

Canopy Research Book

Product & Service Design Lab 2

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NABA NUOVA ACCADEMIA DI BELLE ARTI

01

Introduction

BRIEF

This book documents the development of a product emerging from the exploration of workspitality; the intersection between work and hospitality environments.

The project investigates how contemporary workspaces are evolving into more experience-driven, flexible, and human-centered environments, influenced by the spatial qualities and atmospheres of hotels. Through research, including on-site visits, desk research, case studies, user interviews, and contextual analysis, the work aims to identify gaps, behaviours, and opportunities within these hybrid spaces.

The outcome is the design of a product conceived as part of a broader product/service system, considering not only its function but also its relationship to space, user interaction, and the overall work experience.

“The office should be a destination just like a hotel or resort.”

- (Sordi, as cited in officeinsight, 2021)

ABOUT WORKSPITALITY

Workspitality is a design approach that merges the functional demands of workspaces with the experiential qualities of hospitality environments.

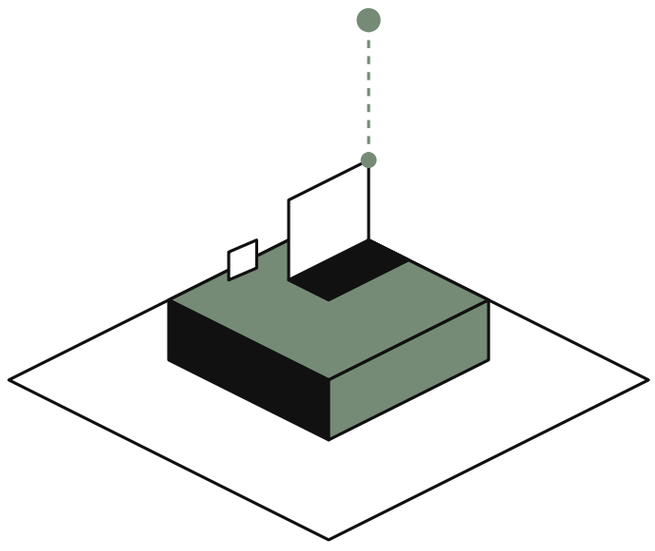
It reflects a shift away from traditional office settings toward spaces that prioritize comfort, atmosphere, and emotional engagement, supporting both productivity and well-being. Drawing from hotels, lounges, and social spaces, work environments are reimagined as places that foster flexibility, community, and a sense of belonging.

Simultaneously, hospitality spaces are adapting to accommodate work by integrating dedicated areas for focus, collaboration, and informal use. This convergence creates hybrid environments where working becomes a more fluid and desirable experience.

Workspitality: The Hotelification of The Workplace

In recent years, the commercial real estate and hospitality sectors have witnessed an unprecedented convergence, giving rise to the paradigm of Workspitability (Work + Hospitality). This concept describes the fusion of work-dedicated infrastructure with typical hospitality services. As highlighted by future of real estate reports from companies like JLL (Jones Lang LaSalle) and CBRE, we are witnessing the so-called “hotelification of the workplace”: the modern worker no longer seeks just a desk and a Wi-Fi connection, but a fluid, premium experience, characterized by curated design, concierge services, lounge areas, and high-quality food & beverage.

Initially, pioneering brands capitalized on this trend by transforming their indoor spaces. Silent lobbies have become vibrant coworking hubs, and hotel rooms repurposed into private daytime offices. However, as the offering of equipped lobbies becomes a market standard, the industry is seeking its next evolution. Design focus is shifting beyond glass walls, targeting a previously underutilized asset for productivity: the Outdoor space.



73%

Of hybrid workers prioritize premium hospitality amenities over standard desks

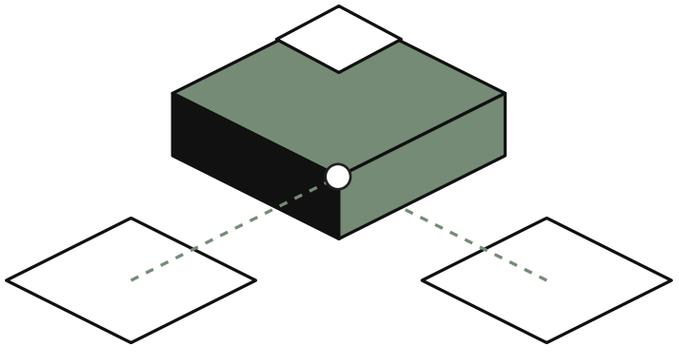
4.5x

Market growth in Work+Hospitality integrated assets since 2020

The New Third Place

In recent years, the concept of “workspace” has undergone an irreversible de-territorialization. As highlighted by the Gensler Research Institute’s research on the workplace experience, the traditional office has lost its monopoly, transforming from a daily obligation to a “destination” dedicated primarily to social collaboration. However, the void left by the office has not been entirely filled by working from home. Current data shows a growing “WFH fatigue”: workers complain of prolonged isolation, the erosion of boundaries between private and professional life, and often, the absence of adequate physical infrastructure.

In this scenario of fragmentation, the need for a new “Third Place” strongly emerges: a neutral environment, distinct from both home and office, capable of promoting well-being and concentration. The hospitality industry has rapidly intercepted this demand, evolving the traditional “Bleisure” paradigm towards a structured Workspitability model. Today, hybrid workers seek an environment that inspires and stimulates mental well-being over mere functional utility.



82%

Report persistent
“WFH Fatigue” & Isolation

Workplace destination
preference shift:



02

On-Site Research

OVERVIEW

The project investigation began with a series of on-site visits to three distinct environments where workspitality can take place: a hotel, a coworking space, and an informal public setting. The selected case studies included Urban Hive Milano, Spaces Porta Nuova, and Triennale Milano.

These visits aimed to understand how different spatial typologies support or limit work-related activities within hospitality-driven contexts. Each space was analyzed through direct observation, focusing on spatial hierarchy and elements and typologies, including furniture typologies and color hierarchy.

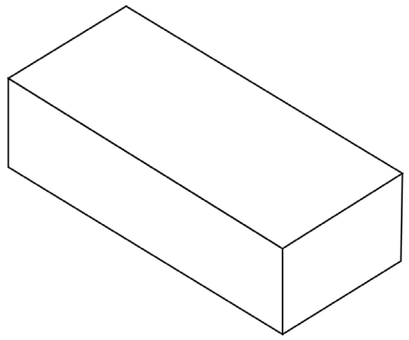


URBAN HIVE MILANO

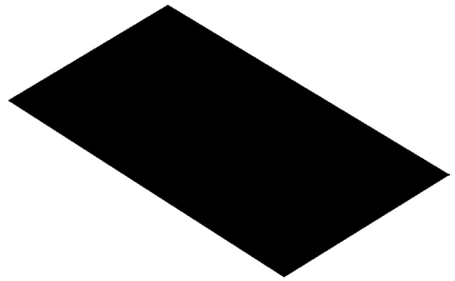
Corso Garibaldi, 84, 20121 Milano MI

Note. From Urban Hive Milano, by Urban Hive Hotels, n.d., https://www.urbanhivehotels.com/milano

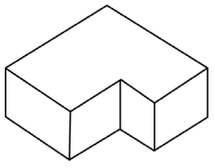
Urban Hive Milano is a boutique urban hotel that combines hospitality with a lifestyle-oriented identity. Designed to offer more than just accommodation, the hotel integrates a variety of shared spaces (including lounges, dining areas, and informal seating zones) that can also support work-related activities. This space exemplifies the hospitality sector adapting to new work behaviors, where guests increasingly seek environments that allow them to work comfortably outside traditional office settings. Studying the hotel provides insight into how atmosphere, comfort, and service influence productivity, and how work functions are subtly integrated into spaces primarily designed for leisure.



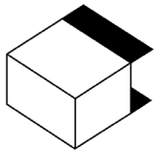
Restaurant / Bar



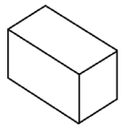
Terrace area



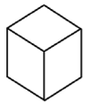
Lounge



Sala Magenta



Sala Vittoria



Sala Volta

Indoor spaces

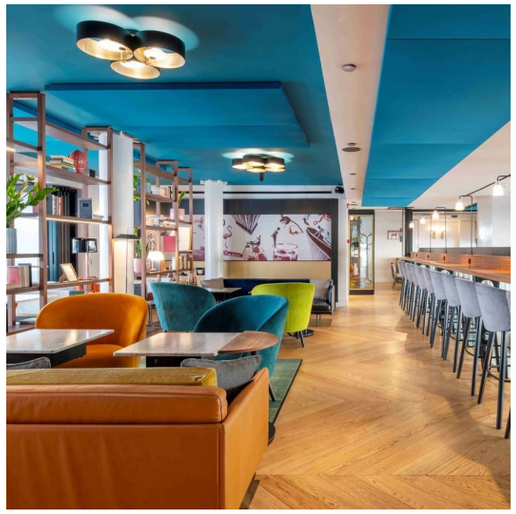
Outdoor spaces

SPATIAL HIERARCHY

The volumetric hierarchy of the Urban Hive Hotel is anchored by a dominant social core, where the Restaurant/Bar and Terrace function as the primary spatial anchors, together making roughly 65% of the total public volume.

While the meeting spaces that the Hotel offers as working spaces (Sala Magenta, Vittoria, and Volta) represent the remaining 20%.

This spatial layout reveals that the hotel prioritizes open, social spaces over small, private work areas.



Restaurant / Bar



Terrace



Sala Magenta



Sala Vittoria

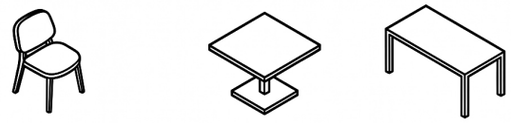


Lounge

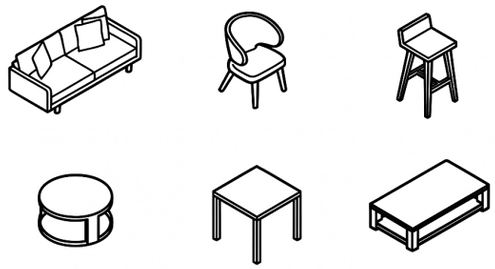


Sala Volta

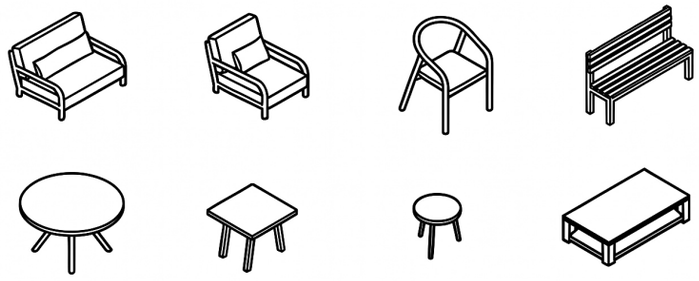
Sala Magenta, Vittoria & Volta



Lobby & Restaurant / Bar



Terrace



Office furniture

Casual Typologies

FUNITURE TYPOLOGIES

The furniture across the Urban Hive Hotel follows a consistent design language that blends residential comfort with hospitality style.

In the Salas, the hotel utilizes simple, chairs and versatile tables rather than ergonomic office chairs or heavy conference desks. The Lobby and Restaurant introduce plush sofas, bar stools, and low lounge tables, while the Terrace features a diverse mix of benches, armchairs, and round cafe tables.

The hotel chooses
to treat working areas as
social extensions of the lobby.
By using “home-like” and
lounge furniture even
in meeting rooms.



Sala Magenta, Vittoria & Volta



Lobby & Restaurant / Bar



Terrace

COLOR HIERARCHY

The hotel uses a sophisticated color distribution to define the mood of each zone.

The Salas (Meeting Rooms) are dominated by a heavy concentration of dark, neutral tones and off-whites, with only a small pop of orange.

The Lobby & Restaurant/Bar introduce a wider variety of colos but still in a very limited ammount compared to the neutral tones .

In contrast, the Terrace features the most balanced and vibrant distribution, giving equal weight to bold oranges, teals, olives, and reds.

The color hierarchy moves from only a pop of orange to full-spectrum vibrancy as you move from private to public spaces.

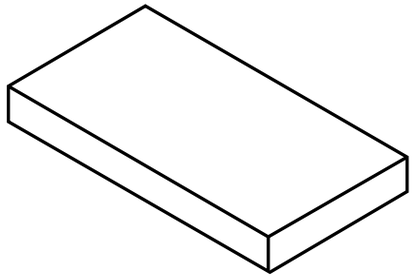


SPACES PORTA NUOVA

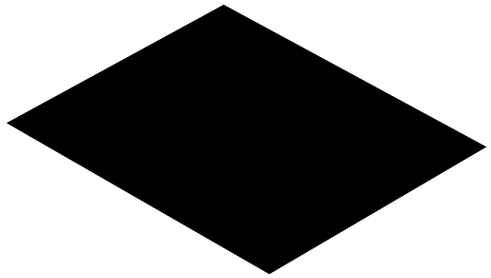
Bastioni di Porta Nuova, 21, 20121 Milano MI

Note. From Spaces Porta Nuova, by Spaces, n.d., https://www.spacesworks.com/en

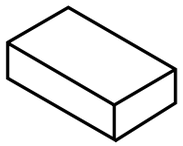
Spaces Porta Nuova is a coworking environment designed to accommodate a wide range of professional activities, offering flexible workstations, meeting rooms, and shared social areas. The space is intentionally structured to support productivity while incorporating elements of comfort and informality inspired by hospitality design. By analyzing this environment, it is possible to understand how spatial organization, flexibility, and service-oriented features are intentionally designed to support different modes of work, from focused tasks to collaboration and networking.



