

THE INSPIRE

GIVE INNOVATION SPACE



TEAM

WORK

We can no longer avoid the buzzword “innovation”. To be the best, you need to constantly reinvent yourself and your company and continuously develop, reshape and launch innovations. The key questions that arise here are: How is innovation created? And what makes a space an “innovation space”?

At Bene, we know that innovation is no coincidence. Innovation has to be

nurtured in a targeted fashion using intelligent technology, well-designed rooms, motivated teams and a strong vision.

We believe that being innovative is not only about coming up with new tools, products and services but about realising your company’s potential. It is about allowing creativity, promoting teamwork and inspiring employees, customers and partners.

To be innovative is to create the right conditions for innovation. To link visions with technology and teamwork. To create spaces for freedom of thought. Extraordinary results can only be achieved when people love what they are doing. If they are passionate about their work and about the future. Turn over the page and be inspired.

bene

TEAMWORK WORKS.

The concept of innovation is not new. However, just like the business models that are based on it, innovation is constantly evolving. The possibilities it brings and its importance are growing continuously.

If we don't work together there will be no solution to our problems.

QUOTE: Dalai Lama



PHOTO: Nemanja Knežević

ABOUT THE PHOTOGRAPHER.

Katarina Šoškić was born in Belgrade and now lives in Vienna. In her work as an artist, Katarina Šoškić uses photography as a means to investigate society. Her pictures have been shown in exhibitions numerous times, most recently in Taiwan. For Bene Katarina Šoškić interpreted the theme "teamwork" artistically.

With only one hand, you can't tie a knot.

Mongolian saying

It's the long history of human-kind ... those who learned to collaborate and improvise most effectively have prevailed.

QUOTE: Charles Darwin



If everyone is moving forward together, then success takes care of itself.

QUOTE: Henry Ford



98% Is creativity important for your job?

45% Are you a creative person?

2% Do you think your company makes enough effort to support creativity?

Success in the 21st century is achieved differently than it was before. One can own the most successful taxi company, without owning a single car or rent out millions of rooms in cities all over the world, without owning a single property. It is possible to be the largest trading centre worldwide, without producing a single product.

However, it is not only business models that reveal that things have changed. Our priorities have changed. We are communicating, living and working differently today than we did ten years ago. If you want your company to be successful, you have to adapt to change, keep up with it or even overtake it. You have to be ahead of the game.

INNOVATE OR DIE.

Companies are now under a great deal of pressure to innovate. Management guru Peter Drucker summarised this situation with the phrase: "Innovate or die". If you do not develop new approaches, or bring new momentum to the company, you will, sooner or later, be beaten by smaller, innovative new companies or start-ups. That is why innovation has been a key issue on the agenda of many companies for years now. Nevertheless, according to a study by McKinsey, 94 percent of all company directors are dissatisfied with the innovation performance of their company.

The innovation process can be compared to a complex machine consisting of many different parts, each of which has a specific focus: technology, people, space, resources. If all elements harmonise, the innovation mechanism is set in motion.

However, in contrast to the classical machine, implications of the innovation process cannot be predicted – this is simply how it is with creation, creativity and ideas. But if you are ambitious and have a capable team, all pieces of the puzzle will eventually fit together and something new will be created – something innovative.

INNOVATION IS A TEAM SPORT.

There is more to innovation than just pressing a button. You cannot force innovation – but you can create an

environment that promotes innovation and gives new ideas the room to grow, providing that the space is given careful consideration at the planning stage.

Such a space is of great importance because it affects how one feels and behaves. If the room is well designed, it can offer inspiration for employees and encourage both creativity and cooperation.

Innovation is more a team sport than an individual performance. It is accelerated in an environment where people get together and encourage each other to deliver good performances. A space is an innovation area if it can tell a story – the story of great ideas.

There can be no transforming of darkness into light and of apathy into movement without emotion.

QUOTE: Carl Gustav Jung

WELCOME TO THE IDEA LAB.

Pioneering innovation needs
two components: creative minds and
inspiring spaces.

Ideas are best created in a spatial environment that supports the idea generation process, both atmospherically and practically. The Bene IDEA LABS are more than traditional brainstorming and workshop spaces. They create environments for great ideas to grow. At the centre of these inspiring environments is the IDEA WALL – an interactive digital whiteboard that allows several people to work simultaneously on a work surface visible to everyone. In the IDEA LAB, the centrepiece is surrounded by products from the PARCS and TIMBA series. Together the different elements form a space that promotes communication, dialogue and exchange, while at the same time giving individuals the privacy they need.

STEP BY STEP TO NEW IDEAS.

The IDEA LAB works with every type of group and is suitable for up to 16 participants. It provides space for group work at the IDEA WALL but also allows for analogue work in small groups, meaning that several different tasks can be undertaken at the same time.

Every creation process is divided into four stages:

①. DISCOVER

Screening and sorting facts that are relevant to the problem.

②. ANALYSE

Interpretation and assignment of the data into categories that are relevant for finding solutions.

