent tenants – business travelers, who are able to book a work space at RUBY WORKS on a daily basis; quick and easy online, as customary in hotels. It’s therefore not surprising, that the co-working spaces are located within walking distance from RUBY’s boutique hotels. The traveler can book everything from one source. Ronald Focken remarks: „We’re especially excited about the link to the hotels, the physical and operational proximity, which entails frequently changing and international teams.“

Just as with RUBY Hotels, the RUBY WORKS co-working spaces are individually designed and locally rooted: from reception- and lounge areas equipped with vintage furniture, to the event program, the corresponding blog and city guide. „Our guests and members are looking for places with character and soul and appreciate the local references,“ explains Michael Struck.

By concentrating on the essential, building intelligently and a lean organization, the work spaces stay affordable: starting from € 345 per work space per month, daily booking from € 15. The great price-

performance is supported by synergies with the hotels, as for example in the overlapping function areas sales, housekeeping and technical maintenance.

„We're conjoining the know-how from two worlds, communications-, and the hospitality-industry,“ emphasizes Ronald Focken. „We, RUBY and Serviceplan, both are deeply engaged with the practical realization of the future of work and continually learn from each other. This allows us to successfully develop further together.“ As an example, the joint venture partners are planning product developments in the area of online community services.

The joint venture's first RUBY WORKS SPACE is opening in December 2017 in a historic 'Kontorhaus' at Steinhöft 9, close to the new RUBY LOTTI Hotel, which will be opening in the middle of 2018. Approximately 1.600 qm offer room for 194 work spaces. The new co-working spaces are integrated into Serviceplan's adjoining „Haus der Kommunikation“ and therefore a direct neighbor of the Serviceplan subsidiary in Hamburg. „Our goal is to better integrate other qualifications, which will be of increasing importance in the future – in the freelancer market or even smaller businesses“, adds Ronald Focken.

After launching in Hamburg, further RUBY WORKS are in planning in Cologne and Vienna, which are also in immediate vicinity of the local Serviceplan subsidiaries. The Cooperation therefore creates special flexibility for the Serviceplan group.

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About Serviceplan

The Serviceplan Group is the largest and most diversified owner-managed and partner-managed agency group in Europe. Founded in 1970 in Munich as a traditional advertising agency, Serviceplan today has offices in 36 locations worldwide and more than 3,400 employees whose work regularly wins awards at national and international creative competitions. As well as Serviceplan itself, the additional corporate brands within the Group – the media agency Mediaplus, the digital agency Plan.Net, and the market research institute Facit – also rank among the market leaders in their respective competitive environments. The precise interplay between the various specialist agencies – more than 45 in all – in matters of creation, technology and media makes Serviceplan the leading agency group for innovative communication. In order to guarantee outstanding performance in the execution of its campaigns, Serviceplan is represented with own offices in all significant economic areas in Europe, North America, the Middle East and Asia. The global network is called Serviceplan International.

About RUBY

The Munich-based RUBY group, led by founder and CEO Michael Struck, is breaking new ground with their LEAN LUXURY philosophy. By having a lean organizational structure and concentrating on the essentials, RUBY manages to create a contemporary, affordable form of luxury for the modern, cost- and style-conscious customers. Founded in 2013, the group already operates four RUBY HOTELS, with five more under construction. Also, in central locations of major cities, RUBY now offers RUBY WORKS: Flexible, perfectly equipped workspaces and a creative ambiance with access to an inspiring office community. Financially strong partners support RUBY with the expansions.