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Re-design of workspace environment

MASTER THESIS

Design Engineering

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This project has been developed during an Erasmus stay at the Denmark Technical University (DTU), specifically at the Centre of Technology Entrepreneurship.



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Acknowledgments

This project is the end of my Master's degree. It has been a pleasure to develop it abroad, leaving my sunny and warm Spain to discover all the great things Denmark has.

Now that this project is finished, I want to thank all the people who have helped me professionally and emotionally.

First of all, I want to thank my supervisors Thomas J. Howard and Danny Gyrdholt-Jantzen, from DTU, and Marina Puyuelo, from UPV. All of them have guided me throughout this project, answering questions and always having time to explain and direct me personally.

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1.

ABSTRACT

Entrepreneurship development is a crucial point for researching and planning innovative scenarios in different fields. Entrepreneurship is not only in business terms but also in social practices and project designs that pursue creating new solutions for current problems, all this in order to provide a better future.

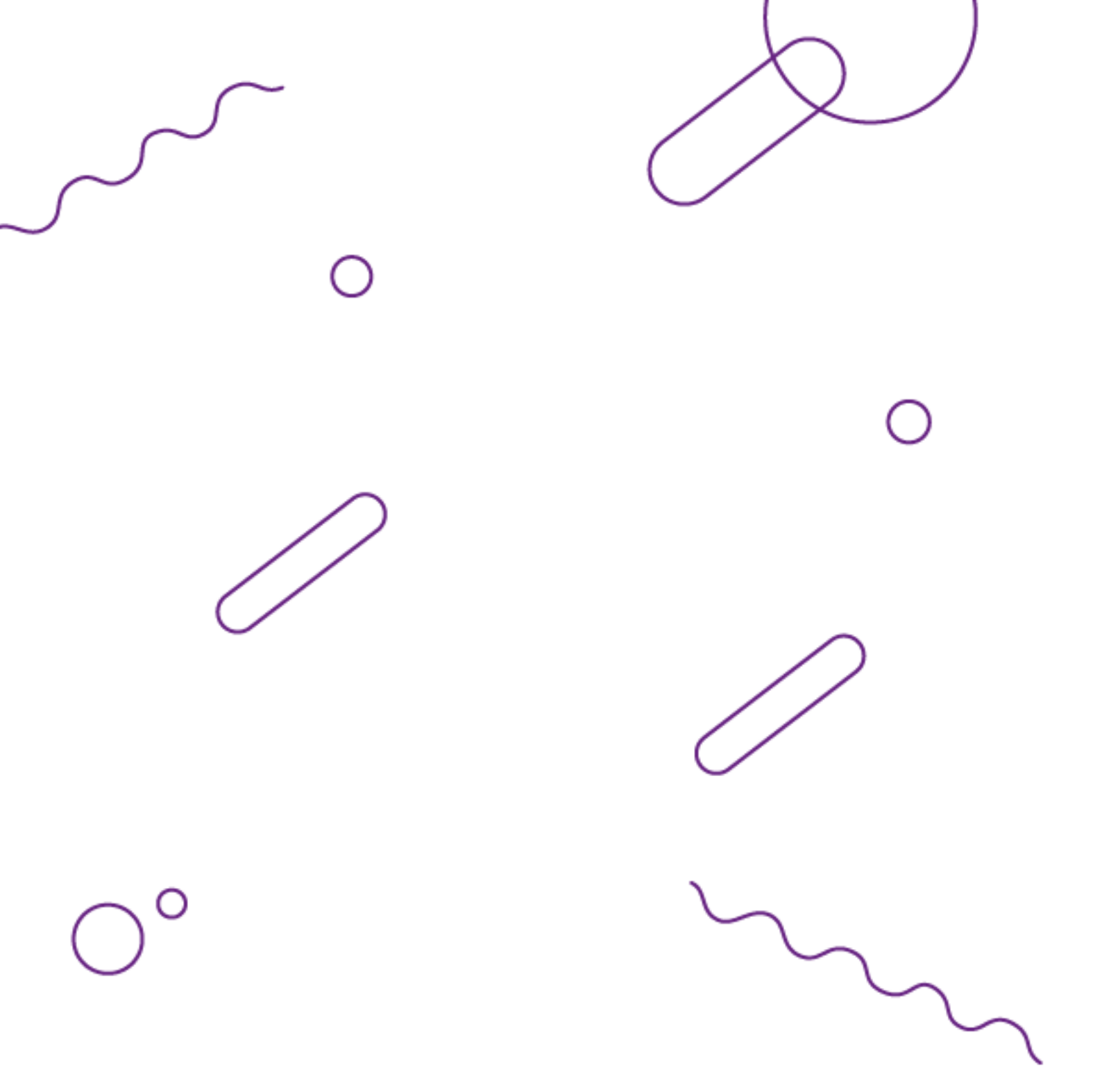
In the Danmarks Tekniske Universitet (DTU), a specific department draws near entrepreneurship to university users. That one is the DTU Entrepreneurship, thanks to the Centre for Technology Entrepreneurship.

Even if the department's mission and importance are remarkable, the environment is quite uninspiring, according to the people who work there. They feel almost embarrassed, and not comfortable in their own space, especially when guests come to visit them, considering the kind of projects they have been involved in and the companies they collaborate with.

This report, a Master's thesis in Design Engineering, aims to present the experience of re-designing the workspace from the visitors' point of view, but without forgetting about the people who spent their working days there. The design focuses on the common areas, paying most attention to the main corridor and the meeting rooms.

2.

REPORT



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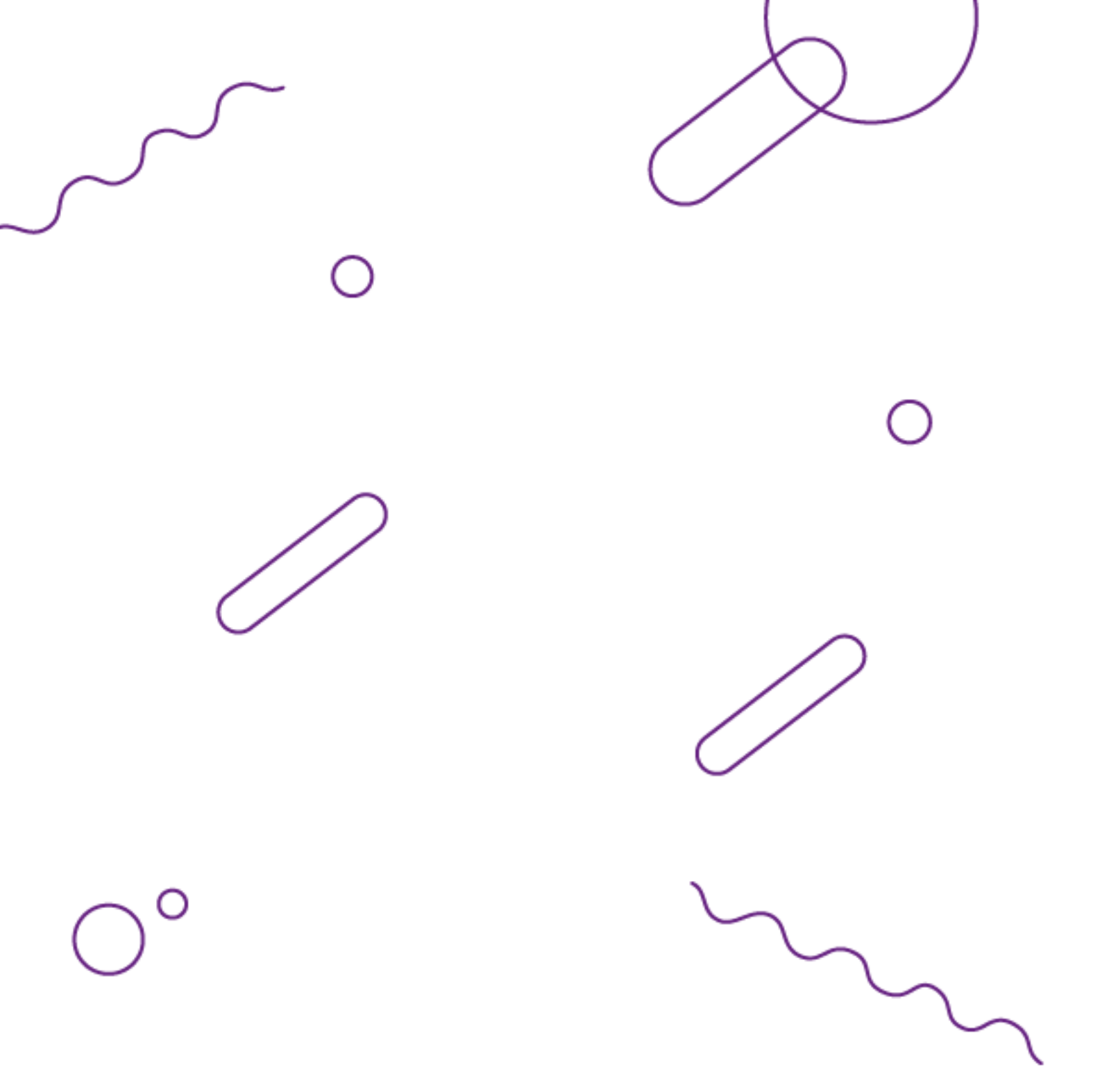
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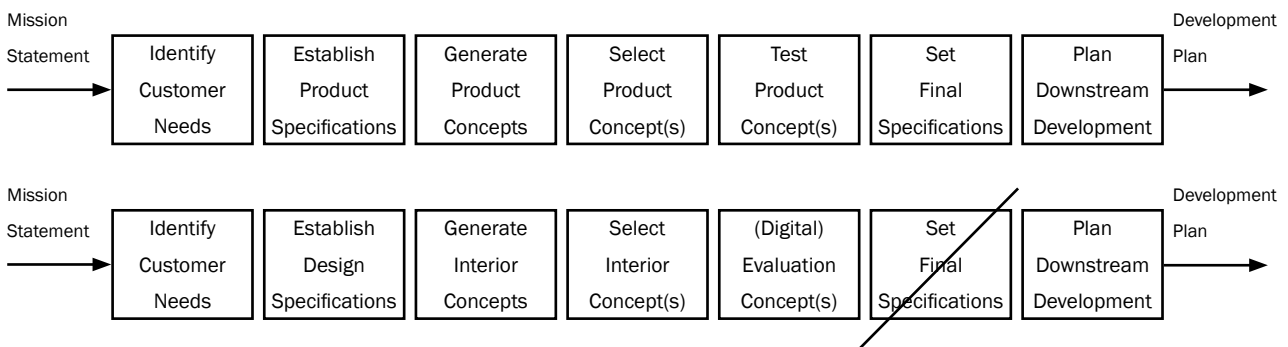
2. Introduction

2.1. Context

The Centre for Technology Entrepreneurship from the Denmark Technical University looks for a re-design of its workspace. The re-design will focus on the visitor experience at the Centre and the image portrayed by the physical environment; while, at the same time, not compromising on the functional workspace needs of the Centre. The environment must convey the values of the Centre, the expertise and focus areas, and the successful results obtained.

The design process will follow, in general terms, the Front-End Process, from the book *Product Design and Development* (2006) from Ulrich, K.T., Eppinger, S.D., Yang M.C.

As product and interior designs are different, some steps might variate.



Figures 1 and 2. Front-End Process, original and adapted to interior design

Also, the re-design needs to allow every person to access and use the space, being conscious that they are in an entrepreneurship centre, regardless of their abilities, experience, and knowledge about the topic, in other words: by following the principles of universal design.

<p><i>Principle 1</i></p> <p>EQUITABLE USE</p> <p><i>The design is useful and marketable to people with diverse abilities.</i></p>	<p><i>Principle 2</i></p> <p>FLEXIBILITY IN USE</p> <p><i>The design accommodate a wide range of individual preferences and abilities.</i></p>	<p><i>Principle 3</i></p> <p>SIMPLE AND INTUITIVE USE</p> <p><i>The design is easy to use, regardless the users's experience, knowledge or skills.</i></p>	<p><i>Principle 4</i></p> <p>PERCEPTIBLE INFORMATION</p> <p><i>The design communicates necessary information effectively.</i></p>
<p><i>Principle 5</i></p> <p>TOLERANCE FOR ERROR</p> <p><i>The design minimizes hazards of errors.</i></p>	<p><i>Principle 6</i></p> <p>LOW PHYSICAL EFFORT</p> <p><i>The design can be used comfortably with minimal fatigue.</i></p>	<p><i>Principle 7</i></p> <p>SIZE AND SPACE FOR USE</p> <p><i>Appropriate size and space is provided for approach and use, regardless the user's posture or mobility.</i></p>	

2.2. Centre for Technology Entrepreneurship

The Centre of Technology Entrepreneurship is located in the DTU Lyngby Campus, Denmark.

It creates new knowledge, methodologies and initiatives, and develops an entrepreneurial culture across DTU. Its mission is to bring entrepreneurship research and education together to build the entrepreneurial capabilities of students, industry leaders, academics, and policymakers. As part of a dynamic and evolving ecosystem, it combines practice-oriented education and research in entrepreneurship with real start-up opportunities from all DTU departments.

Innovation in action.

Research in motion.

Entrepreneurs in development.

Businesses in beta.

Entrepreneurship DTU

2.3. Objectives

The project's objective is to study and develop a new interior design for the Centre for Technology Entrepreneurship workspace from the Technical University of Denmark (DTU).

During the development of the Master thesis, we will define and carry on with the different steps of the project, starting from the definition of the users' profiles, the study of the site and its surfaces, the program of needs, and the distribution of space and its conditions, for its subsequent adaptation. In addition, we will analyze and applicate the regulations to improve and re-design the premises.

As already explained, the re-design will focus on the image that the department portrays to visitors, while not compromising the functional workspace needs of DTU Entrepreneurship staff.

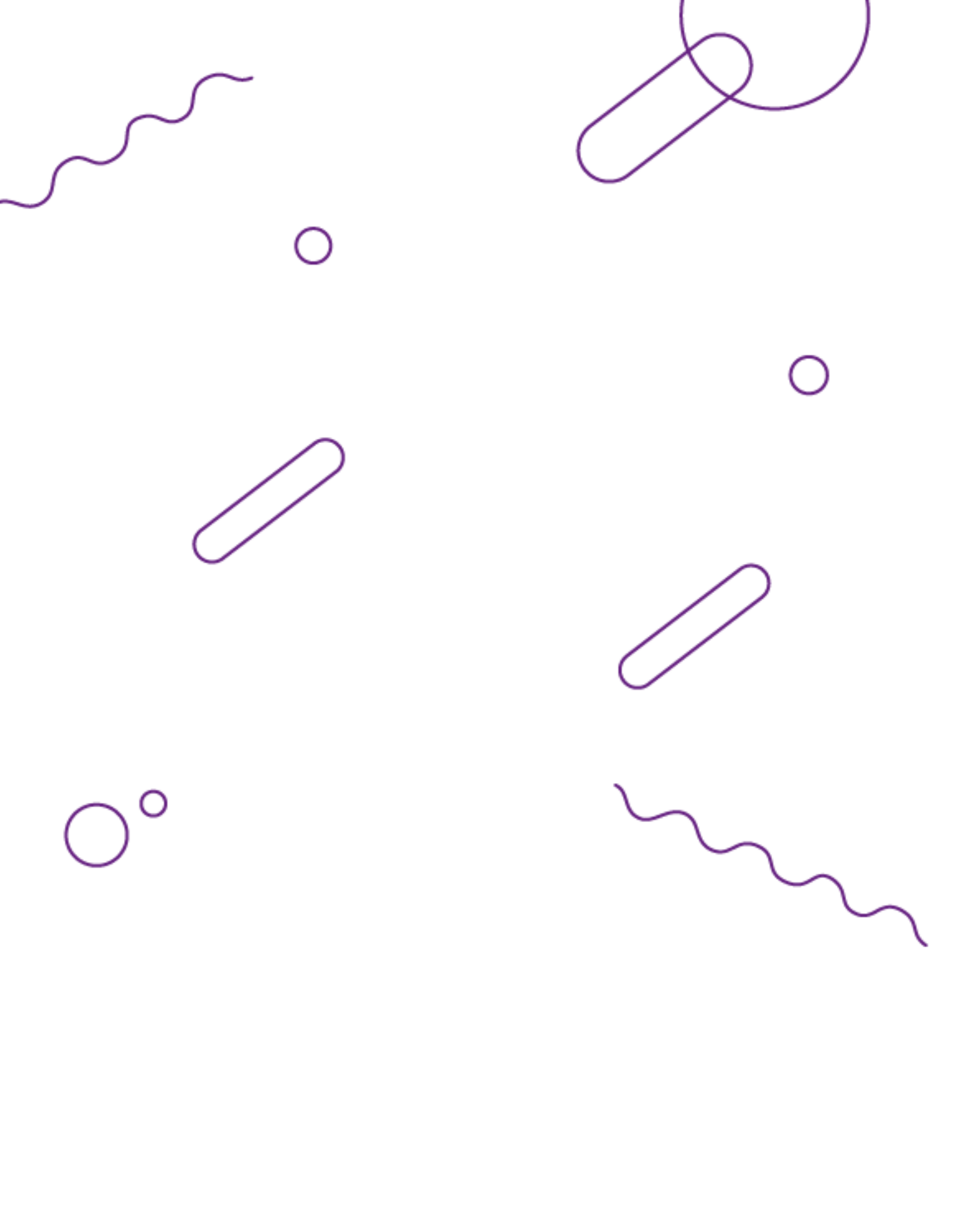
General and specific objectives are defined.

GENERAL OBJECTIVES

- Aesthetics: Dignify the University department, making its image attractive.
- Communication: Transmit the essence of the Centre and its projects to internal and external stakeholders.
- Navigation: Help the users, especially the visitors, to find the different spaces at DTU Entrepreneurship in an easy way.

SPECIFIC OBJECTIVES

- Put design at the service of the Centre for Technology Entrepreneurship and the rest of society, through an interior design project.
- Ideate spaces suitable for all users, regardless of their abilities, following the principles of universal design.
- Encourage University people to visit the Centre for Technological Entrepreneurship and participate in its activities.
- Make the department more recognizable, and expose it to the outside.
- Create a good work atmosphere for DTU Entrepreneurship staff.



3. Centre for Technology Entrepreneurship

3.1. The Centre

DTU Entrepreneurship

Buildings 371 and 372, 2nd floor

DK-2800 Kgs. Lyngby

<https://www.entrepreneurship.dtu.dk/>

The Centre is located in the DTU Science Park, in the buildings 371 and 372, along the second floor. In the building 371, all the floor belongs to the Entrepreneurship Centre, but in the building 372, the space is shared with other departments, such as ESA BIC Denmark.

The Centre's mission is to provide DTU students with entrepreneurial abilities, through theoretical lessons, empirical evidence, and experiential opportunities.



Figure 3. Location DTU Entrepreneurship

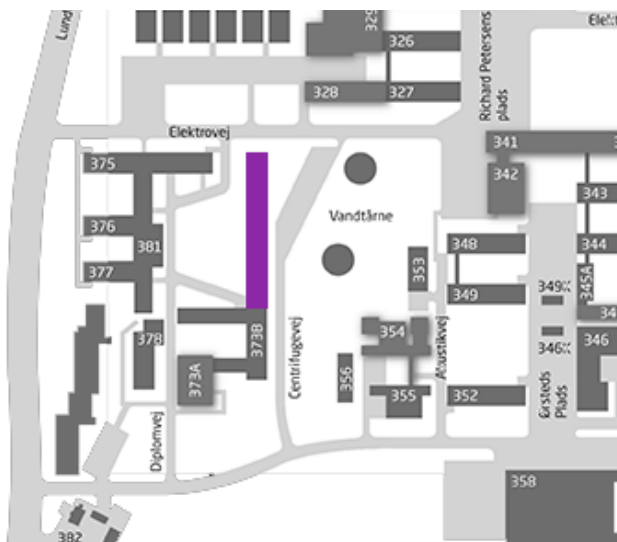


Figure 4. Location buildings 371 and 372



Figure 5. Entrance to the buildings 371 and 372

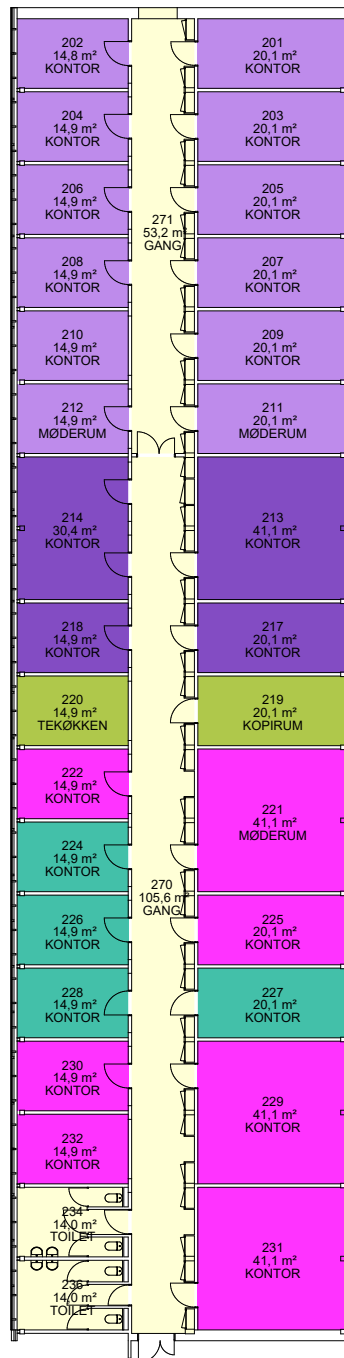
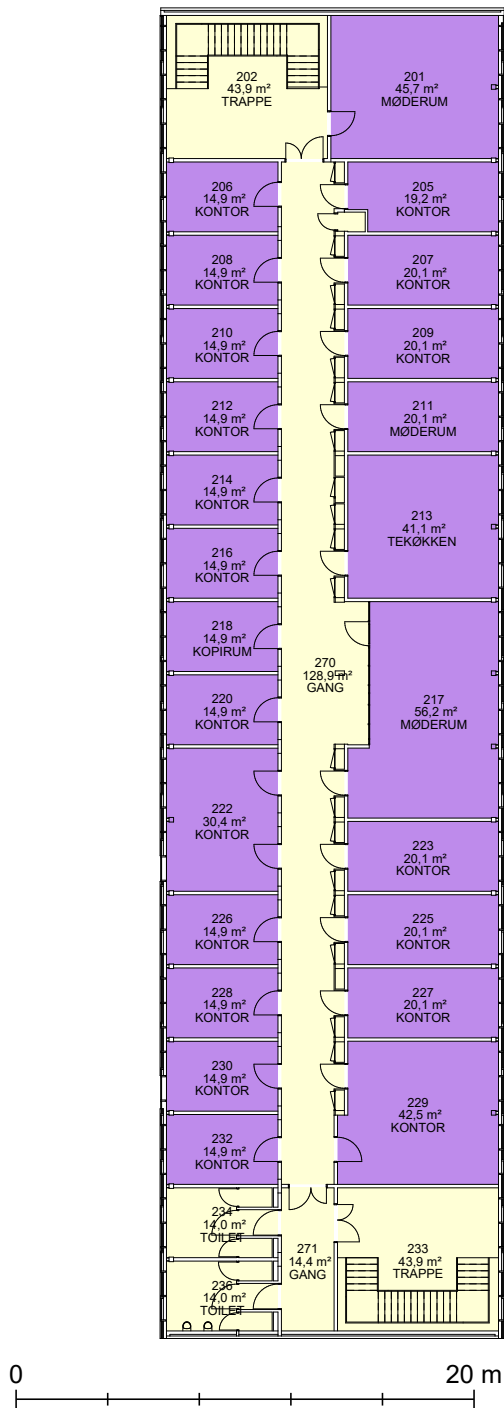


Figure 6. Layout and space distribution of buildings 371 and 372

BRUGER (Netto)

- CAS_ADMINISTRATION (188,1 m²)
- DTU CENTER FOR ENTR... (209,5 m²)
- DTU COMPUTE (64,7 m²)
- DTU COMPUTE/DTU SPACE (35 m²)
- DTU SPACE (106,5 m²)
- FÆLLESAREALER (186,9 m²)

3.2. Users profile

The users of DTU Entrepreneurship may be divided into two main groups: internal and external stakeholders. The internal ones are people who work in the department, who have their offices in it and may use not only the public areas of it but also private ones, like the printing room or the relax room. On the other hand, external stakeholders are visitors, people who spend little time at DTU Entrepreneurship, and usually go there to attend meetings; the spaces they see are the main hallway, the meeting rooms and sometimes the kitchen and lunch room area.

INTERNAL STAKEHOLDERS:

- administrative staff,
- professors,
- PhD students,
- industry fellows, and
- visiting researchers.

EXTERNAL STAKEHOLDERS:

- industry collaborations,
- researchers from other universities or departments, and
- students.

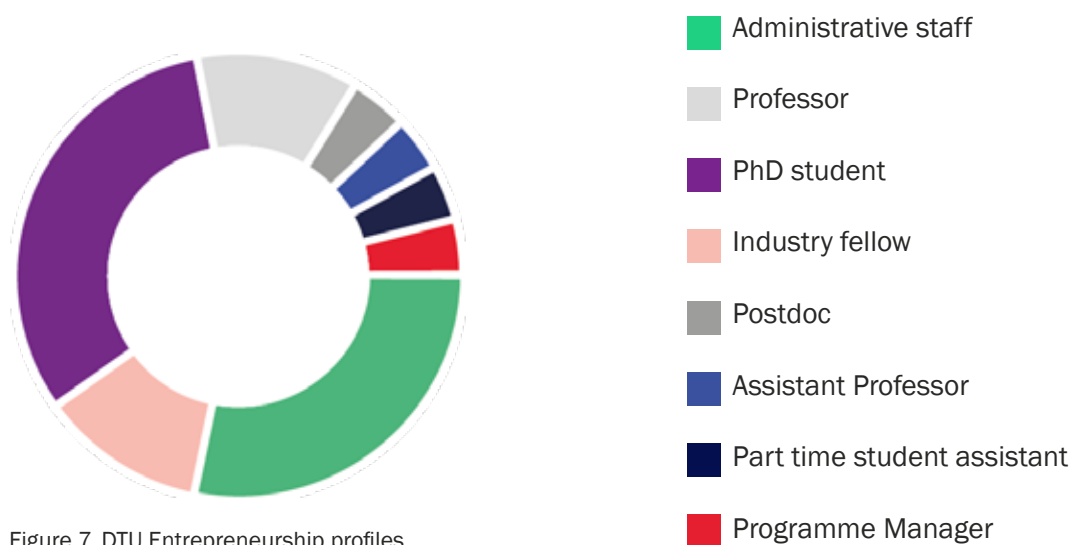


Figure 7. DTU Entrepreneurship profiles

“To design in a truly effective way, much more emphasis should be placed on understanding the variability in human perceptions, sensitivities, goals, work tasks, and work styles.”

Coleman, C. (2001) *Interior Design Handbook of Professional Practice*. McGraw-Hill. CHAPTER 17: DESIGN RESEARCH AND METHODOLOGY. Part 3, p.330

3.3. Activities

The activities developed in DTU Entrepreneurship may be divided into three main areas: research, meetings and education.

The principal activity is research, always around topics related to entrepreneurship. It includes creating boards or directive teams, generating engagement between the university, start-ups, and larger companies, or updating national policies to get more value for entrepreneurship.

The department acts as a bridge for this research activity, contacting private companies with university people. Thanks to programs like X-Tech, students and companies are put together for 13 weeks and have the mission to create new solutions for some assigned problems.

In this part, meeting with the companies is essential, as they are up to collaborating with the university and investing their money in those programs.

DTU Entrepreneurship also offers education teaching courses about their main element: entrepreneurship. Usually, the teaching part is not imparted from the Centre but from other university buildings.

Mainly, the activities develop in buildings 371 and 372 are desk work (investigation and research) and meetings with stakeholders.

To discover how the users spend their time at DTU Entrepreneurship, they completed a survey (Annexe 1) in which they were asked about:

- the areas they use, and how often do they use those spaces,
- if they use the meeting rooms, and which one(s), and
- how often they host visitors and their profiles.

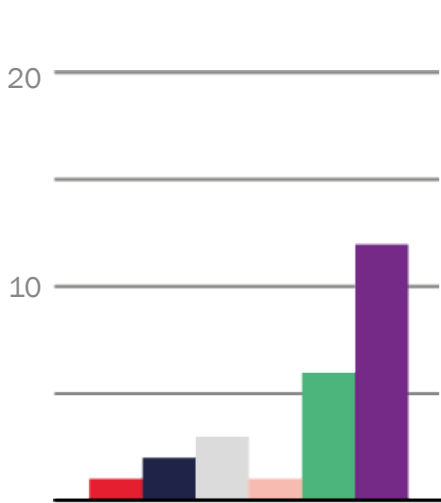
Also:

- their feeling about the image of DTU Entrepreneurship portrait to visitors,
- if they would like to change the common areas, and
- moodboard selection.

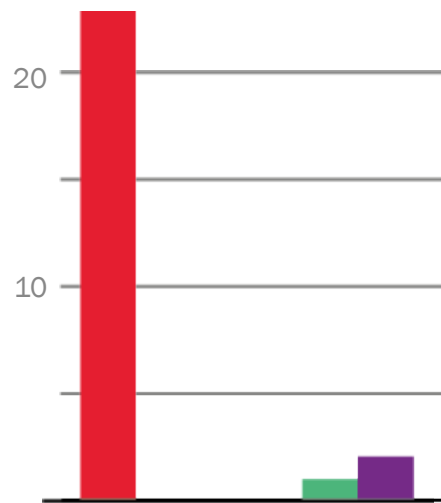
The results of that survey will be shown in the upcoming pages.

From the following ones, select the areas you use at DTU Entrepreneurship and how many days a week (0: never, 1: once a week, 2: twice a week, 3: three days a week, 4: four days a week, 5: every day)

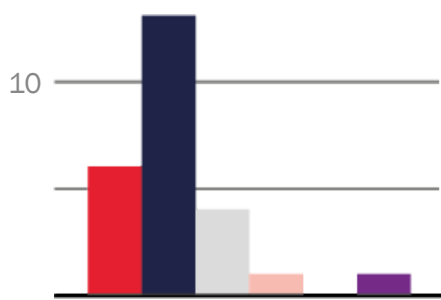
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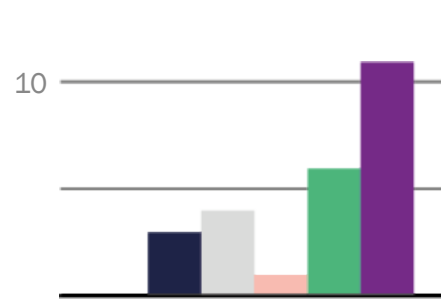
Private office



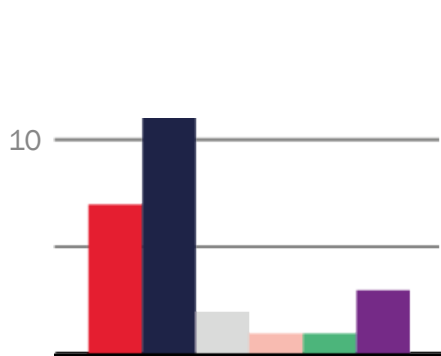
Office for industry fellows



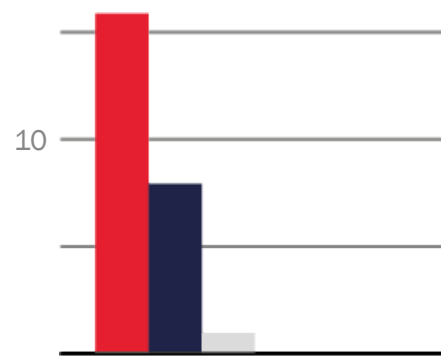
Meeting rooms (any of them)



Kitchen and lunch room



Printing room



Relax room

Figures 8-13. Use of spaces

If you use the meeting rooms, which ones?

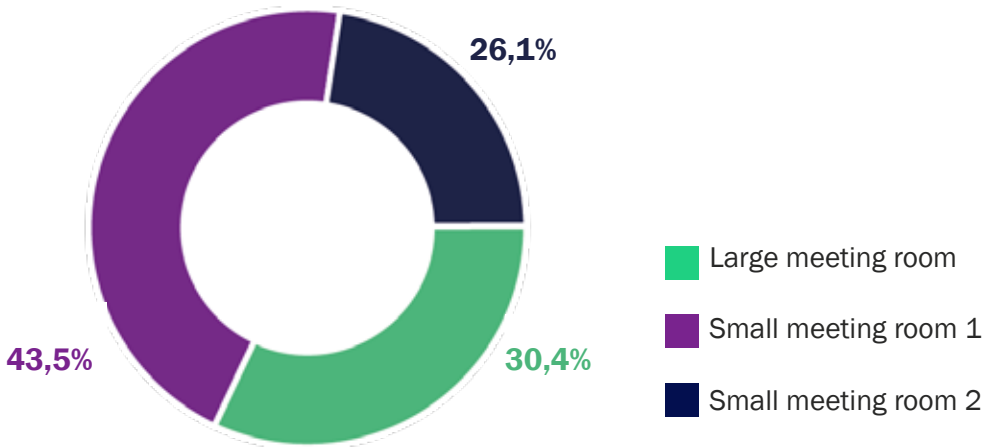
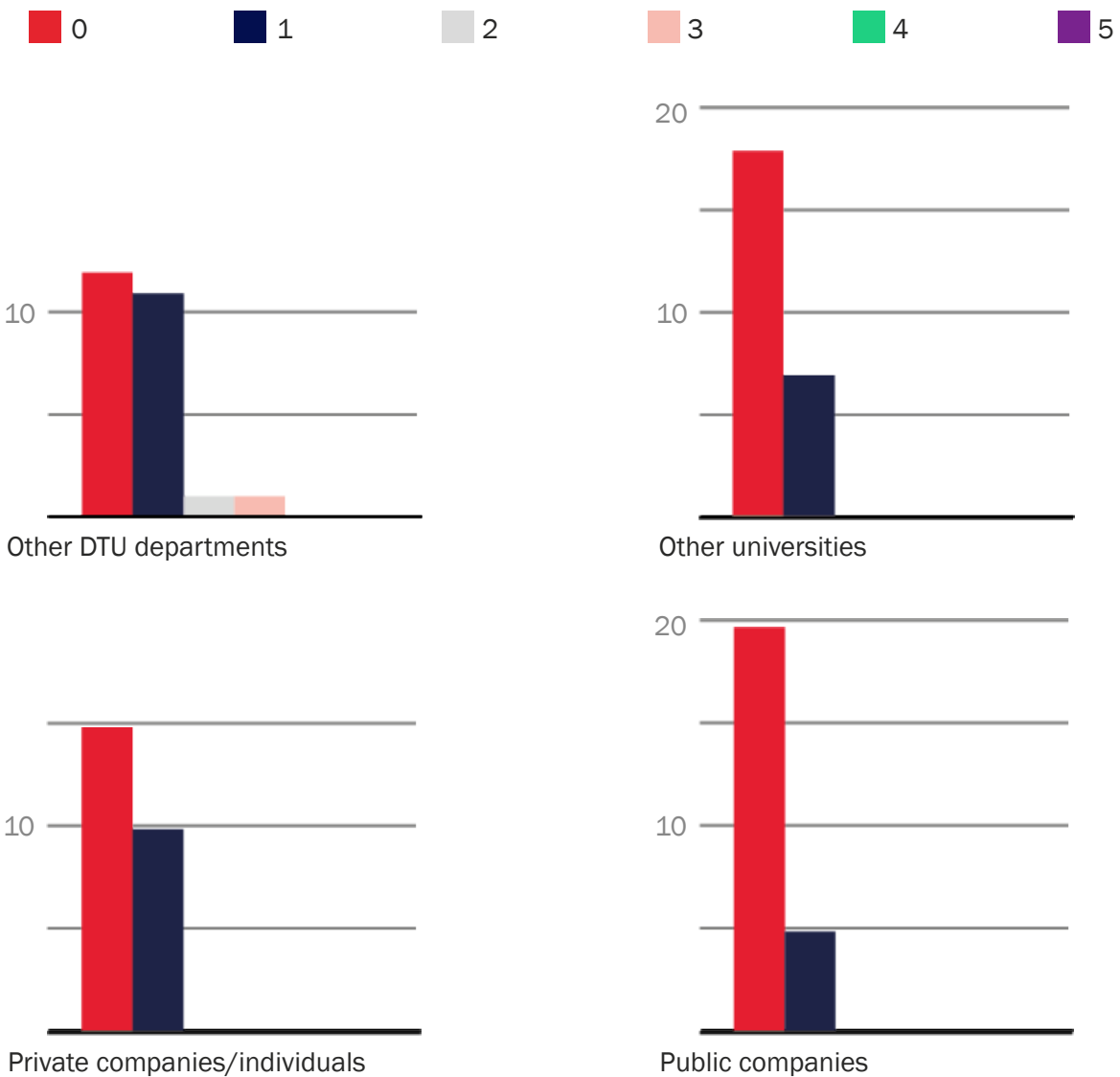


Figure 14. Use of meeting rooms

How regularly do you have visitors from...? (0: never, 1: once a week, 2: twice a week, 3: three days a week, 4: four days a week, 5: every day)



Figures 15-18. Frequency of visitors

3.4. Needs

It was needed too to select a style for the Centre, so three different moodboards were shown to the users. The idea was to let them decide the kind of atmosphere they wanted in their workspace and the image they feel the department should portray to externals.



