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## **La Résidence by Covivio : a living laboratory for experimenting and co-creating the future of the office**

*Faced with profound changes in usage and the accelerated transformation of working methods, Covivio is rethinking the role of the office and its ability to create connections and performance. It is in this context that Covivio, a European real estate operator, has created La Résidence: a veritable living laboratory for experimentation, where twenty entrepreneurs are experimenting with new ways of working with the aim of imagining and testing the new contours of the office.*

### **A laboratory for experimenting with the future of the office**

*The Residence brought together a group of new-generation entrepreneurs – podcasters, artists, content creators from the creative industries – who have a role and an impact on the future of work.*

**The objective is twofold: to test in real conditions what makes people want to come to the office not out of obligation but by choice, and to bring together the perspectives of the corporate world and the entrepreneurial world to prototype the office of tomorrow.**

Result: in six months, the experiment proved its worth. These 900 m<sup>2</sup> nestled in the heart of the 11<sup>th</sup> arrondissement, a stone's throw from the Bataclan, made it possible to experiment with all the components that transform an office into a living space: uses, types of space, rules of the game, rituals and routines, business and cross-interests. In this residence, everything is measured to produce concrete lessons: what works, what strengthens cohesion, what makes people enjoy coming to the office and what increases productivity, in order to develop a renewed vision of the office, designed as a space for creativity, agility and innovation. Covivio can thus integrate these lessons in real time into the design and management of its new office buildings and, through several days of co-creation and reflection, benefit from this collective of entrepreneurs' vision of the world of work and its evolution.

At the same time, *La Résidence* launched '*La Résidence Club*', a new kind of consulting agency that allows it to offer talent to companies without entering into a traditional entrepreneurial partnership model.

Among the residents are **serial entrepreneurs**, three Forbes 30 Under 30 winners including Flora Ghebali, founder of Coalitions, and Cloé Dana, co-founder of Kaskad Nation, **content creators** such as Camille Aumont Carnel, founder of *J'men Bats Le Clito*, and Mamadou Dembélé, founder of The Impact Story. Together, the residents have accumulated over

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2 million subscribers, over 100 million views, created over 25 companies, supported over 100 brands, and produced 25 cultural works!

**And what are the results for entrepreneurship?**

Over the months, residents observed a decrease in the mental load associated with entrepreneurship, an acceleration in their business, and new dynamics of trust and mutual aid. The space – deliberately left unfinished – encouraged the emergence of public events, spontaneous collaborations, cultural productions and collective work rituals. These observations provide valuable insight for designing offices that are more human, more useful and better suited to the economy of tomorrow.

**Through *La Résidence*, Covivio is continuing this joint reflection: how can an office be transformed into a living space? How can the office be made not only a place of work, but also a lever for connection, cooperation and innovation?**

**CONTACTS**

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**ABOUT COVIVIO**

Thanks to its partnering history, its real estate expertise and its European culture, Covivio is inventing today's user experience and designing tomorrow's city. A preferred real estate player at the European level, Covivio is close to its end users, capturing their aspirations, combining work, travel, living, and co-inventing vibrant spaces.

A benchmark in the European real estate market with €23.6 bn in assets, Covivio offers support to companies, hotel brands and territories in their pursuit for attractiveness, transformation and responsible performance.

Build sustainable relationships and well-being, is the Covivio's Purpose who expresses its role as a responsible real estate operator to all its stakeholders: customers, shareholders and financial partners, internal teams, local authorities but also to future generations and the planet. Furthermore, its living, dynamic approach opens up exciting project and career prospects for its teams.