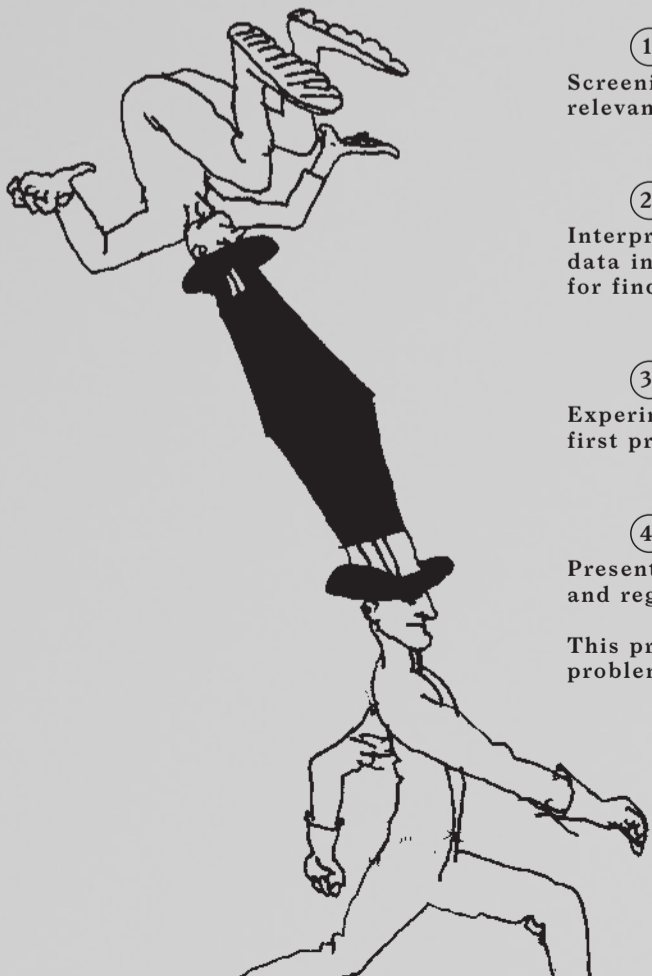
③. CREATE

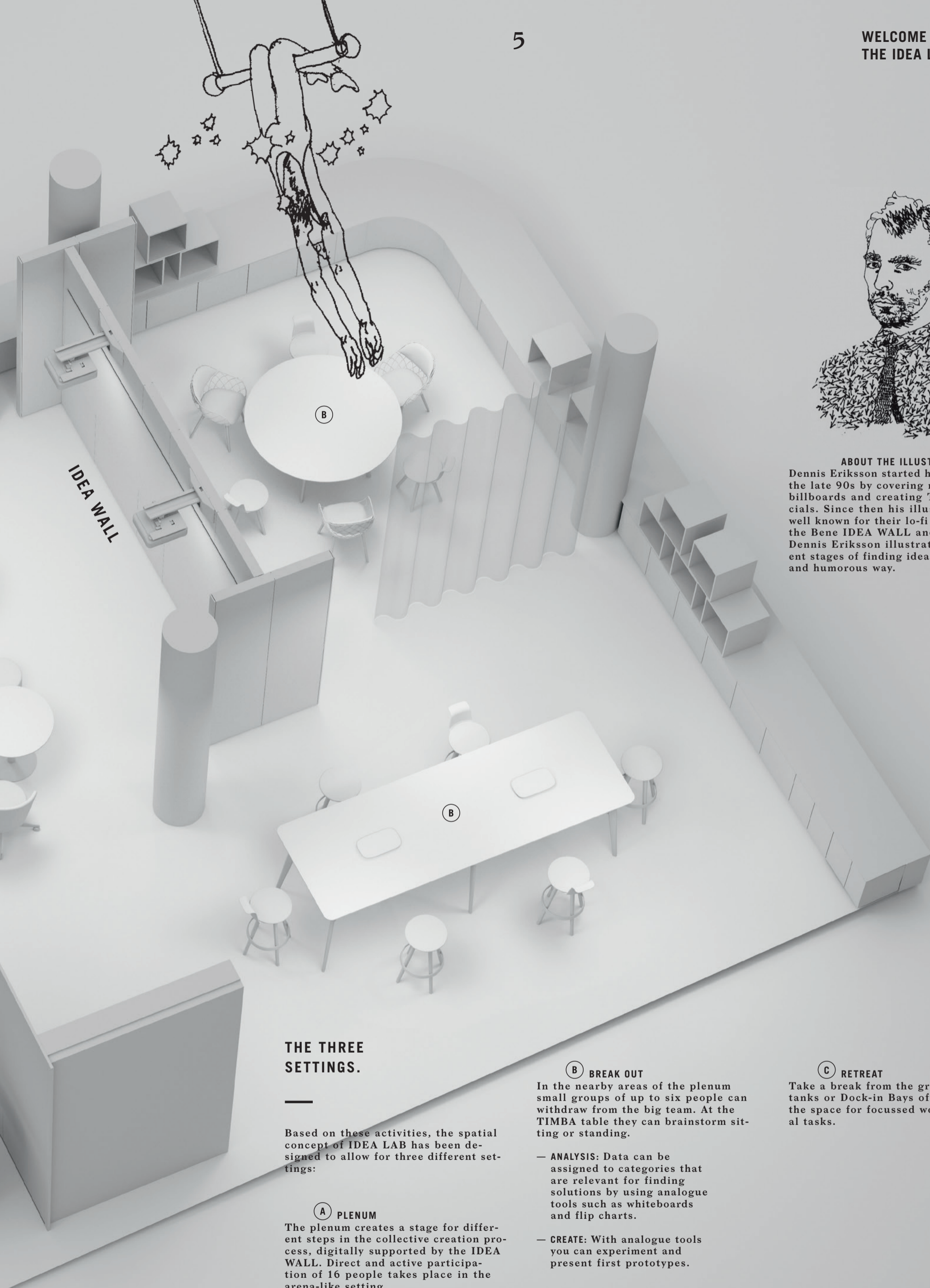
Experimenting and presenting first prototypes.

