

WORKSPACES: Welcome Home To Resimercial Design



The main goal behind resimercial design and resimercial furnishing is to make the workspace a welcoming, comfortable place to spend time.

Resimercial, a hybrid of residential and commercial design, has arrived in the office environment. Inspiring your team to get on-board, become actively engaged and perform at their best provides employers, staff and planners with some amazing opportunities to exceed expectations for your team.

As part of the constant quest for work-life balance, resimercial design brings a unique level of comfort to commercial interiors in the workplace. As meeting styles have become more casual, and office plans more open and engaging, it was only a matter of time before relaxed residential elements came to the table with innovative highly collaborative design strategies.

Why Resimercial?

The main goal behind resimercial design and furnishing is to make the workspace a welcoming, comfortable place to spend time.

This is something that consumers have come to increasingly expect in offices and retail establishments. For businesses seeking to create a high level customer experience, it is imperative to create a place of inclusion within your brand messaging.

From an employer standpoint, making the office a comfortable and fun place to be creates incentives for both recruitment and retention.

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As your workplace culture becomes more engaged through relaxed collaboration, exciting conversations start to emerge. Conversations that lead to fresh ideas and brand excitement.

Powerhouse companies like Microsoft, Google, Uber, and Yelp have already tapped into this strategy by investing in resimercial design to increase employee retention, productivity, and creativity.

And it's actually working!

Comfortable employees and clients are happier and more open to new ideas! And who doesn't want that!

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Getting Started

If you are interested in changing things up a bit, shifting your office style to a more resimercial vibe requires a few starting points:

- **Variability:** Comfort and style are the foundation of resimercial design. This means different things to different people, so establishing task driven zones for varied work styles is essential. What it looks like in the current design model is open rooms that facilitate collaboration and communication interspersed with quiet, secluded spaces to plug in and focus on more intricate projects.
- **Durability** is not traditionally a feature of residential furnishings. But the resimercial design trend has inspired commercial furniture manufacturers to incorporate more durable fabrics and surfaces into their designs to accommodate the high levels of traffic and usage that office furniture sees.

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Design trends come and go, but this one has the potential to be a long term influencer. Because it is an investment in the people that will be the future of your business growth and productivity.

- **Ambiance** invokes an emotion or a feeling within a space. Corporate office design is typically just the opposite. So design your new resimercial office with a special focus on ambient features like lighting, decor, noise level, and temperature control. Even small changes on these details will help to make your office feel less stiff and structured.



- **Collaboration** is still the powerhouse behind resimercial design. The inspired branding of coworking spaces like We-Work has set a high bar and expanded upon this trend. Create spaces for optimal collaboration with intriguing design that makes a powerful impact.

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The relaxed nature of collaborative design strikes a chord for more creative industries. But any business can benefit from it. If you're wondering how this trend fits into your office, it opens the floor for simple changes that include:

- Casual meeting spaces that extend beyond the board room
- Multifunctional reception areas
- Open breakroom environments with cafe vibes
- Less traditional color palettes for walls and furnishings
- Day lighting solutions

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Coworking spaces have cashed in on this aesthetic and altered the dynamic of office design by creating evocative environments that provide plenty of opportunities for flexible work under one roof.

Research has shown that workspaces providing comfort and inspiring feelings of happiness are connected to increased productivity. Aesthetically pleasing offices perform better for modern forward thinking businesses.

Adversely, studies have corroborated that outmoded thinking that is reflected in poorly articulated design can have an adverse effect on not only morale but talent acquisition and retention.

If you are ready to step into the comfort zone and resimercial design sounds like a fit for you, our team will help you find the right transition pieces and floor plan to start you on well on your way to establishing a unique design tailored to your specific goals. Give us a call.