Figure 19. Moodboard A: minimalism



Figure 20. Moodboard B: fun office



Figure 21. Moodboard C: ECO

The results obtained were the ones shown in the pie chart:

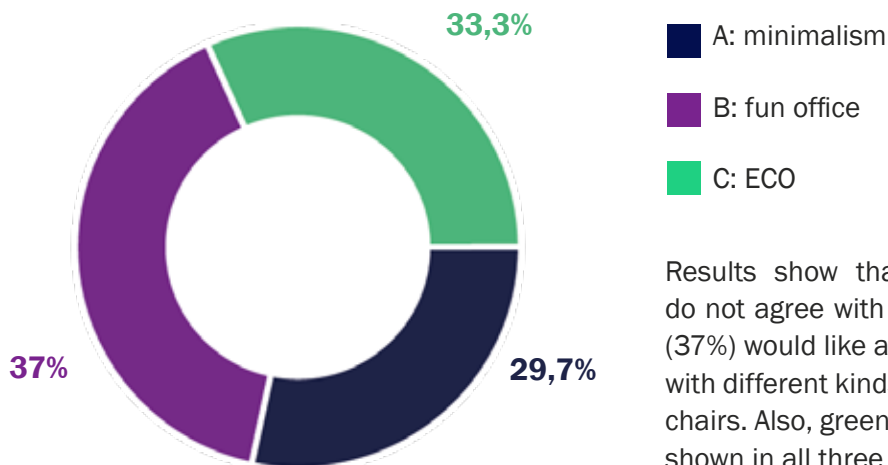
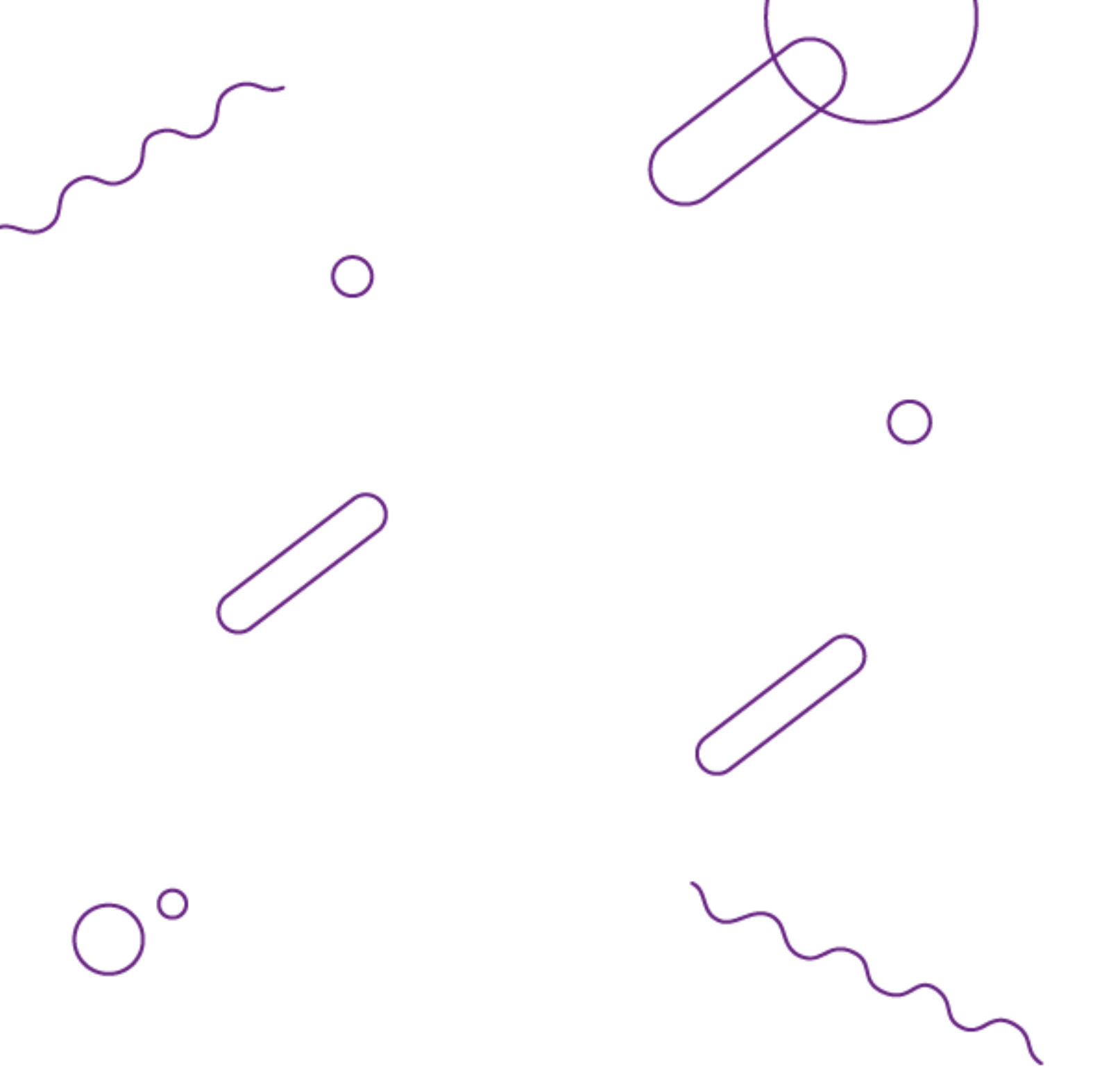


Figure 22. Moodboard results

Results show that DTU Entrepreneurship users do not agree with one specific style. Most of them (37%) would like a colorful and informal workspace with different kinds of seats, not the classical office chairs. Also, green areas and plants are desired, as shown in all three moodboards.



4. Research phase

4.1. References, phase 1

It is necessary to analyze other spaces with similar functions to discover the strengths and weaknesses a workspace might present.

This reference searching is also helpful in looking for inspiration and discovering brand new solutions.

Happyworks working pod Abin design studio



Figure 23. Interior of Happyworks pod

6 Babmaes Street Fathom Architects



Figure 24. Interior of 6 Babmaes Street

Cabinette co-working Masquespacio



Figure 25. Interior of Cabinette

Stockholm Vatten White arkitekter



Figure 26. Interior of Stockholm Vatten

Zamness Nook architects



Figure 27. Interior of Zamness

Airbnb EMEA Office Heneghan Peng Architects



Figure 28. Interior of Airbnb EMEA Office

ALSA Pension Fund Suzanne Fritz Arkitekten



Figure 29. Interior of ALSA Pension Fund

Harmay cosmetics store AIM Architecture



Figure 30. Interior of Harmay cosmetics store

Le Philanthro-lab RF Studio



Figure 31. Interior of Le Philanthro-lab

HAPPYWORKS WORKING POD - ABIN DESIGN STUDIO

Project title: Happyworks working pod

Architecture, interiors, landscape: Abin design studio

Location: Kolkata, West Bengal, India

Client: HIDCO

Built area: 93 square meters

Date: 2020-2021

The Pod was ideated during the first wave of COVID-19, and its objective was to offer a workplace for remote workers who cannot work from home. To achieve this, the space houses different areas, from small groups to individual workstations, giving the users the freedom to choose the room that fits their needs better. Also, the Pod offers an amphitheater, screening zone, and a café area. The outdoor courtyard gives the users a relaxing space too.

The graphics in the interior are modern and filled with a young spirit. Using only three colors (yellow, green, and white), together with quotes on the walls, they generate a dynamic workstation.



Figures 31-36. Happyworks working pod
Abin design studio

6 BABMAES STREET, WESTMINSTER - FATHOM ARCHITECTS

Project title: 6 Babmaes Street, Westminster

Architecture, interiors, landscape: Fathom Architects

Location: Westminster, London, United Kingdom

Client: The Crown Estate

Built area: 625 m²

Date: 2017-2021

The office is designed to make the user feel like being in a café or a restaurant. Due to the pandemic, the staff from The Crown Estate have been working from home, but some activities cannot be completed remotely. The London workspace is used for meetings with customers, for colleagues to come together, or “for all the stuff that happens away from the computer screen.”

It offers meeting rooms, workspaces, lounge zones, and areas that can be used for events or other activities. The office has only a few places to sit and work individually, as the objective is to promote teamwork and collaboration.

The whole interior has a retro style that references the 1970s, the decade when the building was constructed. Warm colors are combined with tactile textures, such as wood or terrazzo, making the space more about hospitality and home, encouraging interaction between people.



Figures 37-41. 6 Babmaes Street
Fathom Architects

CABINETTE CO-WORKING - MASQUESPACIO

Project title: CabINETTE

Architecture, interiors, landscape: Masquespacio

Location: Valencia, Spain

Client: CabINETTE, Alce Studio S.L.

Built area: 200 m²

Date: 2020

CabINETTE is a creative and artistic co-working space in Valencia. The 1960s design looks to generate an environment where create, work and build ideas.

The working station offers three meeting rooms, three phone booths for private calls, and twenty desks. It also has a kitchen, terrace, swimming pool, dressing room and showers.

Masquespacio uses pale blue, 1970's chairs, fringes, sparkling curtains, and gold and silver accents for the interior design. All those elements generate a retrofuturistic look that makes the users feel like they have traveled back in time.



Figures 42-47. CabINETTE co-working
Masquespacio

STOCKHOLM VATTEN - WHITE ARKITEKTER

Project title: Stockholm Vatten

Architecture, interiors, landscape: White Arkitekter

Location: Stockholm, Sweden

Client: Stockholm Vatten

Built area: 3600 m²

Date: 2016

Sweden's largest water and waste management company wanted an interior design that adapts to the current working styles.

The modern design allows the employees to choose their workplace daily, depending on their tasks. The open office encourages movement, spontaneous meetings and collaboration; while, at the same time, offering individual desks to work alone and improve concentration.

As the client was a waste company, the studio considered the origin of the materials, so some pieces from the former furniture have been reused in the new design, creating a blend of new and old styles.

The different spaces are marked using defined color palettes that allow you to identify which area you are in by a single sight shot.



Figures 48-53. Stockholm Vatten
White Arkitekter

ZAMNESS - NOOK ARCHITECTS

Project title: Zamness

Architecture, interiors, landscape: Nook Architects

Location: Poble Nou, Barcelona, Spain

Client: Zamness

Built area: 300 m²

Date: 2015

The structure of this co-working space follows a functional plan: two closed meeting rooms and a third volume for the toilettes. The central spaces are for the resting areas, bar zone and gallery.

The asymmetrical meeting areas may accommodate up to six people, whereas the rest of the office has enough space to host 32 people at working tables or along the chill zones.

This design uses three different shades of grey on the pavement to indicate the distance from the façade to the entry (the darkest one is near the façade, while the lightest is on the opposite side). Also, color is used in the furniture: tables are made of colored chipboard, and chairs are chosen in different tones, black, red, white, and yellow. This last color is the same used for the walls of the meeting rooms. All those elements give the space a strong personality.



Figures 54-59. Zamness

Nook Architects

AIRBNB EMEA OFFICE - HENEGHAN PENG ARCHITECTS

Project title: Airbnb EMEA Office

Architecture, interiors, landscape: Heneghan Peng Architects

Location: Dublin, Ireland

Client: Airbnb

Built area: 1000 m²

Date: 2016

The new headquarter of Airbnb is designed to host up to 400 people around a staircase that connects the three floors of the building.

The design divides the space into primary and secondary areas. The primary areas are 29 “neighborhoods” filled with identical components: one large table, one or two standing desks, a rack for personal storage and one lounge spot. The secondary areas include an open atrium, a kitchen area, and meeting rooms.

The objective is to create a balance between privacy and socialization.

The pavement uses different shades of neutral colors, while the ceiling is left open, so the plumbing and other installations are visible.



Figures 60-64. Airbnb Office
Heneghan Peng Architects

ALSA PENSION FUND - SUZANNE FRITZ ARCHITEKTEN

Project title: ALSA Pension Fund

Architecture, interiors, landscape: Suzanne Fritz Architekten

Location: Rapperswil-Jona, Switzerland

Client: ALSA

Built area: 300 m²

Date: 2020

The design reflects the sustainable philosophy of the company and its future plan to grow up, as shown by the flexibility of the space. There are two differentiated work areas: the glass boxes, which are individual workstations or meeting rooms, and the open space, which also contains individual desks.

The ceiling has, not only lights but also acoustic elements that help in mitigating the noise. This noise control is achieved thanks to curtains, too.

Most of the furniture was created for the client. This detail makes that no other space in the world has the same one, giving the office a stronger aesthetic value.

The mixture of woods, floral wallpapers, and pale colors creates a calming atmosphere in the working zone.



Figures 65-68. ALSA Pension Fund
Suzanne Fritz

HARMAY COSMETICS STORE - AIM ARCHITECTURE

Project title: Harmay cosmetics store

Architecture, interiors, landscape: AIM Architecture

Location: Hangzhou, China

Client: Harmay

Built area: 1382 m²

Date: 2021

Even if the space is not a real office, the inspiration for this cosmetic store was a 1970s working station. This look gives the customers a time illusion, wandering between past and present.

By adding retro furniture like desks, chairs, and bookshelves, AIM Architecture created a space that looks like an office. The carpet on the floor and the industrial ceiling help create the atmosphere.

The color palette has yellows, oranges, and browns as primary colors, but lime green details in the shelves make a big contrast. Other elements are a mirrored corridor in the middle of the store and frosted-glass doors in the “meeting rooms”.



Figures 69-74. Harmay cosmetics store
AIM Architecture

PHILANTHRO-LAB - RF STUDIO

Project title: Philanthro-Lab

Architecture, interiors, landscape: RF Studio

Location: Paris, France

Client: Compagnie de Phalsbourg

Built area: 2000 m²

Date: 2016

This one is the first physical space dedicated entirely to philanthropy, but at the same time, it is used as an incubator, a place for co-working, reception and training.

Located in an old French palace in Paris, Hôtel Particulier de la Bûcherie, its interior has been re-designed to host office areas, meeting rooms, and spaces for other activities, from conferences to yoga sessions.

By playing with the concepts of past and modernity, the interior design team respects the traditional architectural jewel while offering a modern look.



Figures 75-78. Philanthro-lab
RF Studio

4.2. References, phase 2

After a first meeting with the responsables from DTU Entrepreneurship, held the February 9th, 2022, the future style of the department was set.

They wanted a modern-looking space, that may remember an idea incubator company, something that calls the future and sustainability.

From the already analyzed offices, the Happyworks working pod, the Stockholm Vattern company, Zamnezz and the Airbnb EMEA Office were suitable references. But, in order to continue with this line of interior design, other working spaces were studied.

Google headquarters

Camenzind Evolution +
Henry J. Lyons Architects



Figure 79. Interior of
Google headquarters

LEGO headquarters

C.F. Møller Architects



Figure 80. Interior of
LEGO headquarters

IDEO headquarters

Jensen Architects



Figure 81. Interior of
IDEO headquarters

GOOGLE HEADQUARTERS - CAMENZIND EVOLUTION, HENRY J. LYONS ARCHITECTS

Project title: Google headquarters

Architecture, interiors, landscape: Camenzind Evolution + Henry J. Lyons Architects

Location: Dublin, Ireland

Client: Google

Built area: 47000 m²

Date: 2011

The campus is Google's European headquarters, and it's located in Dublin's port.

The interior design creates a stimulating and interactive workspace; not only offices are here, but also a multitude of additional functions, such as 5 restaurants, 42 micro kitchens and communication centres, game rooms, a gym, swimming pool, wellness areas, conference, learning and development, technology stops, more than 400 formal and informal meeting rooms.

All these extra functions are part of Google's work philosophy, promoting a balanced and healthy work environment and allowing interaction and communication between employees.



Figures 82-87. Google headquarters
Camenzind Evolution + Henry J. Lyons Architects

LEGO HEADQUARTERS - C.F. MØLLER ARCHITECTS

Project title: LEGO headquarters

Architecture, interiors, landscape: C.F. Møller Architects

Location: Billund, Denmark

Client: LEGO

Built area: 54000 m²

Date: 2019

The new LEGO Group building was designed to express the company's values: imagination, creativity, fun, learning, caring, and quality. These include LEGO bricks in the exterior walls, the placement of two gigantic yellow bricks on the roof, and an entryway made of bricks.

The interior offers an almost minimalistic look, using simple furniture but transmitting the essence of the company by using LEGO bricks to create decoration. Some areas have a color aura, such as the lime green stair or the pink room, while others are neutral, but with some color details, thanks always to the LEGO bricks.

The objective was to create a working space that allows the employees to play, promoting a comfortable and balanced atmosphere.



Figures 88-94. LEGO headquarters
C.F. Møller Architect

IDEO HEADQUARTERS - JENSEN ARCHITECTS

Project title: IDEO San Francisco

Architecture, interiors, landscape: Jensen Architects

Location: San Francisco, USA

Client: IDEO

Built area: 2000 m²

Date: 2013

In the words of Jensen Architects, IDEO headquarters is “design for designers”.

The 1920s building in the Port District of San Francisco, where the office is located, has been re-designed into a new space. The headquarters provide the employees with collaborative spaces, but also private boxes for making secure calls; no proper workstation exists in there, as the idea is to foment interaction. The space includes a kitchen and café space, too.

As rapid prototyping is part of IDEO’s way to work, the space is flexible, with open lab spaces where creativity may flow easily.



Figures 95-99. IDEO headquarters
Jensen Architects

4.3 . Inspiration

OTHER UNIVERSITY AREAS

ESA BIC



Figure 100. Interior of ESA BIC

Skylab



Figure 101. Interior of Skylab

DTU Fotonik



Figure 102. Interior of DTU Fotonik

DTU Library



Figure 103. Interior of DTU Library

Futurebox



Figure 104. Interior of Futurebox

Area: ESA BIC (European Space Agency Business Incubation Centre)

Location: DTU Campus Lyngby, Building 372

ESA BIC Denmark is a member of European Space Agency's pan-European network of Business Incubation Centres. The incubator is led by the Technical University of Denmark (DTU) in collaboration with the Danish Ministry for Higher Education and Science, other Danish universities, the Danish Industry Foundation and other partners.

This area is located in the same building and the same corridor as DTU Entrepreneurship, and the visitor can feel an enormous difference between those two departments.

ESA BIC is a vivid space where the cabinets door along the corridor has been painted in different plain colors, using a degraded palette from the warmer ones (orange and yellow) to the cooler ones (blue and purple). This department also has some wall decoration related to its topic: space. While walking down the corridor, the visitor can see several posters hanging from the walls showing some space images.



Figures 105-112. ESA BIC Denmark

Area: DTU Skylab

Location: DTU Campus Lyngby, Building 374

DTU Skylab is DTU's lab for innovation and entrepreneurship. A place where students, researchers and corporate partners can meet to exchange knowledge and develop brand new solutions. It combines technologies, talent and an entrepreneurial mindset to create an innovative culture of learning.

The building has 5500m², and hosts labs, workshops, auditoriums, open spaces and project rooms. Various institutes of DTU use the multi-disciplinary learning environment. It also offers soft funding, business acceleration, prototyping and space to grow for deep tech start-ups and pre-start-up projects.

Thanks to a curved orange line present all along with the building, it has a solid visual identity as a path that the visitor can follow to discover everything the lab offers. This line sometimes changes, like in the café area, where it turns into a lamp, but reminding the curved line.



Figures 113-120. DTU Skylab

Area: DTU Fotonik

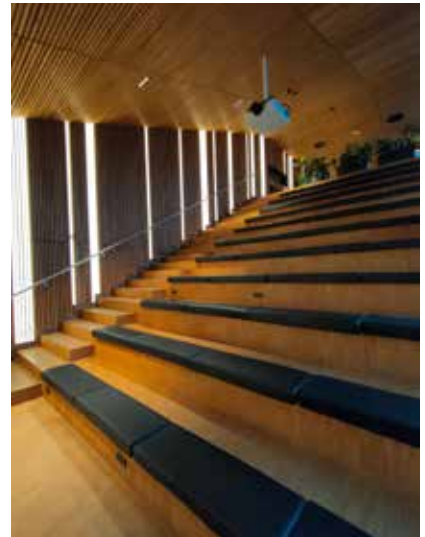
Location: DTU Campus Lyngby, Building 340

DTU Fotonik is the DTU department that offers education, research and innovation in understanding the nature of light and all the ways to use and control it.

Located in Lyngby Campus, the entrance to building 340 offers a warm atmosphere thanks to the use of wood and, of course, light. The pavement and ceilings are completely made of wood, while the walls alternate wood and light panels, creating a pattern. Natural big plants are located in the hall, giving the space an extra comfortable aura.

In the entrance, there is also an open agora, going from the street level to the first floor, and with the stairs next to the sitting space. The seats are just black leather pillows in the agora.

On the first floor, there are some free-sitting tables, where people can go and work from there.



Figures 121-128. DTU Fotonik

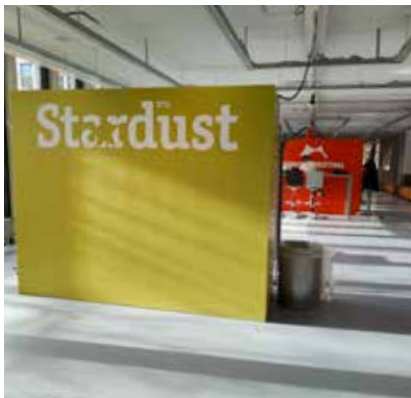
Area: DTU Library

Location: DTU Campus Lyngby, Building 101

DTU Library is not only a space where university people can borrow books and study; it is also a meeting space, equipped with different furniture to allow the user to work from there in a way it is better for them. Open spaces and more private ones co-exist, so the visitors and users will find a perfect spot for the work they need to do.

With armchairs and puffs, along with more-typical elements like desks or office chairs, the library offers a wide variety of possible uses.

Even the space itself may look industrial due to grey pavements, white ceilings, and non-hidden installations, by using colorful furniture and wood, it gets a warmer look that invites you to use the space.



Figures 129-136. DTU Library

Area: DTU Futurebox

Location: DTU Campus Lyngby, Building 331

Futurebox is part of DTU's Science Park, specifically, it is the start-up incubator and accelerator for deep tech in Denmark.

Its mission is to help startups to succeed by providing the necessary surroundings and network.

The space has an industrial look, without panels in the ceiling, so the installations, pipes, and wires are visible. To make the space warmer, some natural plants and wood details have been added and, together with orange armchairs and a couch, the entrance and meeting area welcome the visitor.

The working area uses mostly black furniture (desks and chairs), while the lunch and meeting space also adds wooden surfaces and shelves where some prototypes are displayed.



Figures 137-145. DTU Futurebox

4.4. The Centre

The Centre currently offers a non-inspiring look, where the grey pavement, white walls and doors, and plain ceiling say nothing related to entrepreneurship.

The corridor has some cabinets, some of them with white doors and one with transparent doors. The one with glass doors is empty, so the visitor can feel that the Department has nothing to show, nothing to offer.



Figure 146. Corridor, DTU Entrepreneurship

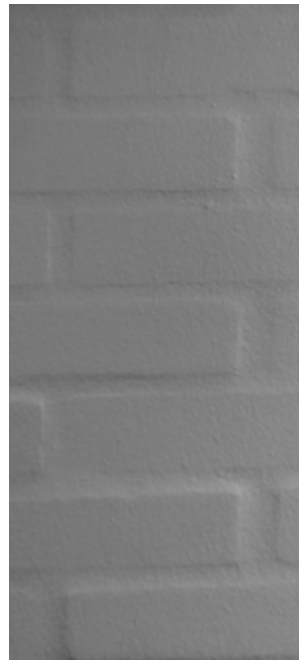


Figure 147. Wall, DTU Entrepreneurship



Figure 148. Pavement, DTU Entrepreneurship



Figure 149. Cabinet in the corridor, DTU Entrepreneurship



Figure 150. Office door, DTU Entrepreneurship

Along the corridor, which has a 182,1 m² area, the visitor can also find:

- 3 Marcus purple chairs (87x53x49cm),
- office users information panels, one for each office,
- 3 wall decorations, that actually are acoustic absorbers to reduce noise,
- 2 Sony 65BZ35F TV screens (65"), that show a little presentation, and
- 1 "DTU X-Tech WALL OF FAME" neon sign.



Figure 151. Marcus purple chairs, DTU Entrepreneurship



Figure 152. Office user info, DTU Entrepreneurship



Figures 153-155. AKUART acousting solution - wall decoration, DTU Entrepreneurship



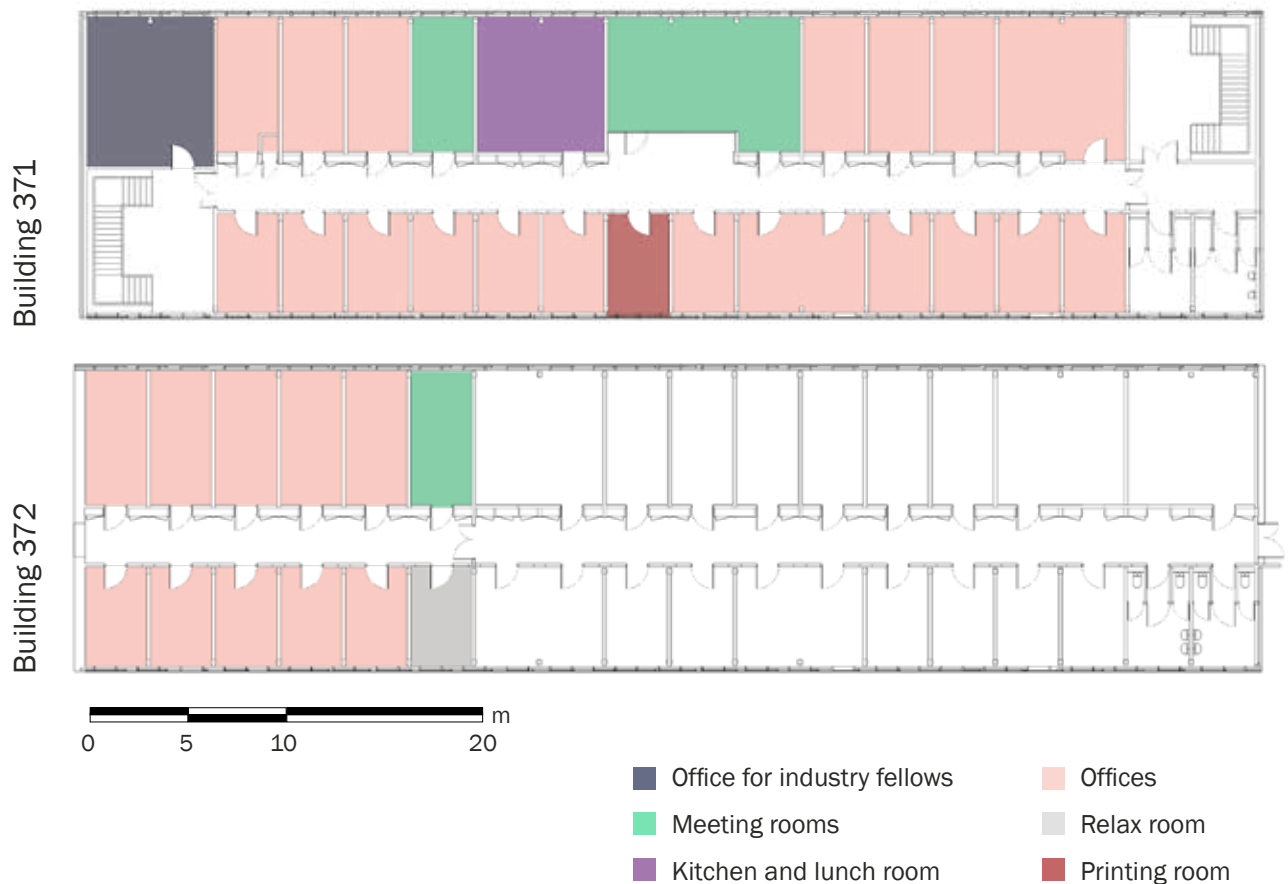
Figures 156. Corridor TV screen, DTU Entrepreneurship



Figures 157. Neon sign, DTU Entrepreneurship

The Centre has:

- 1 office for industry fellows, with eight working stations,
- 1 kitchen and lunch room,
- 2 small meeting rooms, with the capacity of around 10 people each,
- 1 larger meeting room, used for events and meetings,
- 29 offices for permanent staff (with one person in each office) or for PhD students (each office host two students),
- 1 relax room, used for chill-out and disconnect from the office work, and
- 1 printing room.



Figures 158 and 159. Zoning, DTU Entrepreneurship

The areas where it is possible to work are the office for industry fellows, in order to create an atmosphere that encourages them to work from there; the kitchen, as it is a space where the users might disconnect from their work and chat with colleagues; and all three meeting rooms, looking for generating a professional space, where meetings could be arranged.

The offices, as they are private, would remain as they are nowadays. Only will be needed to check that they respect ergonomic design for the employees and their visits, but it is important to let each individual decorate their personal working space according to how they feel better.

OFFICE FOR INDUSTRY FELLOWS



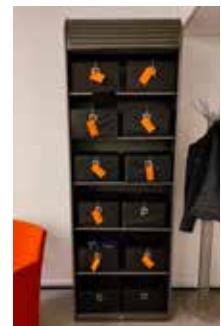
Figures 160 and 161. Office for industry fellows, DTU Entrepreneurship

This space has 45,7m², and hosts eight working stations, each of them with:

- 1 *Kontor 5220* chair (59–86x43x43 cm), (total: eight chairs),
- 1 *Diagonal 9050* table, regulable in height (65,5-125,5x80x160cm), (total: eight tables),
- 1 HP Z24u G3 computer screen, (total: seven screens),
- 1 HP 125 wired mouse, (total: seven mice),
- 1 Logitech keyboard, (total: seven keyboards), and
- some connection wires.

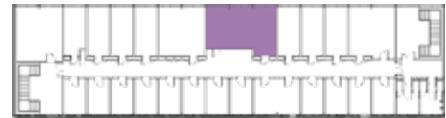
The office also has:

- 1 whiteboard (180x120cm),
- 1 orange armchair,
- 1 small rounded table (D60x70cm)
- 1 big table (60x60x120cm)
- 2 sofas,
- 1 shelf,
- 4 medium plants (around 60cm high), and
- 1 tall plant (around 160cm high).



Figures 162-165. Office for industry fellows, details, DTU Entrepreneurship

LARGE MEETING ROOM



Figures 166 and 167. Large meeting room, DTU Entrepreneurship

The big meeting room is the largest space in the department, with 56,2 m².

It is commonly used to host meetings with the stakeholders and colleagues from the same department, even to have lunch there. Up to 40 people may join and have a reunion in this room.

It has:

- 1 LG 86UL3E-T TV screen (86"),
- 6 tables (dimensions: 95x190x75cm),
- 34 ASAP chairs (71x60x53cm), around the tables,
- 32 Pure chairs (80x51x52cm), piled up in the room,
- 3 tall plants (around 200cm high), and
- different prototypes displayed along the window ledge.



Figures 168-171. Large meeting room, details, DTU Entrepreneurship

SMALL MEETING ROOM 1, NEXT TO KITCHEN



Figures 172 and 173. Small meeting room 1, DTU Entrepreneurship

The small meeting room has 20,1 m², and can host meetings for 12 people maximum.

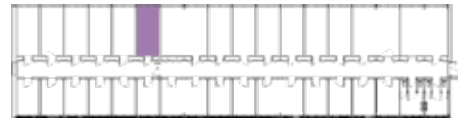
It has:

- 1 Sony 65BZ35F TV screen (65"),
- 2 tables (dimensions: 200x100x72cm),
- 12 Chairik 101 chairs (75x54x50cm) around the table,
- 1 whiteboard,
- 1 AKUART acoustic solution - wall decoration, and
- 1 high plant (around 200cm high).



Figures 174-176. Small meeting room 1, details, DTU Entrepreneurship

SMALL MEETING ROOM 2, NEXT TO ESA BIC



Figures 177 and 178. Small meeting room 2, DTU Entrepreneurship

The other small meeting room also has 20,1 m², and can host meetings for 10 people maximum.

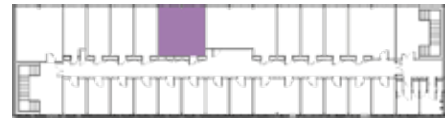
It has:

- 1 Sony 65BZ35F TV screen (65"),
- 1 Kinnarps serie [E]one 2012TV table (dimensions: 200x120x72cm),
- 7 Riff 345A chairs (91x44x44cm), around the table,
- 1 whiteboard,
- 1 AKUART acoustic solution - wall decoration, and
- 1 medium plant (around 100cm high).



Figures 179-181. Small meeting room 2, details, DTU Entrepreneurship

KITCHEN AND LUNCH ROOM



Figures 182 and 183. Kitchen and lunch room, DTU Entrepreneurship

The kitchen space has 41,1m² and two different zones can be differentiated:

The proper kitchen area, that host:

- several cabinets for storing food, plates, glasses, and cutlery,
- 1 fridge,
- 1 sink,
- 1 microwave,
- 1 dishwasher, and
- some coffee machines.

The lunch room zone, with:

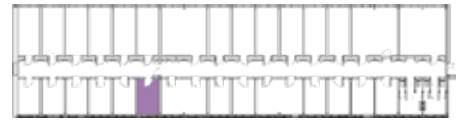
- 4 round tables (D120x75cm),
- 20 *Chairik 101* chairs (75x54x50cm),
- 1 furniture piece with cabinets and chest of drawers,
- 1 Sony *65BZ35F* TV screen (65"), and
- 1 AKUART acoustic solution - wall decoration.

Unlike domestic kitchens, this space does not have a cooking area (with oven, and kitchen fires).



Figures 184-188. Kitchen and lunch room, details, DTU Entrepreneurship

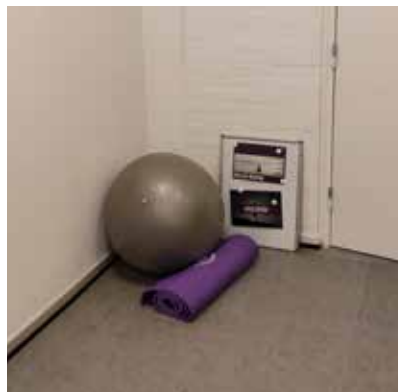
RELAX ROOM



Figures 189 and 190. Relax room, DTU Entrepreneurship

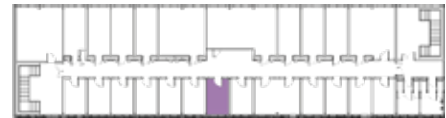
The relax room has 14,9 m², and it was created to give the employees a space to relax and disconnect from their office work. It has:

- 1 puff,
- 1 chaise long (75x190x60cm), with a blanket and pillow,
- 1 small table (60x60x60cm),
- 1 whiteboard, with some yoga instruction on it,
- 1 smaller whiteboard, also with some yoga exercises on it,
- some wall decoration, and
- yoga material (2 yoga mats, and a big ball).



Figures 191-193. Relax room, details, DTU Entrepreneurship

PRINTING ROOM



Figures 194 and 195. Printing room, DTU Entrepreneurship

The printing room has 14,9 m², and it works as a room to store office supplies, at the same time is the space where the copier-printer is located.

There are:

- 1 copier-printer,
- 4 shelves,
- 3 tables, and
- 2 fridges.

THE CENTRE'S WEBSITE

The own website of the Centre may also serve as an inspiration font.

Some innovative ideas for interior design may be taken after analyzing the colors, visual elements, typographies and styles.

Color palettes

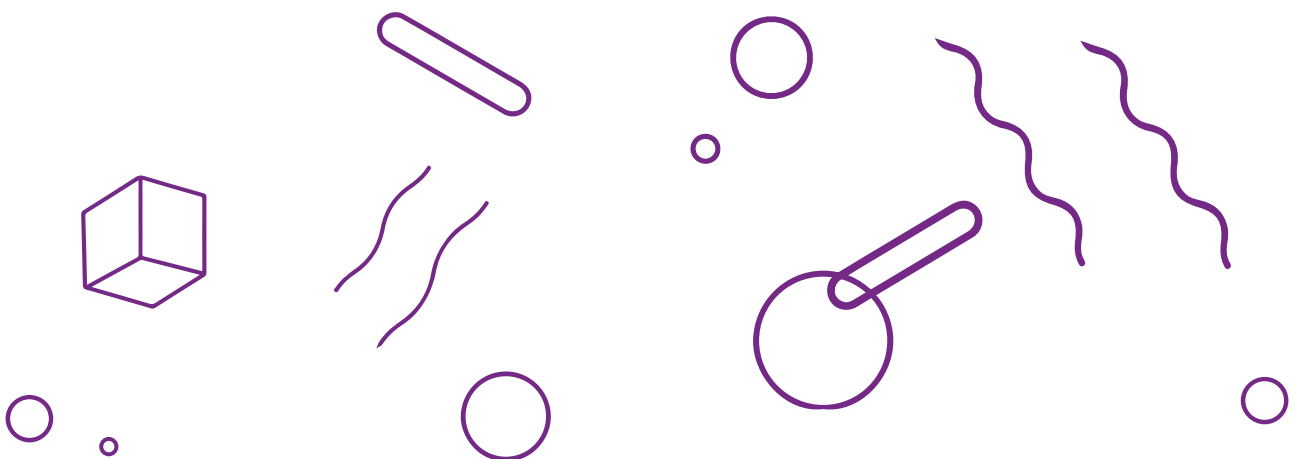
DTU color palette



Centre of Entrepreneurship color palette



Graphic elements



Backgrounds



Figures 196-198. Pink, blue and green DTU background

Typographies

Neo Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Neo Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Quotes

*Innovation in action.
Research in motion.
Entrepreneurs in
development.
Businesses in beta.*

*An entrepreneurial
ecosystem fueled by
education, research and
start-ups.*

*We build entrepreneurial
capabilities to benefit
people, society and the
world.*

*We build entrepreneurial
culture and capabilities.*

Diversity fuels innovation.

*We use technology
entrepreneurship as a
vehicle for positive social
and economic change.*

Our work and education are anchored in our values: Openness, honesty, and cooperation.

We develop entrepreneurs through a new kind of learning.

Become an entrepreneur and build solutions with impact.

Unexpected combinations build breakthrough businesses.

This is not the 'attend-the-lecture-and-go-home' kind of programme.

Help us develop entrepreneurs who can make a difference.

Progress is not possible without collaboration.

Fund the future. Make more than profit.

Let us build the future, together.

We focus on evidence-based research to tackle a wide range of issues and provide opportunities for social and economic change.

We conduct conceptual and empirical research using various research methods to create societal impact

Better business, better future.

"Taking the DTU X-Tech course at DTU Entrepreneurship was an eye-opening experience, to which I owe a significant portion of my success as an entrepreneur."

Oliver Hvidt, CEO Norlase

"Entrepreneurship offers students the ability to uncover new opportunities that did not exist before. They become modern explorers."

Jes Broeng, Director, Centre for Technology Entrepreneurship

"Clean water is one of the UN SDGs and a very significant global challenge that we chose to address"

Kavi, student from the DTU X-Tech Entrepreneurship

4.5. Conclusions

Starting by analyzing other office spaces with different styles, from in and out of the own Technical University of Denmark, it sets clear that there are many options for re-designing a workspace.