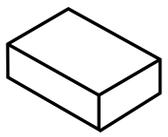
Shared desks



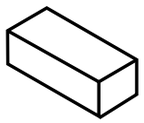
Terrace



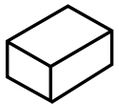
Conference



Lounge



Cafeteria



Meeting room



Private desks



Booths

Indoor spaces

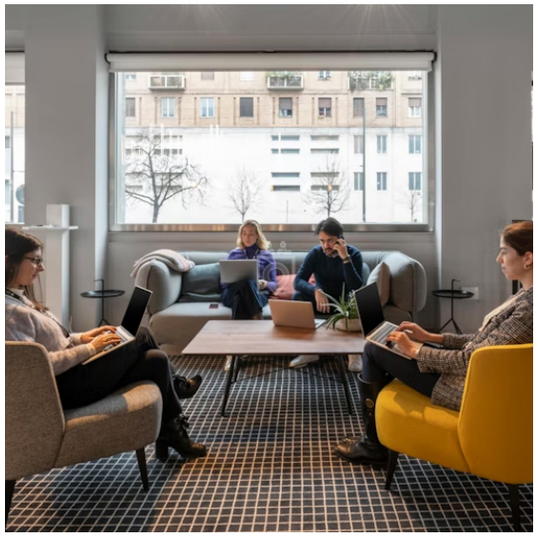
Outdoor spaces

SPATIAL HIERARCHY

The spatial distribution of Spaces Porta Nuova is anchored by two main areas: the Shared Desks and the Terrace.

These primary zones are supported by mid-sized communal areas, including a Conference room, Lounge, and Cafeteria. The layout then tapers down into smaller units such as the Meeting Room, Private Desks, and high-density, vertical Booths for individual focus.

The hierarchy reveals a model where collective and outdoor areas dominate the space, occupying an estimated 70% of the total volume.



Lobby



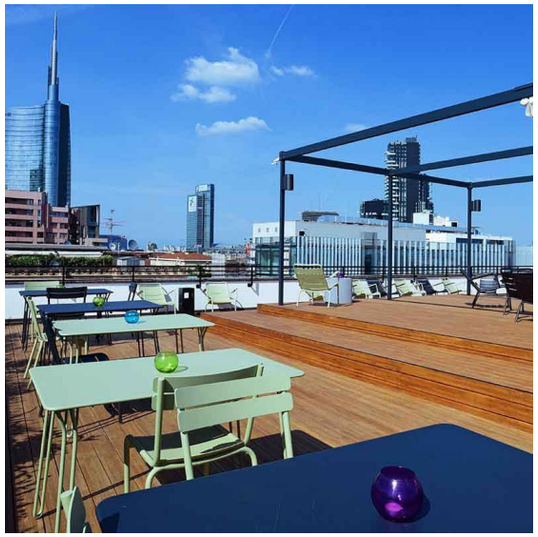
Cafeteria



Booths



Meeting room



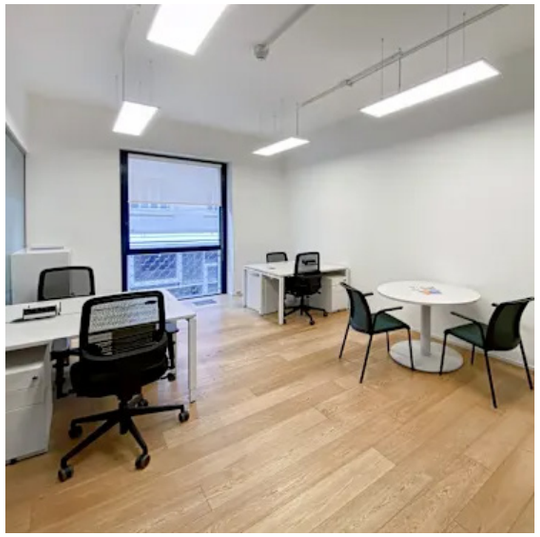
Terrace



Shared desks



Conference room

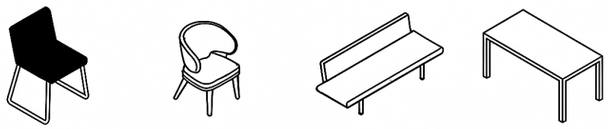


Private desks

Lounge & Cafeteria



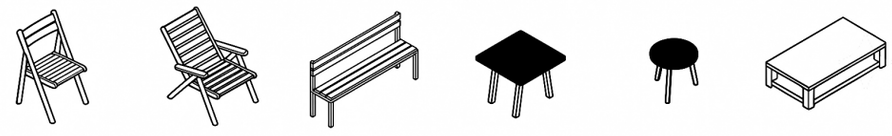
Shared desks & Booths



Conference, Meeting rooms & Private Desks



Terrace



Office furniture

Casual Typologies

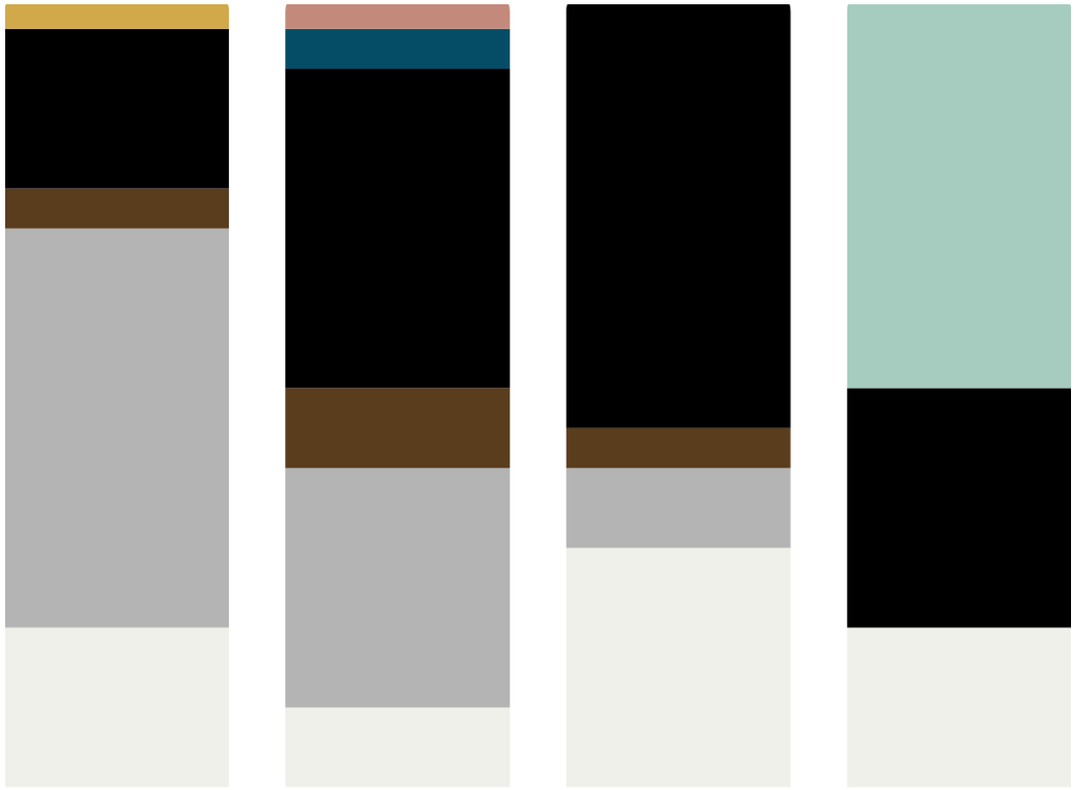
FUNITURE TYPOLOGIES

Technical office elements, such as ergonomic swivel chairs and modular workstations, are concentrated in the Conference, Meeting Rooms, and Private Desk zones.

As the layout shifts toward the Lounge, Cafeteria, and Terrace, the typology transitions almost exclusively to “residential” furniture, including soft sofas, bar stools, and outdoor loungers.

Notably, the Shared Desks zone acts as a hybrid area, blending structured office seating with more casual, regular pieces.

Spaces Porta Nuova utilizes technical furniture for production and focus areas. While residential furniture signals networking and decompression.



Lounge & Cafeteria

Shared desks & Booths

Conference, Meeting rooms & Private desks

Terrace

COLOR HIERARCHY

The color distribution across Spaces Porta Nuova follows a rigid, monochromatic foundation dominated by black, grey, and off-white.

In the Lounge & Cafeteria and the Meeting Rooms, dark tones and greys take up the majority of the visual field, creating a sleek, industrial backdrop.

Small accents of wood-brown and chair with muted pink and blue in the communal areas.

Only at the Terrace the palette shifts significantly, introducing a large block of pale sage green that competes with the black and white base.

Spaces Porta Nuova mantains a high-contrast, neutral palette for the workspaces and a more colorful outdoor

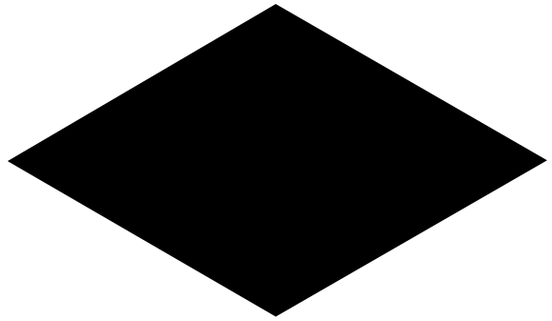


TRIENNALE MILANO

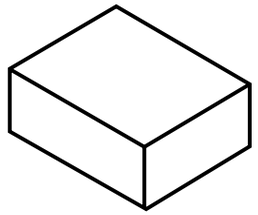
Viale Emilio Alemagna, 6, 20121 Milano MI

Note. From Triennale Milano, by Triennale Milano, n.d., https://triennale.org/en

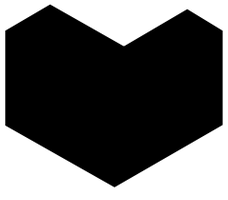
Triennale Milano is a cultural institution dedicated to design, architecture, and the arts, featuring exhibition spaces alongside cafés and public areas. While not specifically designed for work, its open and accessible environments naturally attract visitors who use the space for informal work, meetings, and study. The inclusion of this space is relevant as it represents spontaneous work environments, where work activities emerge without being the primary function of the space. Analyzing Triennale Milano allows for the observation of unplanned behaviors, highlighting how factors such as atmosphere, accessibility, and spatial flexibility can enable work even in non-designated settings.



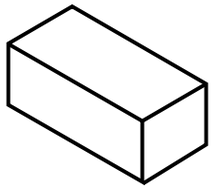
Garden



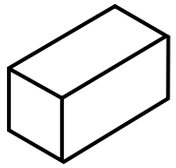
Restaurant (indoor)



Restaurant (outdoor)



Cuore



Cafeteria

Indoor spaces

Outdoor spaces

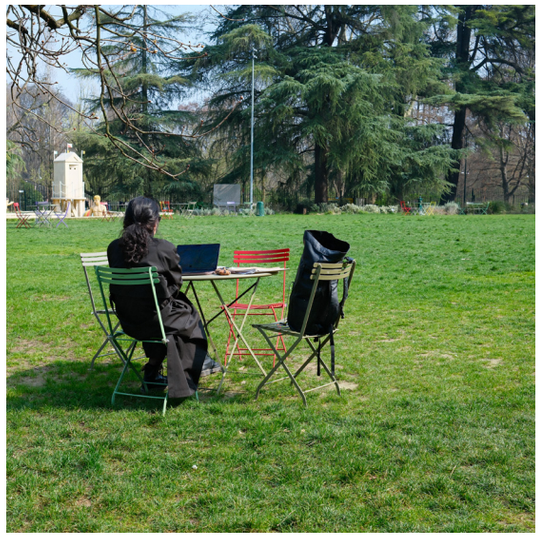
SPATIAL HIERARCHY

The spatial organization is defined by an overwhelming outdoor dominance, where the Garden and the Outdoor Restaurant together command an estimated 75% of the total volumetric footprint.

The Indoor Restaurant follows as the primary interior anchor (approx. 15%).

Cuore and Cafeteria represent the most compact, granular units, each occupying roughly 5% of the overall spatial hierarchy.

The majority of the site is dedicated to open-air fluidity rather than enclosed architecture.



Garden



Restaurant (indoor)



Restaurant (outdoor)



Cafeteria



Cuore (entrance)



Cuore (desks)



Cuore (meetings)

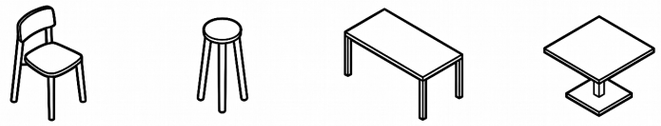


Cuore (conferences)

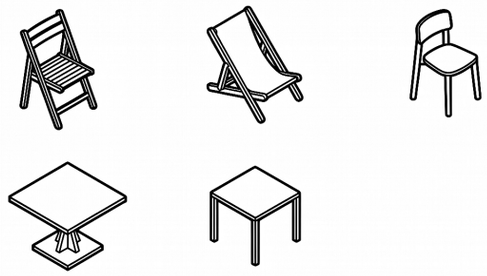
Cuore



Restauran (indoor), Restaurant (outdoor) & Cafeteria



Garden



● Office furniture

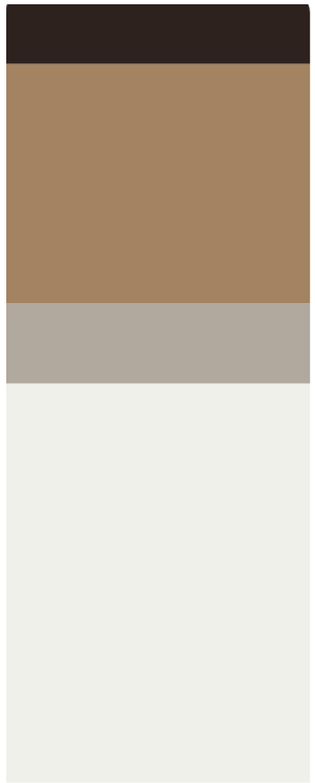
○ Casual Typologies

FUNITURE TYPOLOGIES

The Cuore is the only zone in Triennale that features technical office elements, including ergonomic swivel chairs and structured desks, though it also incorporates residential pieces.