④. SHARE

Presentation of possible solutions and registration of feedback.

This process is repeated until all problems are solved.



**ABOUT THE ILLUSTRATOR.**

Dennis Eriksson started his career in the late 90s by covering magazines and billboards and creating TV commercials. Since then his illustrations are well known for their lo-fi line style. For the Bene IDEA WALL and IDEA LAB Dennis Eriksson illustrated the different stages of finding ideas in an artistic and humorous way.

**THE THREE
SETTINGS.**

Based on these activities, the spatial concept of IDEA LAB has been designed to allow for three different settings:

(A) PLENUM

The plenum creates a stage for different steps in the collective creation process, digitally supported by the IDEA WALL. Direct and active participation of 16 people takes place in the arena-like setting.

- **DISCOVER:** Contents from the internet and other digital data-bases can easily be accessed, screened and arranged clearly on the IDEA WALL.
- **SHARE:** With the IDEA WALL you can simultaneously present and document opinions in the plenum.

(B) BREAK OUT

In the nearby areas of the plenum small groups of up to six people can withdraw from the big team. At the TIMBA table they can brainstorm sitting or standing.

- **ANALYSIS:** Data can be assigned to categories that are relevant for finding solutions by using analogue tools such as whiteboards and flip charts.
- **CREATE:** With analogue tools you can experiment and present first prototypes.

(C) RETREAT

Take a break from the group. Think-tanks or Dock-in Bays offer individuals the space for focussed work or personal tasks.

A WALL THAT OPENS NEW DOORS: THE IDEA WALL.

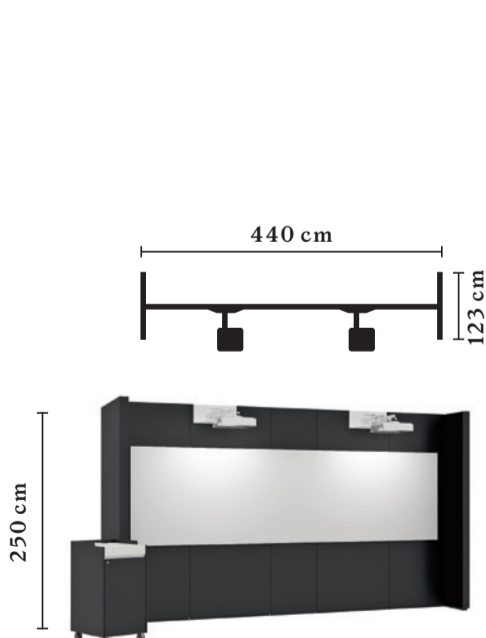
At Bene, we have cooperated closely with we-inspire, from Upper Austria, to develop an interactive wall module for meetings, brainstorming sessions, visual presentations and innovation processes. In short, it is a system that creates a digital creativity space, promoting inspiration and ideas.

MULTIMEDIA CREATIVITY.

You need more than creative employees and technology to facilitate a successful thought development process. You also need a space that supports the various stages of the idea finding process, that gives you enough room to think and develop. "Co-Creation Studio", the smart technology package from we-inspire, provides the digital support needed during group ideation processes. This package when integrated with Bene's wall products, W4 and NOOXs, forms a multimedia innovation surface that provides space for up to seven people to work together on digital content. Together a team can use the IDEA WALL to write, draw and navigate.

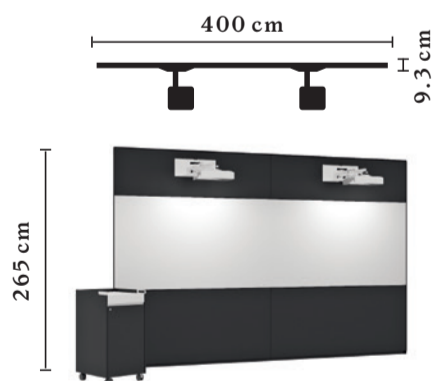
The results of creative meetings, presentations or brainstorming sessions can be saved or sent electronically, perfectly supporting and documenting the innovation process.