From the most classical ones to spaces that do not look like offices or even office-looking spaces that actually are not working areas, but stores; all of them have one thing in common: a strong visual identity. As an employee or a visitor walks in, they can recognize the space, differentiating it from other places. This one is the point missing in DTU Entrepreneurship. When someone walks into the Centre for Technology Entrepreneurship, there is nothing that catches their eyes' attention; just two TV screens in the corridor and a neon sign. But the walls and cabinet doors are white, the only glass-door cabinet is empty. Visitors may feel they are in DTU Entrepreneurship or in any other department from any other university.

By studying different kinds of offices and headquarters from companies, and analyzing their styles, the desired new look for DTU Entrepreneurship arrived.

They want a modern design, a start-up looking, with a bit of industrial resemble, but at the same time it must be capable of transmitting they are a serious and capable department. A similar space to the headquarters of Stockholm Vatten, Airbnb, Google, LEDO, or IDEO, where creativity and collaboration are the main values.

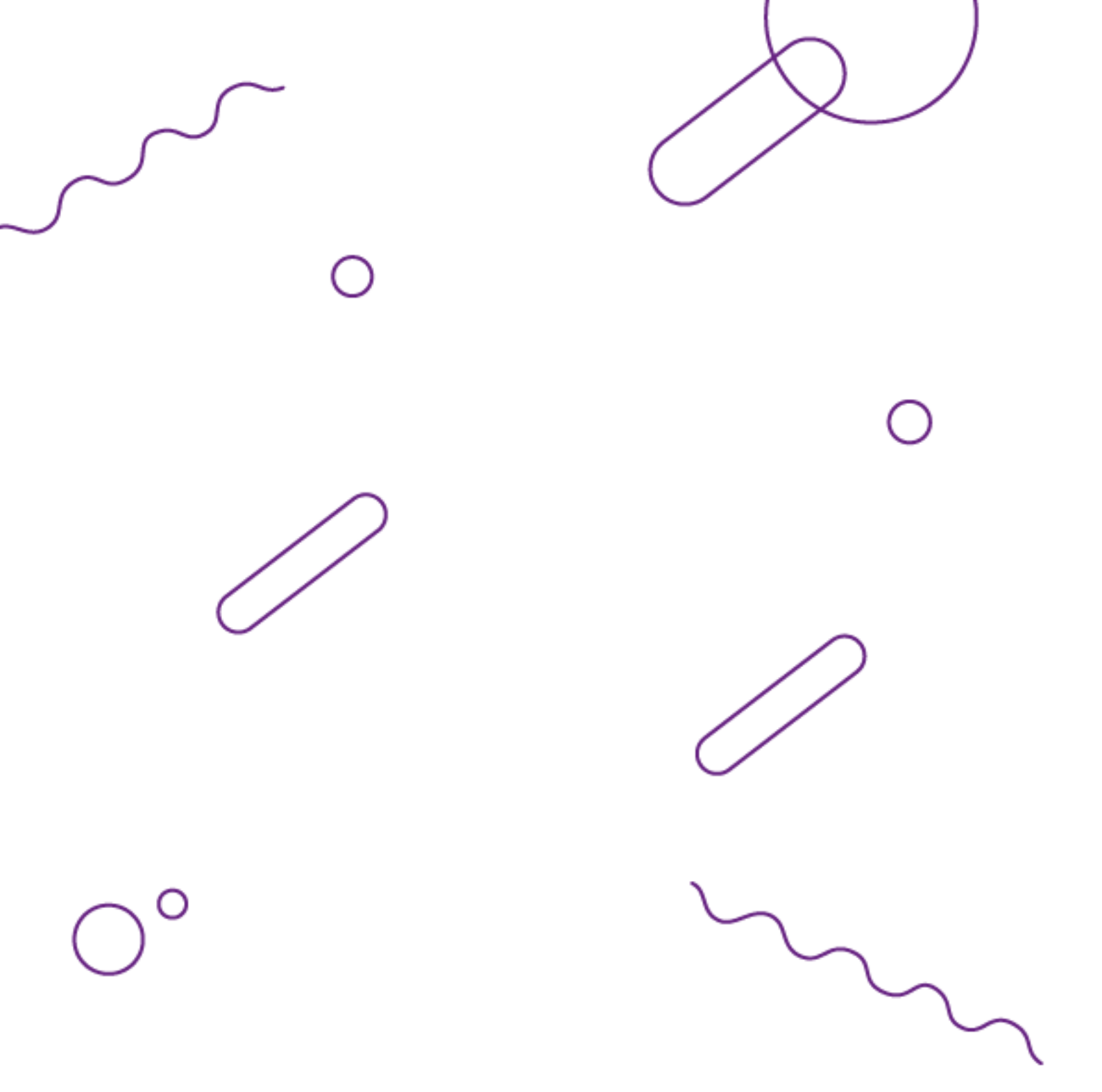
Open, diverse, creative, inclusive, optimistic, forwardlooking and inviting.

Even if the physical space of the Centre for Technology Entrepreneurship is plain, they have an actual strong visual image on their website: <https://www.entrepreneurship.dtu.dk/>

By using their own color palette (together with the DTU's one), images, and the X symbol (after X-Tech), the Centre may develop an interior decoration for their physical place.

Also is important to take into account how other university areas have decorated their spaces, for two reasons:

1. take inspiration from them, knowing where the constraints are, and
2. not copy them, as the objective is to create the DTU Entrepreneurship's own image.



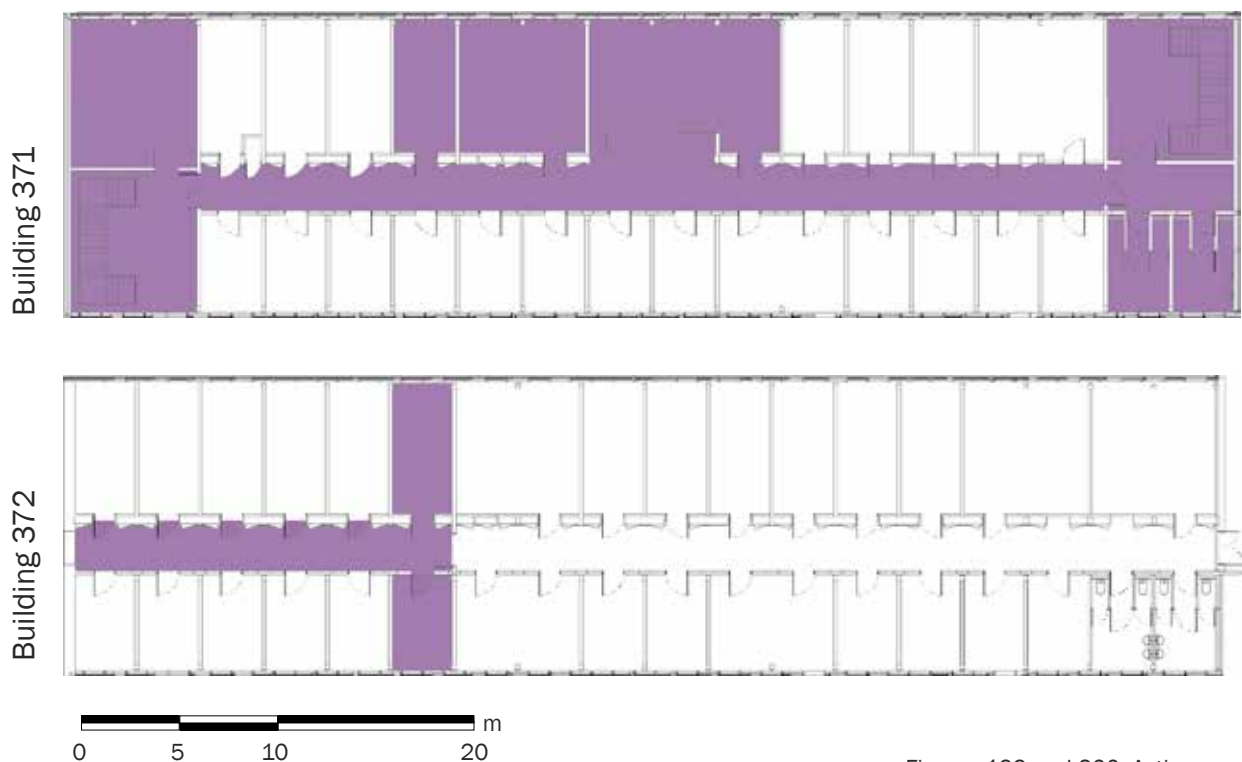
5. Design specifications

Design specifications

The project must re-design the public spaces from DTU Entrepreneurship. Those include:

- the main corridor
- the office for industry fellows
- the three meeting rooms
- the kitchen and lunch room, and
- other spaces like the relax room and the toilets.

Offices (private or shared) will not be re-designed.



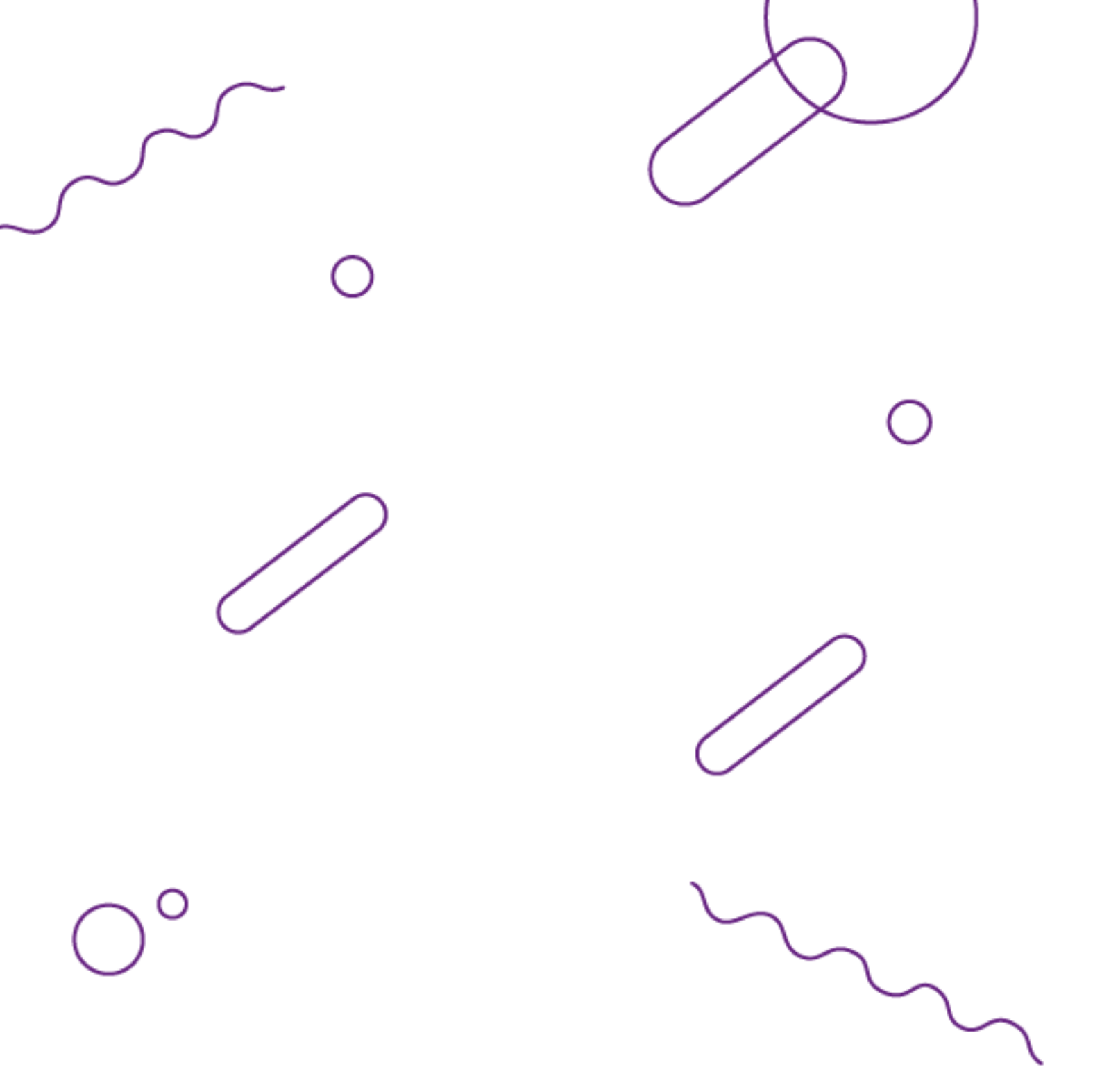
Figures 199 and 200. Action zones

To achieve those specifications, it is needed to understand the state of the art in methods in interior design, as well as to follow the norms regarding:

- The seven principles for universal design.
- DTU standards will be respected in the following aspects:
 - DTU Entrepreneurship creative palette
 - Visual design
 - Noises and acoustics
 - Lighting
 - Indoor climate
 - Workstation setups
- National and international norms will be followed in those areas:
 - Ergonomics
 - Dimensions
 - Accessibility

The requirements of this re-design are:

- The aesthetics must follow the design guidelines from both DTU and the Centre for Technology Entrepreneurship.
- People entering from any of the three entrances (staircase at building 371, staircase between building 371 and 372, and door communicating with ESA BIC Denmark) must be able to clearly identify the department they are in.
- Visitors must be able to clearly identify the three different meeting rooms.
- The department's work must be shown, communicating to any external what DTU Entrepreneurship does.
- The space must increase the well-being of the Centre for both, DTU staff and externals.



6. Conceptual design

6.1. Sketches and experimental phase

After analyzing the department's current state and taking into account the results the staff want to achieve, their needs, and the restrictions and norms that the university has, the proper design phase starts.

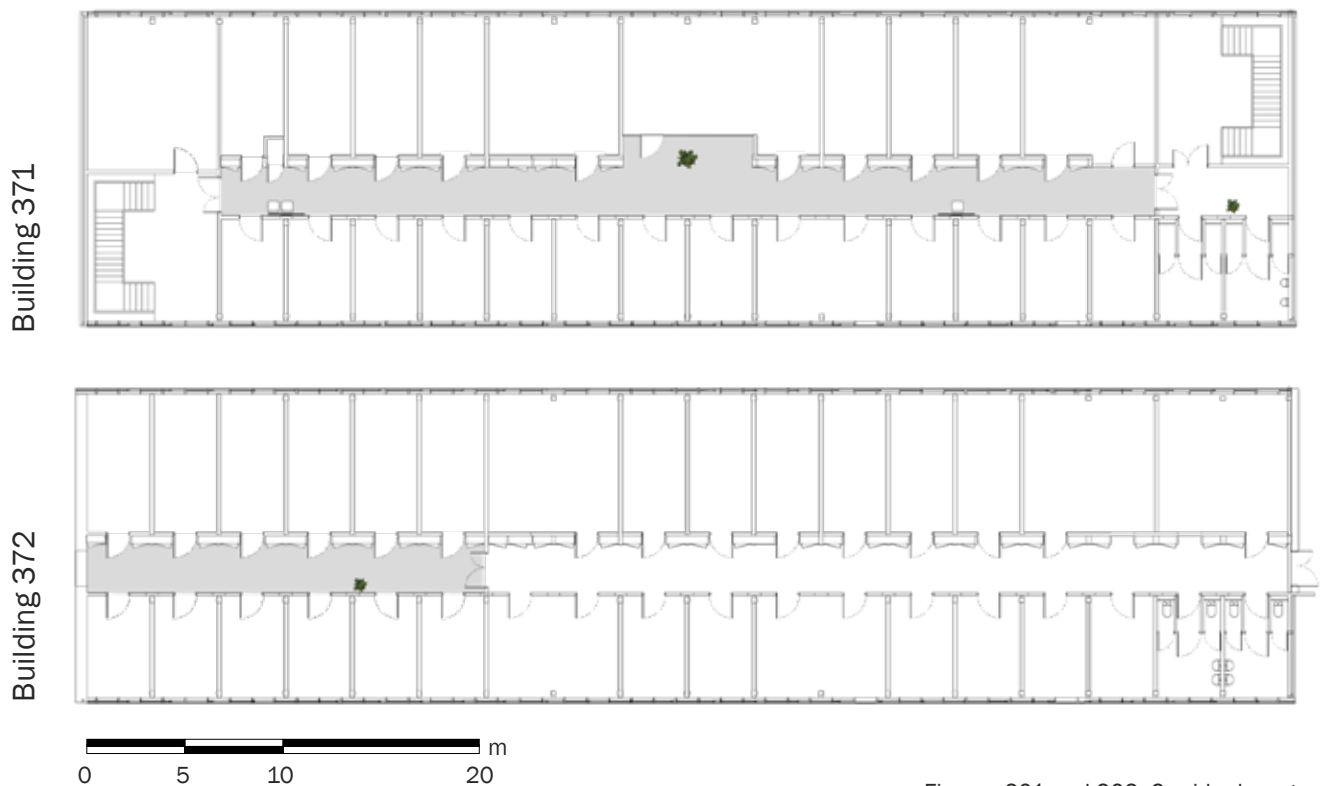
The first action is to present different proposals that fit the space and its needs, and constraints.

After presenting them, we will select the best ones using a contrast and a decision-making strategy.

The spaces from DTU Entrepreneurship that will suffer the re-design are:

- the main corridor,
- the office for industry fellows,
- the three meeting rooms,
- the kitchen and lunch room, and
- other spaces like the relax room and the toilets.

6.1.1. Corridor



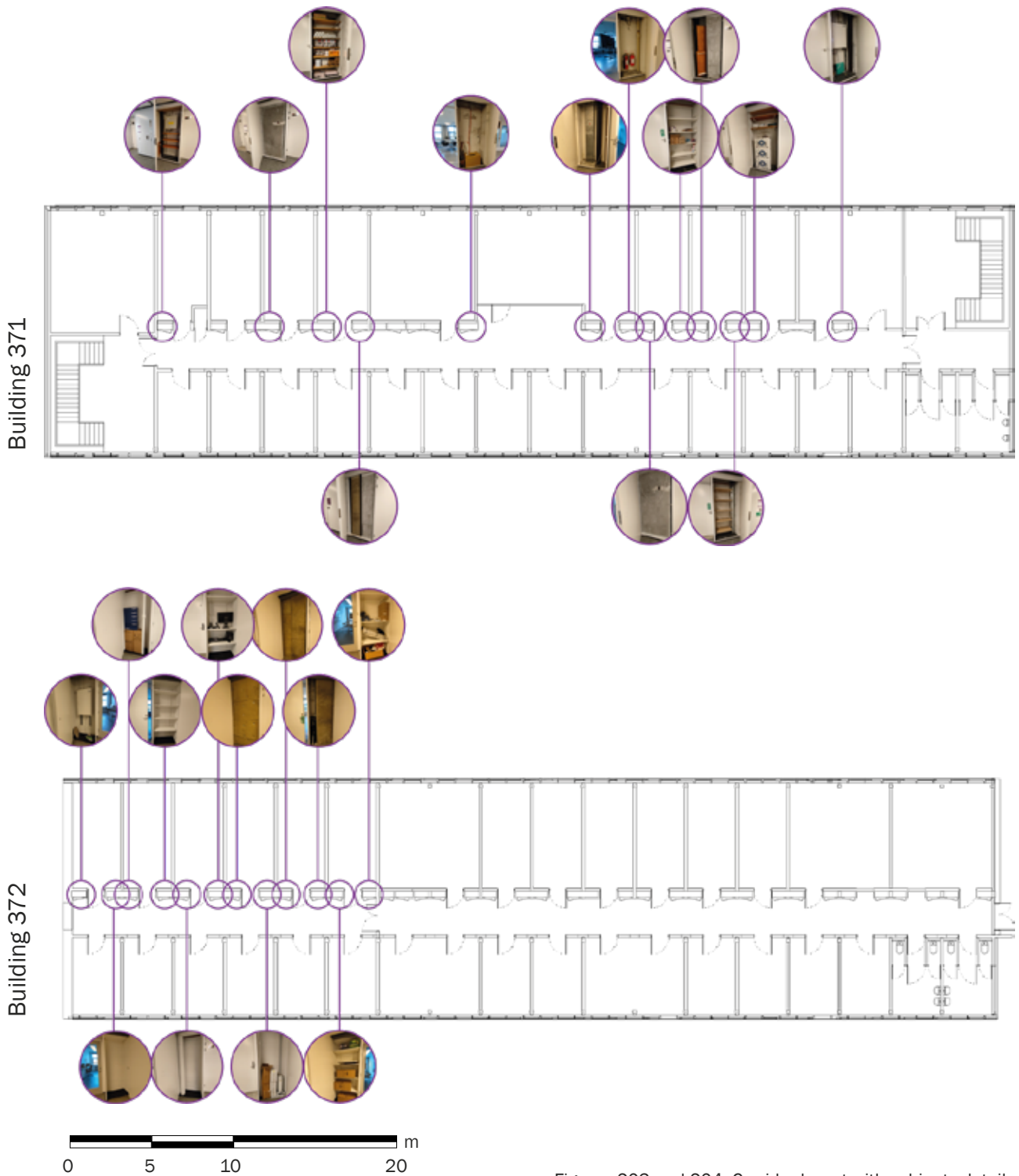
Figures 201 and 202. Corridor layout

The corridor is the first space that a visitor sees. Its white walls and cabinets' doors, grey pavement, and lack of natural light may turn it into an uninspiring space.

There is no information about the department, who they are, and what they do along the corridor. According to the survey answers, this is a thing that must be changed.

Some possible re-design strategies:

1. create informal meeting/waiting areas in the corridor,
2. use the glass-door cabinet for the exhibition of prototypes,
3. use the cabinets' doors for promoting the Centre,
4. change the opaque door from the offices to glass-ones to let natural light go into the central corridor,
5. add more plants,
6. put signs that show the visitors where they are.



Figures 203 and 204. Corridor layout with cabinets details

The cabinets along the corridor are used for different outcomes. Some of them are completely empty, others are used as storage spaces. In other cases, they hide part by the structure of the building or even installations.

In the cases where they are used to host electricity panels, pipes, or other installations and the ones that hide the columns, there is no option but to leave them this way.

Whereas, the ones that are empty, or are easy to void, may be transformed.

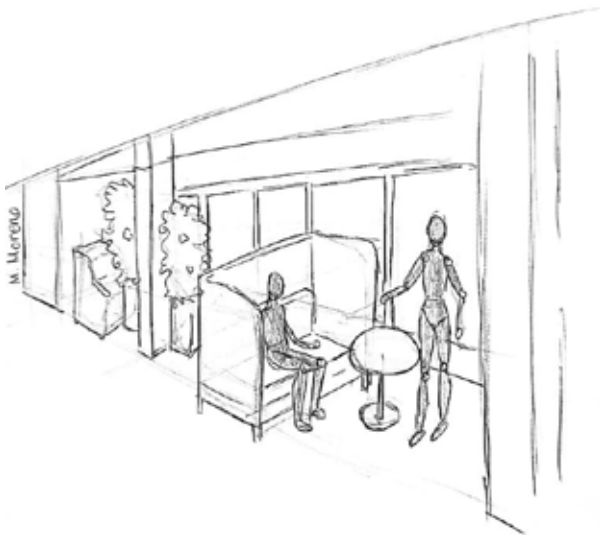
One option is to completely remove them, to make the corridor wider. Other alternatives might be to make them host open furniture, like benches, or plant pots, making the department greener.

1. CREATE INFORMAL MEETING/WAITING AREAS IN THE CORRIDOR



Figures 205 and 206. Sketch and mockup, benches in the cabinets

As said before, one possibility is to create informal meeting spaces or waiting areas in the corridor. By using the empty cabinets, that kind of informal seat may be achieved. The visitor may wait in them before the meetings and employees are able to work out of their offices by sitting in them, in the corridor.



Figures 207 and 208. Sketch and mockup, informal meeting space in the corridor

Extra meeting space may be created in the corridor, using the space near the large meeting room, and by adding sofas and armchairs.

It can even be a closed space, using the same glass walls currently existing in the meeting room on both sides. This way, the area is more delimited, giving more privacy while not affecting the natural light in the corridor.

2. USE THE GLASS-DOOR CABINET FOR THE EXHIBITION OF PROTOTYPES

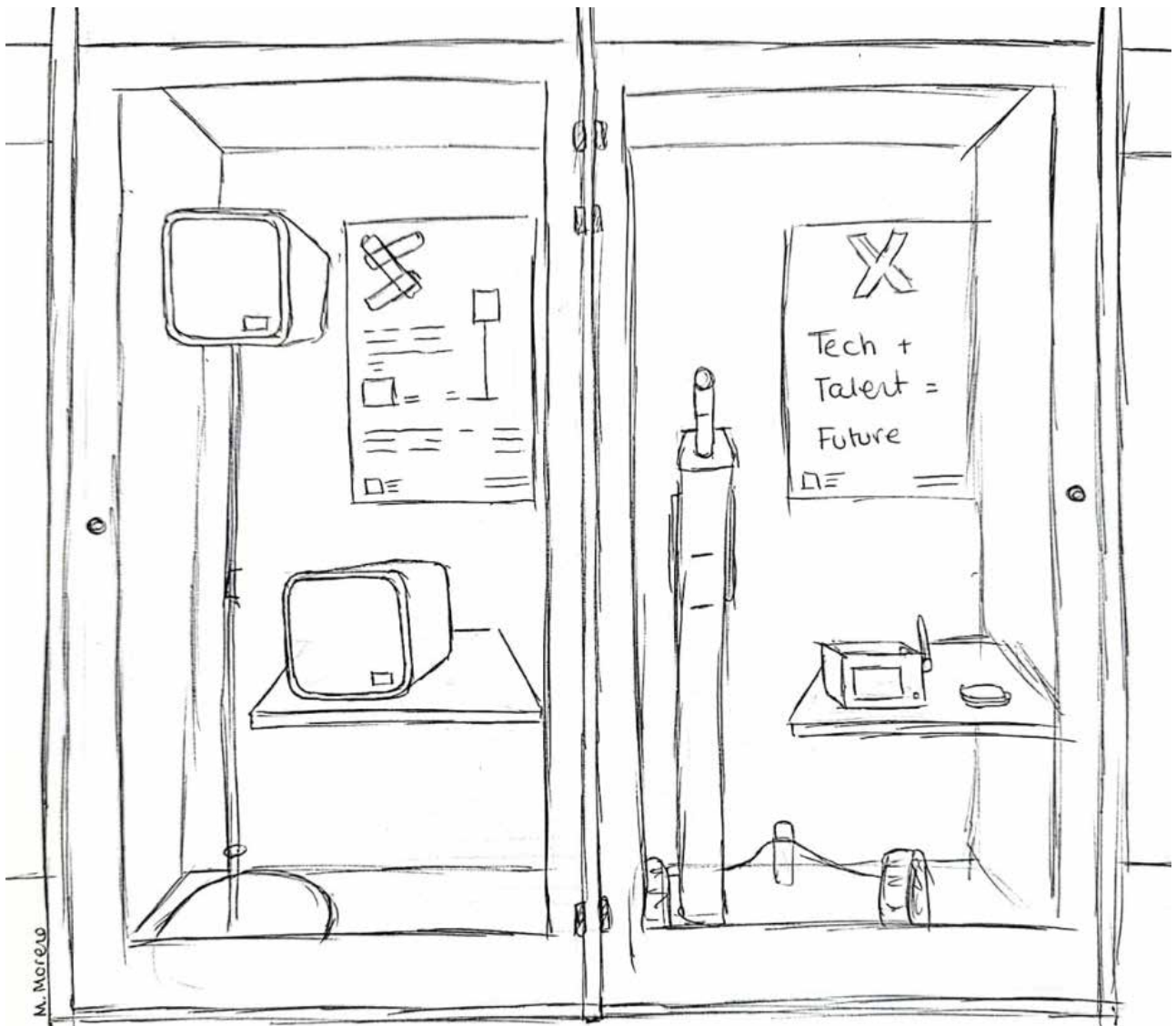


Figure 209. Sketch, cabinets

There is only one cabinet with glass doors in the main corridor that allows the person walking down the department to see it inside. Nowadays, it is empty, but it could be filled with the prototypes now displayed in the larger meeting room.

And not only the objects *per se*, but also some information about the product, the company who developed them; explaining how the idea was born and its function.



Figure 210. Mockup, cabinets with prototypes

3. USE THE CABINETS' DOOR FOR PROMOTING THE CENTRE



Figure 211. Sketch, cabinets' doors decorated

According to the DTU norm LYNGBY STANDARD FOR 330 Maling, the cabinets' doors must be painted in white (NCS 0500-N).

The option left to use them to explain DTU Entrepreneurship and its mission is to use stickers or pieces of vinyl, that are easy to remove and change if the information displayed gets updated.



Figure 212. Mockup, cabinets with stickers

4. CHANGE THE OPAQUE DOOR FROM THE OFFICES TO GLASS-ONES



Figure 213. Sketch, light in the corridor

As the corridor is in the central part of the building, with the offices and different rooms at its sides, little natural light reaches this space.

The larger meeting room has window-walls, that allow a bit of light to go in; same at the the stairs and halls areas, thanks to the fire doors with transparent spaces. Also, if private offices are left with the door open, a bit of light goes in.

In the PhD corridor section (building 372), there are some offices and the small meeting room 2, with glass doors. That allows the natural light to get into the interior. If all doors were with glass instead of opaque, the result would be a lighter corridor.



Figures 214-217. Natural light in the corridor

5. ADD MORE PLANTS

Another idea taken from the answers to the survey is to add more plants and greens in the common spaces. Not only plants in pots, as they already exist, but also hanging plants, green walls, or a terrarium, to give a more vivid look to the department.



Figures 218 and 219. Mockups, plants in the corridor

However, it is important to take into account that the corridor is a passway and must provide a wide transit space, especially in case of emergency when everyone needs to leave as fast as possible without any object in the middle of their paths.

6. INSTALL SIGNAGE

According to some of the responses to the survey, one of the biggest problems in DTU Entrepreneurship is that the visitors do not know which department they are entering in, due to the lack of signs that properly indicate the name of the space. Also, the department has three possible entrances (entrance by building 371, entrance by building 372, and entrance by the shared corridor with ESA BIC).

To solve this problem, stickers may be put on the fire-prove glass of the entrance doors, welcoming the visitor to DTU Entrepreneurship.

Following the indications at DTU Skilteguide, the signs might be red (RAL 3031, 'Orientrød', NCS S2070-R, Pantone 187, RGB 153/0/0, CMYK 0/91/72/23) with the text in white and the typography must be Neo Sans.



Figures 220 and 221. Signage



Figures 222 and 223. Mockups, signs in entrance doors

6.1.2. Office for industry fellows

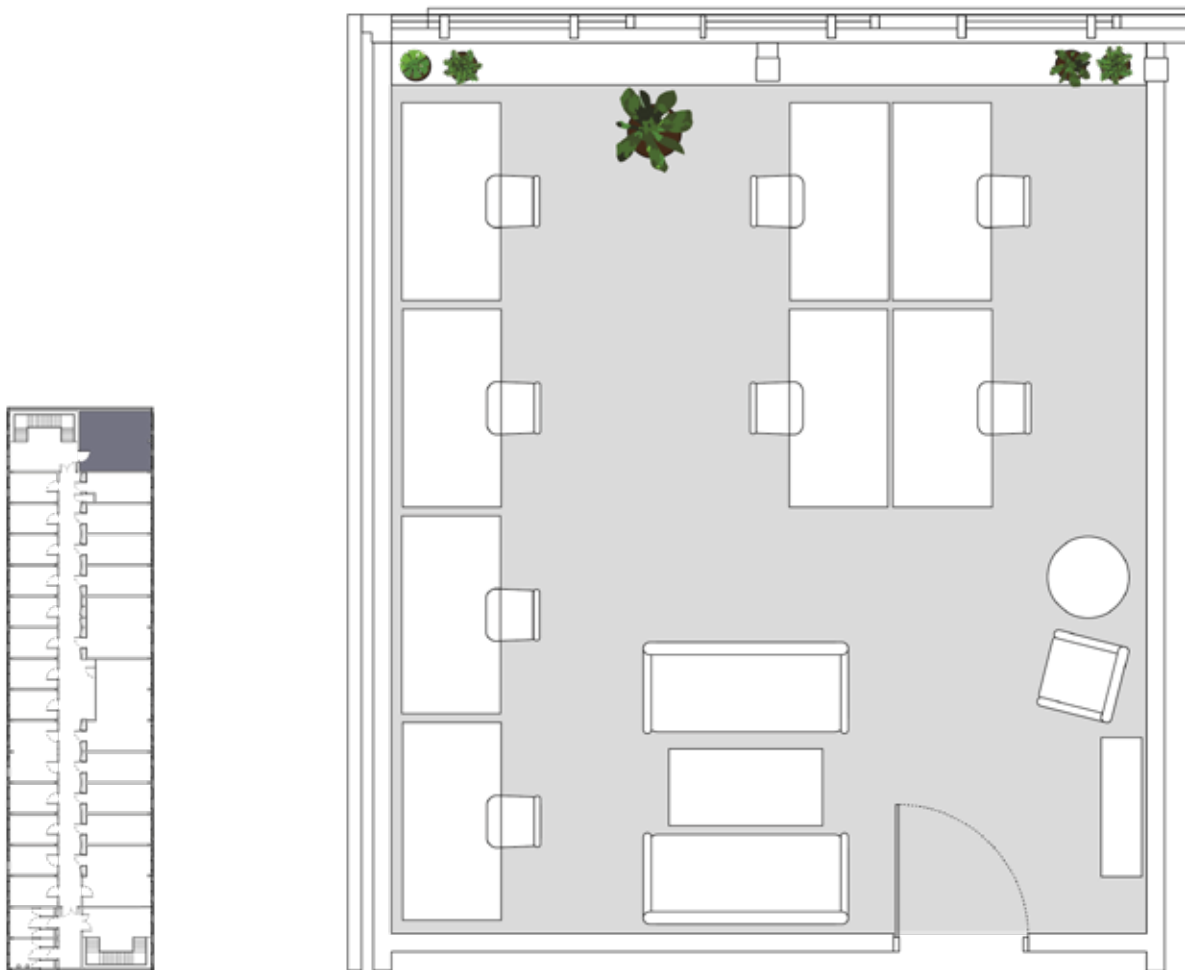


Figure 224. Office for industry fellows, previous status

The office for industry fellows is a space used by different people on very different schedules. As it is intended for external people, it is normal to find diverse profiles with different needs, from individual working to hosting informal meetings, not forgetting the teamwork part.

Some possible re-design strategies:

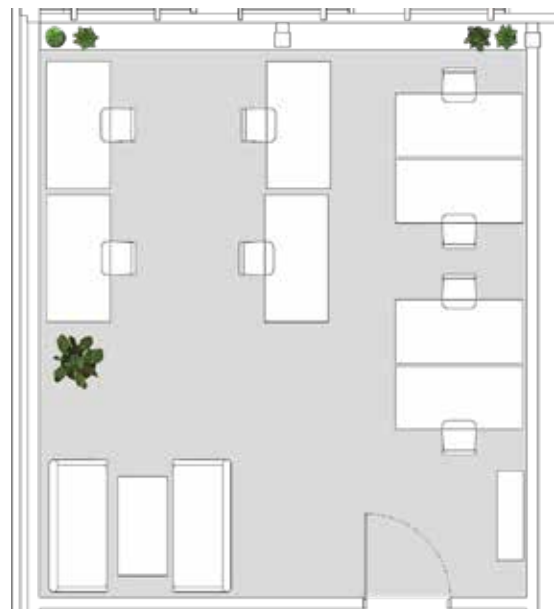
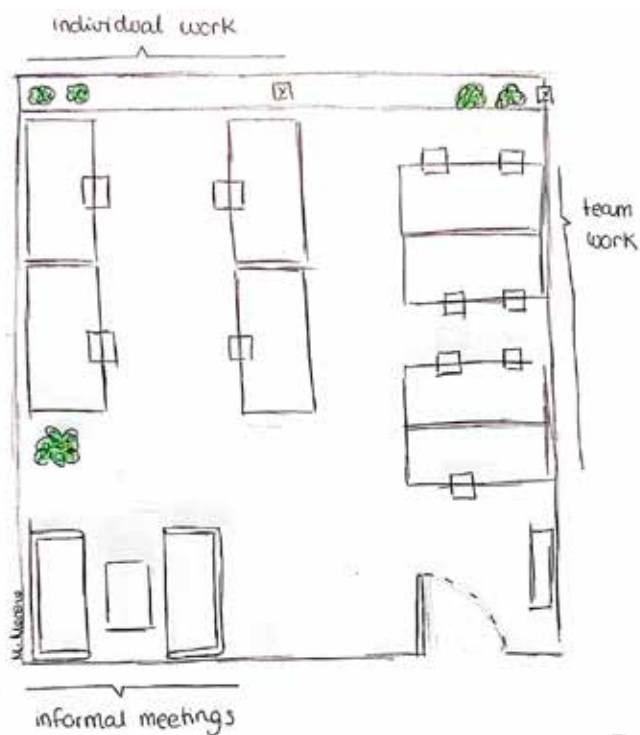
1. re-arrange the existing furniture, to generate differentiated spaces allowing the user to select the one that fits them better, and
2. remove the wall decoration.

1. RE-ARRANGE THE FURNITURE

As said before, the users' profiles and the usages of this space are so diverse:

- people working individually at desks,
- people working individually from a couch,
- people doing teamwork projects,
- people hosting informal meetings.

To achieve a solution that would be suitable for all of those different needs, the easier action would be to re-arrange the existing furniture and create “areas” that allow people to work in a way that is better for their outcomes.



Figures 225 and 226. Industry fellows' office, differentiated areas

2. REMOVE WALL DECORATION

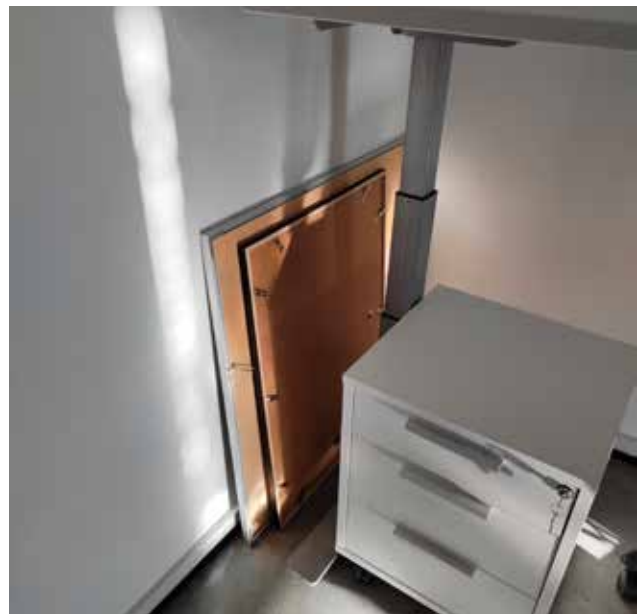
Currently, the industry fellows' office is full of wall decoration that is not related to DTU Entrepreneurship nor to their work.