In contrast, the Restaurants, Cafeteria, and Garden are composed entirely of non thechnical furniture, such as folding deck chairs, light cafe seating, and minimalist tables.

Casual furniture was present in 95% of the spaces where users were working.



Cuore



Restaurant & Cafeteria



Garden

COLOR HIERARCHY

The color palette at Triennale transitions from highly muted neutrals to vibrant, organic tones.

The Cuore is dominated by a clean white foundation and soft browns.

While the Restaurant & Cafeteria introduce a much heavier concentration of deep blacks and earthy browns.

The Garden completely breaks this indoor sobriety, presenting a balanced stack of forest greens, olive, ochre, and bold red, with black used only as a grounding base.

The internal spaces are kept strictly a neutral palette. However, the vast majority of the Garden utilizes a high-contrast, multi-tonal palette

03

Desk Research

OVERVIEW

This phase of the study centers on Kettal as the primary case study, evaluating their role as a pioneer in merging high-end furniture design with the evolving requirements of the flexible workplace.

To situate Kettal within the broader industry, the investigation extends to a competitive benchmarking analysis. This includes an evaluation of key market rivals who are similarly navigating the intersection of contract furniture and hospitality. By examining these players, the research identifies the specific design languages and product strategies currently defining the sector.

Furthermore, this chapter explores the macro-environmental factors driving the industry, specifically focusing on market growth and shifting demand. Through an analysis of recent economic trends and user requirements, the research highlights why workspitality has moved from a niche trend to a dominant market force.

KETTAL

Kettal operates at the intersection of architecture, product design, and landscape, positioning outdoor space as an extension of contemporary living. Rather than treating exteriors as secondary or purely recreational, the brand frames them as inhabitable environments where work, leisure, and social interaction coexist.

Through a combination of industrial precision and craft-based knowledge, Kettal develops systems and objects that respond to changing patterns of use, climate, and mobility. Its collaborations with international designers reinforce a research-driven approach, where materiality, modularity, and durability become tools to redefine how outdoor spaces are experienced in both domestic and collective contexts.



Note. From Outdoor design furniture, by Kettal, n.d., https://www.kettal.com/living/it/



Note. From The Pavilion H, by Kettal, n.d., https://www.kettal.com/living/it/

1. THE PAVILION H

Modular aluminum structure that transforms outdoor space into a programmable room. It integrates roof, panels, lighting, and climate systems into one architectural unit.

Key Features:

1. Bioclimatic Roof: Motorized slats allow for light and ventilation control via the Kode app, ensuring comfort during a client meeting or a sunset cocktail hour.

2. Modularity: You can configure it with glass walls (for thermal/acoustic insulation) or fabric curtains (for a softer, hospitality feel).

3. Integrated Tech: Supports power outlets, lighting tracks, and even TV mounts, making it suitable for outdoor boardrooms.

CEILING



SLIDING PANELS



INTEGRATED LIGHTS



These features provide significant advantages in terms of efficiency, safety, and durability, recreating the perfect atmosphere



Note. From Eolias Collection, by Kettal, n.d., https://www.kettal.com/living/it/

2. EOLIAS COLLECTION

Designed by Antonio Citterio, the Eolias collection addresses the requirement for flexible furniture pieces that are durable enough for the outdoors but refined enough for a lobby or lounge.

Key features:

1. Tubular Aluminum: Lightweight and weather-resistant, allowing the furniture to migrate from an indoor lounge to an outdoor patio seamlessly.

2. Sustainability: Uses natural and synthetic wicker (recycled PET) which provides the tactile warmth guests expect in hospitality, while being easy to sanitize.

3. Configurations: The Salina (outdoor wicker) and Panarea (outdoor rattan) versions allow you to maintain a consistent aesthetic across different zones.

FOLDING DINING TABLE



ARMCHAIR WITH WHEELS



In a workspitality context,
the chair and table function
as a design to bridge the gap
between residential comfort
and professional performance.

3. PHONE BOOTH M

In hospitality-heavy workspaces, noise is the biggest friction point. Kettal's phone booths provide a "quiet luxury" solution to acoustic privacy.

Key features:

1. Focus workspaces: sophisticated yet practical solutions to cater the office needs, offering comfort, echo-free environments, and easy installation.

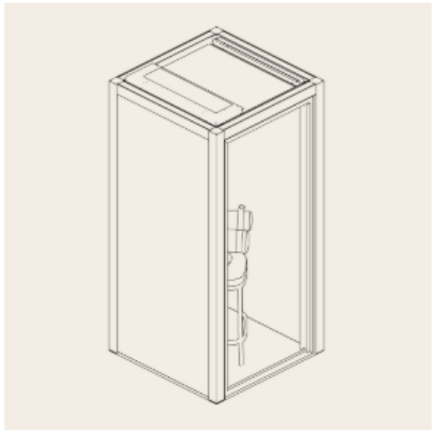
2. Acoustic: panels for up to 42 dB of noise control, customizable in colors and materials.

3. Modularity: freedom to create a private and focused workspace effortlessly, fostering concentration and productivity.

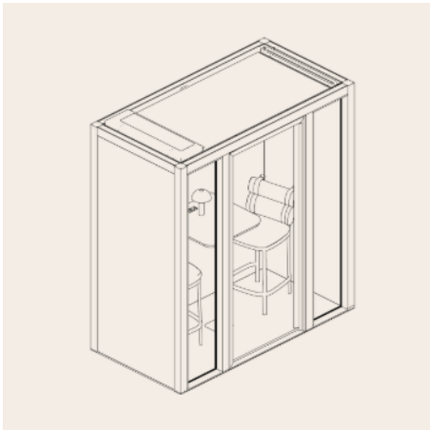


Note. From Phone Booth M, by Kettal, n.d., https://www.kettal.com/living/it/

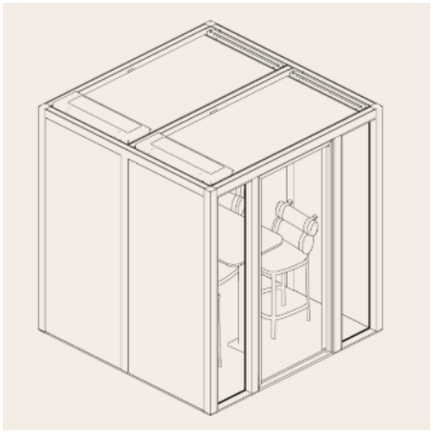
PHONE BOOTH M “S”



PHONE BOOTH M “L”



PHONE BOOTH M “XL”



PHONE BOOTH M “ADA”



Phone Booth M helps you create spaces to excel on occasions when isolated work is required.

COMPETITORS

The emerging intersection between workplace design and outdoor environments has given rise to a fragmented but rapidly evolving market. While several brands operate within the outdoor furniture industry, very few explicitly address the integration of work, hospitality, and open-air environments as a unified system.



Note. From Outdoor design furniture, by Kettal, n.d., https://www.kettal.com/living/it/

KNOLL



Known for its iconic mid-century furniture, the Bertoia collection combines sculptural elegance with functional seating. Originally designed by Harry Bertoia, the line includes wire chairs, stools, and lounge pieces that are both visually light and structurally durable, suitable for private offices, collaborative spaces, and outdoor terraces.

GANDIA BLASCO



Spanish outdoor design brand for outdoor furniture. The Basic Pergolas collection combines minimalist structure with practical adaptability. Featuring sleek aluminum frames, optional folding roofs, and integrated lighting, these pergolas provide sheltered, stylish spaces for office terraces, coworking areas, or hospitality outdoor zones.

FRAMERY



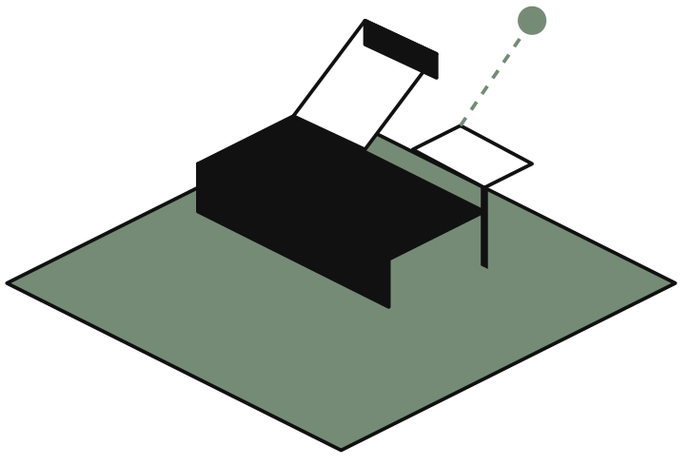
Finnish brand specializing in high-performance acoustic office pods and phone booths that offer privacy and sound insulation in open work environments. They produce everything from compact phone booths to meeting pods.

Most outdoor office furniture focuses on static comfort. However, there is a lack of active ergonomic outdoor furniture.

Designing for the Outdoor

If the psychological need is clear, the market response is being defined through a profound rethinking of outdoor spaces. High-end hospitality is abandoning the idea of the outdoors as an exclusively recreational area and transforming it into a hybrid ecosystem. Weak market signals show resorts and boutique hotels integrating co-working cabanas, equipped gardens, and open “work-pods,” applying a “tech-luxe” aesthetic borrowed from luxury nautical design.

The transition to outdoor working poses crucial product design challenges. The traditional ergonomic office chair is out of place in nature. We are witnessing the emergence of new types of hybrid furniture: elements originally intended for relaxation are being redesigned with proportions and ergonomics suitable for supporting laptop posture. Surfaces recall organic elements using advanced technical materials, such as recycled PETG extrusions or 3D-printed bio-based fibers. Finally, technology must adhere to the principles of Calm Technology: invisible integration of power outlets and adjustable shading systems. Technology enables work but disappears to leave the stage to nature.



CAPEX

Investment shift toward outdoor tech-luxe hybrid assets

Materiality Focus



standard

80% biomimetic & recycled



Note. From Outdoor design furniture, by Kettal, n.d., https://www.kettal.com/living/it/

MARKET GROWTH & DEMAND

In the current 2026 landscape, the “Workspitality” sector is witnessing a transformative shift where outdoor environments are no longer secondary amenities but primary revenue drivers. As the global office furniture market climbs toward an estimated $65.6 billion this year, the specific demand for professional outdoor solutions is outperforming traditional categories.

“The commercial outdoor furniture segment in Europe is projected to grow at a Compound Annual Growth Rate (CAGR) of 6.6% through 2033”

(Nova One Advisor, 2024)



Note. From Outdoor design furniture, by Kettal, n.d., https://www.kettal.com/living/it/

MARKET GROWTH & DEMAND

Biophilia ROI (Return on Investment) refers to the quantifiable financial and performance gains achieved by integrating natural elements (such as sunlight, vegetation, and outdoor access) into professional environments. Far from being a purely aesthetic choice, biophilic design is a strategic business tool grounded in environmental psychology.

Data from the past two years demonstrates that workers in “nature-positive” spaces report significantly higher levels of cognitive function and emotional well-being. For a Workspitality project, the ROI is seen in three distinct pillars: Human Capital (reduced burnout and increased productivity), Real Estate Value (higher lease premiums for “green” certified buildings), and Operational Efficiency (lower turnover rates). By moving the office outdoors, companies aren’t just improving the view, they are optimizing the biological conditions required for high-level professional performance.

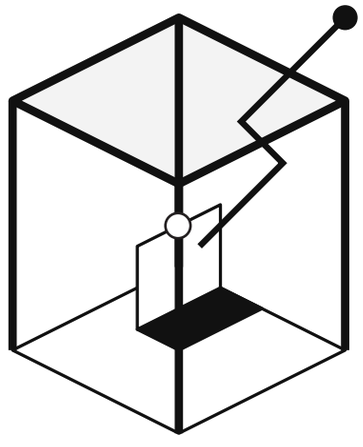
“Workers in environments with natural elements report a 15% higher level of well-being and a 15% increase in creativity”

(Human Spaces, 2015).

Digital Fatigue and Indoor Limits

Despite the spread of coworking spaces and “Workspitability-friendly” lobbies, many remote workers experience a persistent form of dissatisfaction. Academic research defines this phenomenon as “Technostress”, or the inability to manage the demands of constant connectivity. A fundamental contribution comes from studies by the Stanford Virtual Human Interaction Lab, which identified “Zoom Fatigue” as a unique factor of cognitive exhaustion. Working constantly in front of a screen forces the brain into an unnatural effort: the excess of close-up eye contact and interpretation of pixels creates a loop of high nervous activation without an effective release.

In this context, first-generation “Workspitability” (indoor, air-conditioned, artificial spaces) risks becoming a “gilded cage.” Although aesthetically curated, these environments fail to provide a “Cognitive Reset”: the brain, saturated with digital stimuli and artificial lights, cannot truly disconnect. The continuity between screens and lobby lights creates a “digital bubble” that prevents mental detachment. The worker is ultimately looking for an antidote to digital toxicity.