The technology from we-inspire is unique in many ways. Intuitive usability means that participants quickly learn how to use the wall. Those who prefer to work on paper can project their work onto the wall by writing in the notepad. The IDEA WALL offers a new way of working that ensures that every participant is actively involved.



IDEA WALL ON NOOXs
& CO-CREATION STUDIO*
BY WE-INSPIRE.

NOOXs, a modular and flexible wall system from Bene, creates niches where people can work together within an open space. Solid wall elements can be used to create different spatial settings and can incorporate an IDEA WALL. The IDEA WALL on NOOXs is entirely free-standing and can be put together and taken apart easily.



IDEA WALL ON W4
& CO-CREATION STUDIO*
BY WE-INSPIRE.

The W4 Wall-to-Wall is used to convert existing dry or brick walls into functional and well designed office surfaces. Special wall rails ensure excellent load transfer, making it possible to mount diverse storage elements and upgrade the surface to an IDEA WALL.

The IDEA WALL on W4 can be extended to include up to four projectors if needed.

Two projectors offer projection of 400x112.5 cm, diagonal: 165".

T-CADDY MEDIA.

T-Caddy Media is perfectly designed to support the IDEA WALL. It provides space for all necessary IDEA WALL tools, including the PC and other technical hardware.



*Available as a standard feature in AT, D, CH, FR, BENELUX and UK. For use in other markets, please contact your local Bene sales representative.



THE IDEA WALL IN 33 WORDS.

- Innovation processes are supported digitally
- Simultaneously and together: up to 7 people on one digital surface
- Plenty of space to display complex content
- Integration of analogue media
- For all conventional programmes
- Intuitive usability

CO-CREATION STUDIO* BY WE-INSPIRE.

The Co-Creation Studio consists of the following hardware and software components:

- Software applications
- Transparencies with Anoto dot matrix
- Paper with Anoto dot matrix
- Digital Anoto pens
- Toolkit
- Bluetooth receiver
- Wireless keyboard
- USB hub with 7 USB ports for charging Anoto pens

At the centre of the studio is the innovative software, which makes up four elements:

-  sketchboard™ is a digital interpretation of a whiteboard – you can sketch new ideas and present them.
-  pinboard™ lets you use digital Post-its – perfect for brainstorming!
-  paper™ allows you to integrate handwritten notes into a digital work space.
-  capture™ gives you the option of viewing content saved on laptops or other mobile devices.

The software can be installed onto the following operating systems:
Windows® 7 (32 or 64 bit)
Windows® 8 (32 or 64 bit)
Windows® 8.1 (32 or 64 bit)
Windows® 10 (32 or 64 bit)

ANOTO TECHNOLOGY.

Digital pen technology from Swedish company Anoto is an important part of the Co-Creation Studio. The pens write on a dot matrix and send the handwritten notes to the IDEA WALL in real time.

An Anoto pen can save up to 10 pages of A4 and, as the data can be transferred from the pen to a PC later on, it can even be used offline.



We developed a meeting room with our interactive wall for a research project in Hagenberg. Our experiences with the different prototypes have shown us that the success of an innovative area does not end with the integrated technology, but that the room concept and the furniture also play an essential role.

QUOTE: Dr. Michael Haller, Professor at FH Oberösterreich, Campus Hagenberg, CEO we-inspire



WHERE INNOVATION DEVELOPS.

Unlimited space to illustrate, plan and present. During the innovation process, the whole wall is transformed into an interactive creative space.

Founded in 2013, we-inspire is a spin-off of the Media Interaction Lab at the University of Applied Sciences in Upper Styria. Together, Bene and we-inspire have developed an interactive media wall for creative teamwork. The IDEA WALL is a turnkey solution consisting of furniture and wall elements from Bene, hardware components from different market providers, such as NEC and Anoto, and Co-Creation Studio, the innovative software from we-inspire.



COLLECTIVE CREATION.



If there is any
one secret of
success, it lies
in the ability
to get the other
person's point
of view.

QUOTE: Henry Ford





The strength of the team is each individual member. The strength of each member is the team.

QUOTE: Phil Jackson



Eighty percent of success is showing up.

QUOTE: Woody Allen



ABOUT THE PHOTOGRAPHER. Daniela Trost co-founded the collective "Kraftstudio". In her editorials, the young artist predominantly takes pictures of fashion, using a contemporary and whimsical style. In that manner, the pictures she took of the IDEA WALL can be described as sophisticated and modern.

INNOVATION IS ON THE AGENDA: FESTO.

Festo is both a global player and a family business.

This German company is a global market leader in automation technology and industrial training. Festo AG & Co. KG in Ostfildern provides 300,000 customers from 35 different industries with pneumatic and electronic automation technology.

We spoke to Christian Kubis, Director of Factory Maintenance Engineering at Festo Scharnhausen, about productivity, processes and basketball hoops.

IN COOPERATION WITH BENE, YOU HAVE INSTALLED FOUR INNOVATION ROOMS IN YOUR COMPANY. WHY DID YOU DECIDE TO DO THIS?

CK We wanted rooms that specifically promoted innovation and creativity. We also wanted to create an environment that motivates employees to get involved and share their ideas with others.