Some of those posters have already been removed, and just left on a table (Figure 229) or are lying on a wall (Figure 230).

By removing them, a more professional and inspiring space would be achieved, at the same time the room turns into a blank space that can be used and decorated in a way that fits the users, encouraging industry fellows to go to the department and work from there.



Figures 227 and 228. Industry fellows' office, wall decoration



Figures 229 and 230. Industry fellows' office, already removed wall decoration

6.1.3. Large meeting room

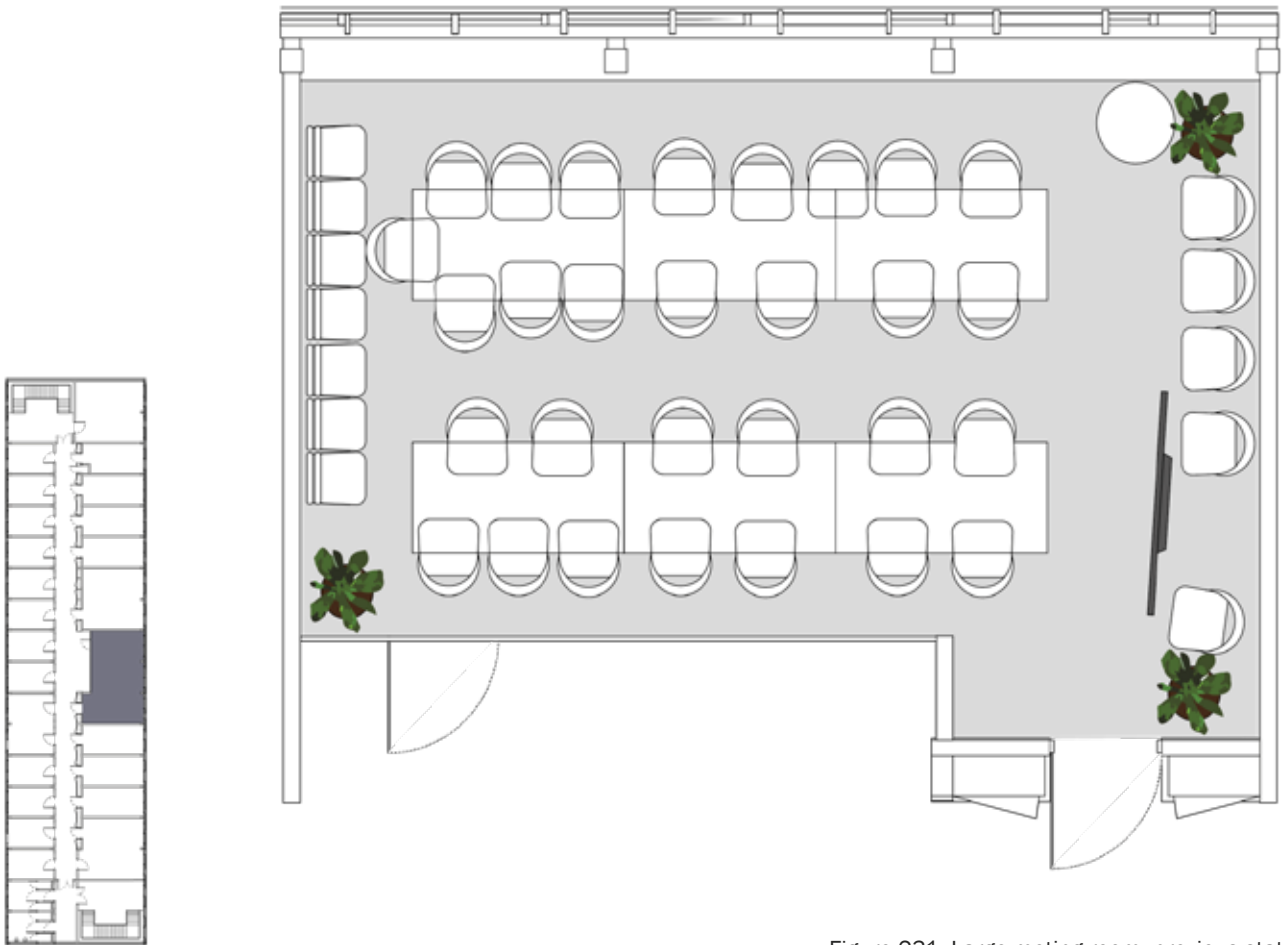


Figure 231. Large meeting room, previous status

The large meeting room is a space used mostly for events, but for everyday sessions, other options such as the smaller meeting room or even private offices are preferred.

Some possible re-design strategies:

1. change the furniture: remove some chairs and left only one model in the meeting room, also tables may be changed to achieve a more flexible space,
2. hang the TV on the wall and install a proper sound system,
3. create a cozy space, with sofas and armchairs for unformal sessions,
4. remove the wall that separates the meeting room and the kitchen, obtaining this way a bigger and more flexible space, and
5. Set a name and style for the meeting room, as well as with the other meeting rooms. Maybe by using the corporative colors to identify them (the green meeting room, the purple one).

1. CHANGE THE FURNITURE

Currently, there are too many chairs in the large meeting room, as they are some of one model around the tables and other ones, different ones, stored along the bottom wall of the space.

After talking with the users, they agreed that the Paustian chairs (the ones around the tables) are uncomfortable when they need to spend more than a short amount of time sited on them; their backs start to hurt.

Randers and Radius chairs would solve this ergonomic problem by removing Paustian chairs and leaving Pure chairs. As the chairs change, the look of the meeting room evolves too, turning into a more dynamic space, more comfortable for the users, and with a more informal atmosphere.

Trying to follow this flexibility in space, half achieved by the chairs' modification, another possible solution would be to remove the tables and ad trapezoid-shaped ones. This change would create a mix-and-match space, where the disposition of the tables depends on the event hosted in the meeting room.

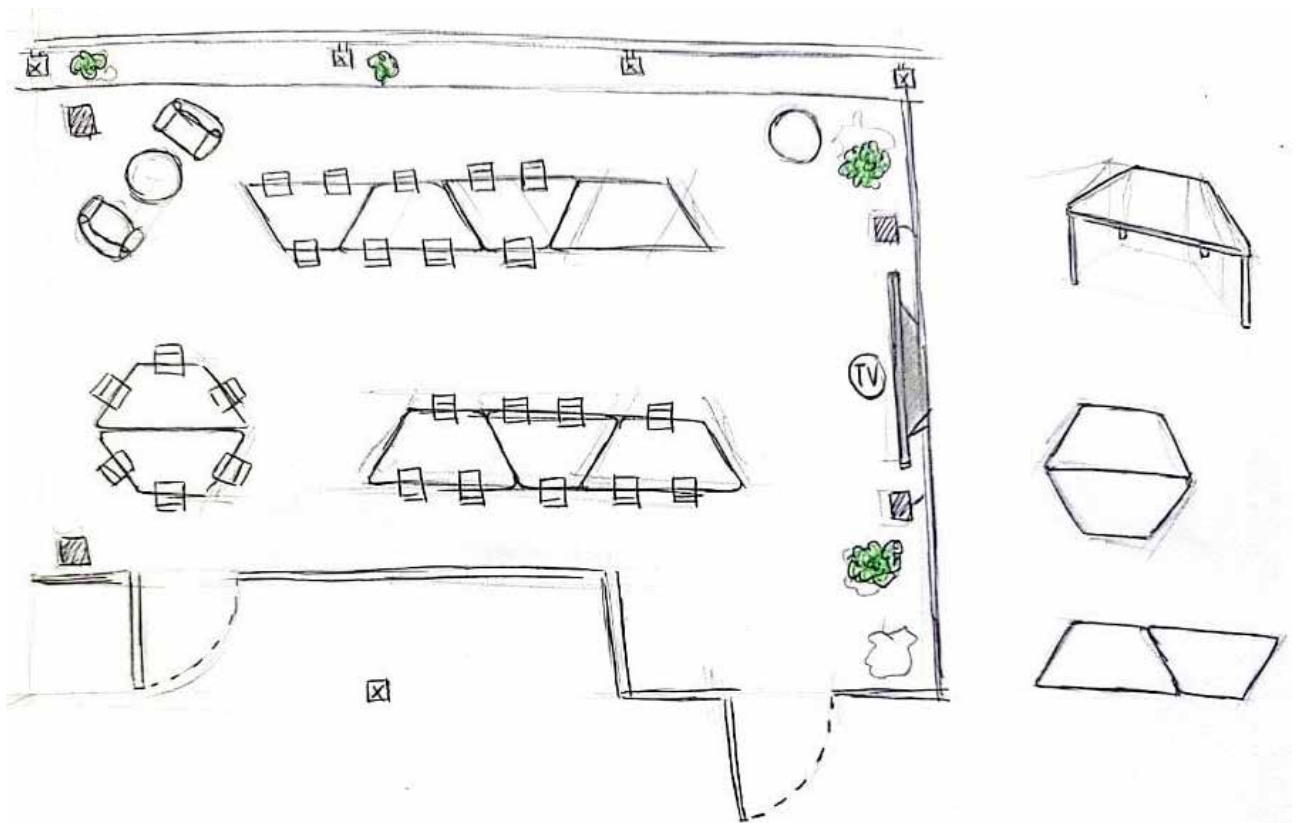


Figure 231. Sketch, furniture large meeting room



Figures 232 and 233. Furniture large meeting room

2. HANG THE TV AND INSTALL A PROPER SOUND SYSTEM

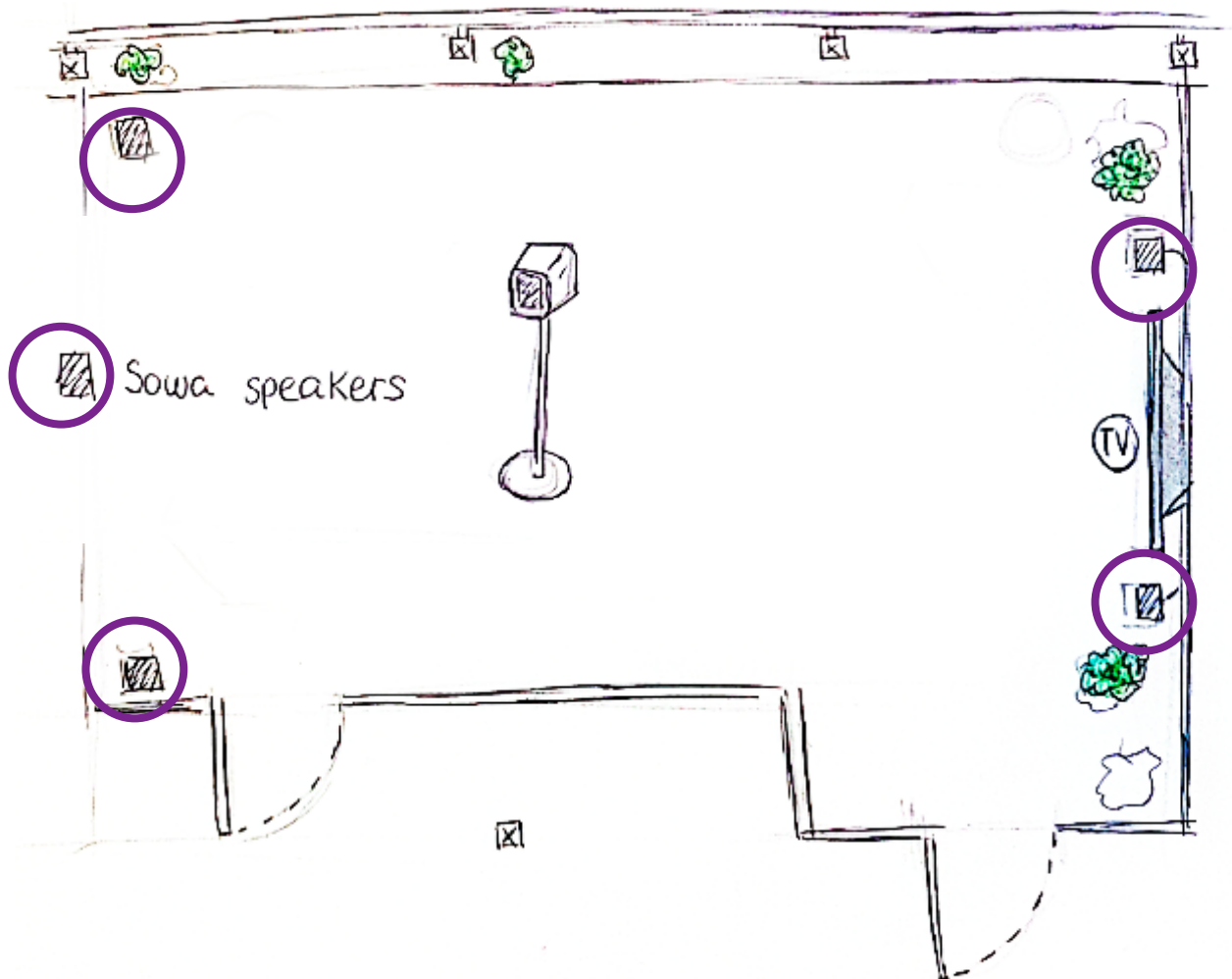


Figure 234. Sketch, TV and speakers large meeting room



Figure 235. Mockup, TV and speakers large meeting room

3. CREATE A COZY SPACE

From the responses to the survey, another re-design idea came up: create a cozy space with sofas or armchairs in the large meeting room.

By this, informal meetings or individual working might be possible in this room in a more comfortable way.

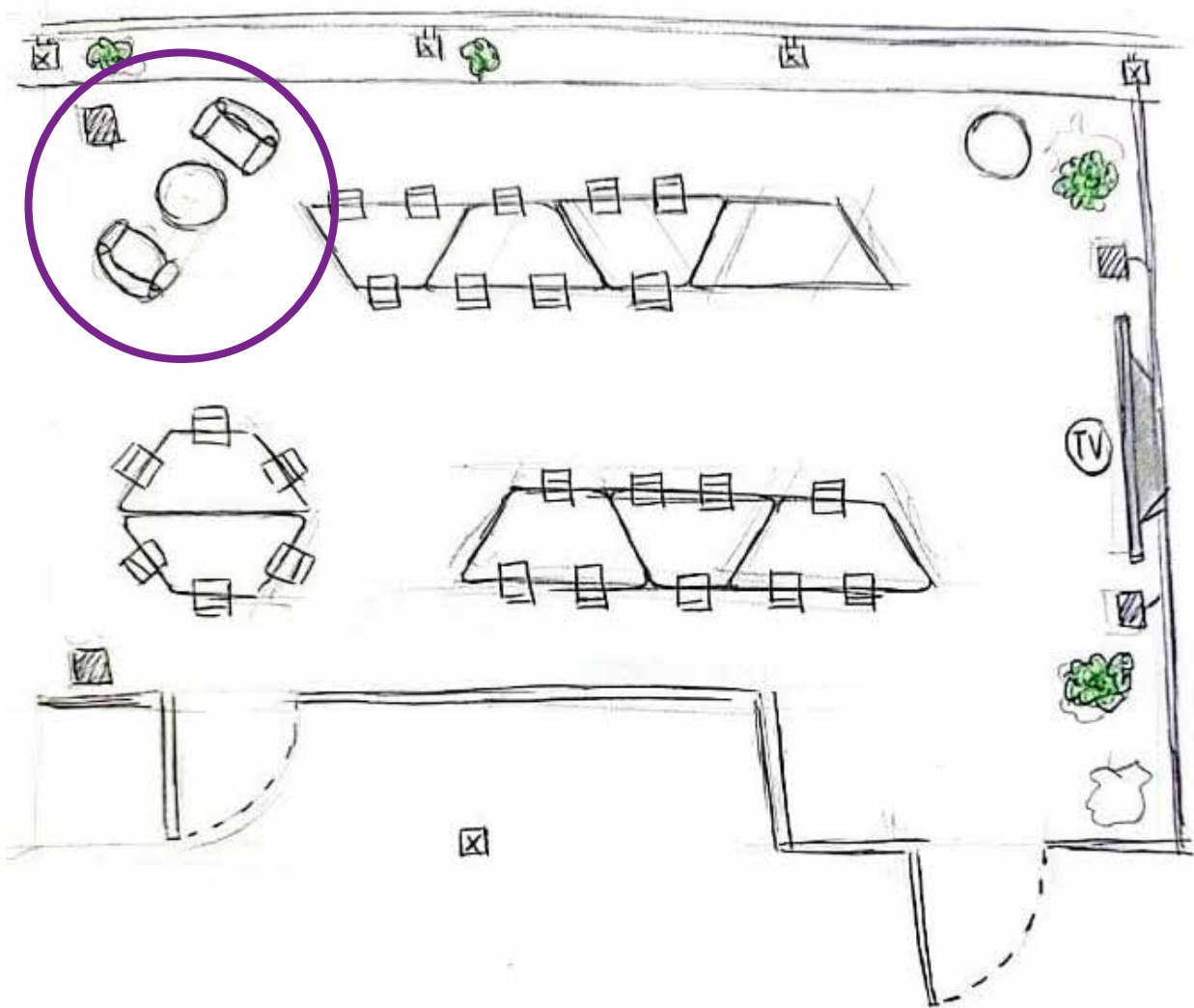


Figure 236. Sketch, furniture large meeting room

4. REMOVE THE KITCHEN WALL

One last option is to generate a more extensive and more flexible space to remove the wall that separates the kitchen and the large meeting room.

By transforming both spaces into just one, the room left for hosting events and lectures (activities done in the meeting room) or having lunch all together (hosted in the kitchen until now) is more vast. It allows all the DTU Entrepreneurship people to spend time together.

If the situation requires it, it would be possible to separate the spaces temporarily thanks to different options such as sliding doors, curtains, or dividing screens, among other possibilities.

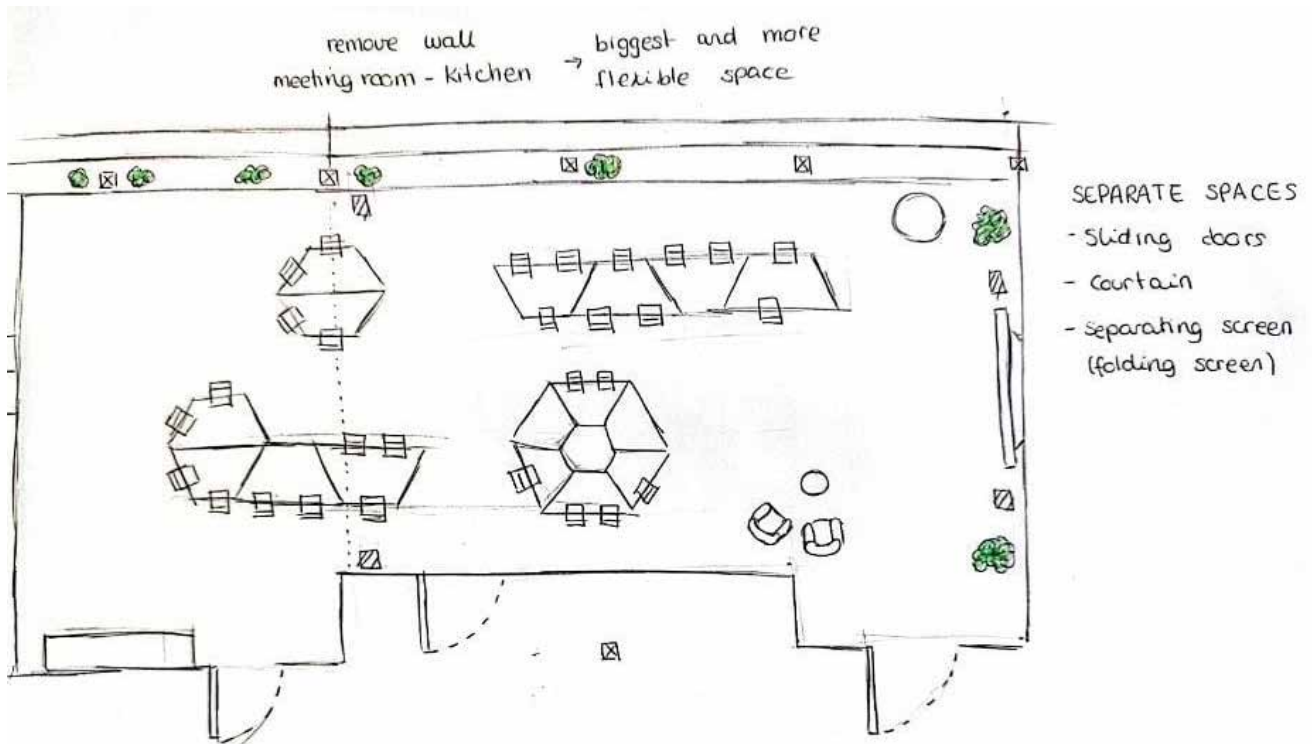
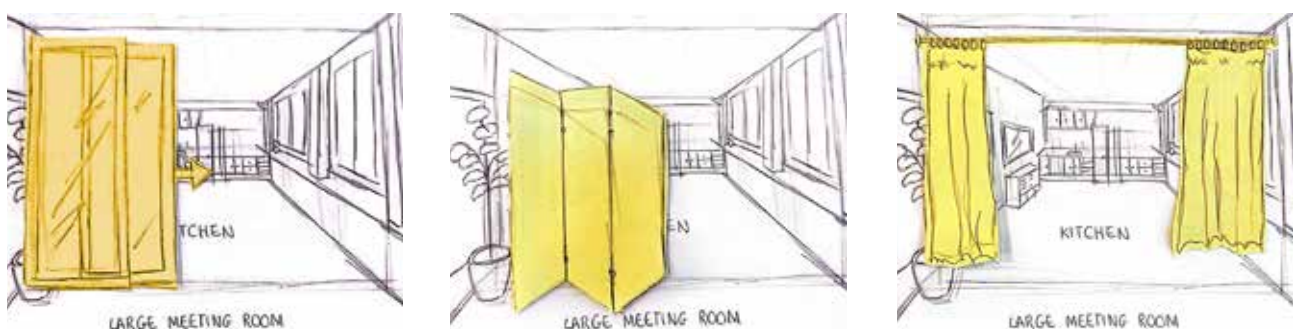


Figure 237. Sketch, remove wall kitchen-large meeting room



Figures 238-240. Sketches, possible separations kitchen-large meeting room

5. RE-NAME THE MEETING ROOMS

This solution may work not only for the large meeting room but also for all three meeting rooms.

The problem remains in the fact that there is no official name that differentiates the meeting spaces, being hard to know where they are or which one is the room you are looking for. Usually, they are named “the big meeting room” or “the events’ room” (B371, R217); “the small meeting room in the Professors’ corridor” or “the one near the kitchen” (B371, R211), and “the meeting room on the PhD corridor” or “the meeting room near to ESN BIC” (B372, R211).

The problem with those names is that the visitor must know how the buildings are designed and where other spaces are to find them.

To solve this, a renaming is needed. To make it more corporative and more accessible to differentiate the rooms, the main color of the DTU Entrepreneurship palette may be used. This way, the meeting rooms would become “the purple meeting room”, “the green meeting room”, and “the white meeting room”. As white might not be a recognizable color, another option would be re-naming the large meeting room into “events room”.

The room’s entrance would be decorated with the corresponding color to make it easier for visitors to find them. Also, some elements in its interior would be the same color as the room’s name, making a complete immersion.



Figure 241. White meeting room, entrance

6.1.4. Small meeting room 1

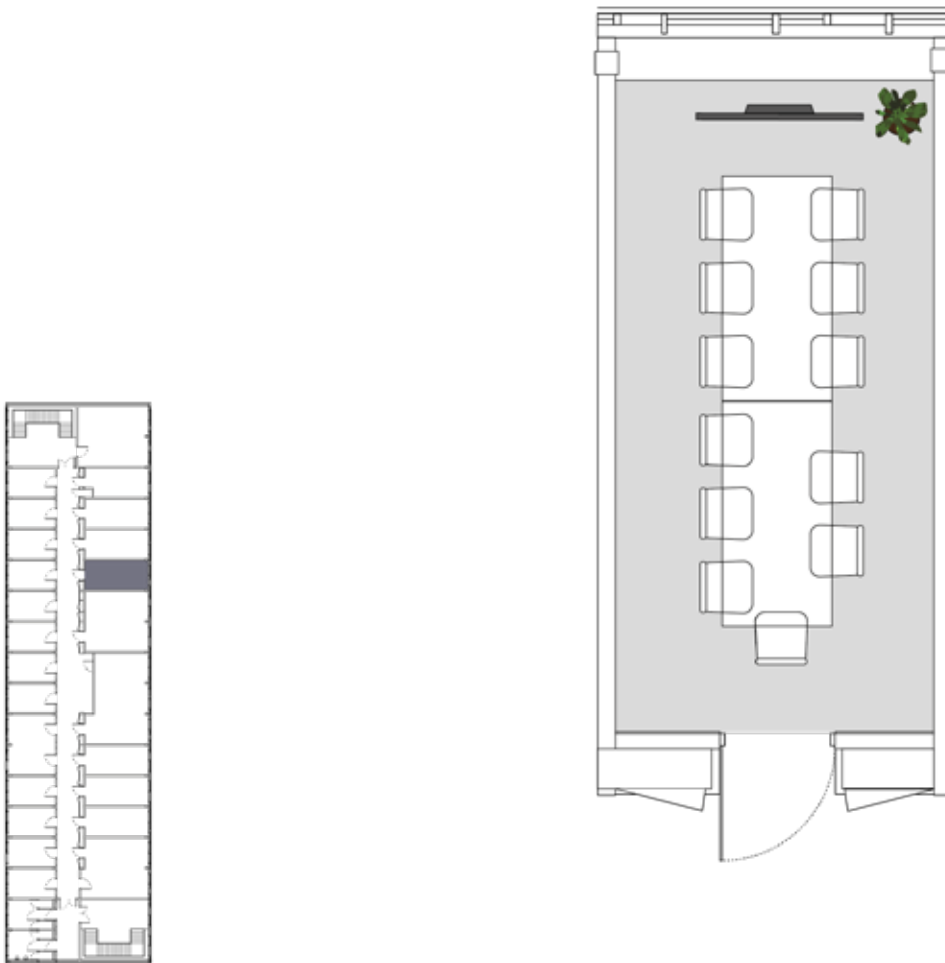


Figure 242. Small meeting room 1, previous status

According to the answers to the survey, this small meeting room is the most used space to host reunions and meetings. It is because of two main reasons: 1. its size, it can host 10-12 people comfortably; 2. its location, near the kitchen, in the middle of the Professors' corridor.

Some possible re-design strategies:

1. as already explained for the large meeting room, set a name and clear style making it easier to be found,
2. change the furniture, making it more modern and according to the new image portrayed by the department, and
3. transform the whiteboard and wall decoration.

1. RE-NAME THE MEETING ROOM

“The small meeting room in the Professors’ corridor” or “the one near the kitchen” (B371, R211), is changing its name to “The purple meeting room”.

As it is the meeting room that employees use the most, it will be renamed after the first corporate color of DTU Entrepreneurship: purple.

To make the immersion possible, the frame of the door and the handle will be painted purple. Also, some elements in its interior, such as the color of the wall or the chairs and the wall decoration, would be the same color as the room’s name.

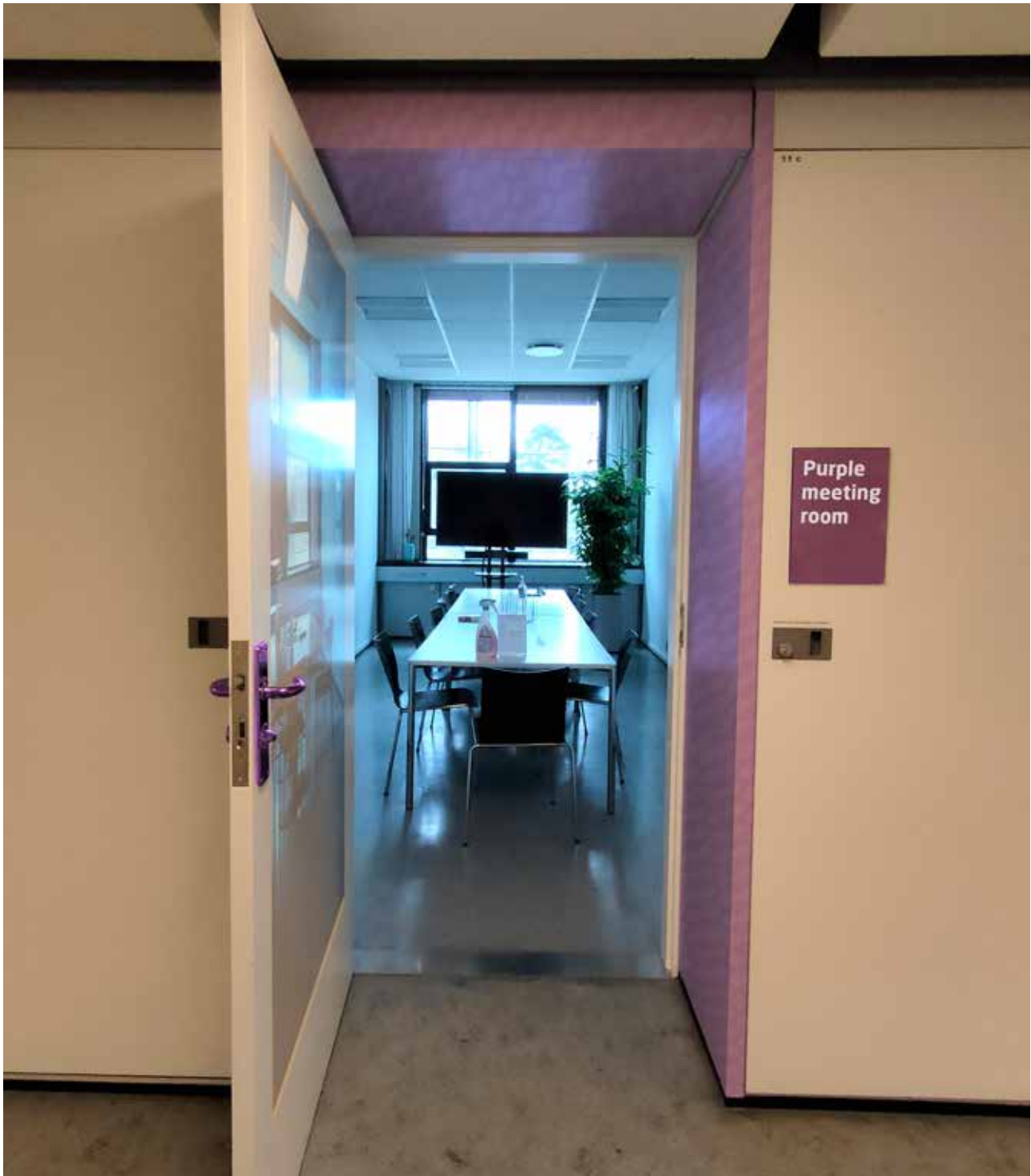


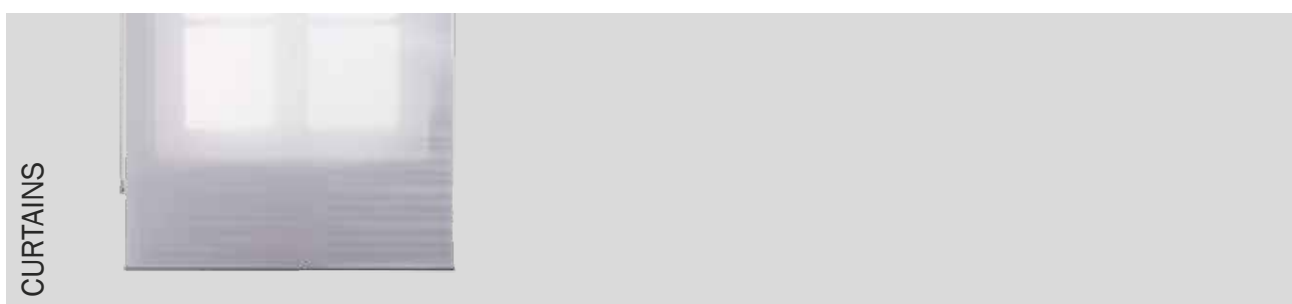
Figure 243. Purple meeting room, entrance

2. CHANGE THE FURNITURE

Currently, the furniture in the meeting rooms consists of ten black chairs, model Chairik 101, and two white tables.

Part of the re-design may consist in:

- change the black chairs (all of them or only some) for purple ones. This would create a more informal and corporative look,
- change the white rectangular tables for new ones with different shapes, such as trapezoidal or hexagonal ones,
- add armchairs or informal furniture, such as sofas or little tables,
- change the curtains for more modern ones.



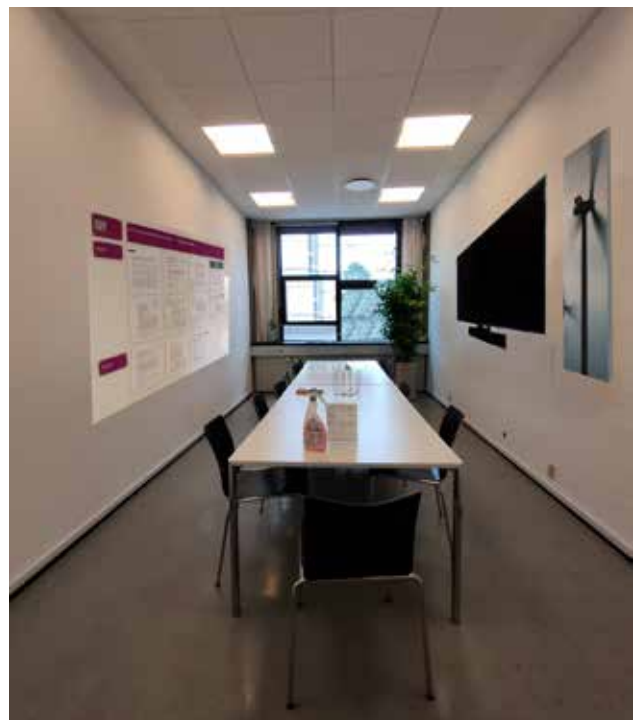
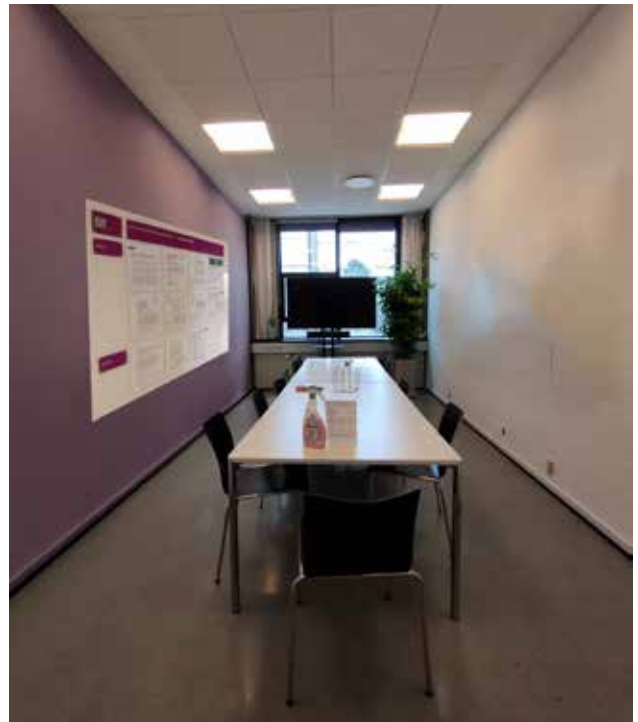
Figures 244-250. Furniture for purple meeting room

3. CHANGE THE WHITEBOARD AND THE WALL DECORATION

Removing the whiteboard and installing instead a glass one will help achieve a more professional look for the department. Something similar would happen with the wall decoration.

The wall decoration is intended for absorbing noises, but in this space might not be needed, at least one as enormous as the current one.

An alternative might be adding small ones (preferable in purple tones). Also, hang the TV screen and put two small wall decorations on its sides.



Figures 251-254. Purple meeting room, mockups, possible interior solutions

6.1.5. Small meeting room 2

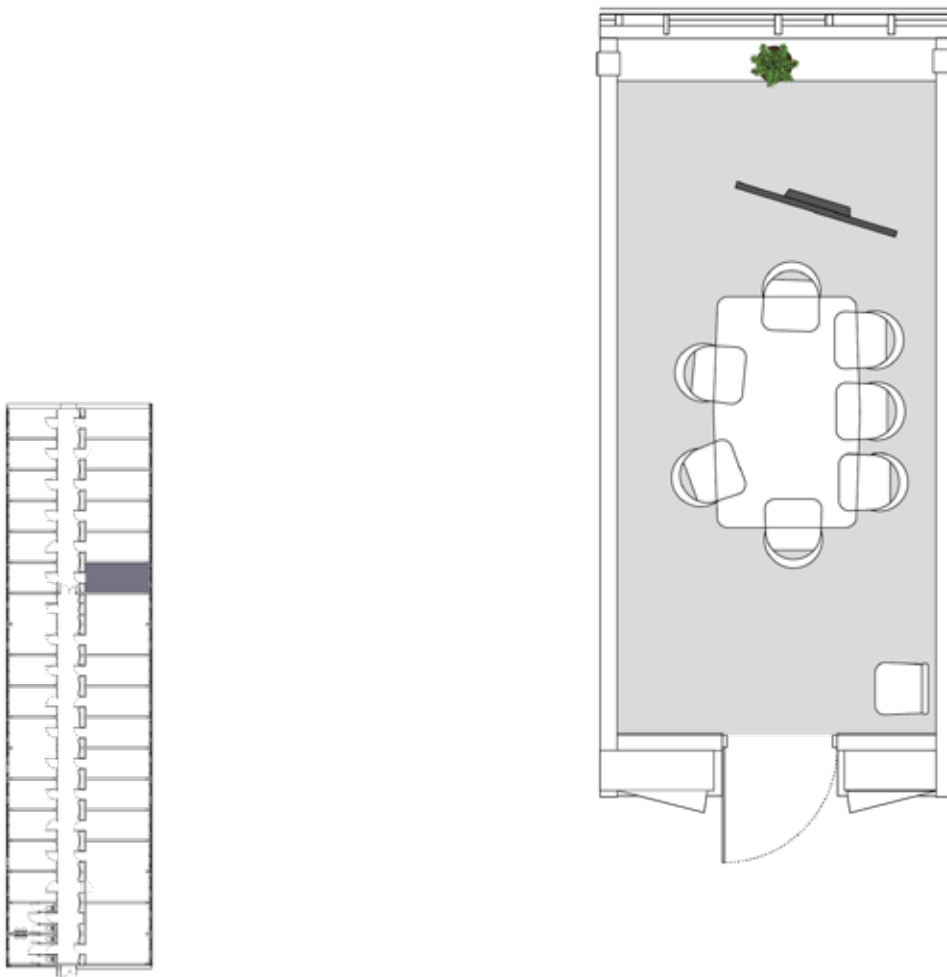


Figure 255. Small meeting room 2, previous status

This small meeting room, as it is located at the end of the corridor, is not used as much as the other small meeting room.