+45%

Increase in cognitive load during prolonged indoor screen time

Technostress Accumulation (measured in hours)

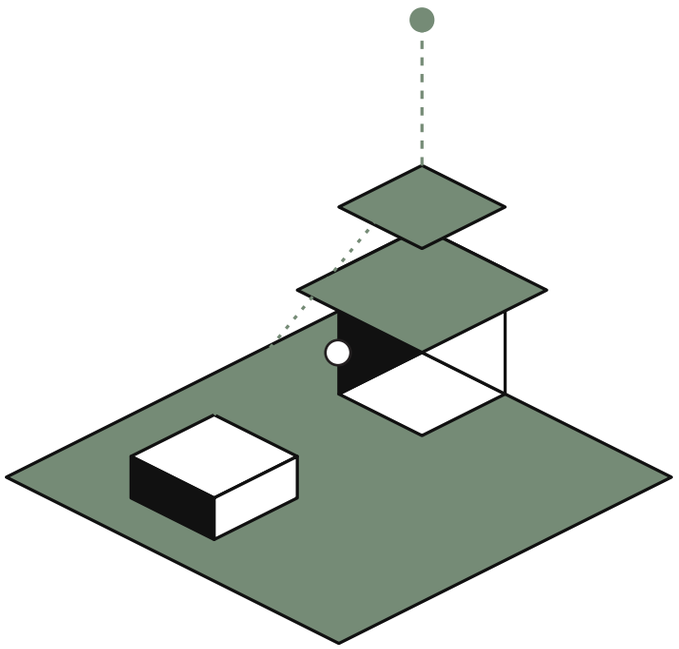


Biophilia & Regeneration

Nature as a healing technology

To address the cognitive exhaustion caused by hyper-connected indoor environments, the science of space design is turning to nature. Applied to workspaces, this finds expression in the Attention Restoration Theory (ART). Screen-based work requires intense “directed attention,” a limited resource that is quickly depleted. Nature, by contrast, offers visual and auditory stimuli that generate “Soft Fascination.”

This form of effortless attention allows the brain to recharge its cognitive reserves, acting as a genuine reset for the nervous system. Working outdoors physically reduces cortisol levels (the stress hormone) and blood pressure, transforming the outdoor environment into the ultimate premium infrastructure for highly focused, low-stress work.



+15%
PERCEIVED WELL-BEING

+6%
SUSTAINED PRODUCTIVITY

+15%
CREATIVE OUTPUT & PROBLEM SOLVING

04

Users

OVERVIEW

In this chapter, we analyze the behavior of people who tend to work outside their homes and away from formal offices, aiming to decode the invisible “social contract” between the worker and their surroundings.

This research phase employs a dual-methodology approach: qualitative, semi-structured interviews to capture the nuances of the local experience, and quantitative questionnaires to validate these findings within a broader global context. The goal is to identify friction points that will inform the functional requirements of the final design intervention.

INTERVIEWS

To supplement the on-site observations, a series of targeted interviews were conducted with the facility managers and staff responsible for the daily operations at Urban Hive Milano, Spaces Porta Nuova, and Triennale Milano. These stakeholders provide a unique vantage point, as they oversee the continuous flow of users and the physical maintenance of the environments.

The focus of these conversations was to bridge the gap between intended design and actual use. By interviewing those who manage these spaces, the research gained insights into recurring user behaviors, how they manage power and equipment needs, and the specific factors that trigger a transition between indoor and outdoor areas.



URBAN HIVE HOTEL
Administrator



SPACES PORTA NUOVA
Receptionist



TRIENNALE
Staff

Q1: How would you describe the typical guest here? and what days are the most used?



URBAN HIVE HOTEL

Administrator

“They aren’t here for an 8 hour work session; they usually stay for a period of 3 hours with a lunch break. We welcome people from Monday to Sunday, but our Salas are mostly used on weekdays”



SPACES PORTA NUOVA

Receptionist

“Most of our clients stay for long periods, treating this as their primary office. Mondays are the busiest days, while weekends tend to be the quietest.”



TRIENNALE

Staff

“Visitors usually don’t stay for long; around 2–3 hours. Weekends tend to be the busiest, probably because the libraries are closed.”

Users tend
to work longer in
formal, office-like spaces
(like Spaces Porta Nuova)
and shorter in informal,
flexible settings.

Q2: What is the most common “small request” you get from people working here?



URBAN HIVE HOTEL
Administrator

“Specially at Restaurant and Bar area, our guests are constantly looking for the seat closest to the outlet.”



SPACES PORTA NUOVA
Receptionist

“A lot of our clients ask us for adapters and HDMI cables for their meetings and conferences.”



TRIENNALE
Staff

“Because this is a museum and not an office, visitors often ask where is the nearest plug?”

A common need across all spaces is access to power and connectivity. Users frequently request plugs, adapters, or cables to keep working efficiently.

Q3: Do users tend to move to a particular chair or corner after working for a while?



URBAN HIVE HOTEL

Administrator

“After a couple of hours, many guests tend to move to the window seats or the terrace. I think it’s for the natural light and a bit more fresh air.”



SPACES PORTA NUOVA

Receptionist

“People often move to the high tables near the coffee station to grab a drink.”



TRIENNALE

Staff

“I don’t think they move around much, but they usually grab the seats by the window.”

After working for a while, users tend to gravitate toward spots with natural light, fresh air, or amenities.

Q4: From your perspective, do guests view the outdoor areas primarily as a space to work or rather to escape work?



URBAN HIVE HOTEL
Administrator

“At Urban Hive, the terrace is treated as a relaxing and work zone. You’ll see people with laptops out there when the weather is nice.”



SPACES PORTA NUOVA
Receptionist

“In Porta Nuova, the terrace the outdoor space is an escape. People go out there to take a call they don’t want others to hear, or to physically leave the screen for a cigarette or a coffee.”



TRIENNALE
Staff

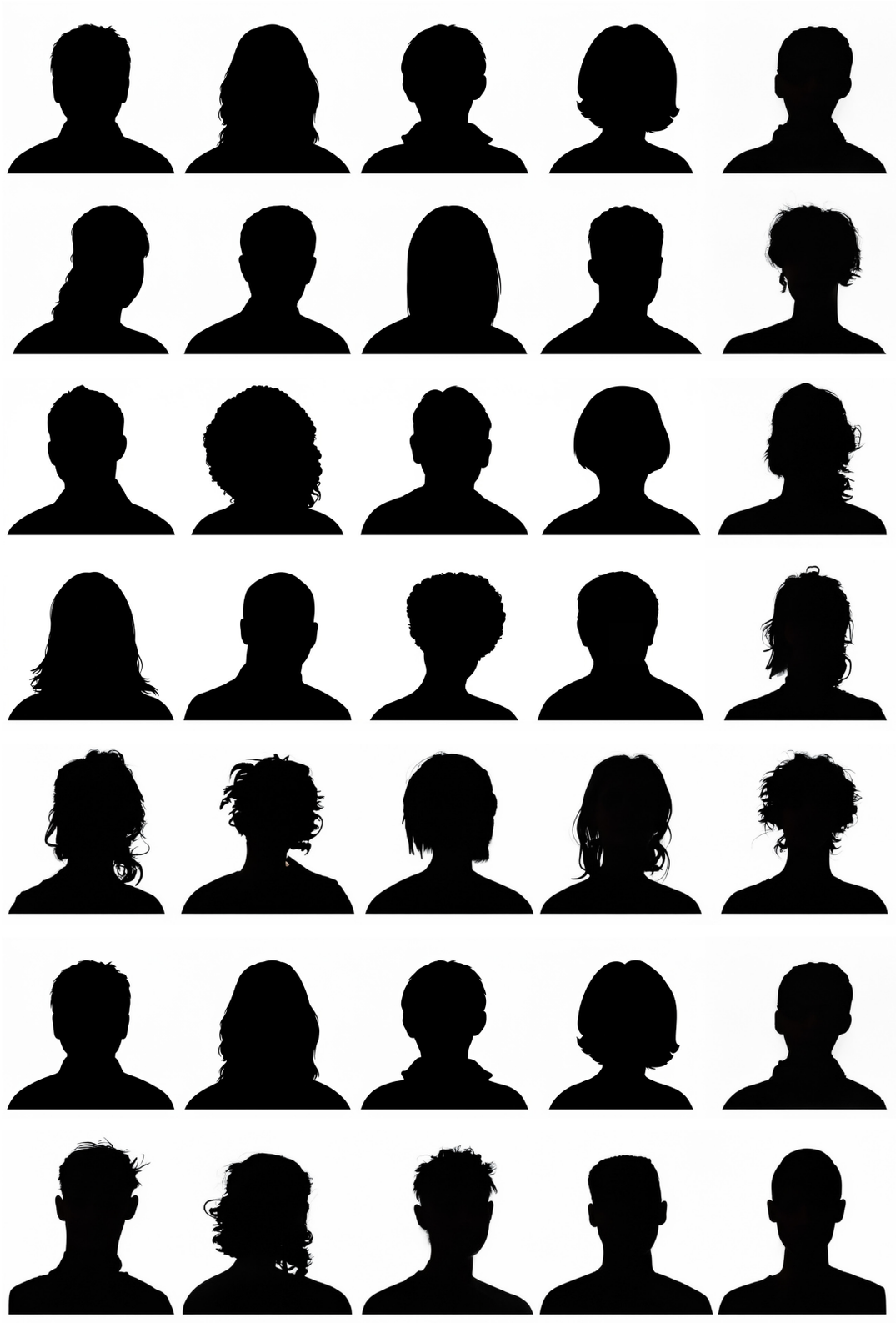
“Surprisingly, we sometimes see people working in the garden even though the furniture is very uncomfortable, usually when they want quiet and privacy for a Zoom meeting or call.”

While outdoor spaces are often used as an escape from work, they also become valuable for focused tasks like calls or moments requiring privacy.

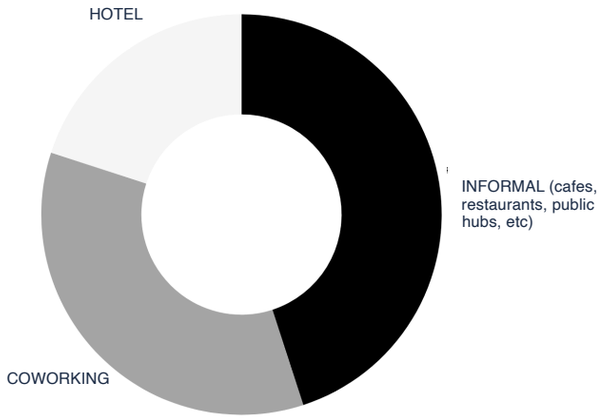
QUESTIONNAIRS

To see if the issues found at the three Milanese sites are part of a larger trend, we distributed a questionnaire to a broader group of remote workers, gathering approximately 80 responses.

This section quantifies general habits, such as how often people attempt to work outside and what specific physical discomforts (ergonomics, lighting, power) stop them from staying productive. The data here moves beyond the specific locations to prove a widespread need for better outdoor work tools.

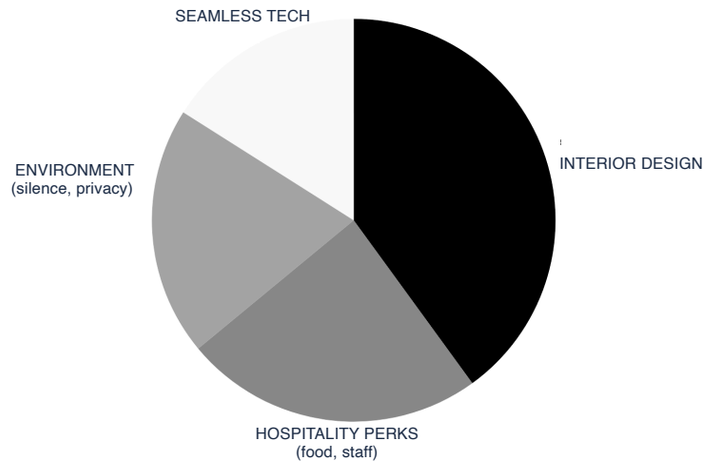


1. If you aren’t at a company desk, which “Third Space” do you prefer? Explain why



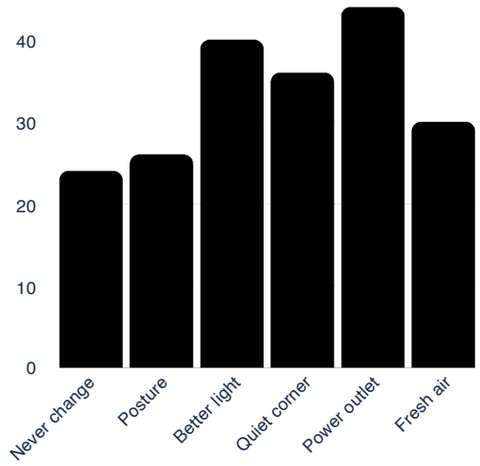
Most workers choose “Informal” spots because they prioritize social energy and a low-pressure environment over a sterile office.

2. What is the bigges “luxury” you look for when working in a public space?



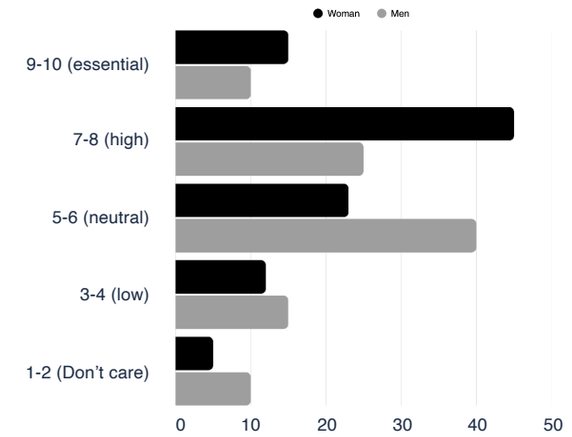
While outdoor spaces are often used as an escape from work, they also become valuable for focused tasks like calls or moments requiring privacy.