HOW ARE THESE ROOMS RECEIVED BY THE EMPLOYEES AND IN WHAT WAY ARE THEY USED?

CK Initially, our employees were quite sceptical. However, this changed after we had explained the rooms to them – they then understood how they could be used and how they work. Everyone who is familiar with the rooms and has already worked in them is enthusiastic.



1.

WHAT DOES INNOVATION MEAN TO FESTO?

CK Innovation not only takes place in research but in all areas of the company. It does not have to be something completely new, it can also develop out of a combination of already existing ideas. The innovation process is influenced by many different aspects: employees and methods play a role, as does the organisation and the time invested. However, these are not the only factors to take into account – the ambiance and the room are also very important.

WHAT ADVICE WOULD YOU GIVE TO A COMPANY THAT HAS DECIDED TO SPECIFICALLY PROMOTE INNOVATION? WHAT ARE THE MOST IMPORTANT ASPECTS TO BEAR IN MIND?

CK For innovative work to be successful, employees need to be able to think freely and forget their everyday tasks as completely as possible. An important part of this is having an ambiance that is different from the area where they usually work. Very simple things help here such as a football table, a golf mat, a basketball or a dart board.



2.



AT FESTO, THE INNOVATION ROOMS ARE AT THE PRODUCTION SITE. WHAT DO YOU THINK THAT KNOWLEDGE WORK AND CLASSICAL INDUSTRY CAN LEARN FROM EACH OTHER?

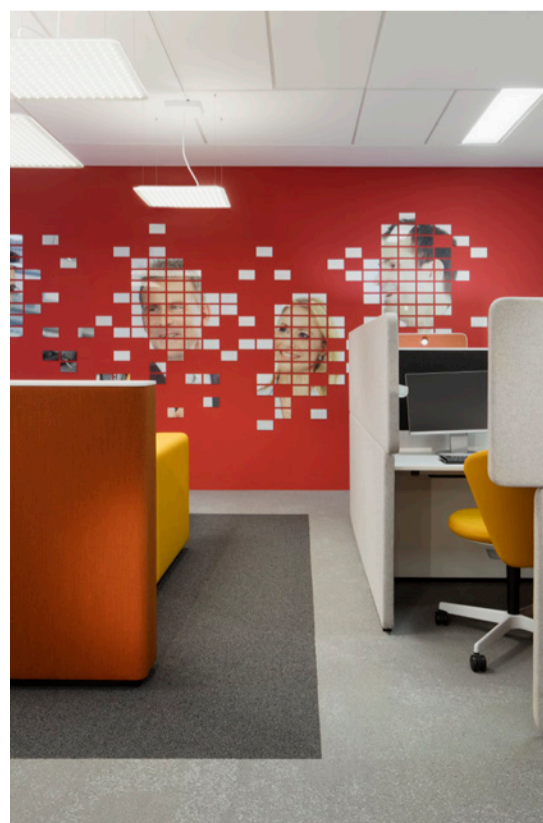
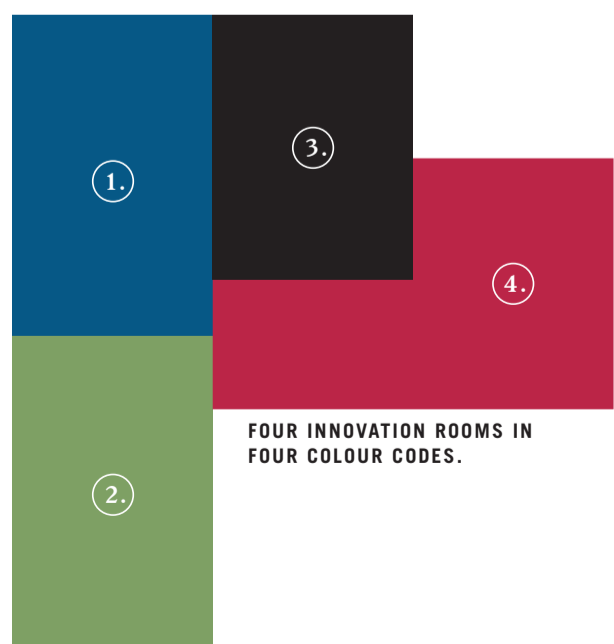
CK At the end of the day, it is always about productivity. Costs, quality, performance and deadlines are important in both areas. If you want to be one of the best, you need to make new ideas production ready as quickly as possible. It is therefore important to recognise all opportunities and risks during the planning stage and to come up with solutions.

WHAT ARE THE BIGGEST CHANGES THAT WILL TAKE PLACE IN INDUSTRY OVER THE NEXT FEW YEARS? WHAT DO YOU THINK WORK WILL BE LIKE IN THE FUTURE?

CK To summarise very quickly: everything will get faster and more complex. The life cycle of products will become even shorter and, at the same time, production will become more complex. This means that the exchange of knowledge is particularly important in this area. We need to continue to become more agile and efficient in our planning processes, we need to be able to anticipate developments and act quickly, without the quality suffering.

The prototyping of processes will also play a very important role – precisely because everything is constantly changing.