Some possible re-design strategies:

1. as already explained for the large meeting room and the other small meeting room, set a name and clear style making it easier to be found,
2. change the furniture, making it more modern and according to the new image portrayed by the department,
3. hang the TV on the wall, and
4. change the whiteboard and wall decoration.

1. RE-NAME THE MEETING ROOM

“The green meeting room” is the new name chosen for the other small meeting room in the PhD corridor (B372, R211).

As the main corporative color is already used in the other meeting room, the second color, green, has been the one chosen.

To make the immersion possible, the frame of the door and the handle will be painted green. Also, some elements in its interior, such as the color of the wall or the chairs and the wall decoration, would be the same color as the room’s name.

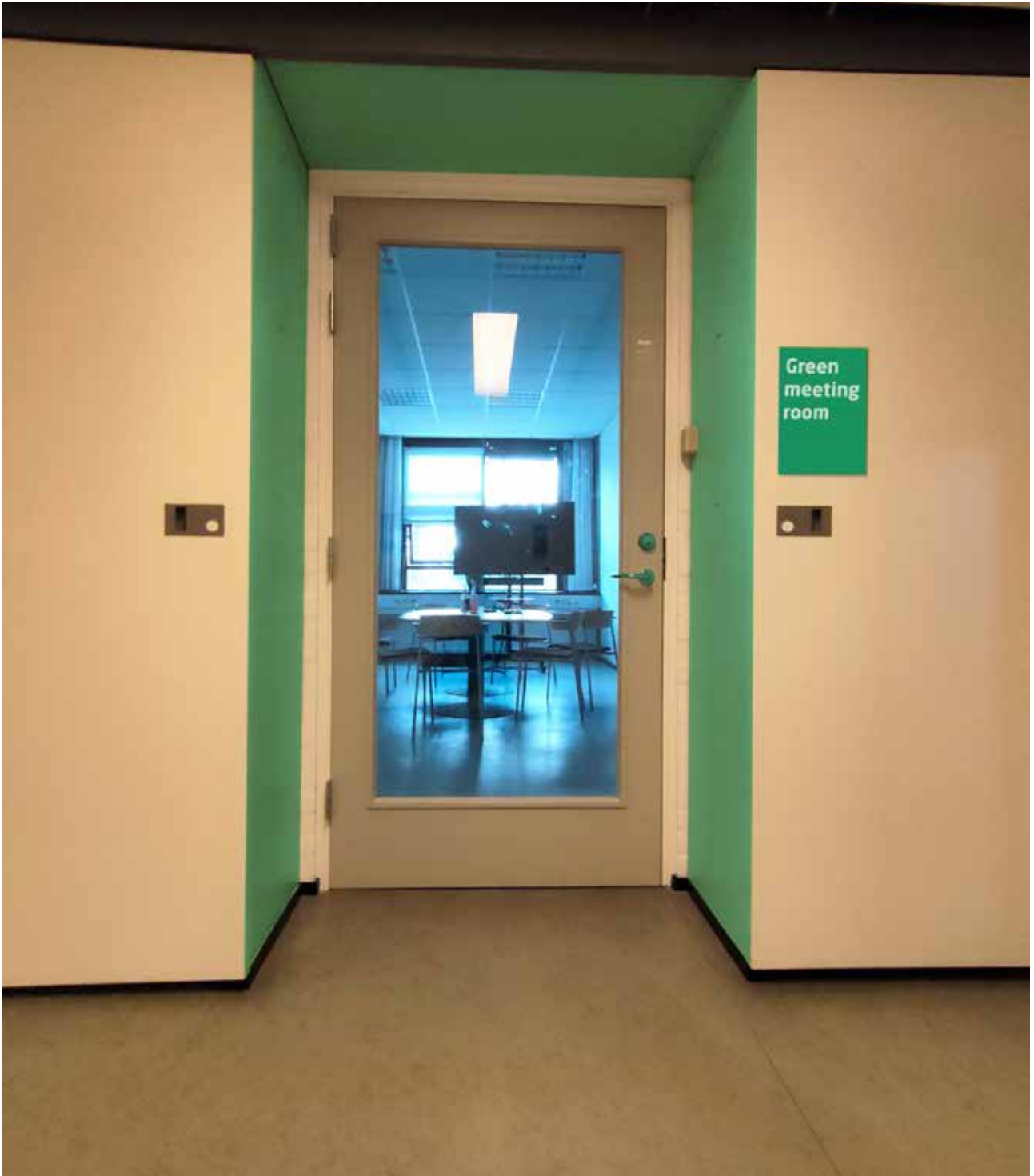


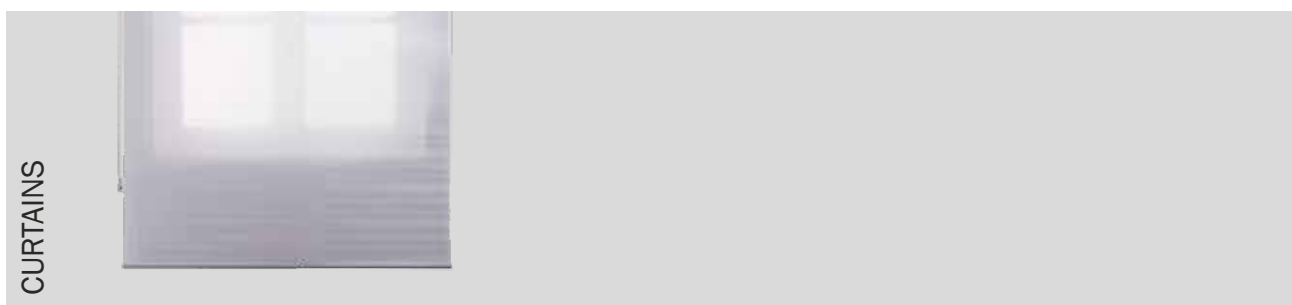
Figure 256. Green meeting room, entrance

2. CHANGE THE FURNITURE

Currently, the furniture in the meeting rooms consists of seven wood-metal chairs, model Riff, with red-brown details, and a wood table, model Serie [E]one 2012TV.

Part of the re-design may consist in:

- change all chairs for other ones with green details, to reaffirm the name of the room. Also, neutral colors (black, white, and grey) might be allowed,
- change the wood-looking table for a neutral color one, such as the same model but in white; or use one of the white tables from the other small meeting room
- add armchairs or informal furniture, such as sofas or little tables, and
- change the curtains for more modern ones.



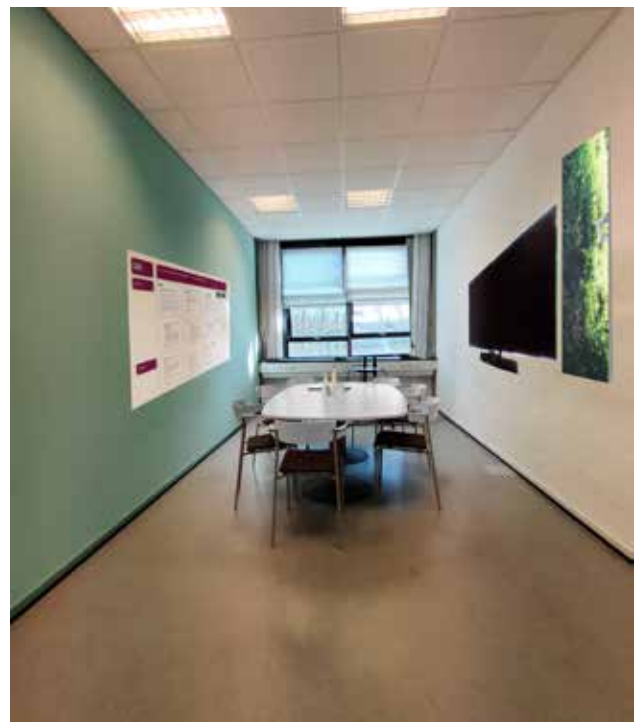
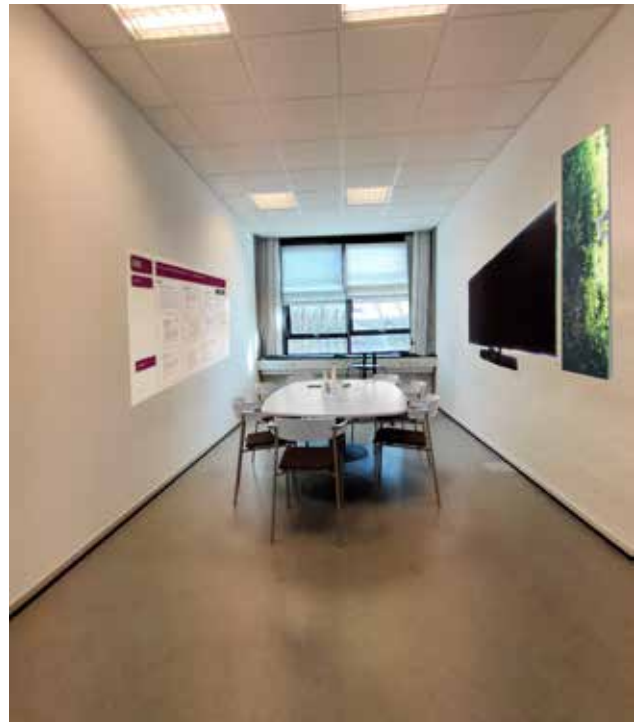
Figures 257-266. Furniture for green meeting room

3. HANG THE TV ON THE WALL, & 4. CHANGE THE WHITEBOARD AND THE WALL DECORATION

By hanging the TV screen on the wall, the room achieves the visual effect of being bigger.

Removing the whiteboard and putting instead a glass one will help achieve a more professional look for the department. Something similar would happen with the wall decoration.

The wall decoration is intended for absorbing noises, but in this space might not be needed, at least one as enormous as the current one. An alternative might be adding small ones (preferable in green colors).



Figures 267-270. Green meeting room, mockups, possible interior solutions

6.1.6. Kitchen and lunch room



Figure 271. Kitchen and lunch room, previous status

The kitchen and lunch room is, according to the survey result, the only space used every day for all the people in DTU Entrepreneurship. The fact being the most crowded space, it suffers from use, and some improvements are needed, such as:

1. signs explaining how machines work, remembering users to clean, how to separate to recycle different materials...,
2. new front doors for the cabinets,
3. remove some useless objects, and
4. add a second dishwasher.

1. SIGNAGE

Currently, the kitchen and lunch room has a lot of signage that goes from explaining how to separate and recycle, to how to prepare a pot of coffee, and a non-forgetting list of people who must bring something to the Department kitchen.

The point is there is too much information and sometimes (especially in the recycling signs) it is hard to read.

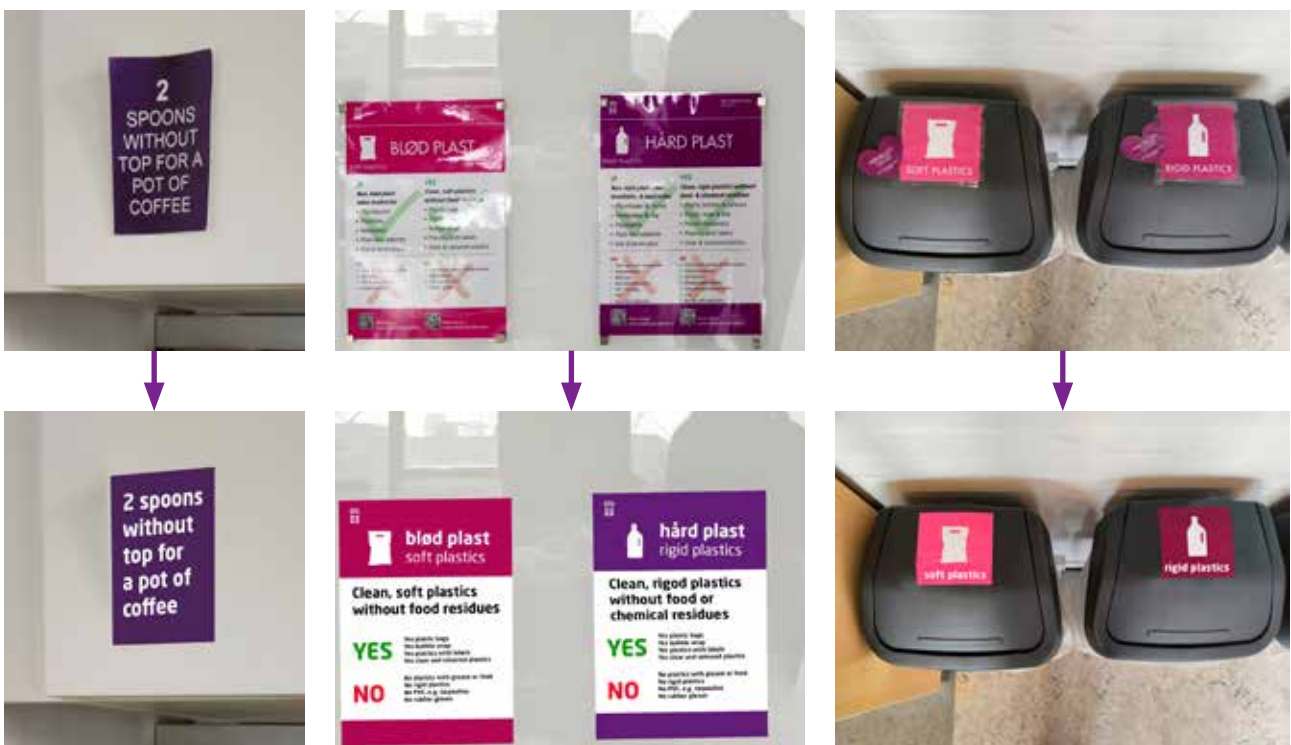


Figures 272-274. Signage in kitchen and lunch room, previous status

The solution here comes in two different steps:

1. improve the graphic design, making it simpler and easier to understand, and then
2. change the material used in the signage; instead of paper covered with plastic, directly use stickers, that may give a more professional look while they get better attached to different surfaces.

The papers placed in the fridge thanks to magnets may remain, as they are more interactive and need to be modified or changed more often.



Figures 275-280. New stickers signage in kitchen and lunch room

2. NEW FRONTS FOR THE CABINETS

Even though there is nothing actually wrong with the fronts of cabinets and drawers in the kitchen, a more modern look may be achieved by changing them.



Figures 281-283. Cabinets and drawers fronts, previous status

The first possibility is to change all the front panels and installing instead new ones without handles to achieve a more modern aspect.



Figure 284. Mockup Kitchen fronts, without handles, option 1



Figures 285 and 286. *IKEA VOXTORP* doors model



Figure 287. Mockup Kitchen fronts, without handles, option 2



Figures 288 and 289. *&SHUFL, PAINTED* doors model

A cheaper alternative may be a change just in the handles.



Figure 290. Mockup Kitchen fronts, with handles, option 1



Figures 291 and 292. IKEA BILLSBRO doors handle



Figure 293. Mockup Kitchen fronts, without handles, option 2



Figures 294 and 295. IKEA VINNA doors handle



Figure 296. Mockup Kitchen fronts, with knobs, option 1



Figures 297 and 298. Not on the high street, purple doors knobs

Also, when the option is selected, new cabinets or furniture might be bought to hide the recycling bins inside. This way, it would be also easier to display the information needed, while the look of the kitchen is upgraded.

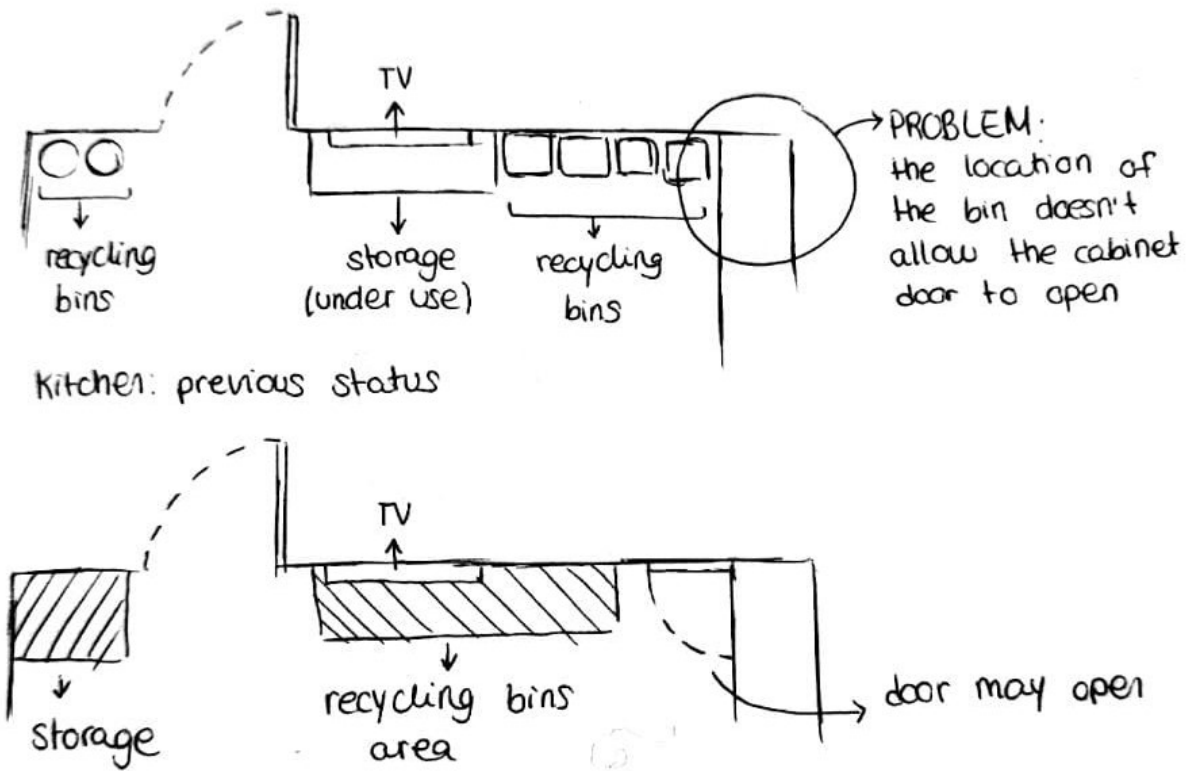
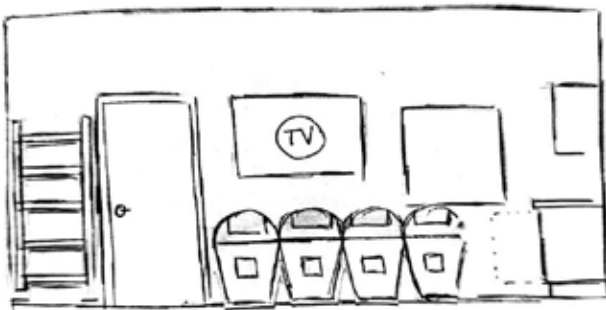
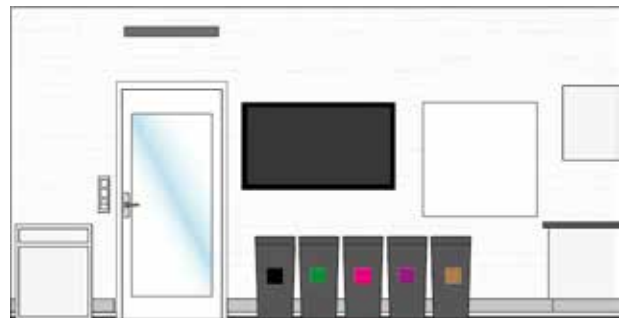
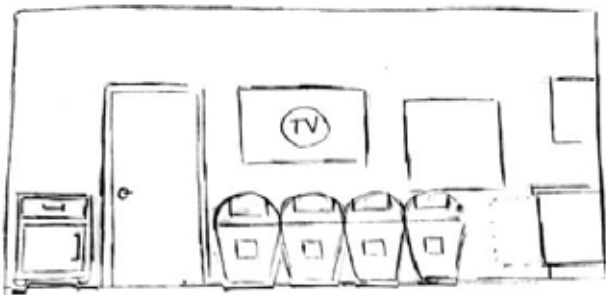


Figure 299. Problem and solution with cabinets' door and recycling bins



Figures 300-303. Sketches of possible solutions at the kitchen

3. REMOVE USELESS OBJECTS

For no apparent reason, a corner in the kitchen is used for storing random objects, from an eolic windmill prototype to a cricket set. Also, on the piece of furniture under the TV screen, lots of magazines are left.



Figures 304-306. Random objects in the kitchen and lunch room

The cricket set may be stored in the cabinets in the hallway.

The windmill prototype may be displayed in the glass-doors cabinet in the corridor or directly stored in other cabinets.

The magazines would be more useful in other spaces, such as the meeting rooms or, even better, put them in the new waiting zone to make this inactivity time lighter.



Figure 307. Vertical magazine rack

The space achieves a more formal and organized look by displaying the magazines and books in a magazine rack (a vertical one in this case).

The magazine rack shown in Figure 307 already exists in the hallway, near the entrance to the large meeting room. As a waiting area is planned to be there, it can stay, and it might be needed to add new ones in that area and the meeting rooms.

The magazine rack model does not have to be the vertical one shown in the image, but it might be the most effective one as it saves space and allows a quick and obstacle-less way out in case of an emergency.

4. ADD A SECOND DISHWASHER

One of the main problems with the kitchen comes related to the big amount of people using it. That is especially seen in the use of the dishwasher.

When the dishwasher is running, people tend to leave their dirty plates, glasses, cups and cutlery on the tables, the kitchen bench or the sink. Once the dishwasher is ready, one person needs to remove all the clean utensils and re-fill the machine again with the dirty things.

This problem might be solved by adding a second dishwasher. That way, while one is running, people may put the dirty utensils in the other dishwasher.

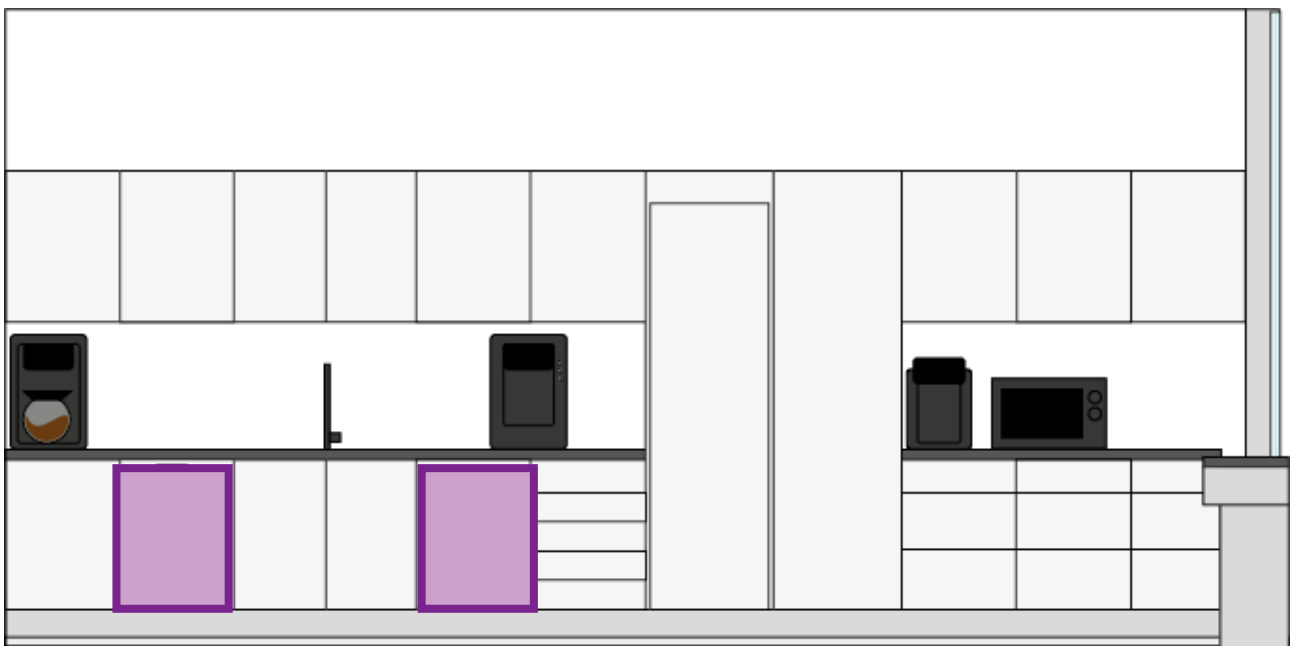


Figure 308. Possible location of the second dishwasher

6.1.7. Other spaces: relax room

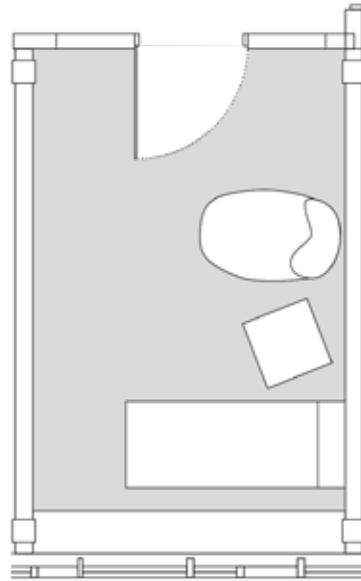
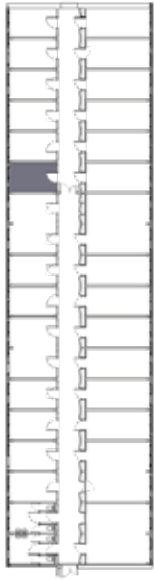


Figure 309. Relax room, previous status

The relax room is a space barely used (according to the responses to the survey, only one person uses it more than once a week). It is, mostly, because of two reasons:

1. it is located at the “end” of the corridor, almost out of the department space, and
2. it is an uninspiring space.

To solve this, and as it is not possible to change the location of the relax room, the outcome would be to make it more attractive, encouraging people to use it.

6.1.7. Other spaces: toilets

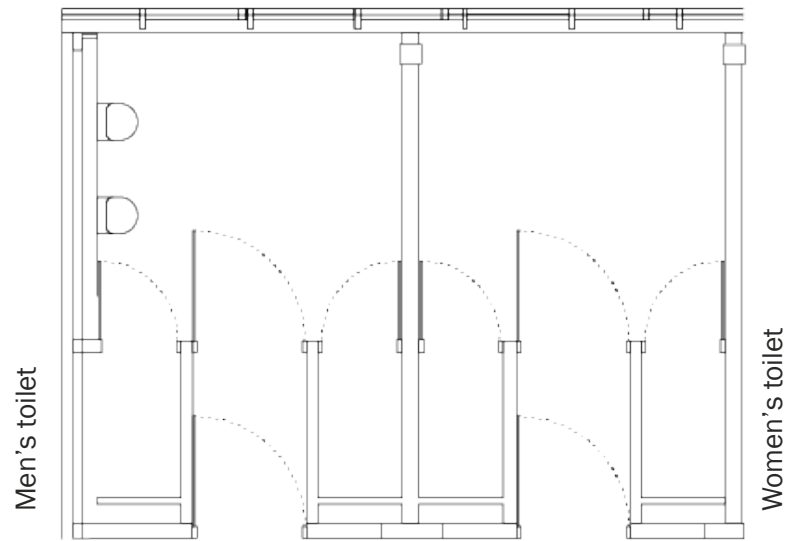


Figure 310. Toilets, previous status

One of the comments on the survey asks to re-adapt de toilets, as the men's one smells bad due to the waterless urinary.

After discussing this topic with different people in the department and consulting the DTU normative for toilets (DTU-Standard-200-399-Toiletter), a possible solution came up: to create unisex toilets in the current women's one, and transform the men's toilet into a shower and changing rooms.

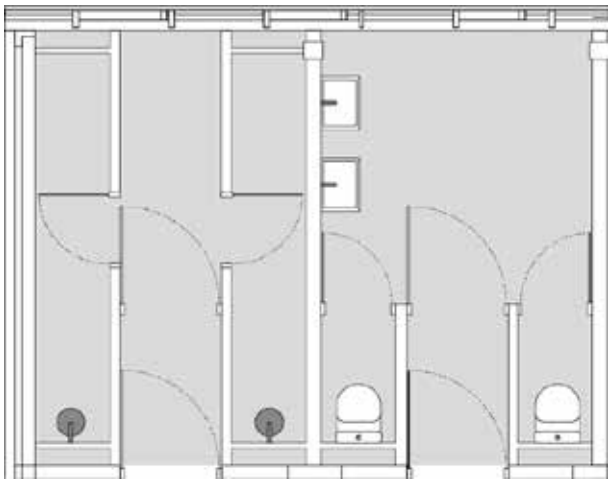


Figure 311. Sketch, two unisex toilets, two showers and two changing rooms

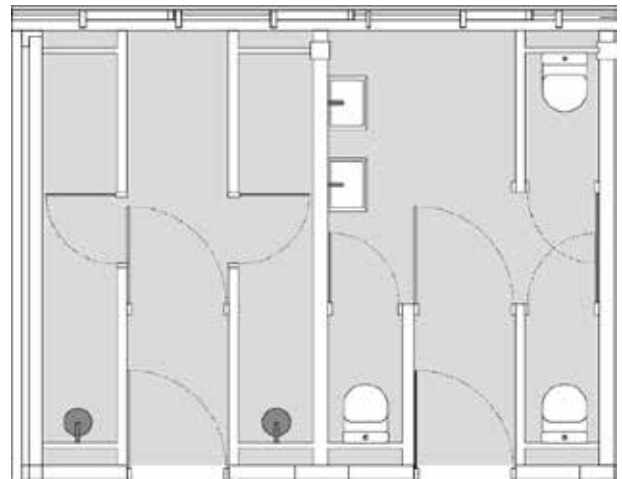


Figure 312. Sketch, three unisex toilets, two showers and two changing rooms

6.2. Evaluation and decision making

During the re-design process, the staff of DTU Entrepreneurship has been informed every two weeks of the advances of the project. In those meetings, they were giving feedback and sharing ideas, making it a co-design project, where the future users are involved in the process.

After bringing together all the possible re-design ideas, the next step is to select which of them are worth it to turn into reality or not.

The criteria to select the final design are set, taking into account the followings aspects:

- accorded to norms (DTU, national and international),
- economic, and
- easy to achieve.

After the analysis and evaluation, the decision for the final design will be taken.

In addition, although it is not the objective of the project, the re-design of the department will always respect the requirements of accessibility and job security.

Corridor

1. CREATE INFORMAL MEETING/WAITING AREAS IN THE CORRIDOR

As shown in the sketches in point 6.1.1., there are two options for creating informal meetings and waiting areas:

1. use the free space near the large meeting room and colocate sofas, armchairs, and small side tables, and
2. use the empty cabinets in the corridor to develop individual seats.

Both options respect the normative.

Considering the economic part, the first option may only entail buying (or re-arranging) furniture. The second option involves more work and budget, selecting which cabinets are suitable, transforming them into seats, and then doing the construction.

In any case, both options may be possible.

2. USE THE GLASS-DOOR CABINET FOR EXHIBITING PROTOTYPES

This idea respects the normative, requires a tiny budget, and is easy to achieve.

Graphic design will be needed to create posters with information about the different objects shown.

3. USE THE CABINETS' DOORS FOR PROMOTING THE CENTRE

This idea respects the normative, as long as stickers are used to decorate the doors because the main color of the cabinets must be NCS S 0500-N (white).

It requires a tiny budget and is easy to achieve. In case of some information changes, it is easy to remove the stickers and generate new ones.

Graphic design will be needed to create the stickers to promote the Centre.

4. CHANGE THE OPAQUE DOORS FOR GLASS-ONES

As long as the doors are fire-proved, they may be glass ones, allowing natural daylight to enter the building, especially the main corridor.

This change may fit in the budget and is easy to achieve. Even though it is possible to take old glass doors from other buildings, or even collaborate with the X-Tech program students do develop the doors on their own, making the process more inclusive and cheaper.

5. ADD MORE PLANTS

One of the ideas proposed in the survey responses was to have green walls.

After analyzing the idea and the corridor, it is possible to use some of the cabinets (the ones that host the building structure and have no storage space) to allocate green walls.

The idea is not against any normative, and it is cheap and relatively easy to achieve.

There are two main options, have an artificial plant wall that would only provide the green-looking, or have natural plants. Artificial plants are easier to keep but give a fake look, whereas natural greens may require more attention and care.

To solve the taking care part, it is needed to talk with the company who nowadays takes care of the plants at the Department. They responded that there is an option to create green walls in the interior by using preserved moss, a natural plant treated to allow it to live without daylight or water.

6. PUT SIGNS TO SHOW THE VISITORS WHERE THEY ARE

To indicate that someone is entering or leaving DTU Entrepreneurship, the idea is to put stickers on the main doors.

Those stickers respect the DTU normative, are cheap and easy to generate, and remove if needed.

The graphic design will follow the style of the Department website.

From now on, this re-design strategy is going to be considered apart from the corridor, evolving into a new area: the entrance. The reason for this change is that some of the signs would not be displayed in the hallway *per se*, but just outside it.

Final decision

An informal meeting space or waiting area will not be created in the corridor.

The glass-door cabinets will be used for showing prototypes and information about companies.

Some stickers will be installed on the doors of the cabinets.

Only two doors will be changed for glass doors, the ones for the meeting rooms.

Seven green walls will be installed in the corridors.

In the entrance area, stickers will be mounted on the fire doors.

Office for industry fellows

1. RE-ARRANGE THE EXISTING FURNITURE AND GENERATE DIFFERENTIATED SPACES

As shown in the sketches in point 6.1.2., by rearranging the existing furniture it is possible to improve the working atmosphere.

No budget is needed and the scope is easy to achieve while respecting the normative.

2. REMOVE THE WALL DECORATION

This idea respects the normative, requires no budget at all, and is easy to achieve.

To avoid the white walls, an option would be to use stickers to decorate the space. This idea respects the normative, it requires a tiny budget and is easy to achieve. In case they want to change the design, it is easy to remove the stickers and generate new ones.

Graphic design will be needed to create the stickers.

Final decision

The furniture will be rearranged to create a more flexible space.

All the decorations on the walls will be removed.

Large meeting room – ~~White~~ Red meeting room

1. CHANGE THE FURNITURE

More flexible space is achieved by removing the extra chairs and changing the tables.

The remaining chairs are the Pure model ones, and new trapezoidal tables are bought, so a more significant budget is needed. In this case, ten new tables are purchased, and the price is 5.145 DKK for each, so the total would be 51.450 DKK.

To improve the image of the meeting room, the white boards will be removed and, instead, three grey-color glass boards will be installed.

2. HANG THE TV AND INSTALL A SOUND SYSTEM

As the TV and the sound system already exist, the most economic issue would only be the installation.

The TV is the one that currently presides the meeting room, and the sound system will be the Sowa speakers, a project born in the Department. This way, also the events room promotes the Department and the work done.

3. CREATE A COZY SPACE

As the corridor might have a new informal meeting area just beside the large meeting room, it is better not to continue with this idea.

4. REMOVE THE KITCHEN WALL

Even if the idea may result in a more flexible and dynamic space, it has been decided not to keep on with this re-design proposal.

The cost of it would be so expensive, as it would be needed to change some electricity wires and turn down the wall while keeping the structural system. Too much energy, time, and money in a project that is hard to get permission for and may not result in the expected way, as the combination of both spaces may turn the events room into a too informal space, with the kitchen elements in its background, and all the noises and smells this space has.

5. RE-NAME THE MEETING ROOM

This idea, as exposed before, it is needed to improve the visitors' stay in the Centre. By re-naming the different meeting rooms with the corporative colors and giving them a new look, it would be easier for visitors to find them.

The central part of the budget would be to generate stickers for the entrances, identifying each meeting space from the outside. The advantage of stickers is their ease of being removed or changed if needed.

This re-design strategy respects the DTU standards.

After showing this possible solution to some stakeholders, they felt white was not an eye-catching color, especially when all the hallway is white. It could generate problems in finding the meeting room.

One of the people involved in DTU Entrepreneurship proposed to use the DTU corporate red instead of white.



Figure 313. Red meeting room, entrance

Final decision

New chairs and tables will be bought. Also, three grey glass boards will be installed.

The SOWA sound system will be installed, but the TV will not be hung.

No cozy space will be created.

The wall between the kitchen and the meeting room will stay.

The meeting room will be re-named the RED MEETING ROOM, as red is the primary DTU corporate color.

Small meeting room 1 – Purple meeting room

1. RE-NAME THE MEETING ROOM

As already explained for the large meeting room (from now on, the Red meeting room), the idea is to make it easier to localize this space.

This idea is not against the DTU normative. In economic terms, stickers are not a big problem, and no graphic design would be needed, as the DTU backgrounds will be used to make the space more corporative. Again, the advantage of stickers is their ease of being removed or changed if needed.

2. CHANGE THE FURNITURE

The current furniture in the meeting room is two large white tables and 12 black chairs. The colors are neutral, but a point of purple is missing. Some of the chairs may be changed into purple ones. Another alternative is that all the chairs may be removed, and new ones would be bought. But this last option may increase the budget, so the other two choices would be:

1. Use already existing furniture from other DTU spaces. The university has storage space for old furniture that can be reused.
2. Up-cycle the current furniture, painting and transforming it to make it conflate with the rest of the meeting room.

Those two last options offer the advantage of reusing materials, which is positively reflected in the economic and environmental aspects.

3. WHITEBOARD AND WALL DECORATION

To make the “purple immersion” in the meeting room complete, the first idea was to paint one of the walls of this room purple, in the color NCS S 1040-R50B. But according to DTU standards, all walls must be white.