3. What is the primary reason that makes you switch spots during a work session?



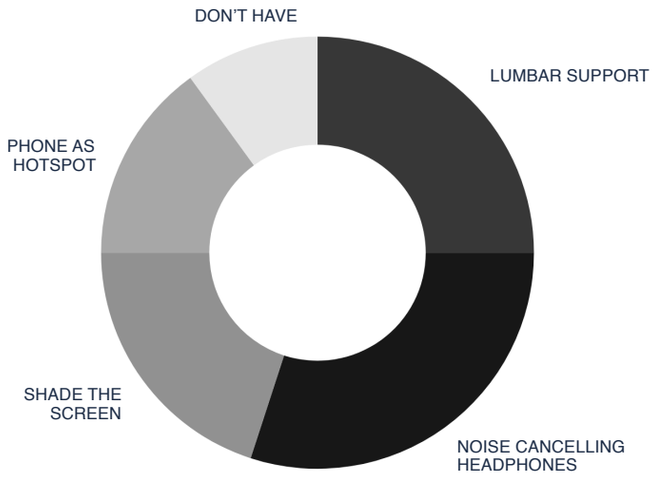
The Power Outlet is the #1 reason people switch seats. They are forced to move when their device hits a critical level.

4. On a 1-10 scale, how much does the aesthetic of a space impact your productivity?



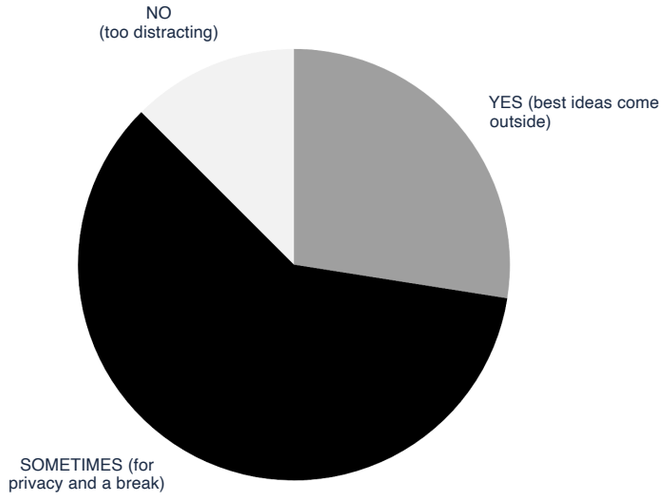
Women are noticeably more likely to find that the aesthetic of the space makes an impact on their productivity

5. What is the most common “physical hack” you use to stay comfortable or focused?



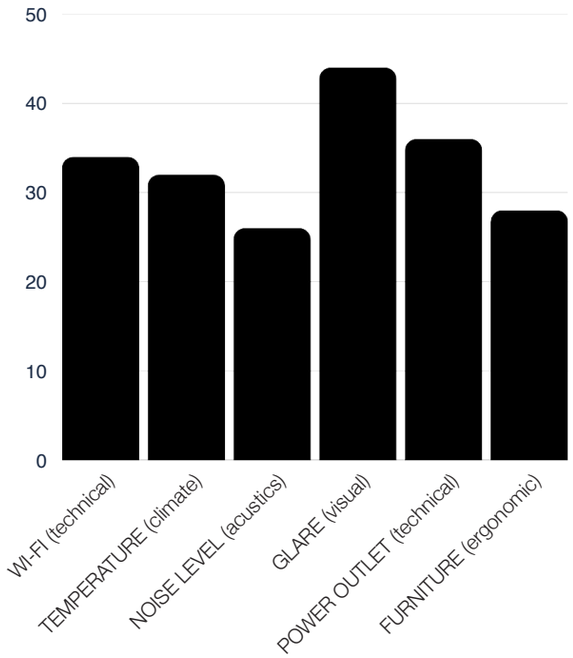
90% of workers are using some sort of “hacks” to feel more confortable during their work session

6. Does working outdoors actually stimulte your creativity?



While 27.5% of the respoders feel a positive creative pull toward the outdoors, 60% use it as an break from work

7. What is the #1 physical deterrent that stops you from taking your laptop outside?



The deterrents are evenly split between Glare, Power, and Tech.

05

Conclusions

OVERVIEW

This chapter presents the integrated findings from both the desk research and the on-site investigation, acting as a bridge between raw observations and actionable strategies. By synthesizing the data gathered from Kettal's market positioning alongside the behavioral patterns observed in Milan, the research transitions from "what is happening" to "what is needed."

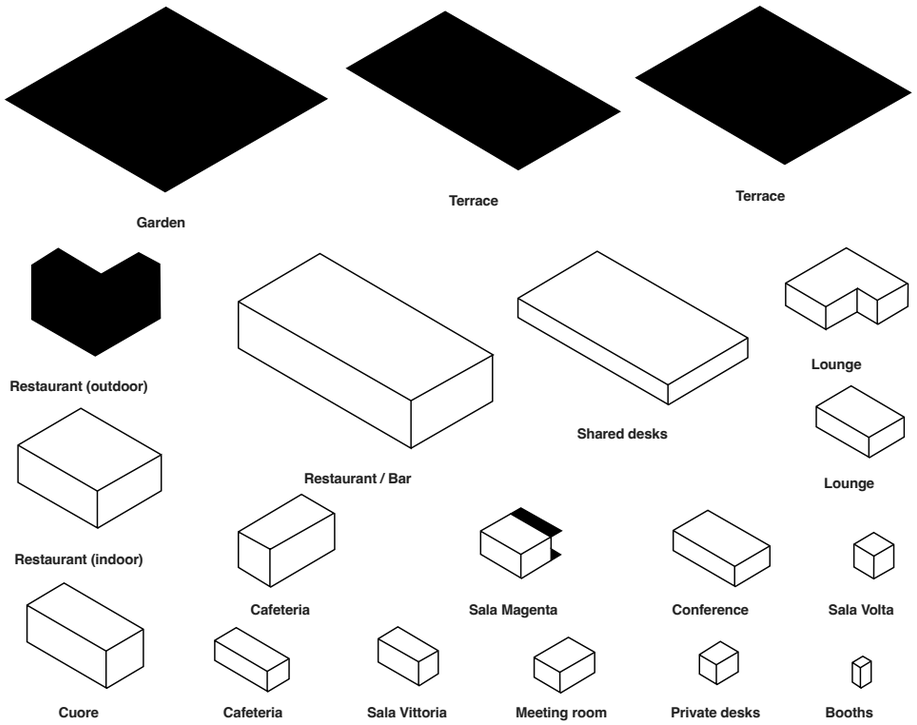
The progression from research to strategy follows a refined three-step approach:

1. Synthesizing Insights: We cross-reference secondary data with primary on-site findings, including observations and staff interviews. This process uncovers the recurring themes and critical pain points that define the current workspitality.

2. Mapping Opportunities: By identifying the gaps where current furniture and spatial solutions fail to meet user demands, we pinpoint where a new product can offer the most significant value and differentiation.

3. Defining the Conclusion: The chapter culminates in a final conclusion that summarizes the core requirements for the project.

INSIGHT 1: SPATIAL HIERARCHY

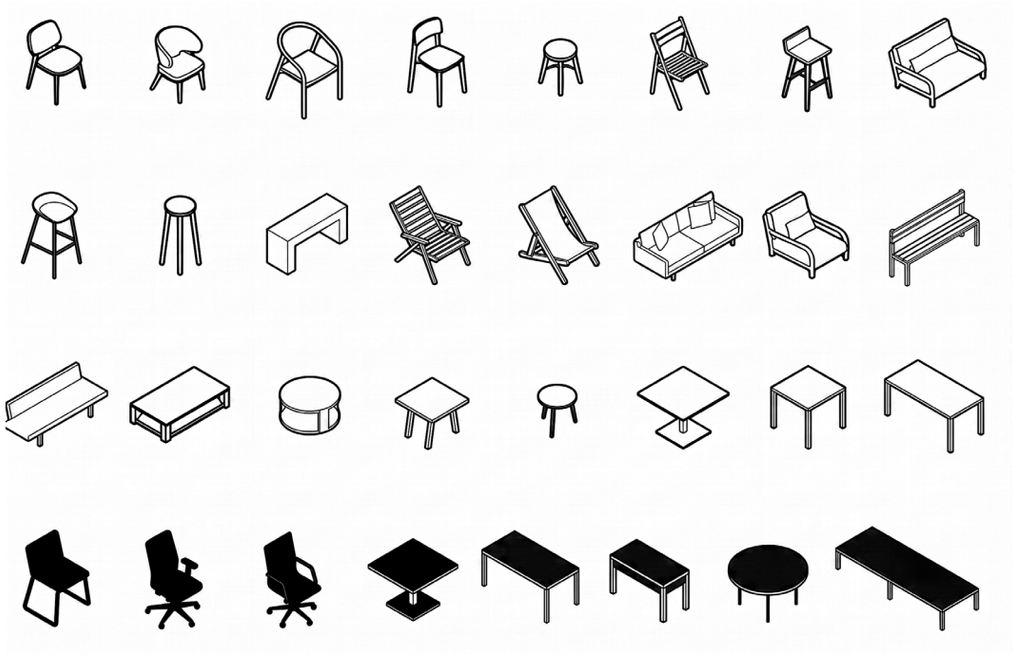


○ Indoor spaces

● Outdoor spaces

There is a consistent architectural priority given to large-scale, collective, and outdoor environments over specialized or private work areas.

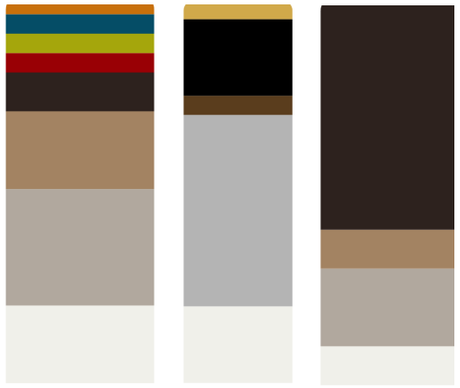
INSIGHT 2: FURNITURE TYPOLOGIES



- Office furniture
- Casual Typologies

Traditional corpotares have shifted their aesthetics toward a hybrid of residential and hospitality design.

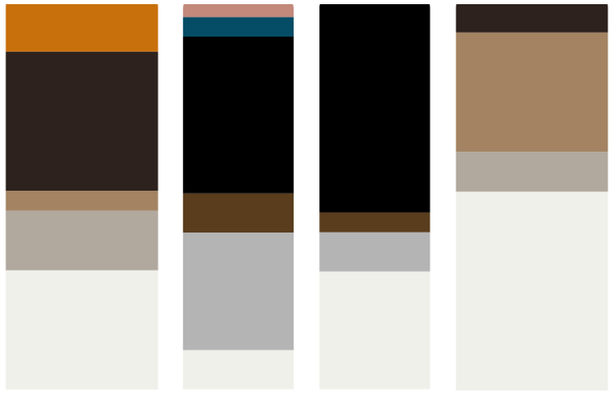
INSIGHT 3: COLOR HIERARCHY



Lobbies, Restaurants, Bars & Cafes



Terrace & Gardens



Workplace & Collaborative spaces

Muted tones are used in focused work areas. As you move toward outdoor, more social spaces, the palette turns into a much more vibrant range.

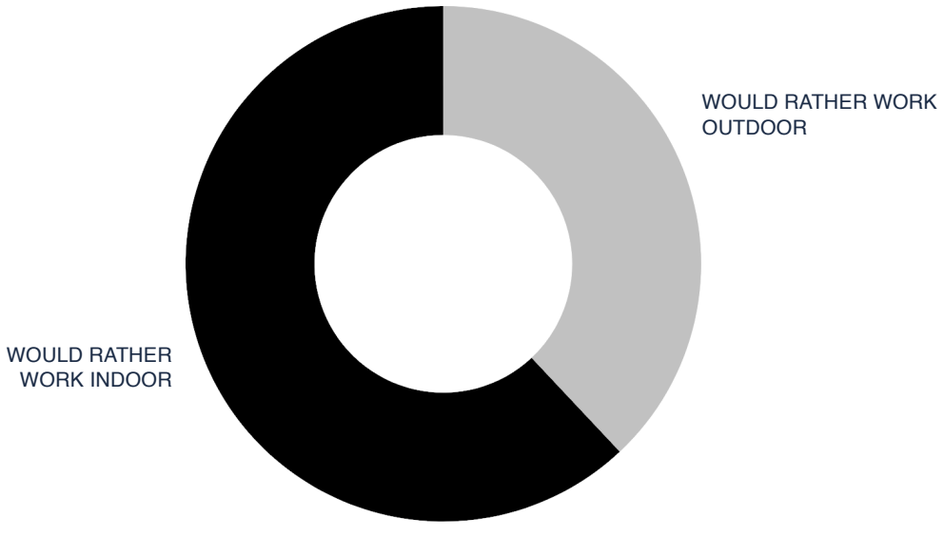
INSIGHT 4: DESK RESEARCH



Note. From Bertoia Collection, by Kettal, n.d., https://www.kettal.com/living/it/

In the market is shifting toward treating outdoor spaces as primary work environments, there is a disconnect between infrastructure and ergonomics

INSIGHT 5: QUESTIONNAIRS



62% of users prefer to work on indoor due to a lack of professional-grade technical infrastructure on the outside

INSIGHT 6: INTERVIEWS

Users are currently choosing to sacrifice ergonomic comfort for the privacy and sensory “reset” of the outdoors

OPPORTUNITIES

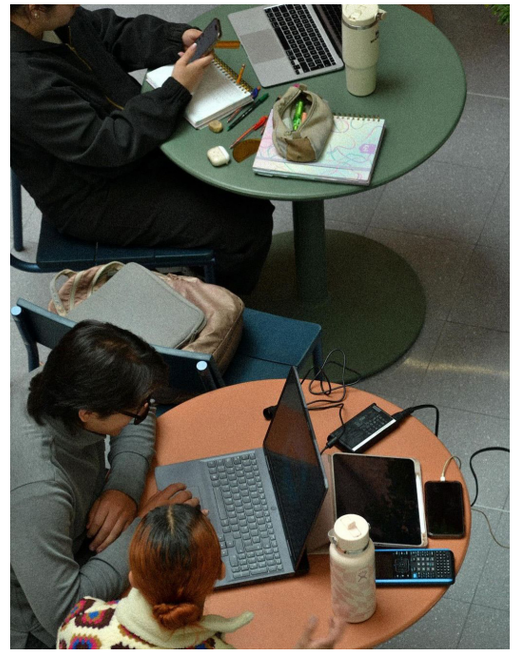
While the global office furniture market is projected to reach $65.6 billion by 2026, the real opportunity lies in the “third space.” Data indicates that outdoor environments are no longer secondary amenities; they are becoming key revenue drivers and essential productivity hubs for today’s professionals.