3.



4.

INSPIRED. BY BENE.

At Bene, we like to think. But even more than thinking, we like to make our ideas a reality. We plan, we implement, we get results. All over the world, there are customers who benefit – who, for example, are now working in our Idea Labs.



Many companies use our spatial concepts for idea processes and teamwork, to provide a suitable space for workshops, brainstorming sessions and maybe even for a relaxing lunch together. IDEA LABS can be adapted to meet all your needs. We want your employees to leave the space happily. We want them to celebrate innovation. And their own ideas.

We have found the perfect partner in Bene for translating our creative, demanding ideas into reality, as well as the 'we concept', which we find so important.

QUOTE: Daniel Schulten,
netz kern executive.

NETZKERN: SPACE FOR IDEAS.

netz kern AG believes in team spirit. This company does not want competing individualists or strict hierarchies but rather cooperation and communication.

netz kern, one of the fastest growing digital agencies in Germany, is based in Wuppertal. With its new office, it proves that internet agencies are not only at home in a virtual space. Since 2013, this company has provided its employees with an inspiring environment that gives ideas wings and encourages the search for innovative solutions. The agency's slogan is "invisible technology, visible creativity" and this is reflected in the office, where an IDEA WALL forms the centrepiece of brainstorming sessions and workshops. By combining the wall with functional work spaces, Think Tanks, PARCS elements and transparent glass walls, the company has created an office space that gives ideas room to develop.

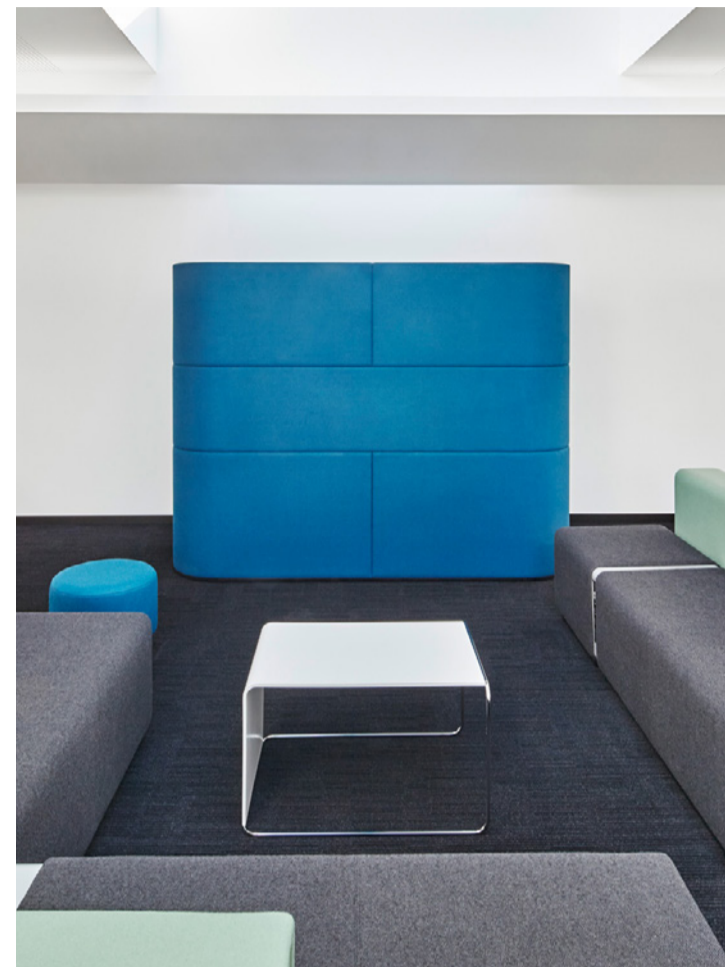
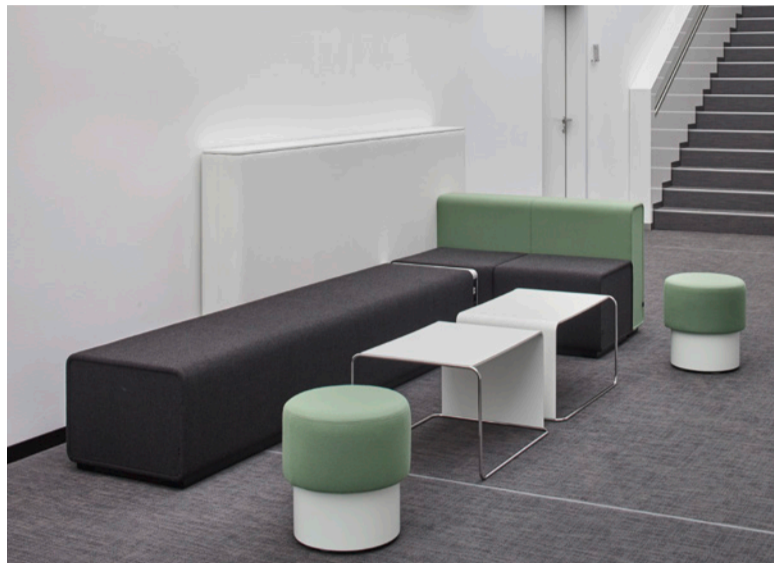


PERSONA SERVICE: FOCUSSING ON LEARNING.