In the same line of working on the walls, another idea was to remove the noise-absorbent panel and install it at the entrance, in order to minimize the acoustic inconveniences in that area.

Continuing with the wall decoration, removing the current whiteboard, and installing a new glass one in purple color, to keep on with the immersion. After discussing it with DTU staff, the final idea was to install glass boards, but in grey color, to have more flexibility in their use while the level of intervention needed is low.

Final decision

The meeting room will be re-named the PURPLE MEETING ROOM.

No new furniture will be bought, nor already existing furniture will be used in this space.

The noise absorbent panel and the whiteboard will be removed, and two grey glass boards will be installed in the meeting room. The glass boards are grey instead of purple to achieve a more flexible use of them.

Small meeting room 2 – Green meeting room

1. RE-NAME THE MEETING ROOM

As already explained for the large meeting room and the other small meeting room (from now on, the Red meeting room and the Purple meeting room), the idea is to make it easier to localize this room.

This is not against the DTU normative. In economic terms, stickers are not a big problem, and no graphic design would be needed, as the DTU backgrounds will be used to make the space more corporative. Again, the advantage of stickers is their ease of being removed or changed if needed.

2. CHANGE THE FURNITURE

The current furniture in the green meeting room consists of a large wood table and seven wood chairs with the seat in brown fabric. The look is so warm, with brown colors all around that do not follow the new style designed for the room. The furniture needs to change into neutral colors (white-grey-black) and green tones to achieve it.

The first option would be to buy completely new furniture, but as they may increase the budget, the other two alternatives would be:

1. Use already existing furniture from other DTU spaces. The university has storage space for old furniture that can be reused.
2. Up-cycle the current furniture, painting and transforming it to make it conflate with the rest of the meeting room.

Both options offer the advantage of reusing materials, which is positively reflected in the economic part and the environmental one.

3. WHITEBOARD AND WALL DECORATION

To complete the “green immersion” in the meeting room, the first idea was to paint one of the walls of this room purple, in the color NCS S 1015-G. But according to DTU standards, all walls must be white.

In the same line of working on the walls, another idea was to remove the noise-absorbent panel and install it at the entrance, in order to minimize the acoustic inconveniences in that area.

Continuing with the wall decoration, removing the current whiteboard, and installing a new glass one in purple color, to keep on with the immersion. After discussing it with DTU staff, the final idea was to install glass boards, but in grey color, to have more flexibility in their use while the level of intervention needed is low.

Also, the TV is not gaping to be hung on the wall.

Final decision

The meeting room will be re-named the GREEN MEETING ROOM.

No new furniture will be bought, nor already existing furniture will be used in this space.

As in the purple meeting room, the noise absorbent panel and the whiteboard will be removed, and two grey glass boards will be installed. The glass boards are grey instead of green to achieve a more flexible use of them. That way, all three meeting rooms will have grey glass boards, so it would be possible to re-arrange them in an easier way.



Grey glass board with magnetic function.

Includes 1 pen and 2 superstrong magnets.

Figure 314. Grey glass board for all meeting rooms, Jysk Tavlemontage

Kitchen and lunch room

1. SIGNAGE

The re-design of the signage and its materialization as stickers is not against the DTU normative. In economic terms, stickers are not a big problem, and minor graphic design would be needed, as the DTU already has templates that must be followed. Again, the advantage of stickers is their ease of being removed or change if required. Those stickers will be installed on new recycling bins that will be bought. This extra purchase fits the budget, respects all the regulations in force, and is easy to achieve. At the same time, having new bins may transmit a new look, more modern and “cleaner” to this recycling area.

2. NEW FRONTS FOR THE CABINETS

If the selected new door follows the DTU normative regarding color and fire protection, it might be bought without any problem.

This re-design proposal is not the best option when we talk about the ease of changing all cabinets’ doors. It would take a significant amount of time and money to find the models that may fit in the current setup of the kitchen storage spaces.

3. REMOVE USELESS OBJECTS

This action is not against the DTU normative. The only requirement when installing the new magazine racks is to ensure a quick and safe way out in case of an emergency; that is why installing shelves attached to the wall and not lying on the pavement would be the best idea.

In economic terms, it depends on if the new racks are new-bought ones or reused from other DTU spaces.

4. ADD A SECOND DISHWASHER

This action is not against the DTU normative and is relatively easy to achieve. A re-arrange in the cabinets would be needed, as one storage space would disappear to install the second dishwasher in its room.

In economic terms, buying a dishwasher is not prohibitive for the department.

Final decision

Stickers for the recycling bins will be designed. New recycling bins will be bought.

No new front doors for the kitchen cabinets will be installed. But a new storage space will be created, and the bins will be re-arranged.

The random objects in the kitchen will be stored in more accurate places.

A second dishwasher will not be installed.

Other spaces: Relax room

After discussing with the member of DTU entrepreneurship the possibility of re-designing the interior of the relax room or, instead, focusing on other spaces, the decision took to prioritize the common areas that are most used, especially the ones that a visitor might see.

That way, the relax room is left with no changes.

Other spaces: toilets

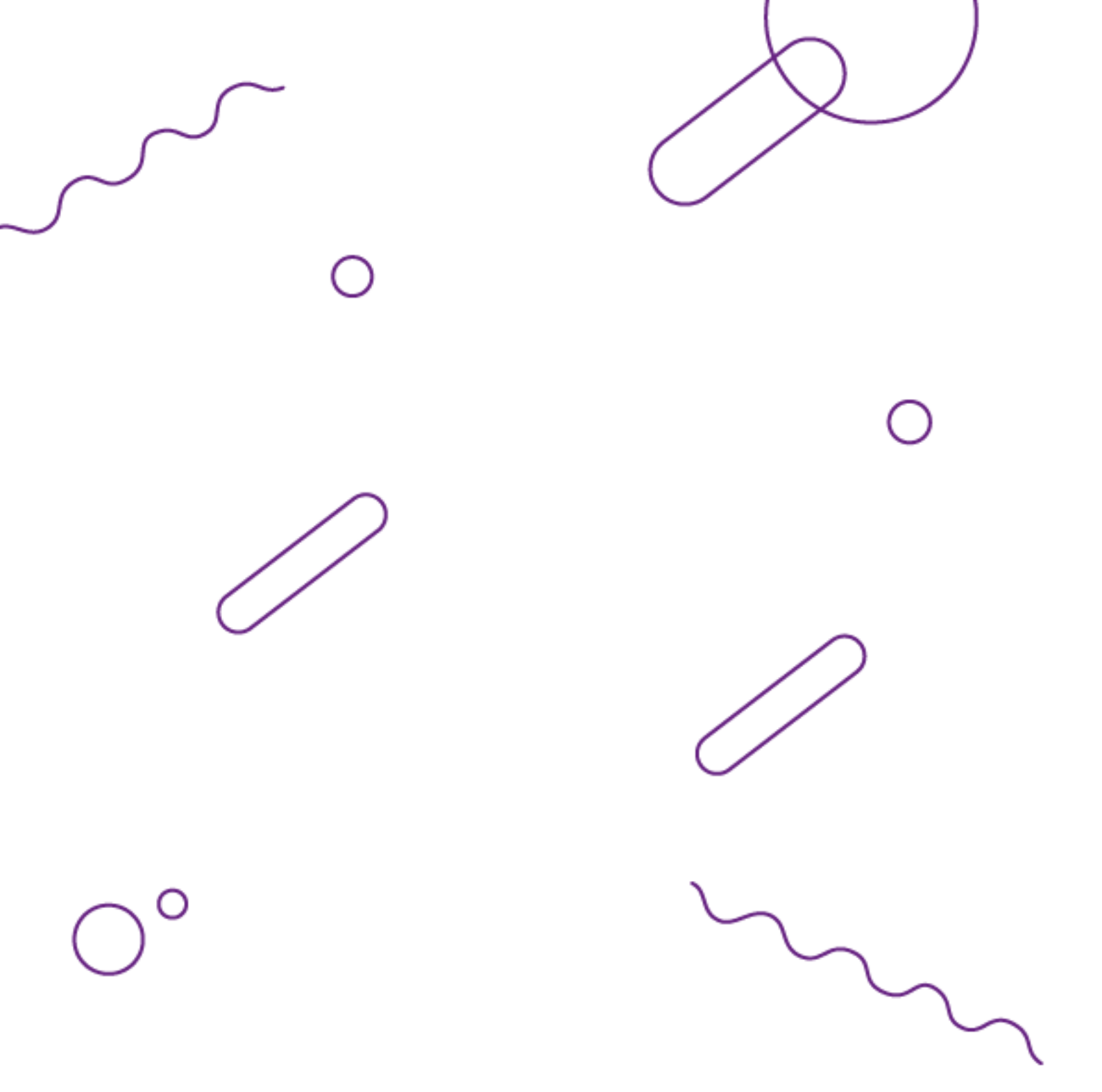
After consulting CAS (DTU's Campus Service), the possibility of installing showers in the men's toilet and transforming the women's one into a unisex toilet was rejected.

Because of the plumbing system, it is impossible to install showers on the second floor; therefore, to transform the toilet into a unisex one has no sense anymore.

However, there is a chance of installing showers in the basement of the building. This alternative will remain as a possible future line of work.

Final decision

Neither the relax room nor the toilets will suffer a re-design.



7. Final design

7.1. Design

The following pages show and explain the final design of the different areas of DTU Entrepreneurship.

Entrance

For the entrances, the re-design will consist in designing stickers and installing them on the fire doors to indicate to the visitors they are in DTU Entrepreneurship.

Also, in the staircases in building 371 and between buildings 371 and 372, noise absorbent panels will be installed to minimize noise and ensure a better work atmosphere, especially for the people whose office is near the entrances.

Corridor

The corridor is the area that portrays the image of the department. That is why this space suffers most of the changes of the re-design process.

On the one hand, some prototypes developed by the Centre will be displayed in the glass-door cabinets and information about the co-involved companies. To improve the communication, also stickers informing about the Centre's essence will be mounted on some cabinets' doors.

On the other hand, trying to make it easier for visitors to navigate the space, the meeting rooms will be upgraded; there will be colorful stickers on their door frames, and the doors will be glass ones, allowing natural light to enter the building.

Also, seven green walls will be installed, giving the space a more vivid atmosphere.

Office for industry fellows

The only re-design needed in this space is re-arranging the furniture to create different working areas and remove the wall decoration.

Meeting rooms

All three meeting rooms will suffer some changes together, such as changing their doors for glass ones, installing stickers on their door frames to make it easier to identify them, or placing grey glass boards that will replace the current whiteboards.

Also, the red meeting room will have new furniture (tables and chairs) and a new sound system based on the SOWA speakers.

The purple and the green meeting rooms will lose their noise absorbent panels, as they are not valuable for those spaces.

Kitchen and lunch room

The kitchen will have new recycling bins with new stickers and a new storage area, as the current furniture will be removed.

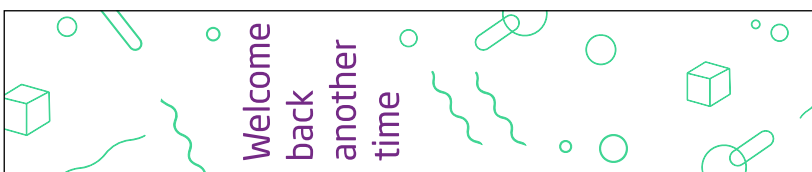
Entrance

DTU Entrepreneurship has three different entrances:

- through the staircase in building 371,
- through the staircase between buildings 371 and 372, and
- through ESA BIC, changing the department in the middle of the corridor.

Also, in the staircase between both buildings, the visitor arrives in a hall where the toilets are located and may turn right (to building 371) or left (to building 372). In any case, fire doors allocate the entrance to the Centre.

Taking all those aspects into account, four stickers will be designed. Three of them (the two in the staircases and the other in the hall) will welcome the visitor to DTU Entrepreneurship. The fourth one, located at the door separating the Centre from ESA BIC, will inform the visitors that they are changing the space.



Figures 315 and 316. Graphic design for the stickers located at entrances' doors

Building 371, entrance

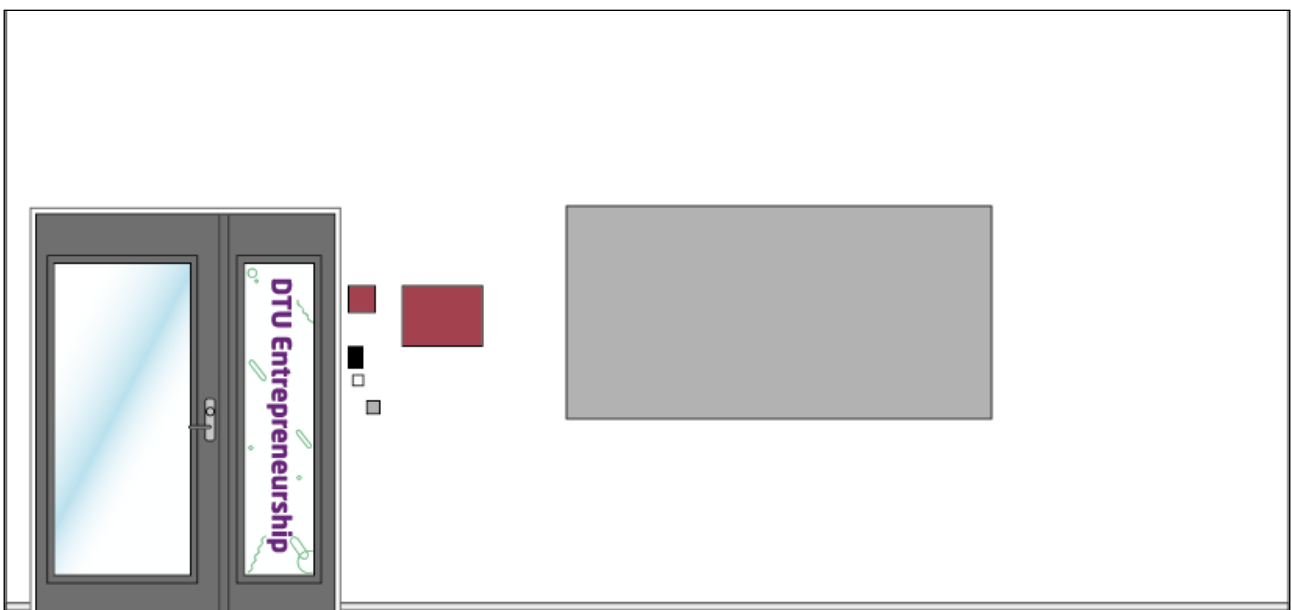
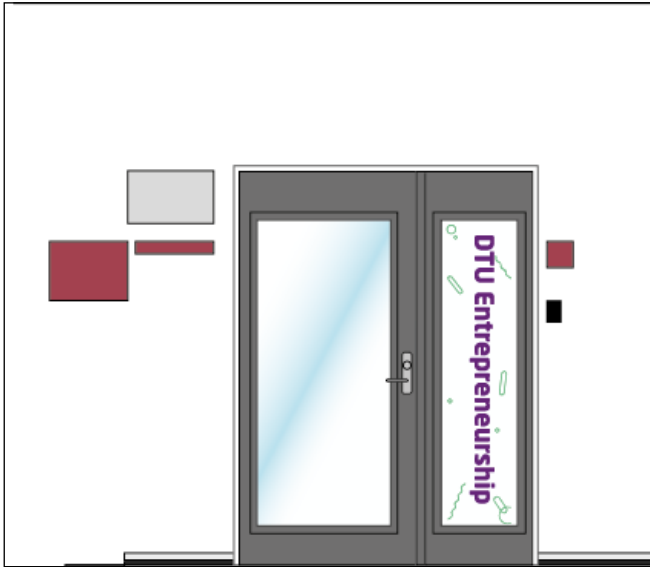


Figure 317. Entrance, Building 371

Buildings 371 and 372, entrance



Figures 318 and 319. Entrance, Buildings 371 and 372

Building 372, exit to ESA BIC



Figure 320. Exit to ESA BIC, Building 372

Corridor

The corridor is, as already explained, the most crowded space at DTU Entrepreneurship.

It is the area that communicates the different offices, meeting rooms, and the rest of the spaces at the Centre. The corridor is also (along with the entrances) the first image a visitor sees. This fact makes the hallway the perfect instrument to transmit the essence of the Centre to stakeholders.

The goals pursued with the re-design of the corridor are:

- Communicate what the Centre does. Two different strategies achieve this objective. The first one is displaying some prototypes and information about start-ups and companies in the glass-doors cabinet, showing the stakeholders some projects the Centre has been involved in. The second strategy consists of installing stickers in some of the cabinets, giving the visitor a general idea of the mission and vision of DTU Entrepreneurship.
- Get natural light in the corridor, achieved by changing the doors of the meeting rooms for glass ones.
- Add more plants to create a more vivid space with green areas. To achieve this, some green walls based on preserved moss will be installed. The main advantage of this plant is that it does not need natural light or water, making it the ideal material for interior green walls.
- Help the navigation, especially when it comes to helping visitors and externals find the meeting rooms. For this, colorful stickers will be installed outside the meeting rooms, making the entrances more eye-catching.

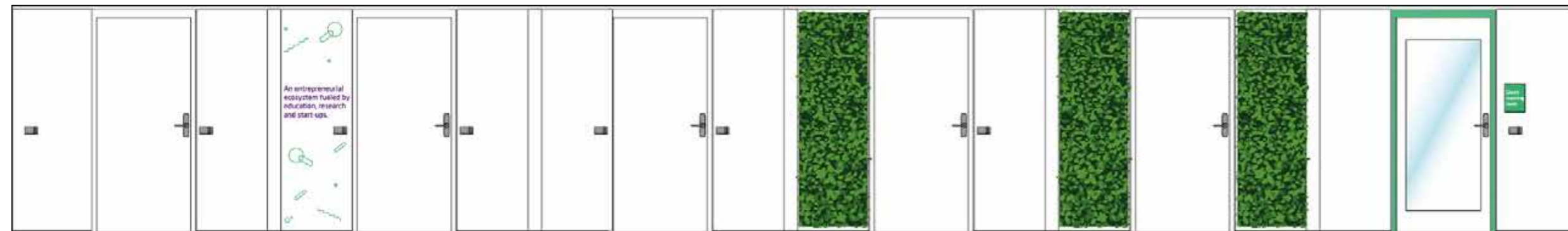
Corridor



Building 371, corridor



Building 372, corridor



Figures 321, 322 and 323. General look of the corridors

Office for industry fellows

The office for industry fellows is the space intended for hosting externals and offering them a place to work in the department. As the work developed in this space is so variable, the re-design will create three differentiated areas:

- one for informal meetings, thanks to the sofas and the small table,
- another one for individual working, consisting of six tables facing the walls, and
- one last area for group work, with two tables, one in front of the other.

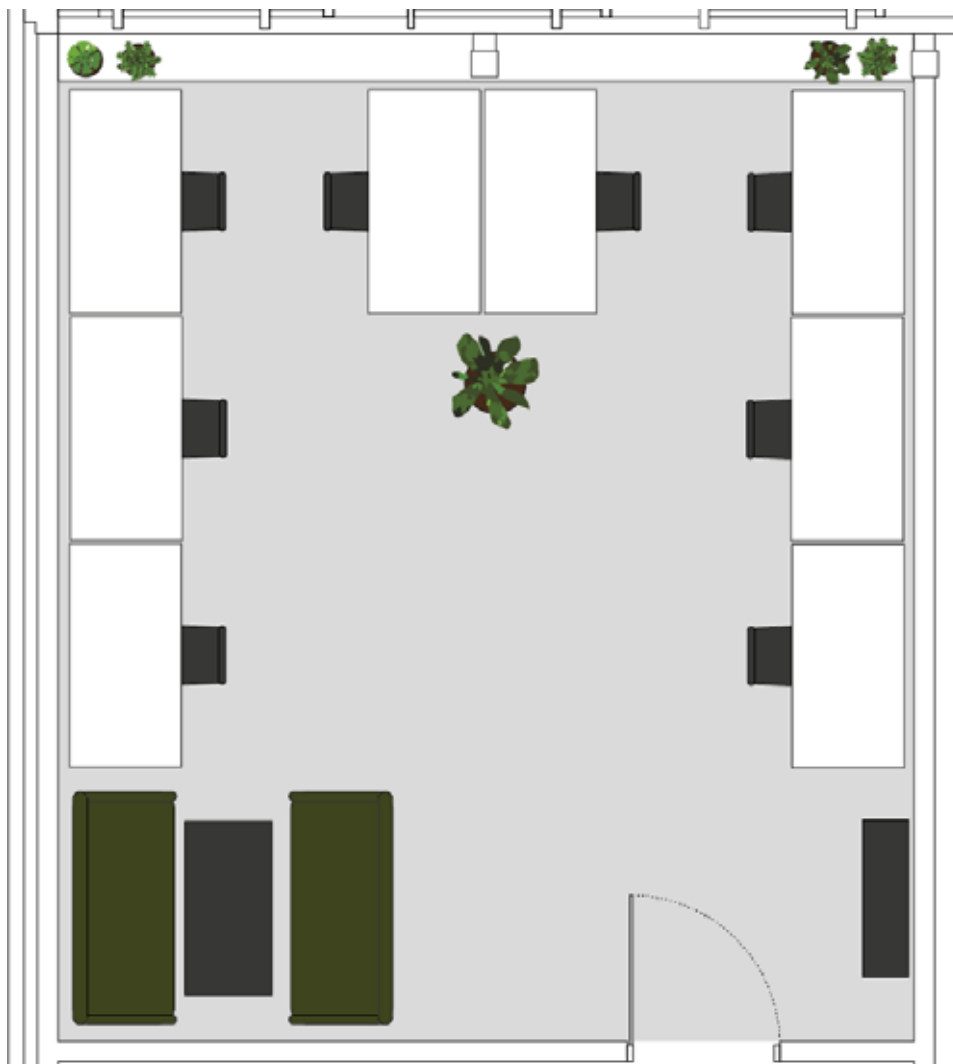
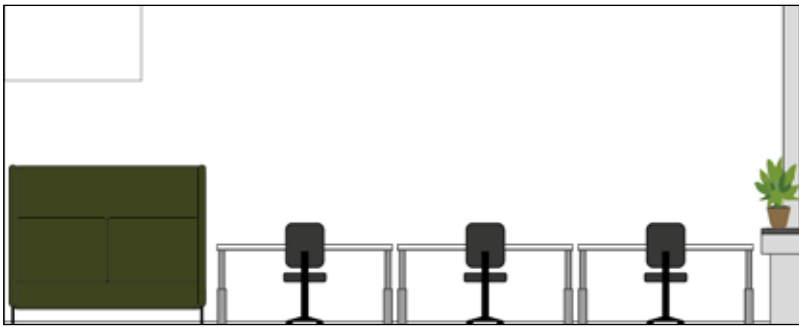


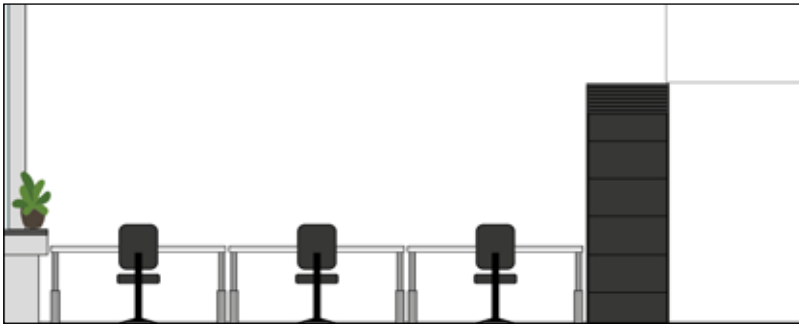
Figure 324. Office for industry fellows, layout



Section A-A'



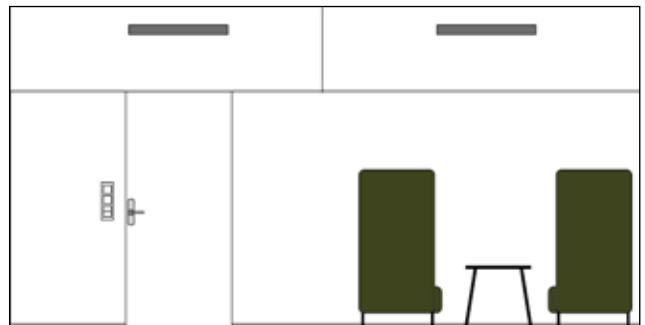
Section B-B'



Section C-C'



Section D-D'



Figures 325-328. Office for industry fellows, sections

Red meeting room

The interior of the red meeting room has suffered different changes. First of all, new elements, such as furniture, will be bought:

- Pure chairs, in three different colors, from Randers + Radius,
- FourFold tables, from Daarbak Design, and
- Grey glass boards, from JTM - Jysk Tavlemontage.

Also, the curtains will be removed and the SOWA speakers will be installed as the official sound system for the meeting room.

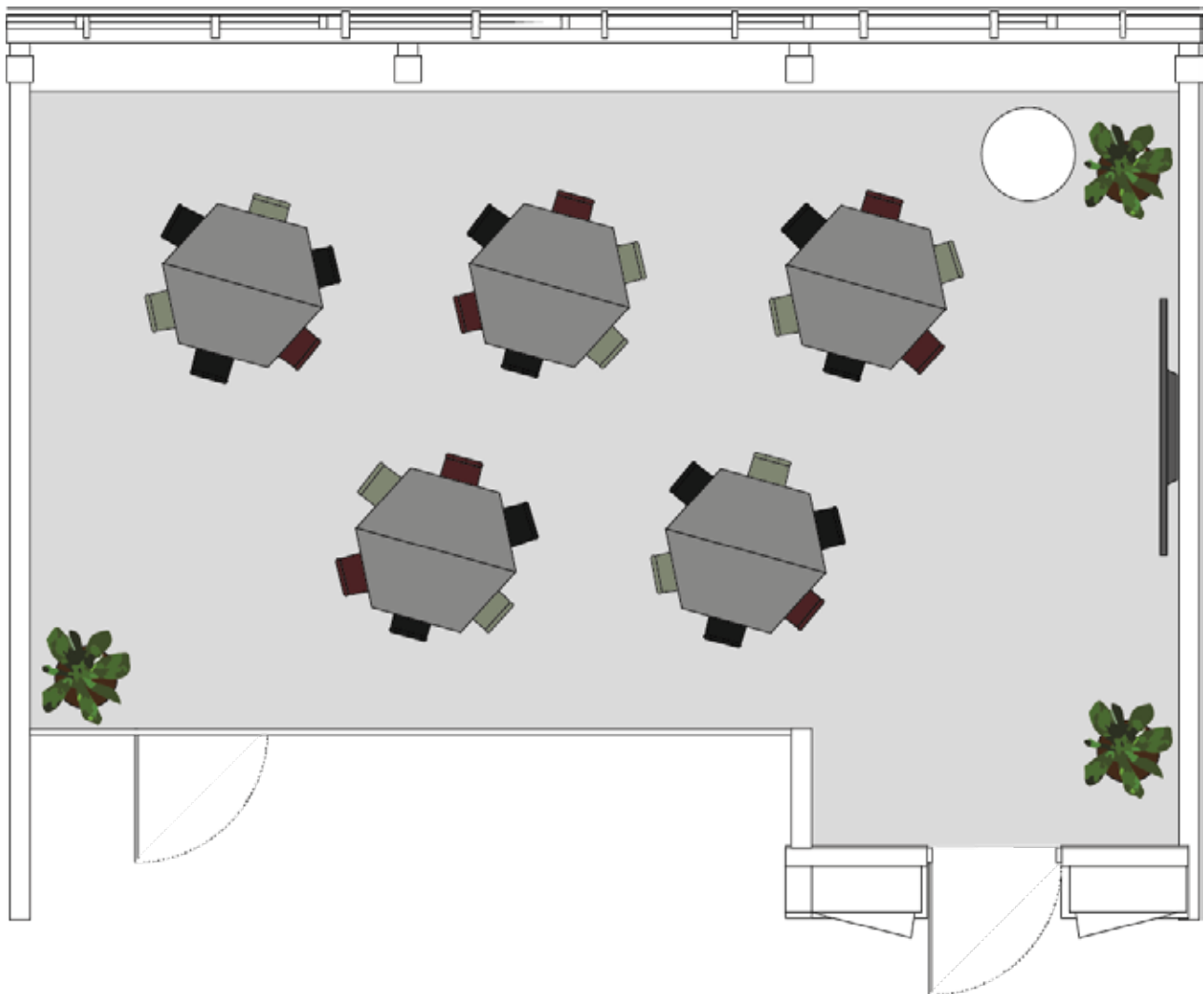
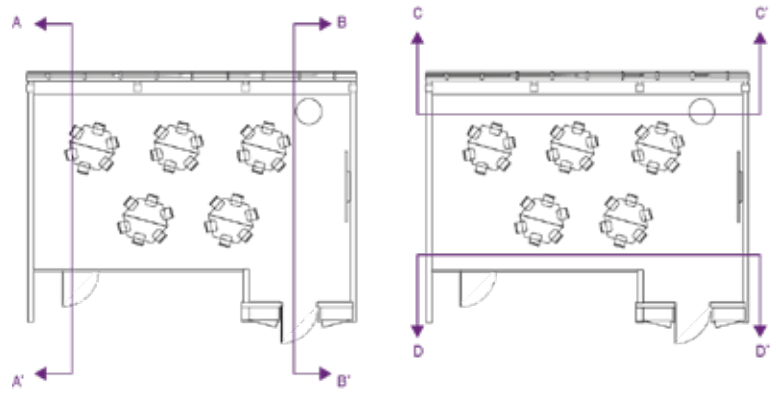
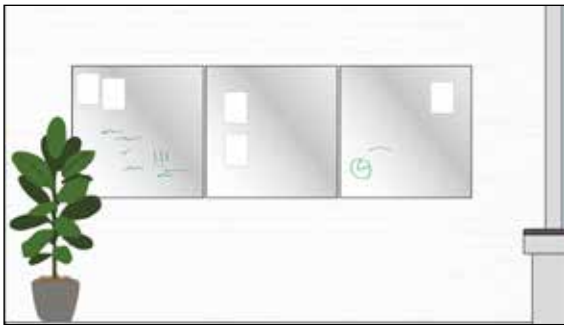


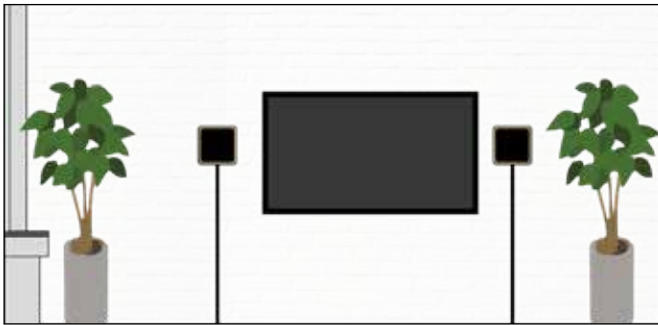
Figure 329. Red meeting room, layout



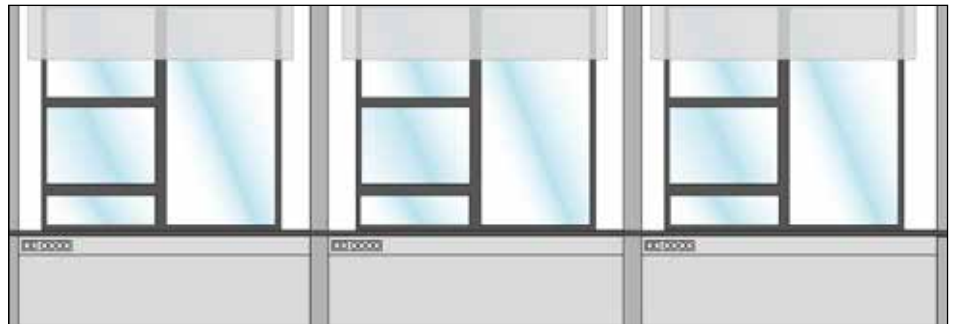
Section A-A'



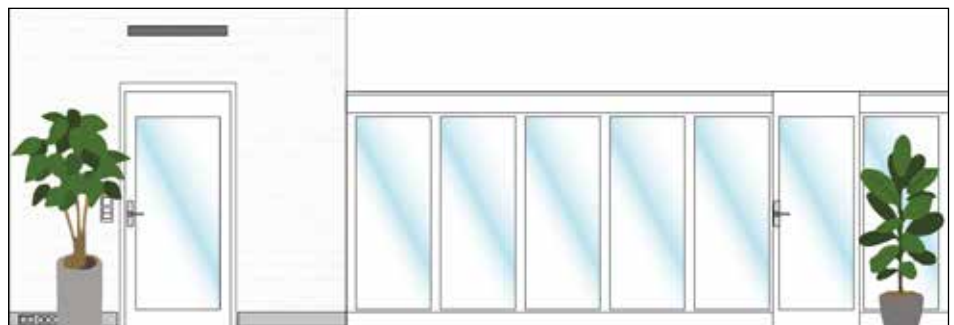
Section B-B'



Section C-C'



Section D-D'



Figures 330-333. Red meeting room, sections

Purple meeting room

As already explained in point 6.2. Analysis and decision making, the most significant change in the interior of the purple meeting room will be the removal of the curtains, the whiteboard, and the noise absorbent panel, also the installation of two grey glass boards from JTM - Jysk Tavlemontage.

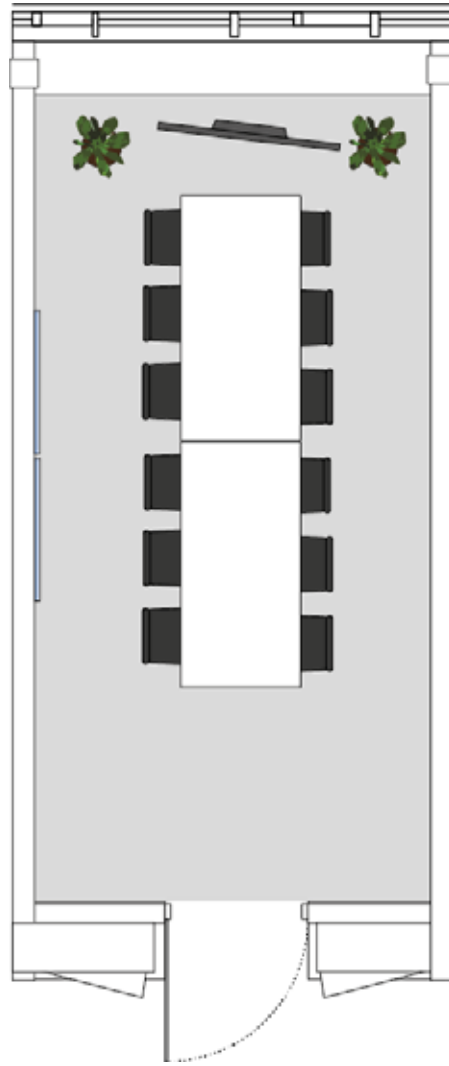
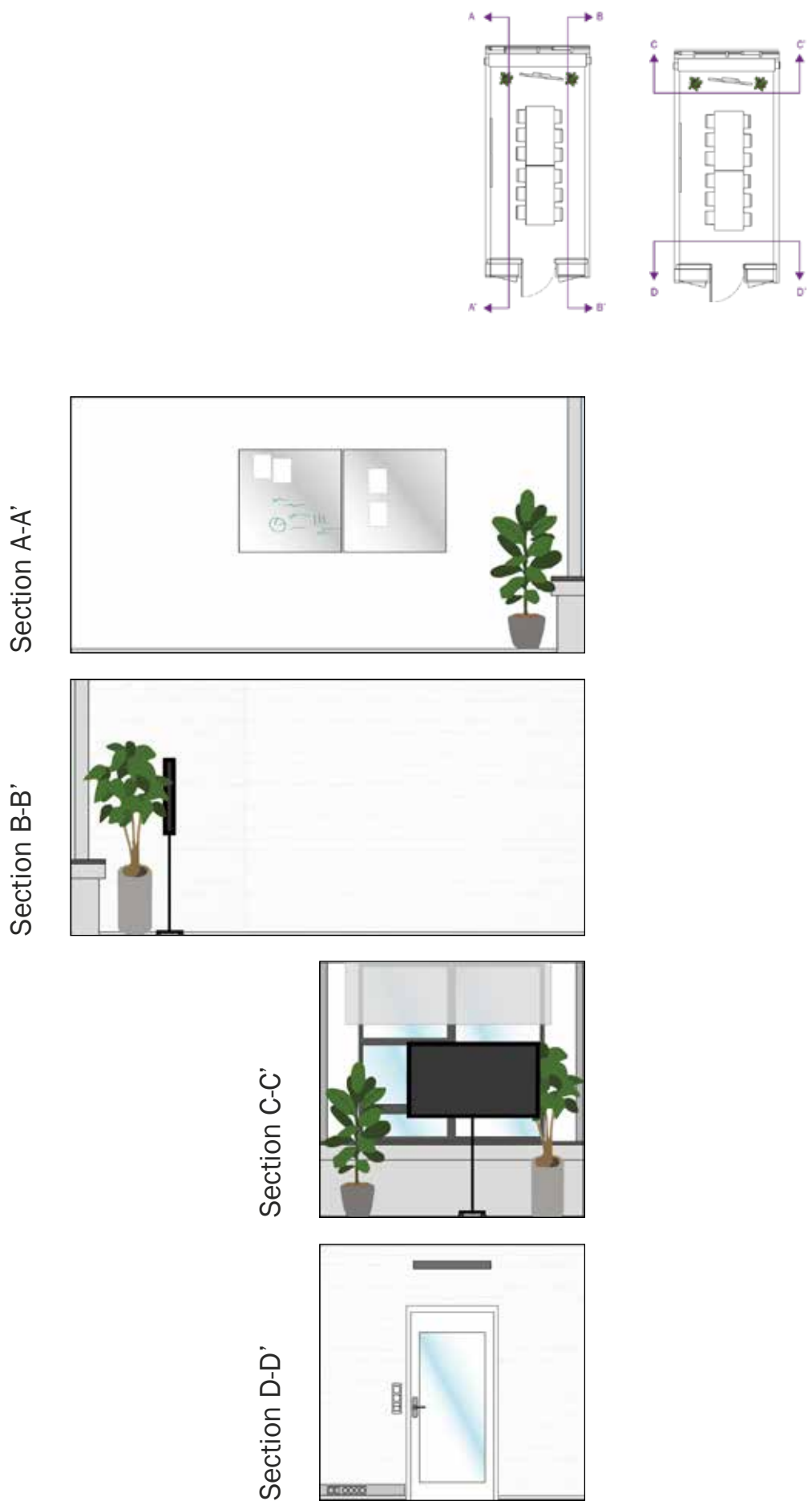


Figure 334. Purple meeting room, layout



Figures 335-338. Purple meeting room, sections

Green meeting room

As happened in the purple meeting room, the re-design in this space will consist in removing the curtains, the whiteboard, and the noise absorbent panel, and installing two grey glass boards, from JTM - Jysk Tavlemontage.