Based on this multi-layered research, three strategic opportunities emerge:

1. Static furniture vs. user needs: Desk research suggests that most competitors focus on static furniture designed for short-term lounging. However, on-site interviews in Milan reveal a migration paradox: users go outdoors for psychological relief but end up working on uncomfortable garden furniture that does not support focused work.

2. Infrastructure gaps: Survey data shows that 62% of users remain indoors due to a lack of proper infrastructure. The main reason people change seats is simple: access to power outlets.

3. Acoustic and privacy opportunities: On-site research at Spaces Porta Nuova and Urban Hive demonstrates that outdoor areas are often used as informal private offices. People seek not only fresh air but also the acoustic relief that open-plan interiors fail to provide.



OPP 1

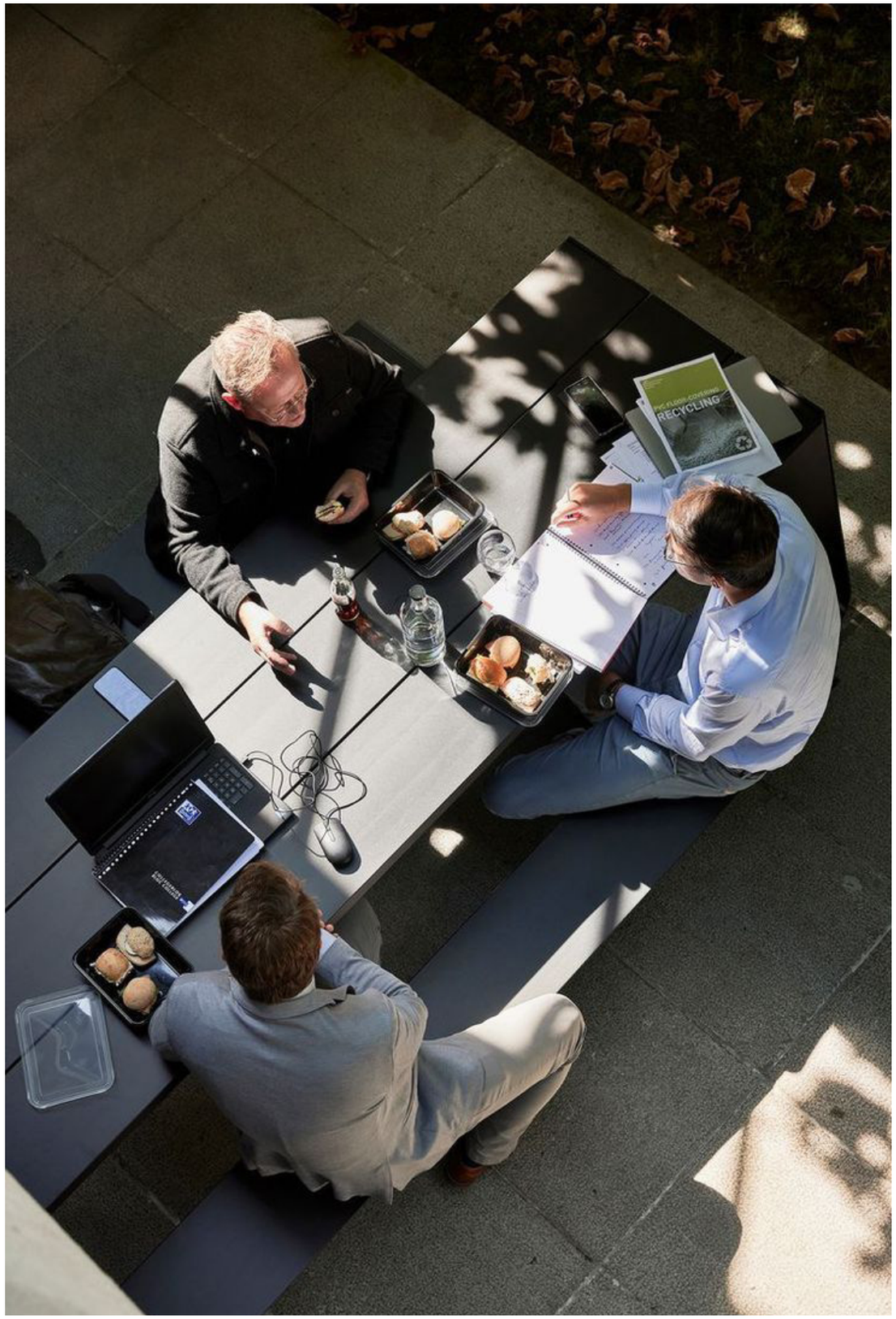
Bridge the gap between the outdoor spaces and the low functional quality of the furniture within them, with active ergonomic outdoor solutions.

OPP 2

Develop office furniture with fully integrated technical ecosystems that enable seamless, infrastructure independent work.

OPP 3

Develop workspaces with integrated acoustic solutions that provide privacy and focus.



CONCLUSION

Today's professionals are no longer satisfied with the "balcony as a breakroom." People are willing to trade comfort for the benefits of being outdoors, but are limited by a lack of proper tools.

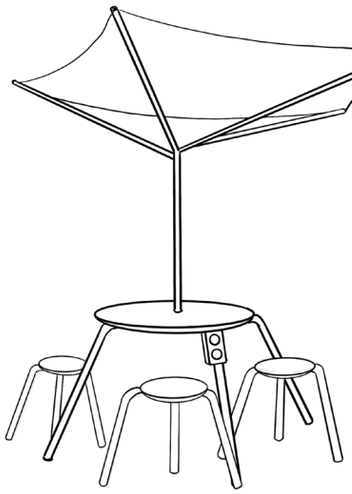
By combining hospitality-driven aesthetics with high-performance functionality, there is an opportunity to unlock the full potential of outdoor spaces. The future of workspitality lies in these activated environments, turning underused areas into productive, restorative, and high-value assets within the modern workplace.

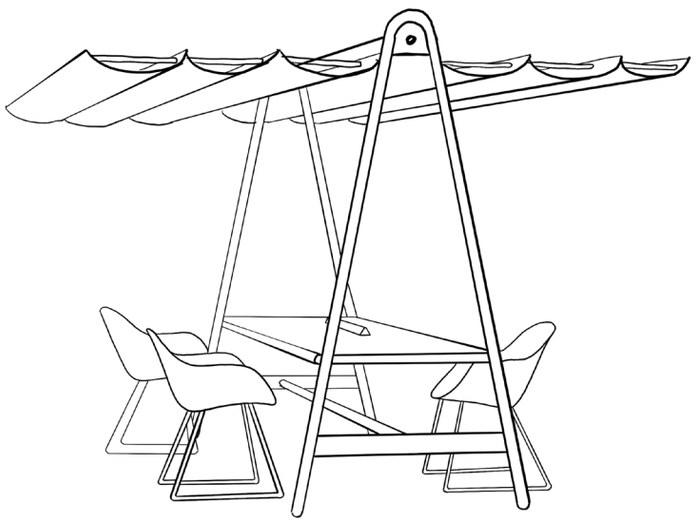
06

Design Direction

ABSTRACT

People are increasingly willing to trade indoor comfort for the benefits of being outdoors, yet their ability to work effectively remains limited by a lack of appropriate tools. This project explores the opportunity to unlock the full potential of outdoor spaces within luxury hotels in arid and warm climates. It proposes a product that enables comfortable outdoor work while seamlessly blending into its surroundings, preserving the aesthetic and spatial identity of high-end hospitality. Its innovation lies in merging the needs of outdoor relaxation and focused work into a single adaptive solution that transforms these environments into fully connected, productive settings through the integration of power, connectivity, and visual comfort.