The Persona Service AG & Co. KG has earned its place as one of the leading recruitment agencies in Germany. There is now an in-house innovation and learning landscape to ensure that this company stays in pole position.

Persona Service is based in Lüdenscheid in Germany. With over 190 branches and 18,000 employees, it provides advice to companies in every sector. Its customers range from small and medium sized companies to global players. A clear mind and a professional team are needed to provide such different customers with the best possible service. This team is trained using the newest methods at the internal training academy, which was opened in 2014.

The innovation and learning landscape is designed in such a way that learning processes are actively promoted. With its open spatial structure, the academy promotes informal communication and emotional connections, while at the same time ensuring that there are spaces where people can focus on their work and have time to themselves. The IDEA WALL forms the centre of the communication area, enriching digital meetings, brainstorming sessions and visual presentations. The innovative setting makes it possible to work in a way that actively integrates every participant.



The 21st century is about constant learning. To make this possible, we need spaces that actively support learning processes.

FROM: Work Spaces II, Bene Editions



“WHAT IS FAILURE?”

Josef Zotter knows what he is doing. And when. And above all, why.



The Styrian chocolate producer is known for his ability to use unusual creations to stand out again and again. One important focus is on fair trade and organic production. Visitors to his chocolate theatre can follow the production of his chocolate from bean to bar, tasting the different stages along the way. Afterwards, they can go to the edible zoo and meet the food on their plate in person. This idea is not to shock but rather to make people understand. We spoke to the chocolate expert Josef Zotter about blood chocolate, the art of failure and why he sometimes wishes he was American.

HOW DO YOU CREATE SPACE FOR INNOVATION?

JZ Well, I don't sit myself down and plan new product ideas. The ideas come automatically while I'm working – my office is chaotic but here is a system to it – I often write notes on pieces of paper, which are then moved around according to current priorities. I work on paper. And sometimes I have the most unusual ideas in my edible zoo. The thing is to relax and let the ideas come.

WHO COMES UP WITH NEW IDEAS AT ZOTTER?

JZ I do! If Zotter is on the packaging, Zotter has to be behind the product. I combine tastes in my head to create something entirely new. I know what something will taste like before it has been produced. Luckily, I have more ideas than we can produce in a season – the difficult thing is to decide what not to make. I even have to take bestselling chocolate out of the product range to make space for new ideas.

WE KNOW THAT YOU'RE NOT A FAN OF MARKET RESEARCH. WHAT DO YOU THINK ABOUT TEST ROUNDS?

JZ What for? The chocolate is perfect already. It doesn't have to be to everyone's taste. But if it is to your taste, you'll love it. That's why we have 365 varieties: long live diversity and individuality! If we didn't have those things, would we ever have Bacon Bits or Hempseed and Mocha – or Fish Marshmallow, or RaspberryBlood chocolate with real blood?

WORDRAP

SAUERKRAUT OR
CRACKLING?

Crackling.

MEAT OR CHOCOLATE?

Both good.

A BIT OF ZOTTER WISDOM?

**Philanthropy
is the most
valuable asset.**

HOW MANY OF THE
IDEAS ARE YOURS?

**What is an idea
exactly? The
moment of inspi-
ration. What
comes next isn't
entirely from me.**

LAST FILM?

**It's a while ago
now but Plastic
Planet and We
Feed The World
made a big
impression on
me.**

TENNIS OR ICE HOCKEY?

At my age – tennis!



PHOTO: Zotter Schokoladen

BEDTIME READING?

**Magazines on food and design.
I only read books if I have a
lot of time off and that doesn't
happen often.**

WOULD YOU LIKE TO BE AMERICAN?

**Sometimes, yes.
Particularly when
I think of their
positive energy, which
makes everything
seems possible.**

COULD SOMEONE ELSE
DO IT BETTER?

**Yes, of course.
No one is
that important!**

HOW DO YOU KNOW WHEN IT'S
BETTER TO SET AN IDEA ASIDE?

JZ I leave the pieces of paper on my desk for a while and look through them again later. Only if I still find the ideas exciting, do I think about a recipe.

IS FAILURE REALLY AN ART THAT
CAN BE LEARNT?

JZ What is failure? Not every idea has to be amazing – of course there have been ideas and products that weren't as successful. That just means that we stop making them. The important thing is that we tried them out. It's no good complaining that nothing ever works out, just because one thing failed. You need to dust yourself off and carry on!

ARE YOU GOOD AT FAILING?

JZ Who isn't? Do you know anyone who does everything perfectly straight off and is never unsure if they have made the right decision? That would be boring. Okay, one bankruptcy procedure in life is enough, but now I can look back and say that I learnt a lot from that time. No one helped me then. But sometimes you just have to initiate a fresh start yourself.

IS WHAT YOU CREATE AFTER
FAILING WORTH MORE THAN BEING
SUCCESSFUL ON THE FIRST
ATTEMPT?