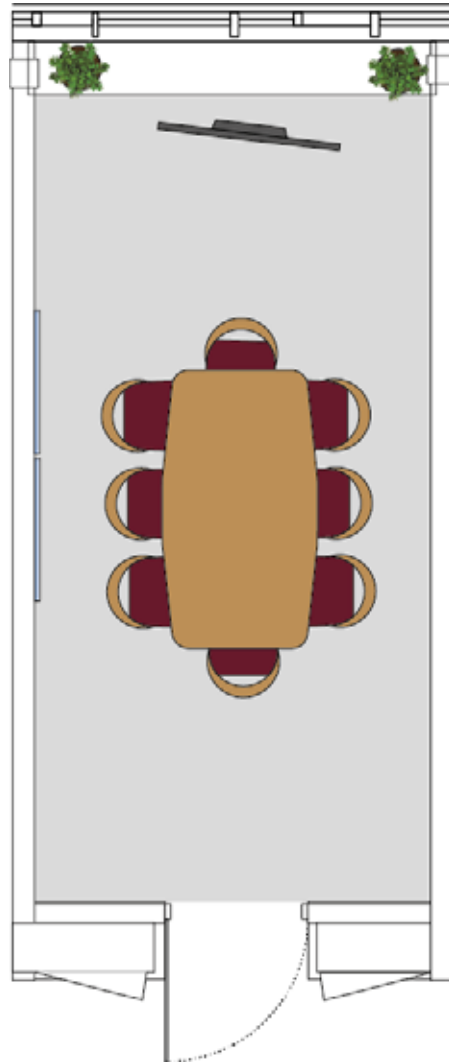
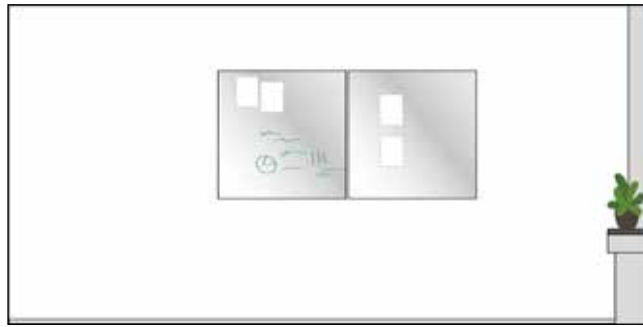
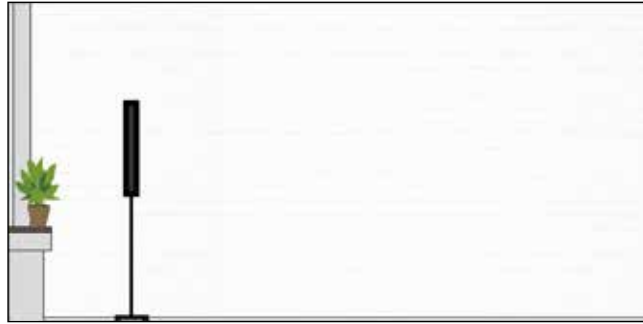


Figure 339. Green meeting room, layout

Section A-A'



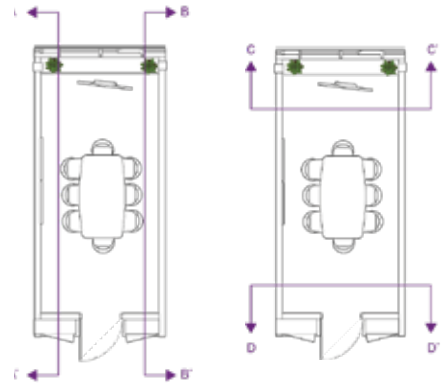
Section B-B'



Section C-C'



Section D-D'



Figures 340-343. Green meeting room, sections

Kitchen and lunch room

The re-design of the kitchen and lunch room will consist in changing the recycling bins for new ones from Ikea and putting stickers to identify them. A shelf will be installed too, to store some elements in the kitchen.

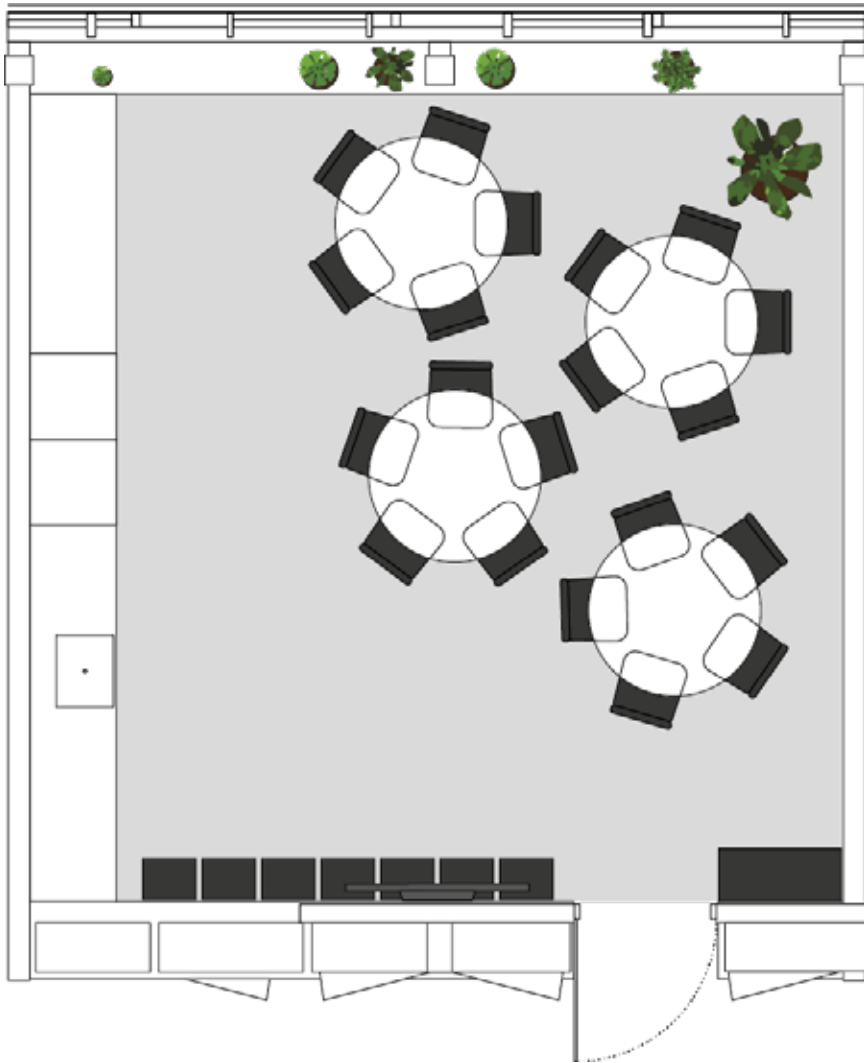
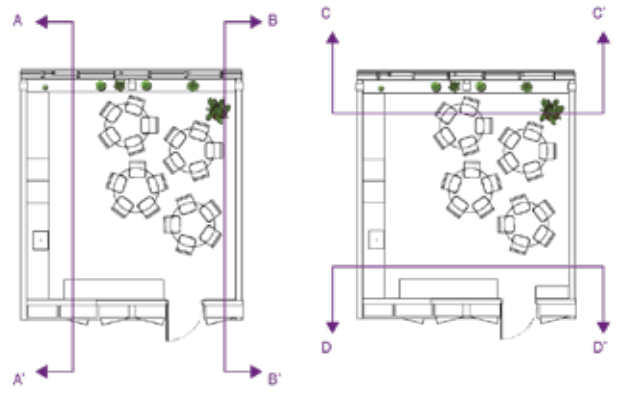
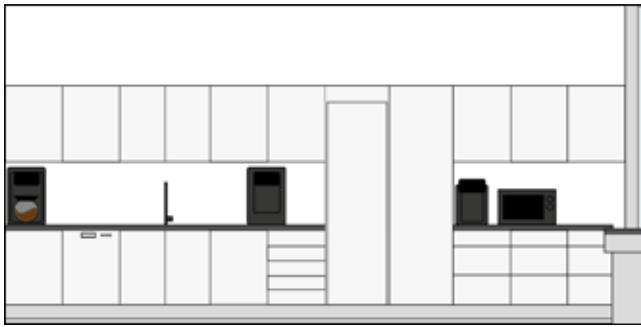


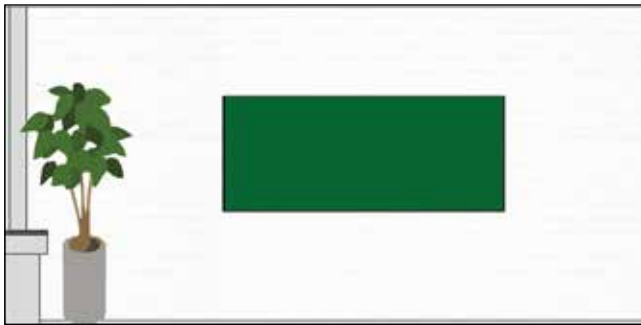
Figure 344. Kitchen and lunch room, layout



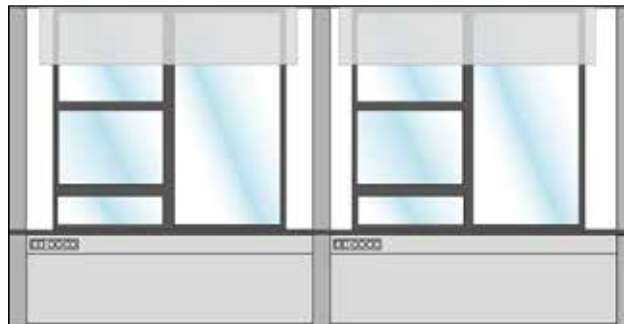
Section A-A'



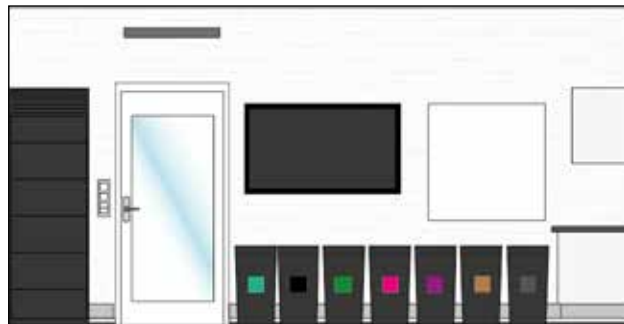
Section B-B'



Section C-C'



Section D-D'



Figures 345-348. Kitchen and lunch room, sections

7.2. Elaboration

The following tables show the suppliers of the different elements needed for re-designing the department.

Entrance

ELEMENTS	SUPPLIERS
Stickers on doors	Step Print Power
Noise absorbent panels	Akuart (<i>reuse already owned panels</i>)

Figure 349. Suppliers for the entrances' elements

Corridor

ELEMENTS	SUPPLIERS
Glass doors	Bay Nielsen
Frames for displaying information (prototypes)	Skiltex
Prints	DTU
Stickers	Step Print Power
Green walls	Deichmann Planter
Shelves	Ikea
A5 frames	Skiltex

Figure 350. Suppliers for the corridor's elements

Office for industry fellows

No suppliers are needed.

Red meeting room

RE-DESIGN WANTED	SUPPLIERS
Pure chairs	Randers + Radius
FourFold tables	Daarbak Design
Glass boards	JTM - Jysk Tavlermontage
Speakers	Sowa (a project from DTU Entrepreneurship)

Figure 351. Suppliers for the red meeting room's elements

Purple meeting room

RE-DESIGN WANTED	SUPPLIERS
Glass boards	JTM - Jysk Tavlermontage

Figure 352. Suppliers for the purple meeting room's elements

Green meeting room

RE-DESIGN WANTED	SUPPLIERS
Glass boards	JTM - Jysk Tavlermontage

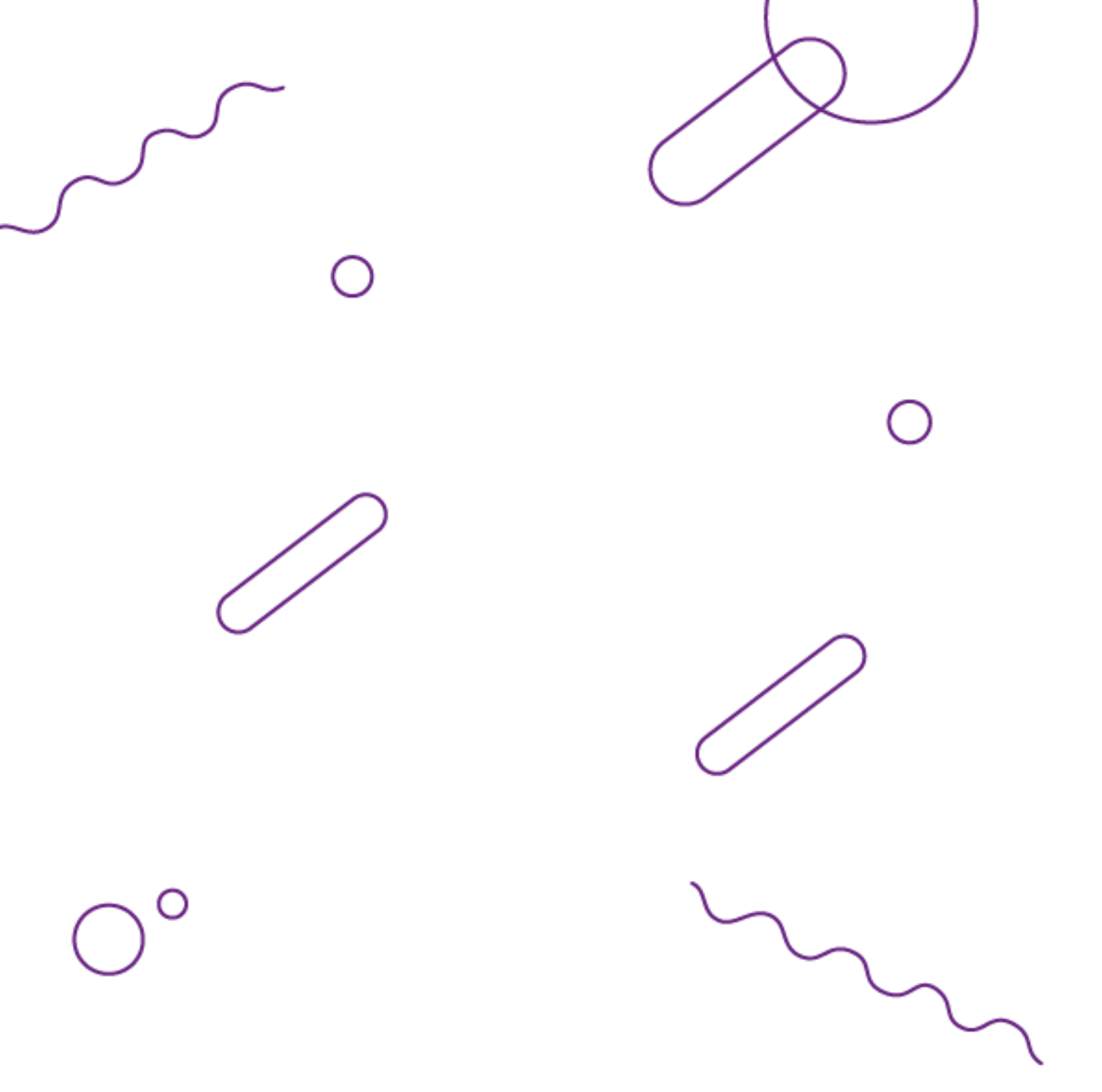
Figure 353. Suppliers for the green meeting room's elements

Kitchen and lunch room

RE-DESIGN WANTED	SUPPLIERS
Shelves	<i>(reuse already owned shelves)</i>
Bins 50L	Gerdmans
Stickers	Step Print Power

Figure 354. Suppliers for the kitchen's elements

Those suppliers were approved by the department and then contacted and asked for the elements by the secretary of DTU Entrepreneurship to proceed with the purchase.



8. Results

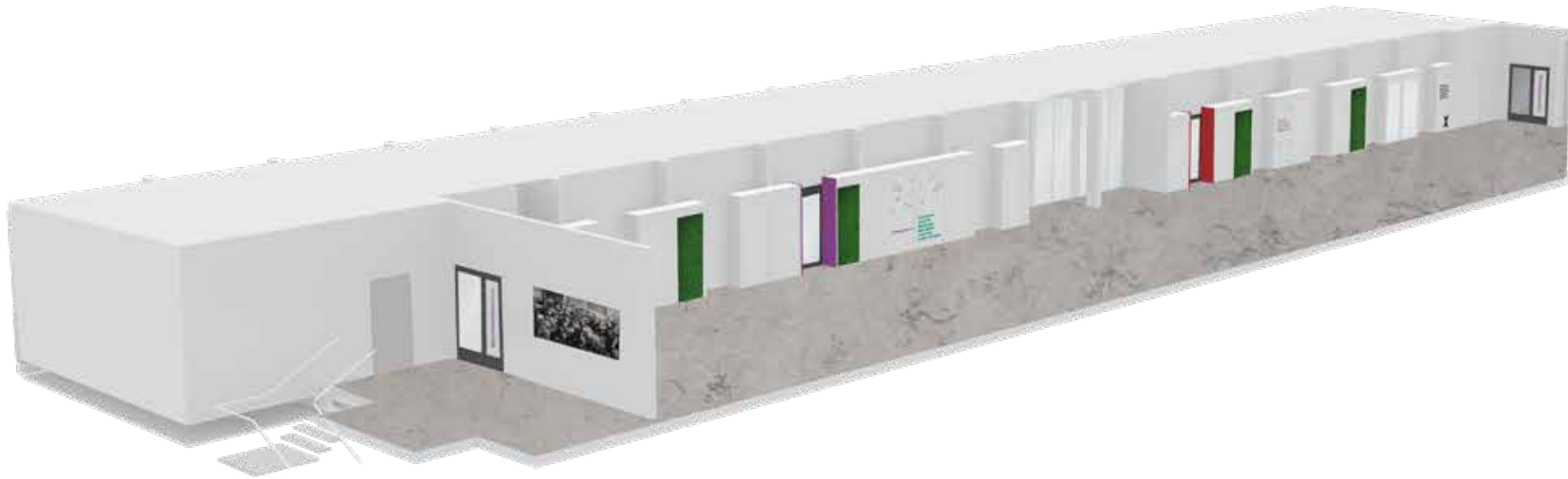


Figure 355. 3D render, building 371

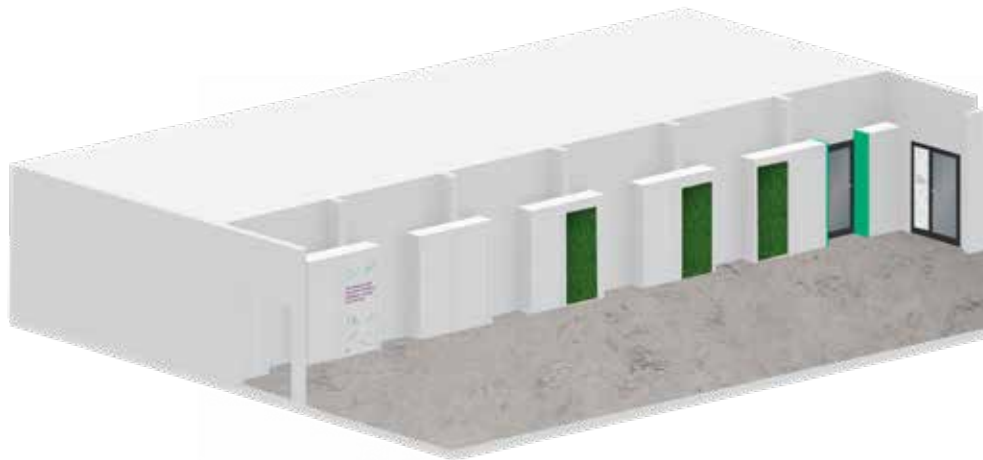


Figure 356. 3D render, building 372

The final results focus on different areas:

- the entrances will be improved by the installation of stickers on the fire doors and the mounting of noise absorbent panels,
- the corridor, where the image will be upgraded with the usage of stickers in the cabinets' doors and the entrances to the meeting rooms, the display of prototypes in the cabinets, and the green walls,
- the meeting rooms, thanks to the new furniture in the Red meeting room and the glass boards, and
- the kitchen, a space where new recycling bins with signage and a shelf will be installed.

8.1. Entrance



Figures 357 and 358. Finale images, entrance building 371 and buildings 371-372

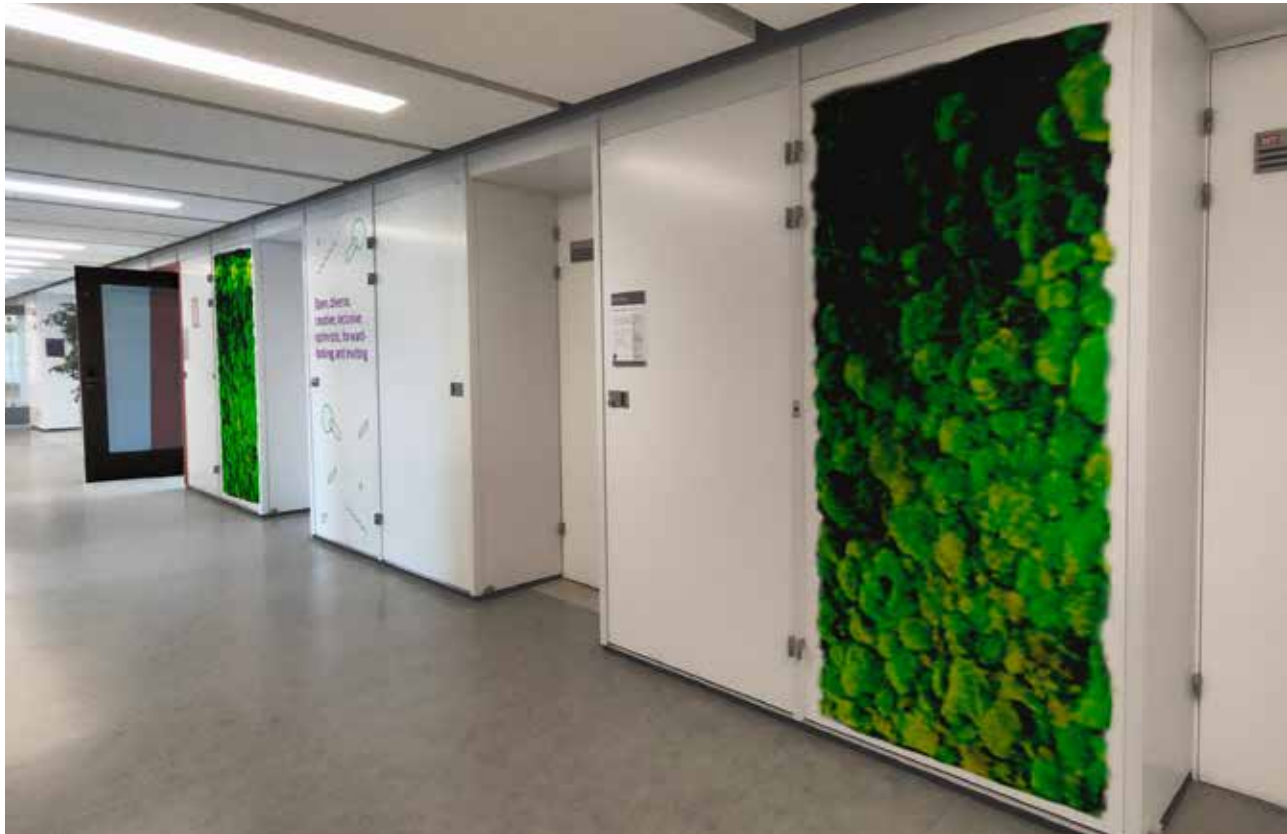


Figure 359. Finale image, entrance buildings 371-372



Figure 360. Finale image, exit to ESA BIC Denmark

8.2. Corridor



Figures 361 and 362. Finale images, corridor building 371



Figures 363-365. Finale images, entrances for meeting rooms

Figure 366. Finale image, cabinet for displaying prototypes



Figures 367 and 368. Finale images, corridor 372

8.3. Office for industry fellows



Figures 369-371. Finale images, office for industry fellows

8.4. Red meeting room



Figures 372 and 373. Finale images, red meeting room

8.5. Purple meeting room



Figures 374 and 375. Finale images, purple meeting room

8.6. Green meeting room

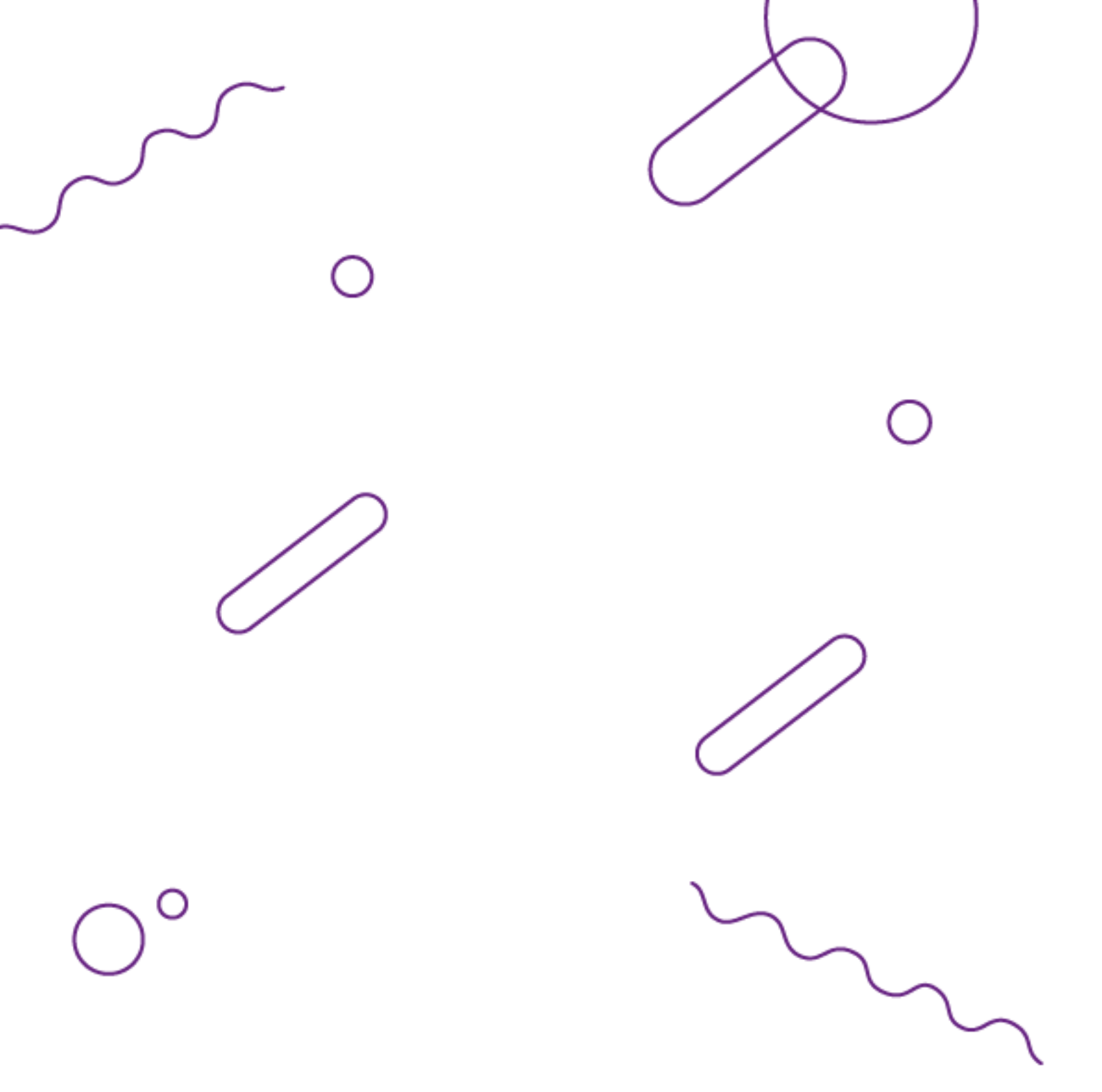


Figures 376 and 377. Finale images, green meeting room

8.7. Kitchen and lunch room



Figures 378 and 379. Finale images, kitchen and lunch room



9. Budget

Indirect costs

Even when the thesis has been developed using student licenses, in other situations, it is necessary to consider those costs.

SOFTWARE	TIME	PRICE
Adobe pack	5 months	450 DKK/month
Autodesk AutoCAD	5 months (0,4 years)	18.050 DKK/year
	TOTAL	9.770 DKK

Figure 380. Software costs

Designer

This project has been developed as a Master's thesis in Design Engineering, but if this re-design was a professional one, the cost of the designer's work would be the following.

	TIME	PRICE/h
Project duration (18 weeks x 5 days x 5 hours)	450 h	
Designer fee		60 DKK/h
	TOTAL	27.000 DKK

Figure 381. Designer cost

Direct costs

The direct costs of re-designing the department are the items that will be bought, shown in the following table.

ELEMENTS	QUANTITY	PRICE
Stickers	35 units	6.426 DKK
Glass doors	2 units	aprox. 10.000 DKK/unit
New signage for meeting rooms	3 units	20 DKK
Green walls	7 units	101.826,25 DKK
Shelves for displaying prototypes	10 units	179 DKK/unit
A5 frames	10 units	117,50 DKK/unit
A5 prints	9 units	1.175 DKK
Trapezoid tables	10 units	5.145 DKK/unit
Glass boards	7 units	1.357 DKK/unit
Recycling bins	3 units	265 DKK/unit
	TOTAL	194.156,25 DKK

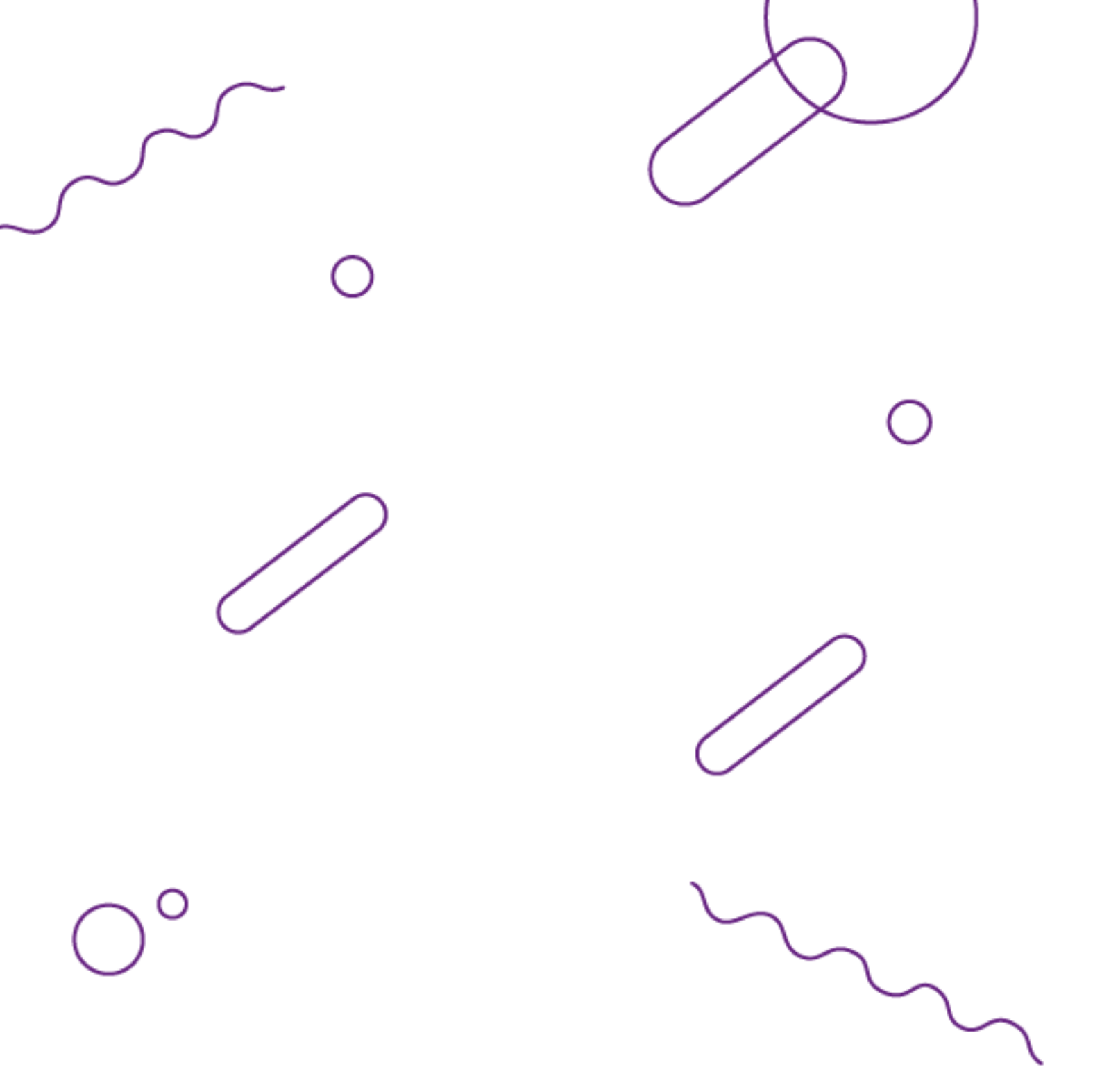
Figure 382. Direct costs

FINAL BUDGET

Indirect costs	9.770 DKK
Designer costs	27.000 DKK
Direct costs	194.156,25 DKK
TOTAL	230.926,25 DKK

Figure 383. Final budget

As already explained, this project is a Master's thesis developed with student licenses, so the actual cost will be only the direct costs, in other words, the elements being bought.



10. Conclusions

As explained at point 2.3. Objectives, they may be differentiated in general and specific ones. To analyze if the re-design achieves the goals set, three points of view (a subjective one from the author; the perception of the people co-involved in the project, as thesis supervisors and DTU Entrepreneurship staff, and an objective vision from externals) were taken into consideration. They were analyzed to discover the level of achievement of the main objectives:

- Aesthetics: Dignify the University department, making its image attractive.
- Communication: Transmit the essence of the Centre and its projects to internal and external stakeholders.
- Navigation: Help the users, especially the visitors, to find the different spaces at DTU Entrepreneurship in an easy way.

Author’s point of view

Even if this is a subjective point of view, the author’s opinion is taken into consideration, as it’s been the person who has faced all the re-design process, knowing its limitations as well as the points that might have been done in other ways.

Regarding aesthetics, the project gives a new look to the department, mainly thanks to stickers and the green walls, which bring the feeling of a more vivid space. However, the aesthetical improvement could have been more remarkable if the DTU normative was not so strict.

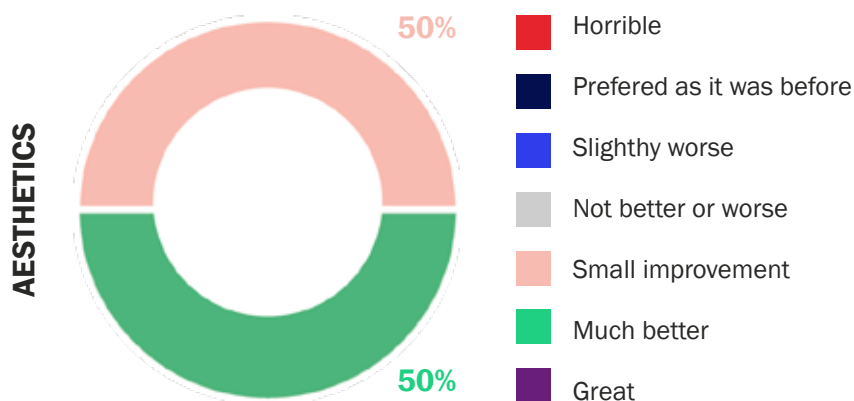
If we are talking about communication, I feel that thanks to the stickers on the cabinets, visitors, and stakeholders may have a first idea of what the Centre does. This communication goal is also reached through the prototypes displayed in the corridor’s cabinet. There is still room for improvement using the TV screens located in the corridor.

The re-design offers the externals an easier way to navigate the department, differentiate which spaces they are in, and identify the meeting rooms in single eyesight. Other alternatives, such as vinyl on the pavement, could have helped achieve this goal.

Co-involved people’s point of view

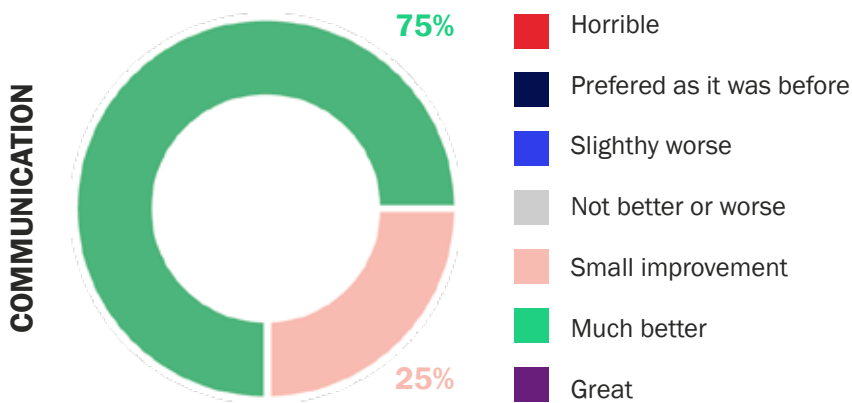
To analyze the opinions of the staff at DTU Entrepreneurship who have been involved in the process, four people were asked to complete a form (Annexe 7).

In this questionnaire, they were asked to share their thoughts according to the level of success in achieving the three main objectives of the project: improve the aesthetics, give information about what the Centre does, and help people navigate this space.