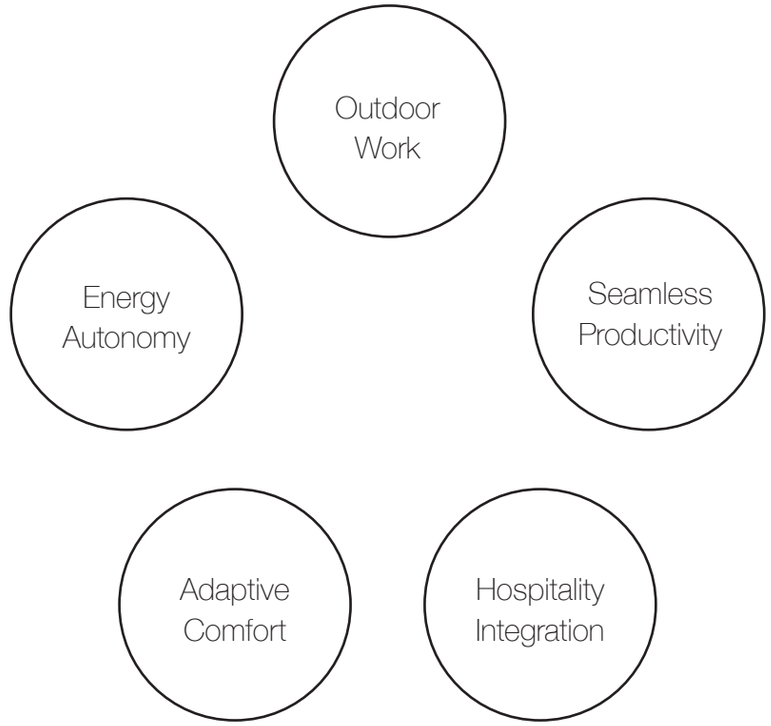
MOODBOARD



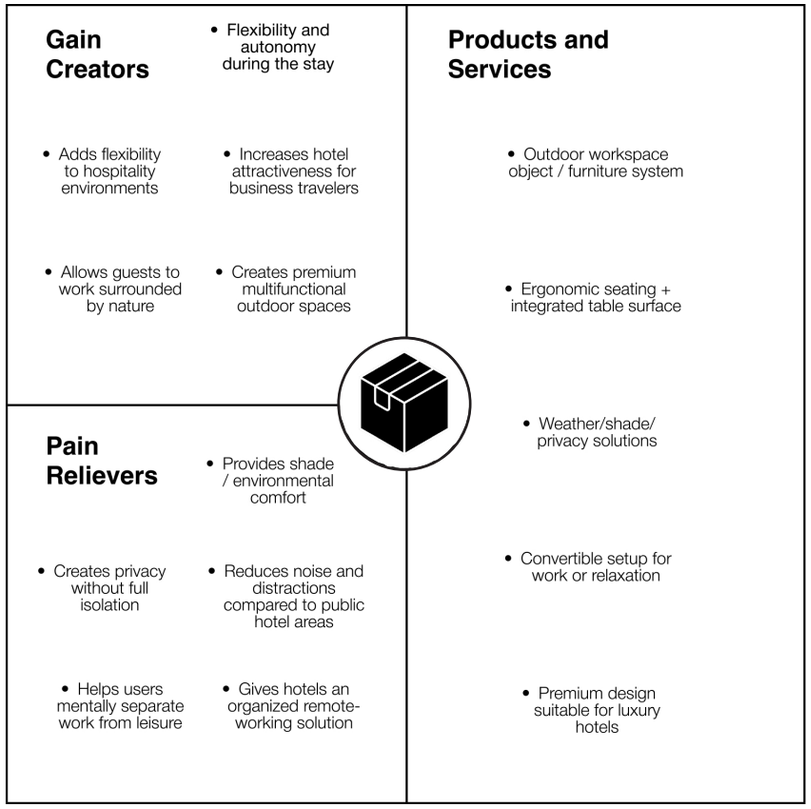


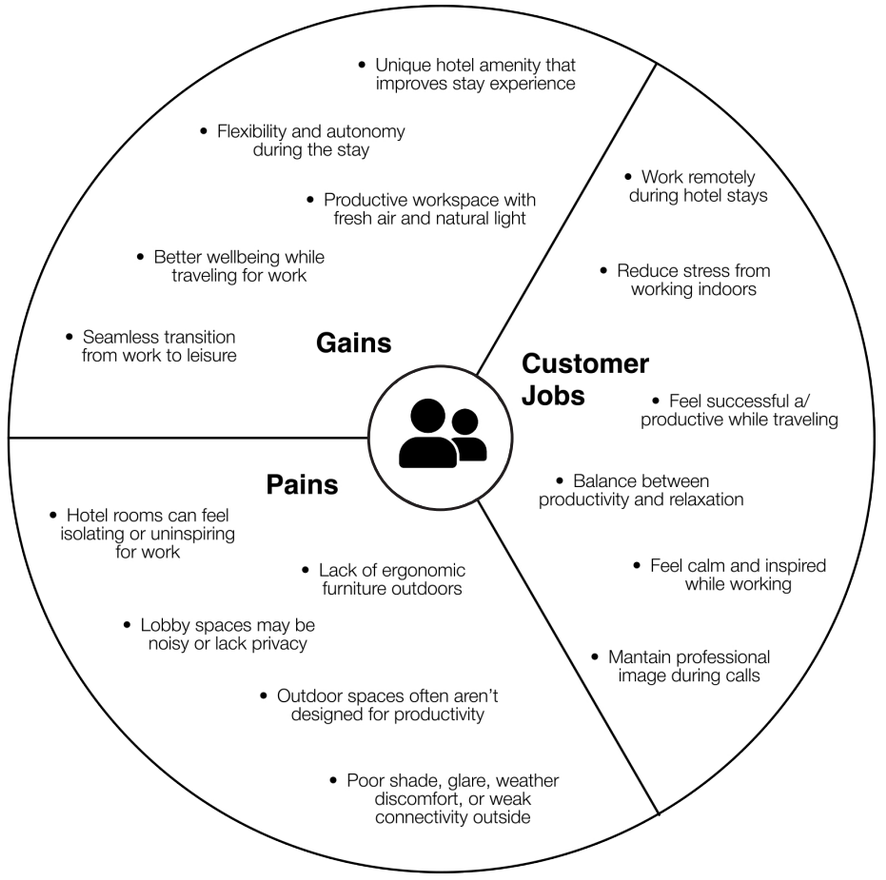



KEYWORDS



VALUE PROPOSITION





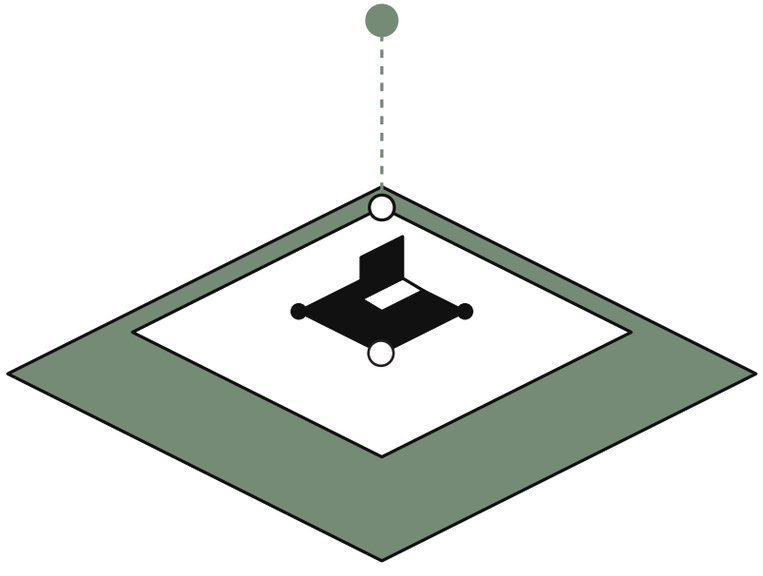
This Value Proposition Canvas shows how the project responds to the changing habits of people who work while traveling. More and more hotel guests need spaces where they can stay productive without being isolated in their rooms or forced to work in noisy shared areas. The proposal introduces an outdoor workspace system that combines shade, power access, connectivity, and ergonomic comfort, allowing guests to work outside while still enjoying the atmosphere and relaxation associated with hospitality environments.

The project also addresses common frustrations linked to remote work during travel, such as glare, heat, lack of privacy, uncomfortable furniture, or weak outdoor infrastructure. At the same time, it creates a smoother transition between work and leisure, helping users feel both productive and comfortable throughout their stay. For hotels, the system becomes a premium amenity that supports new travel behaviors while reinforcing the identity and experience of contemporary hospitality spaces.

The Future is Outdoors

The evolution of the workspace has irreversibly moved beyond the simple dichotomy of the corporate office versus the home. As the “Work From Anywhere” (WFA) model matures, the hospitality industry’s initial response - integrating desks into indoor lobbies - is no longer sufficient to combat the pervasive “Technostress” experienced by modern remote workers. Today, the true premium service in the hyper-connected era is not just seamless Wi-Fi, but cognitive restoration.

By synthesizing market trends with the principles of Biophilic Design and Attention Restoration Theory (ART), a clear conclusion emerges: people inherently want to work outdoors because it is the only environment that simultaneously fulfills professional demands and deep biological needs. To capitalize on this shift, the ultimate frontier of “Workspitability” lies in transforming landscapes into seamless, open-air workspaces. Ultimately, working outdoors represents the highest form of modern luxury, allowing individuals to remain highly productive while feeling authentically connected to the natural world.



100%

Structural Integration:
Erasing the walls between work and nature

ROI

Maximized cognitive restoration
translates to direct asset value

PERSONAS

We identified three main personas. Karim is a hotel manager and that is his most usual work environment on a daily basis. His needs differ from Daniel - a regular businessman who often travels and works at hotels, but a different one each time. Sofia's work routine is the least strict, as beeing a freelancer allows her to adjust the time and place of work to the situation.

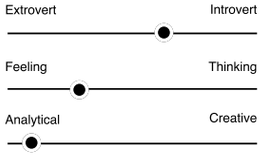
If the space doesn't support me, I lose time, and time is everything.



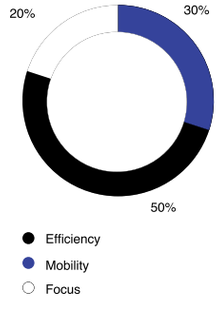
Daniel R.

Job: strategy consultant
Age: 38
Context: travels 2–3 trips/month, for short work trips

Personality



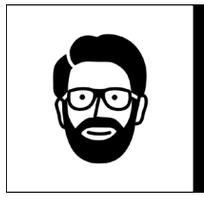
Interests



Needs

Daniel doesn't separate travel from work. For him, movement is work. Hotels are not destinations; they are temporary infrastructures.

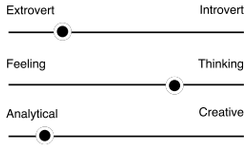
Every element in the hotel must elevate the guest experience; even work.



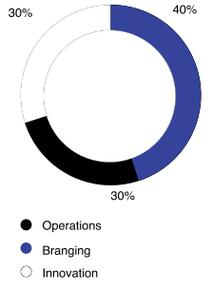
Karim A.

Job: director of guest experience
Age: 45
Context: Works for luxury hotels

Personality



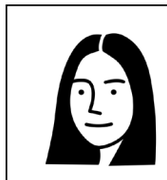
Interests



Needs

Karim oversees guest experience for a luxury hotel branch. He is responsible for ensuring that every part of the hotel experience feels intentional, seamless, and aligned with the brand.

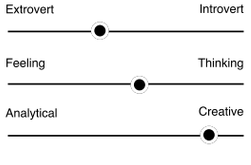
I just need to get this done… but I still want to feel on vacation



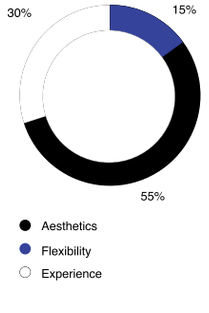
Sofia M.

Job: creative producer
Age: 29
Context: 3–4 leisure trips/year, occasionally works during her stays

Personality



Interests



Needs

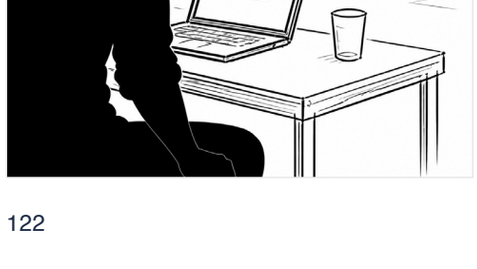
Sofia didn't plan to work on this trip, but one urgent task turned into a day of emails and calls. She doesn't want to stay in her room all day.

STORYBOARD



01

A guest arrives for a business trip, needing to stay productive.



02

He sits outdoors, seeking privacy and a pleasant view.

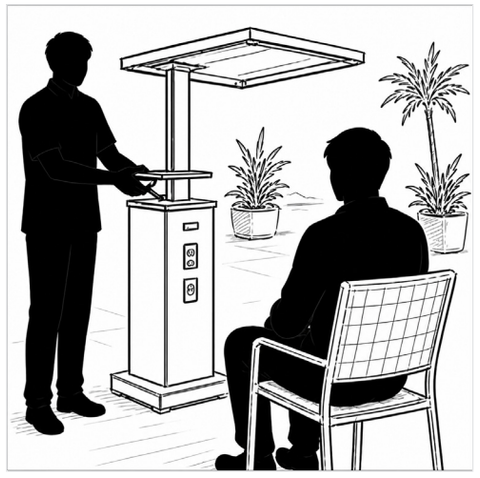
03

Sun glare makes it hard to see his screen clearly.



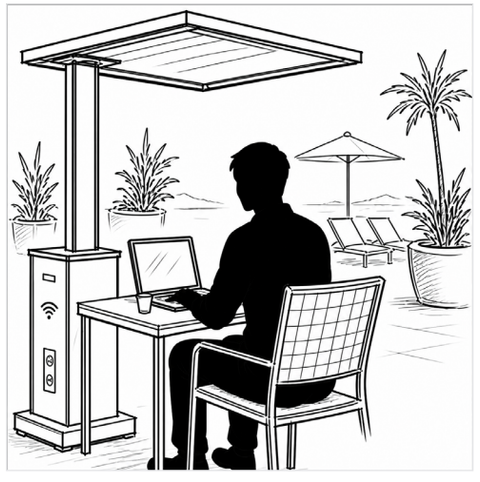
04

After hours of work, his laptop battery runs low.



05

A staff member presents an outdoor product with shade and power.



06

He continues working comfortably in a supported space.

DESIGN GOALS

enable productive outdoor work

Integrate power access and connectivity

Provide shade and comfort

Support ergonomic and long-term use

Reduce glare, heat, and outdoor distractions

Integrate into hospitality environments

Create privacy without isolation

07

Final Product

CONCEPT

Based on the insights gathered in our research, our solution integrates a purpose-built physical product with a dedicated hospitality service. We chose this dual approach because a standalone piece of furniture cannot fully replicate the frictionless, supportive environment a professional requires. By pairing self-sufficient, energy-autonomous workstations with a responsive digital service layer, we bridge the gap between seamless productivity and premium leisure. This concept unites clean, modern design with technical autonomy, empowering luxury hotels to fully activate their exterior spaces while providing guests with the adaptive comfort and on-demand support they expect.

Canopy



ABOUT CANOPY

The product is a premium, modular outdoor workspace ecosystem meticulously designed for the luxury hospitality sector. It operates as a high-end architectural amenity, transforming underutilized hotel exteriors into functional hubs for the contemporary working traveler. It bridges the gap between residential comfort and rigorous professional performance, allowing guests to maintain focused productivity in warm climates without being forced to retreat indoors.

The central structural hub is a lightweight, durable aluminum pergola that allows for fluid reconfiguration across various hotel environments. It provides active environmental control through a 90° pivoting retractable roof system, allowing users to dynamically adjust their level of shade throughout the day.