JZ I loved my cafes. And now chocolate is part of my life. I don't regret what used to be. It's important to live in the here and now and make the most of the current situation.

HOW SUSTAINABLE CAN
CHOCOLATE PRODUCTION BE?

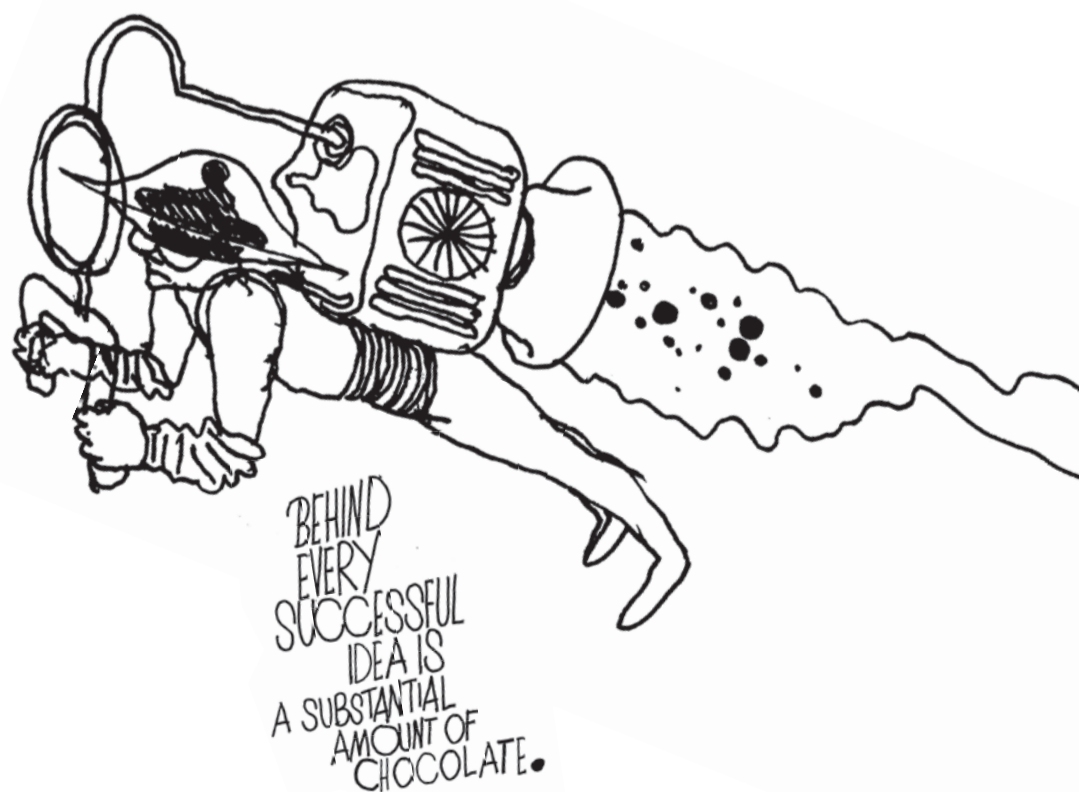
JZ This is a complex topic because you first have to define what sustainability actually is. I can of course only talk about sustainability in my company. At Zotter, all our ingredients from the south are fair trade and are certified as such. Every ingredient is organic and we produce 64% of the energy we use at our production site here in Styria, by means of photovoltaics and our heating plant. Last year, we managed to reduce our residual waste by a third. Our vehicles are almost entirely powered by our own electricity. So our energy is pretty clean! The EMAS certification rated our sustainability very positively.

HOW IMPORTANT IS IT
FOR EMPLOYEES TO LIKE YOU?

JZ Of course, as a boss it is better not to be unpopular but you are in charge and sometimes you have to pull people back on track. Which isn't always pleasant, but does it mean that you're less nice?

UP UNTIL NOW, ALL YOUR
CHILDREN HAVE BECOME PART OF
THE COMPANY. WILL ANYONE
WHO DOESN'T PARTICIPATE BE
DISINHERITED?

JZ No, of course not! I'm happy that our two older children want to continue living according to our ideas and values and also want to work with us. I never asked them to or expected that they would make this decision, but of course I'm pleased about it. With our youngest, careers are still a way off. The important thing is for all options to be open to our children and for them to get to know the world by studying or doing work experience abroad. But if they do decide to come back to their roots and build a life here, that's great.



I AM BENE.

We plan and design spaces for people to feel good and enjoy work. Our product portfolio comprises furniture for all sections and areas of the modern office.

We develop integrated concepts for our clients that respond to the changing challenges of the working world.

We love design. Our high standards in functionality, quality, and design become tangible in each of our products.

We are proud to be present in more than 40 countries worldwide as an international brand rooted in Austria.

In the future, as we have over the past 225 years, we will rely on the power of innovation to continue our role as a leading provider of inspiring work environments.

www.bene.com



PUBLISHER'S INFORMATION

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Schwarzwiesenstraße 3
3340 Waidhofen/Ybbs, Austria

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We Make GmbH
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INSPIRING OFFICES. SINCE 1790.