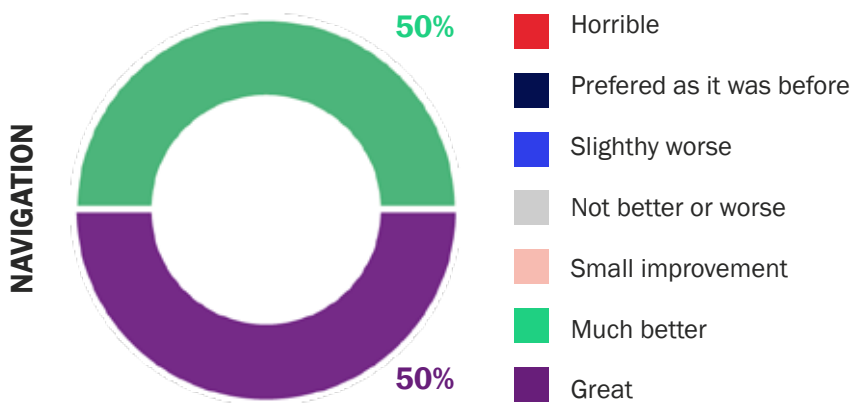
Even if they knew how difficult it was to make massive changes within the frame of what is possible, both physically and financially, they liked the ideas, especially how the color combines with nature. On the other hand, they were missing more technological inspiration and a more complete design.

Figure 384. Conclusions from the Centre’s staff - Aesthetics



The feedback claims it has been a great idea to use the cabinets' doors for stickers with key messages on how they communicate who they are and what the Centre is doing. However, the cases could have been bought to life with more physical representation than some written text.

Figure 385. Conclusions from the Centre's staff - Communication

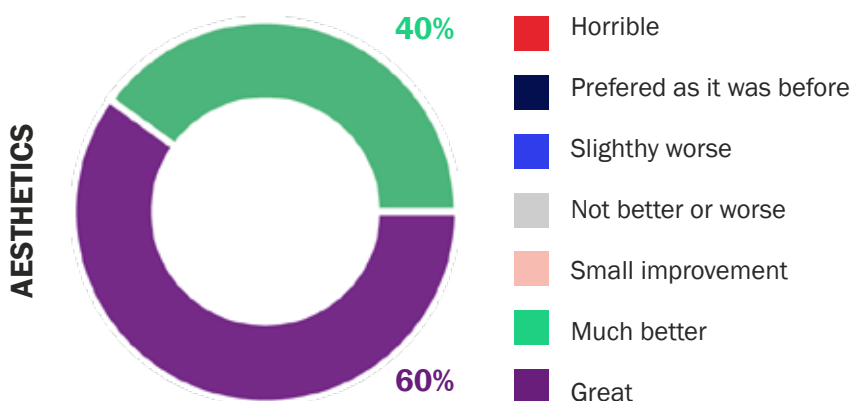


DTU Entrepreneurship staff feel that the color codes for the different meeting rooms are perfect. They will make it much easier to book and find the correct room, while they nicely represent the company, bright and energetic whilst of the Centre.

Figure 386. Conclusions from the Centre's staff - Navigation

Externals' point of view

Ten people were asked to analyze how an external might perceive the re-design implemented. The process consisted of showing them the department's images from before and after the re-design and then letting them share their opinions through the same survey used for DTU Entrepreneurship staff (Annexe 7).



They feel the re-design has created a warmer and friendly space by adding colors and details in an aseptic industrial area. It gives the department a more lively atmosphere, thanks to the green walls and the glass doors that provide the corridor with natural light. According to their feedback, the new recycling area is a "must-have" to show the compromise with the environment. However, as they are not informed about the DTU Entrepreneurship design guides, some feel the graphic elements are too informal for an institution.

Figure 387. Conclusions from externals - Aesthetics

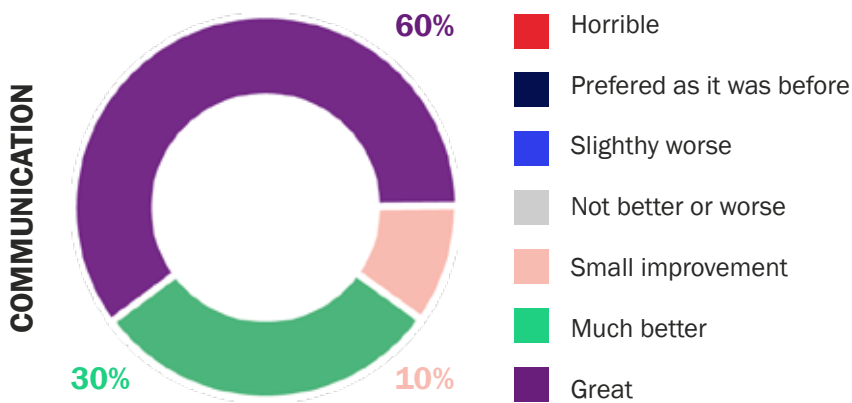


Figure 388. Conclusions from externals - Communication

With stickers and prints informing what the centre does, visitors and the staff may take advantage of the communication. Those elements make it easier to associate the department with its mission and vision, and even though the stickers are big, they are not invasive and transmit the message effectively. However, the text can feel a bit too much at times, so maybe not many people are reading it.

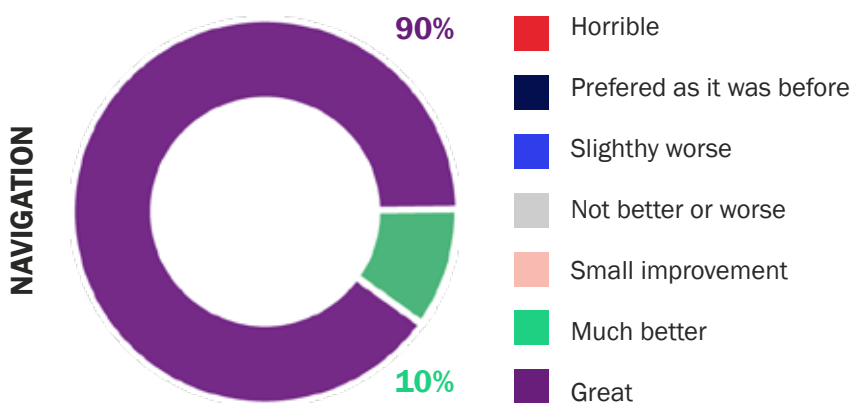
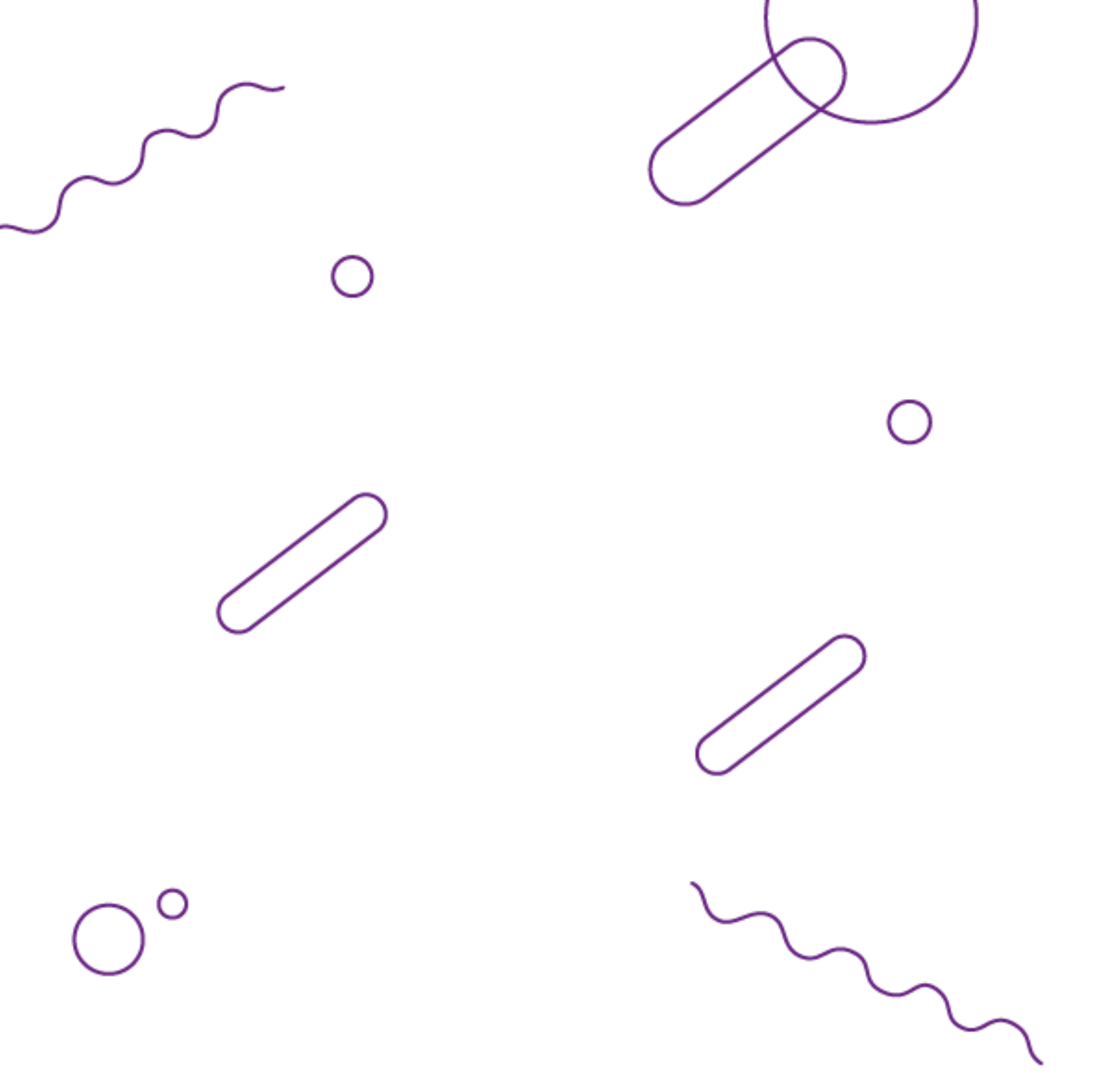


Figure 389. Conclusions from externals - Navigation

The navigation part is linked to the aesthetics, as the color stickers to identify the meeting rooms also add more color to the main corridor. People feel like being able to tell apart the different rooms with just a glance is a significant improvement. As additional modifications that were not applied, they suggested adding arrows for wayfinding inside the corridor and not only at the entrance.

Also, the design requirements, that were set at the point 5. Design specifications, have been achieved:

- Both DTU and DTU Entrepreneurship design guidelines have been followed, making only design changes allowed by the standards and respecting the creative palettes.
- The identification of the department has been achieved by adding stickers at the main entrances indicating the department's name.
- The meeting rooms are now easier to identify thanks to the re-name applied (Purple, Red, and Green meeting room) and the color vinyl at their entrances.
- The communication of the Centre's work is transmitted thanks to the stickers on the cabinets doors and the usage of the glass-door cabinet showing prototypes.
- The well-being for both, staff and externals, has been upgraded. This scope is reached thanks to the new glass doors, that allow natural light to come in, and the green walls, that give a lively atmosphere. Also, the new recycling area shows the department's commitment to the correct separation and the recycling process.



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3.

ANNEXES

ANNEXES

1. Initial survey (p. 161-164)
2. Graphic design - Stickers for fire doors (p. 165-166)
3. Graphic design - Stickers for cabinets' doors (p. 167-169)
4. Graphic design - A5 prints with information about DTU X-Tech and start-ups (p. 170-172)
5. Graphic design - Meeting room information (p. 173-175)
6. Graphic design - Stickers for recycling bins (p. 176)
7. Feedback survey (p. 177-180)

MASTER'S THESIS SURVEY

RE-DESIGN OF A WORKSPACE ENVIRONMENT

Dear all,

My name is María Moreno, I am a Spanish student from Universitat Politècnica de València, currently in Denmark doing her Master's thesis in re-designing a workspace, specifically DTU Entrepreneurship.

By completing this survey, you are helping me a lot in my thesis, which basically consists in making your workspace better; it is a win-win situation.

The collected data will be only used for my thesis, not any other study. The data will be stored in my personal Google Drive account and would be deleted under demand.

For further questions, you can contact me in my DTU mail (s216810@win.dtu.dk) or in my personal one (m.moreno.esteve@gmail.com)

Thank you! Tak!

1. USER'S PROFILE

Name and surname

Profile

- Administrative staff
- Professor
- PhD student
- Visitor
- Industry fellow
- Other: _____

2. SPACES

From the following ones, select the areas you use at DTU Entrepreneurship and how many days a week (0: never – 7: every day)

	0	1	2	3	4	5	6	7
Private office								
External's office (B371 R203)								
Kitchen and lunch room (B371 R213)								
Meeting rooms (any of them)								
Printing room (B371 R218)								
Relax room (B372 R212)								
Other								

If you use the meeting rooms, which ones?

- Larger meeting room (B371 R217, event room)
- Small meeting room (B371 R211, next to kitchen)
- Small meeting room (B372 R211, next to ESA BIC)

How regularly do you have visitors from...?
(0: never – 7: every day)

	0	1	2	3	4	5	6	7
Other DTU departments								
Other universities								
Private companies/ individuals								
Public companies								
Other								

In your opinion, what images does DTU Entrepreneurship portray to visitors?

Is there something you would like to change/add in the common areas of DTU Entrepreneurship?

From the following mood boards, which one do you think represents better DTU Entrepreneurship?

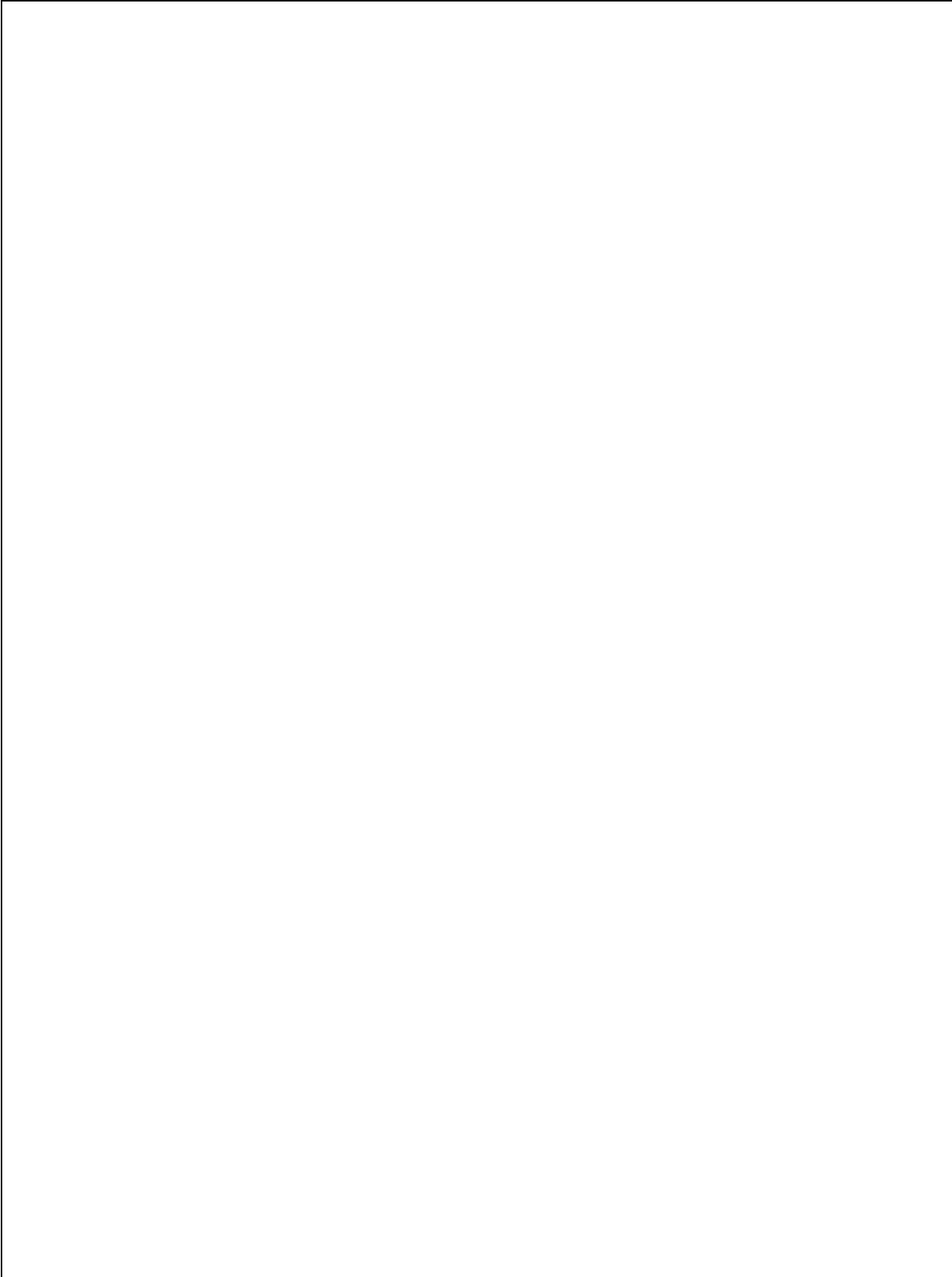
A

B

C



If you want to add some extra comments, here is your chance!

A large, empty rectangular box with a thin black border, intended for the user to provide additional comments or feedback.

- I. Dimensions 165x35 cm
- II. Dimensions 170x30 cm

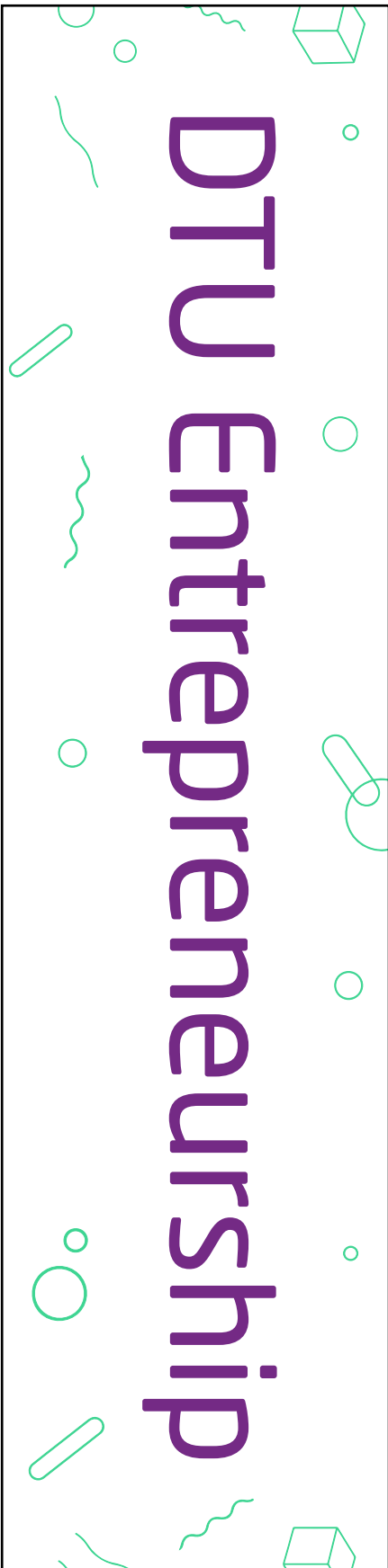


Figure I.

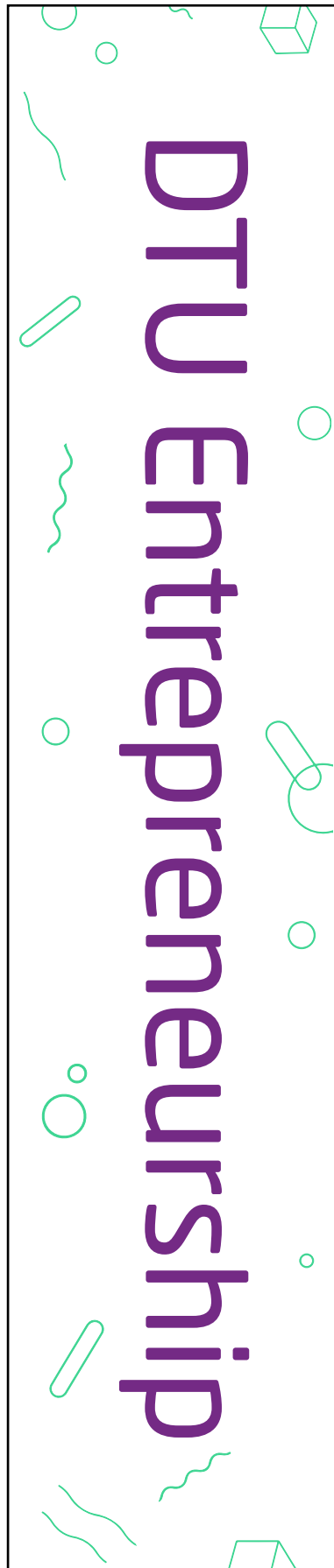


Figure II

III. Dimensions 180x55 cm
IV. Dimensions 170x30 cm

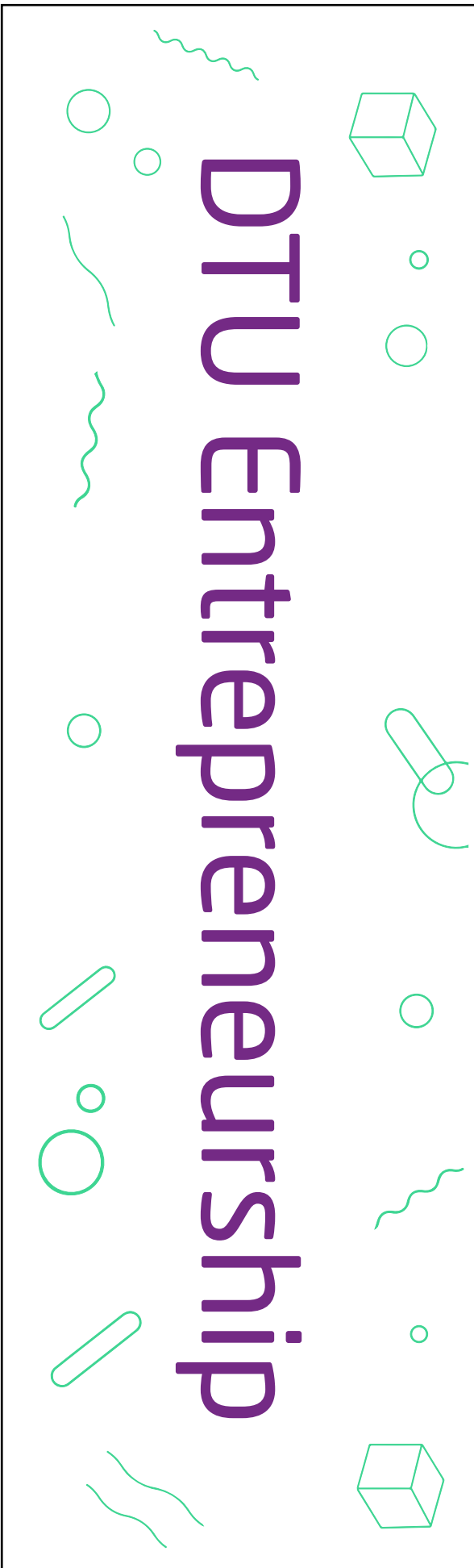


Figure III.

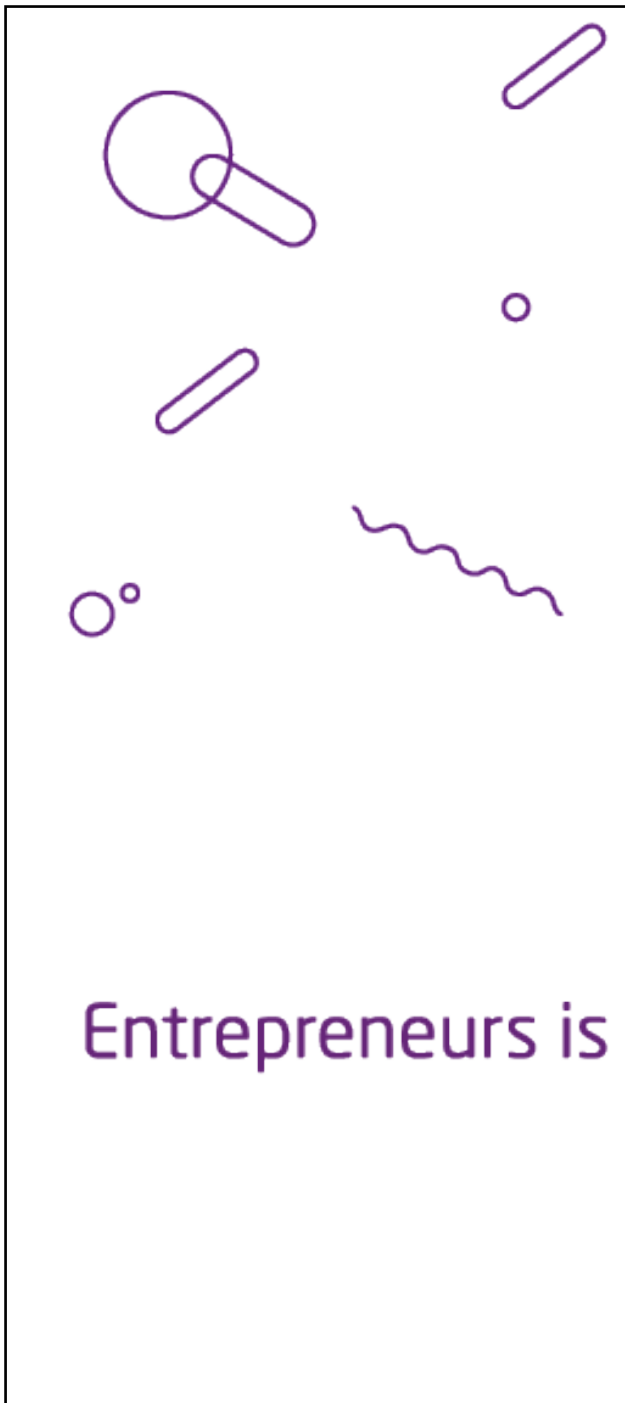


Figure IV

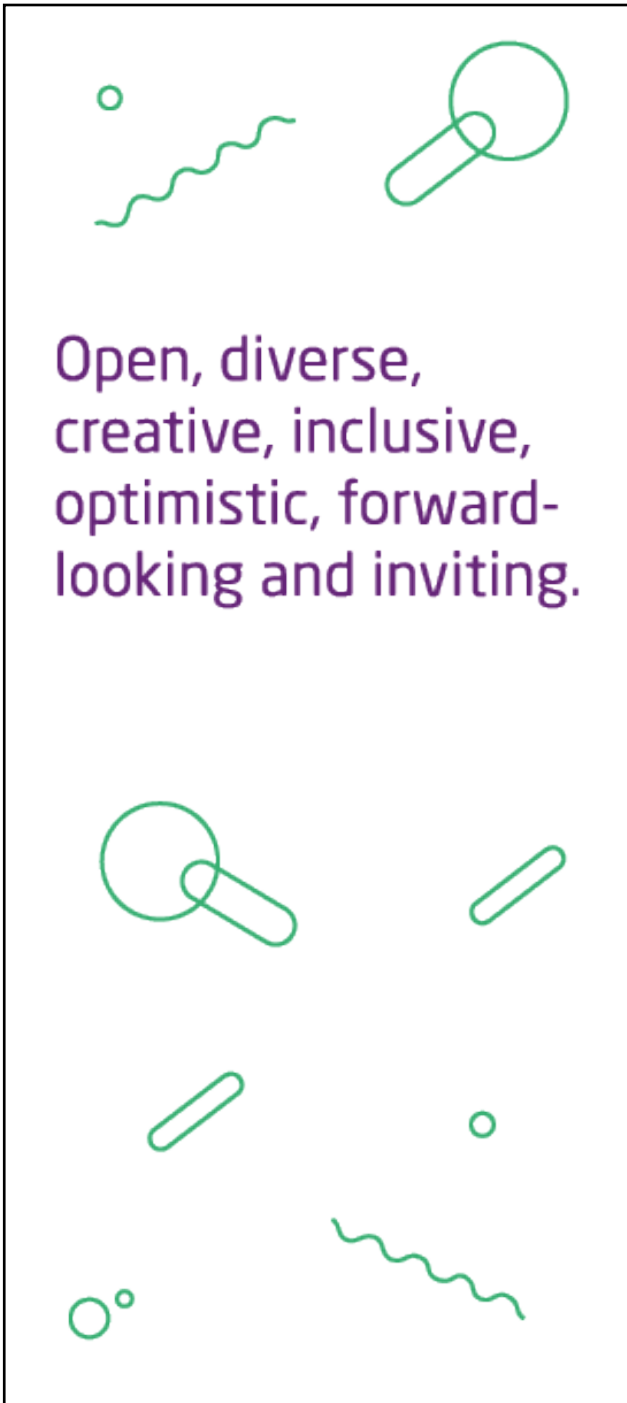
Figures III and IV. Stickers for fire door entrances, II



Figures V and VI. Stickers for cabinet doors, I



Figures VII and VIII. Stickers for cabinet doors, II



Figures IX and X. Stickers for cabinet doors, III

DTU
DTU X-Tech
Entrepreneurship



Jes Broeng
CEO
Oliver Hvidt
COO
Peter Skovgaard

X-Tech Finalist 2014

NORLASE®

"We believe in providing next-gen smart laser solutions with high clinical and practice value at an accessible price point."

NORLASE is an emerging global ophthalmic medical device company developing next-generation laser solutions for the treatment of retina and glaucoma disease. Norlase is now comprised of worldwide industry leaders and experts in ophthalmology, laser technology, medical device development and customer care. They innovate to improve the lives ophthalmologists and patients worldwide.

X

DTU
DTU X-Tech
Entrepreneurship



CEO
Eric Hofmann
CTO
Andreas Kunov-Kruse
Head of production
Jens Piltoft

X-Tech Finalist 2014

SPECSHELL

"We are here to remove the blindfold with high-tech industrial real time monitoring."

At **SPECSHELL**, they design, develop, and manufacture real-time process analytical technologies (PAT) that provide actionable data for bioprocess monitoring. Their patented technology allows the user to monitor key component concentrations directly in the process stream both for quality control and optimization.

X

DTU
DTU X-Tech
Entrepreneurship



CEO
Jakob Anderson
CCO
Rohit Nagargoje
R&D
Krishna Chakravarta
BM & Co-founder
Thomas Howard

X-Tech Finalist 2015

MASH MAKES

"We are an Indo-Danish green tech company with the goal of creating a positive impact with carbon negative biofuel."

MASH MAKES specializes in taking waste resources and turning them into valuable and sustainable commodities such as electricity, biofuels, hydrogen and biochar. Our unique approach to dealing with supply chain- and technology development enables us to provide these commodities at a price similar to that of the unsustainable competing products.

X

DTU
DTU X-Tech
Entrepreneurship



CEO & Co-founder
Villads Sørensen
CTO & Co-founder
Andreas Ranch

X-Tech Finalist 2017

SOWA

"To make it easy for everyone to set up sound regardless of technical experience."

SOWA SOUND gives you the flexibility to set up as many speakers as you need without having to worry about wires. SOWA is the elegant wireless public address (PA) system designed for your event. They are developing the first cable free speaker system for conferences and trade shows. Gone are the days of rolling out cables by the dozen and taping them to the ground. Gone are the days of awful looking oversized PA speakers. And gone are the days where you can't hear the keynote speaker due to poor audio.

X

DTU
DTU X-Tech
Entrepreneurship



Co-founder
Christian Andonovski
Co-founder
Sebastian Zier

X-Tech Finalist 2018

PROTON MOBILITY

"We provide micro mobility solutions to our customers to increase their safety and efficiency by offering the most robust, flexible and easy to operate micro mobility device for work-related purposes."

PROTON MOBILITY is the company behind the uMover® is a smart and usability-focused 3-wheel electrical vehicle for transporting people over shorter indoor and outdoor distances. The uMover® was developed during a hard tech entrepreneurship course at DTU Skylab upon future mobility concept proposed by Continental AG. The uMover® targets employees who need to travel frequently within shorter distances, enabling them to become more efficient at work by easing their way of travel reducing their travel time.

X

DTU
DTU X-Tech
Entrepreneurship



CEO & Co-founder
Jon Sigvert
CTO & Co-founder
Christian Randløv Schmidt
CCO & Co-founder
Anders Kjemtrup

X-Tech Finalist 2020

reel

"Empowering all companies to procure electricity that makes a difference for the climate."

REEL is a climate impact start-up aiming to democratize the energy market and accelerate the development of renewable energy on a global level. They see this as a pivotal step towards a zero-carbon economy and avoiding irreversible climate change and damage to life on earth. Reel democratizes the renewable energy market by making it possible for groups of SMEs to act as "one synthetic large company" and enter into a Power Purchase Agreement.

X

Figures XIV, XV and XVI. A5 prints with information about DTU X-Tech, II

DTU



Co-founder
Jakob Konradsen
Co-founder and CEO
Adam
Hartmann-Kruckow
CEO
Christian Jacobsen
COO
Noam Ritov

eupry **2014**

"When it comes to temperature compliance, we have the most innovative and stable solution on the market."

EUPRY supports further development of host of industries including Laboratory, Pharmacy, Healthcare, Pharma, Food and more by providing efficient solutions to monitor temperature sensitive assets. Traditional approaches in terms of temperature monitoring are demanding and require many resources that prevent companies from re-investing their funds into achieving higher results. At Eupry, we take this responsibility by delivering an innovative Temperature Monitoring Service that removes almost all the time organizations currently spend on temperature monitoring.

DTU



Co-founder
Dennis Laust
Sørensen
Co-founder
Kenneth Lorentzen

KOMBO AUDIO **2018**

"Empower everyone to Amplify everything."

KOMBO AUDIO develops and sells professional audio equipment, designed specifically to be accessible and usable by everyone - no matter the experience. It's a plug and play system. Through the last 10 years, the internet has enabled a revolution in the music industry, making it much easier for independent musicians to create and share their music on social platforms. This is however a completely different story when it comes to the artist's ability to perform live. We are changing that with our Live music system - enabling small artists and musicians to set up their own live stages, whenever and wherever they please!

DTU



Business hustler
Martina Lokajova
Food safety Hacker
Cecilie E. Lund
Queen of prototyping
Ana Pejic

TEMPTY FOODS **2021**

"A vision to diversify consumer diet through sustainable food alternatives."

TEMPTY FOODS create protein-rich vegan alternative for your meal from mycelium, the network of threads from which mushroom grows. It is ideal for salads, poke bowls, sandwiches, and much more. Their mission is to provide innovative food products that are good for both people and the environment. They are the winner of the DTU Skylab Ignite spring 2021, Danish Ecotrophelia 2021, European Ecotrophelia 2021, and the DTU's Student Startup of the year 2022.

Figures XVII, XVIII and XIX. A5 prints with information about start-ups

B 371 R 211

**PURPLE
MEETING
ROOM**
(next to kitchen)

Scan and sign up for our newsletter



DTU Entrepreneurship

entrepreneurship.dtu.dk | Follow us on social media

B 371 R 217

**RED
MEETING
ROOM**
(events room)

Scan and sign up for our newsletter



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B 372 R 211

**GREEN
MEETING
ROOM**
(next to ESA BIC)

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The graphic designs for the recycling bins' stickers have been provided by DTU (<https://www.inside.dtu.dk/en/medarbejder/om-dtu-campus-og-bygninger/baeredygtighed-paa-dtu/det-kan-du-goere-baeredygtighed-i-hverdagen/affaldssortering/sorteringsvejledninger-online>)

Dimensions 20x20 cm

Figures XXIII-XXIX. Stickers for recycling bins

MASTER'S THESIS SURVEY

FEEDBACK AND CONCLUSIONS

Dear all,

Now that my project is coming to its ending and the final design is set, I would like to hear your opinion about the achieved outcome.

Remember that the goals of this master's thesis are:

1. Aesthetics: improve the image portrayed by the Centre.
2. Communication: transmit what the Centre does to the stakeholders.
3. Navigation: help visitors to find the different spaces in an easy way.

Thank you!!

1. AESTHETICS

The aesthetics part has been improved in different areas.

CORRIDOR: installation of stickers, installation of green walls.

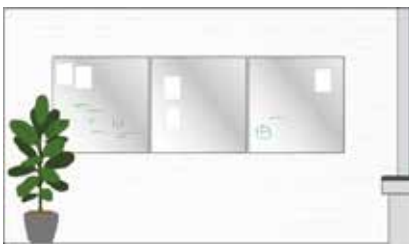
MEETING ROOMS: installation of stickers and new glass boards.

KITCHEN: new recycling area.

Corridor



Meeting rooms



Kitchen



To what extent do you think the aesthetics has been improved

1. It's just horrible
2. I prefer it as it was before the re-design
3. Slightly worse than it was before the re-design
4. Not better or worse
5. Small improvement
6. Much better than at present, very welcomed
7. Great! It will be one of the nicest working environments on the campus

Why do you think so?

Would you had liked to make other change?

Any other comment about the new aesthetics of the Centre.

2. COMMUNICATION

The communication of the Centre is displayed thanks to the installation of stickers on the cabinets' doors, and the display of the prototypes and information about companies and start-ups.

Stickers on cabinets' doors



Information prints with information



To what extent do you think the communication has been improved

1. It's just useless
2. I prefer it as it was before the re-design
3. Slightly worse than it was before the re-design
4. Not better or worse
5. Small improvement
6. Much better than at present, very welcomed
7. Great! Externals will know exactly what we do

Why do you think so?

Would you had liked to make other change?

Any other comment about the way the of communicating what the Centre does.

3. NAVIGATION

This re-design aspect is focused on visitors and externals, to help them navigate the Centre and find the different spaces like the meeting rooms. To achieve this goal, stickers are used in the entrances, in the fire doors, welcoming the visitor to DTU Entrepreneurship, and changing the image of the meeting rooms, adding stickers in their outside to make them more recognizable.

Stickers at entrances



Stickers for meeting rooms



To what extent do you think the navigation has been improved

1. It's just useless
2. I prefer it as it was before the re-design
3. Slightly worse than it was before the re-design
4. Not better or worse
5. Small improvement
6. Much better than at present, very welcomed
7. Great! It will be easy to find the different spaces at the Centre

Why do you think so?

Would you had liked to make other change?

Any other comment about the way of helping externals to navigate the department.



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POLITÈCNICA
DE VALÈNCIA

Re-design of workspace environment

Thank you

Gracias

Tak