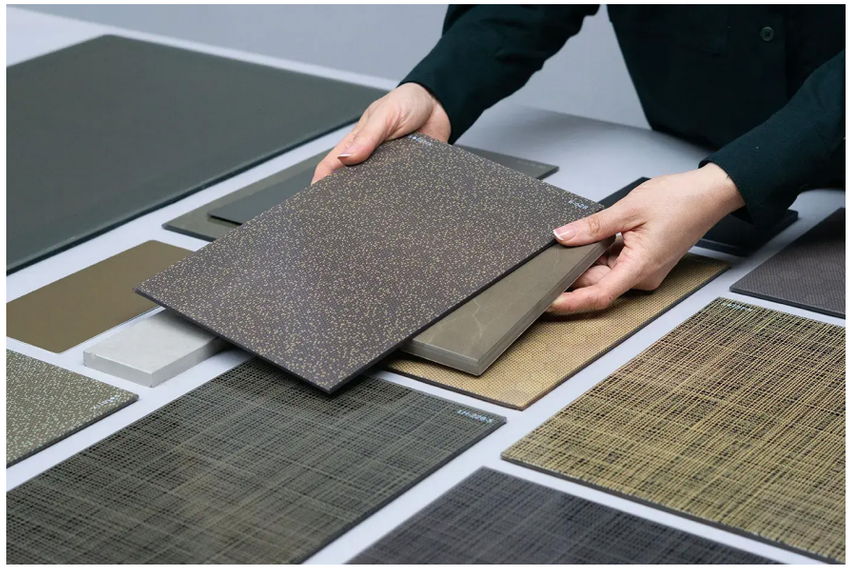




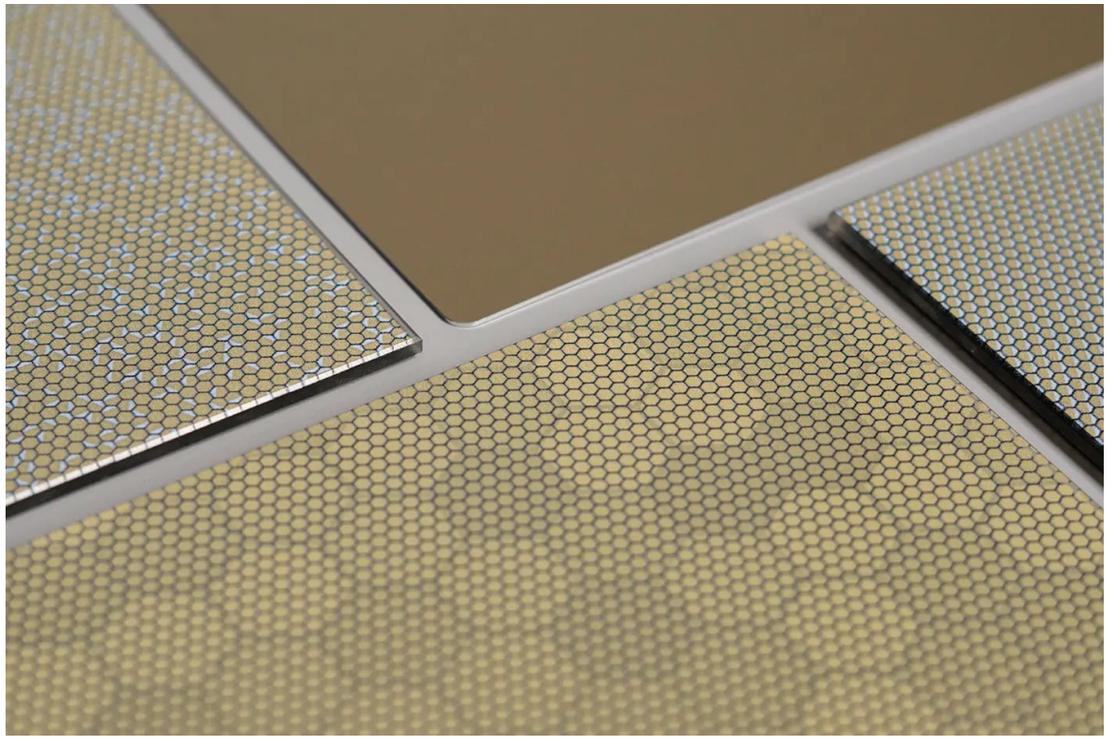
Beyond the overhead structure, the primary table surface acts as a highly functional, interactive command center while maintaining a strictly minimalist aesthetic. To preserve the clean lines of the workspace, the main power access is discreetly concealed beneath a flush, openable lid in the center of the table. On the lateral edges of the desk, tactile control knobs offer immediate functionality directly at the user's fingertips. These side knobs seamlessly integrate 60W USB-C ports for rapid device charging, alongside a dedicated service button. With a single press, this button pings the hotel's digital concierge application, allowing guests to request food, beverages, or technical assistance without ever having to break their concentration or step away from their workstation.

AUTONOMOUS POWER

The system generates its own power autonomously through advanced solar technology from Solarix. The 182 WP panels feature a specialized frosted encapsulation that diffuses light and is color-matched to the core palette—Sandstone, Terracotta, Sage, and Mist Blue. This invisible technology seamlessly powers discrete 65W Schuko sockets and 60W USB-C modules integrated directly into the pergola's frame, ensuring users remain fully connected.



solarix





SCIENCE OF THE SURFACE

When we began designing the physical components of the Oria ecosystem, we quickly realized that a standard industrial finish would not suffice. We needed a surface that was not only durable enough to survive in harsh coastal environments but one that also actively improved the experience of working outdoors. After extensive testing, we chose a matte powder-coated polyester finish applied over our aluminum structures. We chose this specific finish for three primary reasons: screen performance, tactile quality, and long-term resilience.

Emilinating Screen Glare

The greatest challenge when working outdoors is managing light. Most outdoor furniture utilizes metallic or glossy coatings that catch the sun and create intense reflections. For a professional working on a laptop, these reflections act as a constant, distracting strobe effect that makes it nearly impossible to focus on a screen. Our matte finish was engineered to absorb and diffuse incoming light rather than bouncing it back. By creating a non-reflective surface, we provide the guest with a calm, stable visual field, effectively turning an outdoor terrace into a viable, glare-free workspace.

Elevating the Tactile Experience

We also wanted to move away from the cold, industrial feel often associated with outdoor metal furniture. Standard powder coatings can sometimes feel plastic-like or brittle to the touch. Our chosen polyester finish provides a refined, slightly soft texture that feels premium and welcoming under the hand. It is a subtle detail, but one that is essential for a hospitality setting; it signals to the guest that they are interacting with a high-end architectural tool rather than standard-issue patio equipment.

Resilience in Coastal Climates

Finally, we had to ensure the aesthetic would last. Luxury hotels are often situated in areas with high humidity, salt spray, or intense direct sun, all of which are notorious for corroding or fading standard finishes. We selected a high-grade polyester powder because of its exceptional resistance to these elements. It does not chalk or flake under the sun, and it acts as a robust barrier against the corrosive nature of coastal air. We chose this material because we wanted our workstations to look as pristine after five years of heavy use as they did on the day they were first installed.



Product Information

Canopy
PERGOLA



COLOR VERSIONS



Sage
M03



Sandstone
M01



Terracota
M02



Mist Blue
M04

CUSTOMIZATION



Teka
W01

MATERIAL SPECIFICATIONS

structure	Ø50 mm aluminum tubes
finish	matte powder-coated polyester finish

SOLAR PANEL INTEGRATION

power output	up to 182 WP

OVERALL DIMENSIONS

height	2200 mm
overall footprint	3000 mm (Length) x 1200 mm (Width)
tabletop dimensions	2900 mm x 900 mm
table heights	Available at 750 mm or 1050 mm
structural frame	Ø50 mm aluminum tubing

Canopy
CHAIR



COLOR VERSIONS

Sage
M03

Sandstone
M01

Terracota
M02

Mist Blue
M04

CUSTOMIZATION

Sand Weave
F01

MATERIAL SPECIFICATIONS

structure	Ø25 mm aluminum tube with a powder-coated polyester finish

FUNCTIONAL FEATURES

stackability	stackable up to 4 units
usage	suitable for indoor and outdoor environments
feet	adjustable feet with plastic pad

OVERALL DIMENSIONS

height	850 mm
width	560 mm
Length (Depth)	620 mm

Canopy
BENCH



COLOR VERSIONS

Sage
M03

Sandstone
M01

Terracota
M02

Mist Blue
M04

CUSTOMIZATION

Sand Weave
F01

MATERIAL SPECIFICATIONS

structure	Ø25 mm aluminum tube with a powder-coated polyester finish

FUNCTIONAL FEATURES

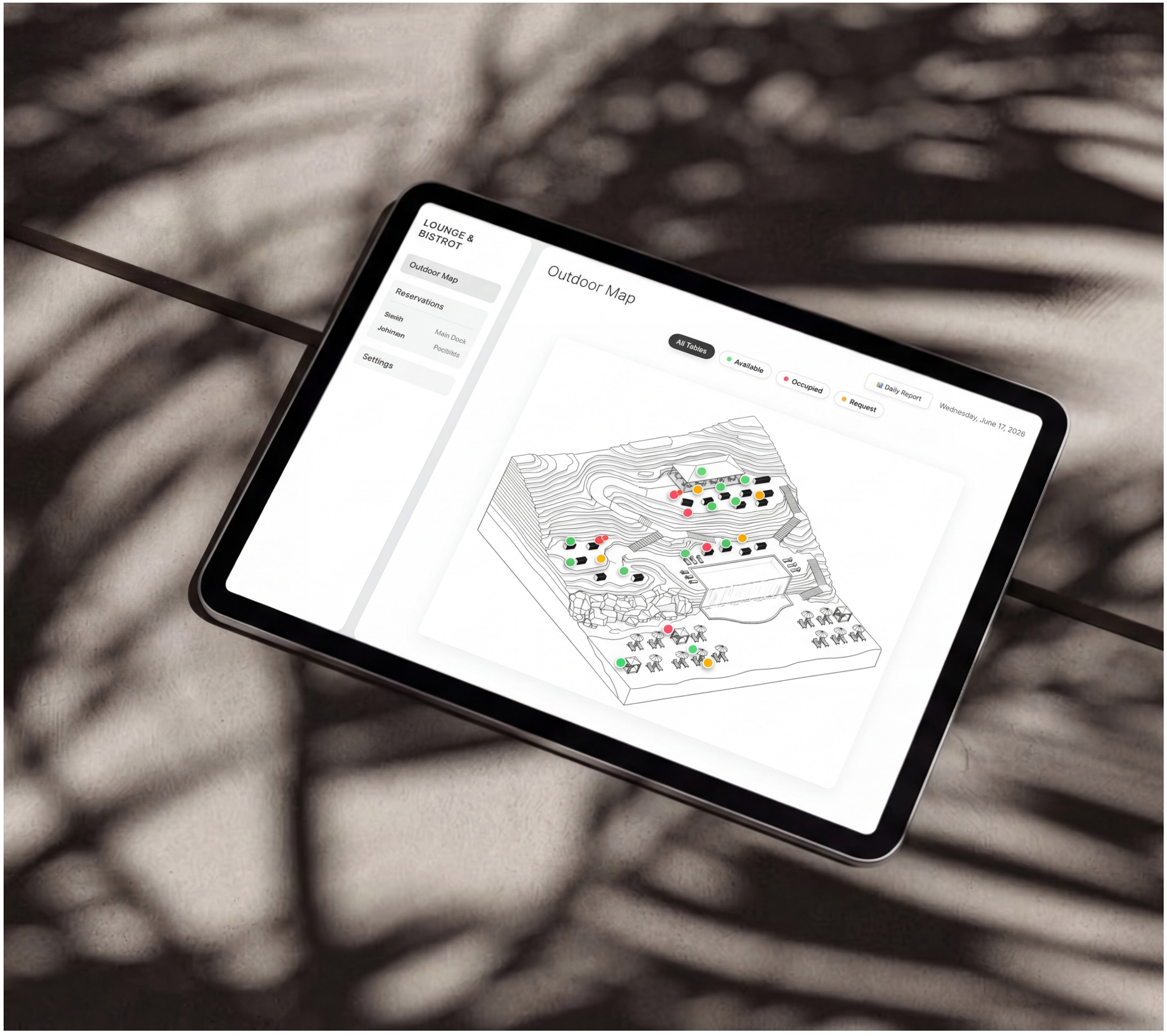
stackability	stackable up to 4 units
usage	suitable for indoor and outdoor environments
feet	adjustable feet with plastic pad

OVERALL DIMENSIONS

height	850 mm
width	1200 mm
Length (depth)	620 mm

THE SERVICE

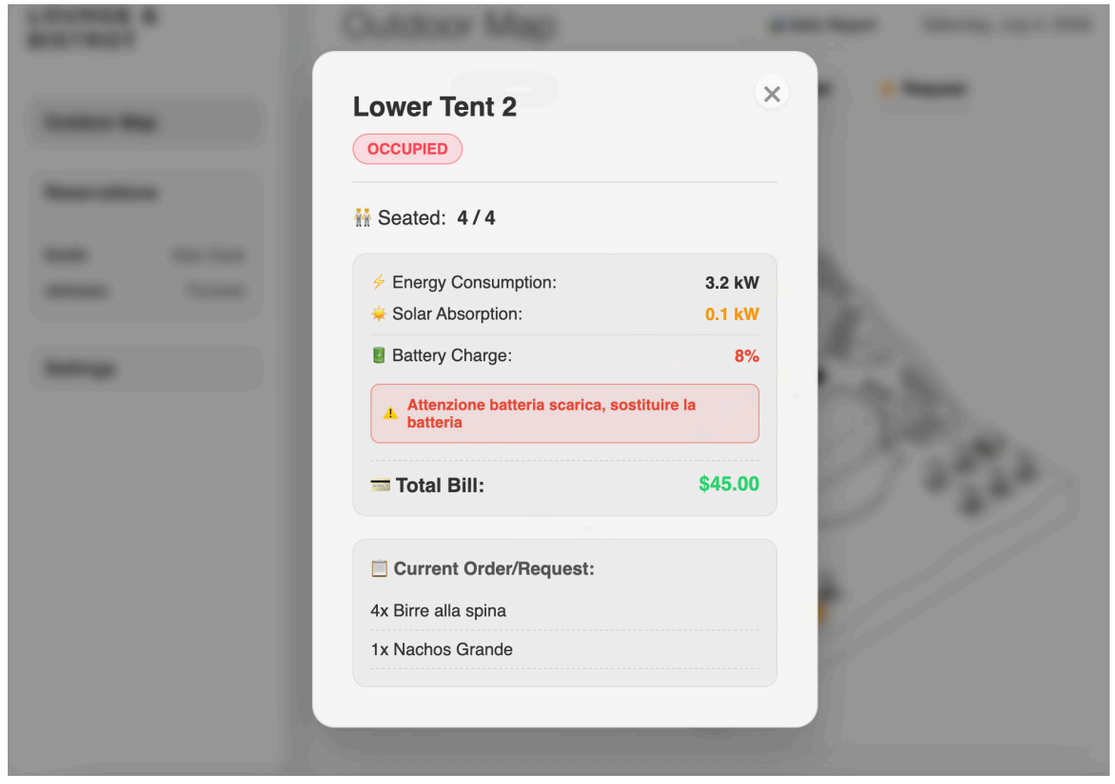
Each working table is provided with a service button that is linked to a management system app for hotel staff with a map of the resort and live updates about the working stations energy level and guest service requests. Users can call the staff to order a drink, ask for the wi-fi passowrd or anything else without breaking their work focus.

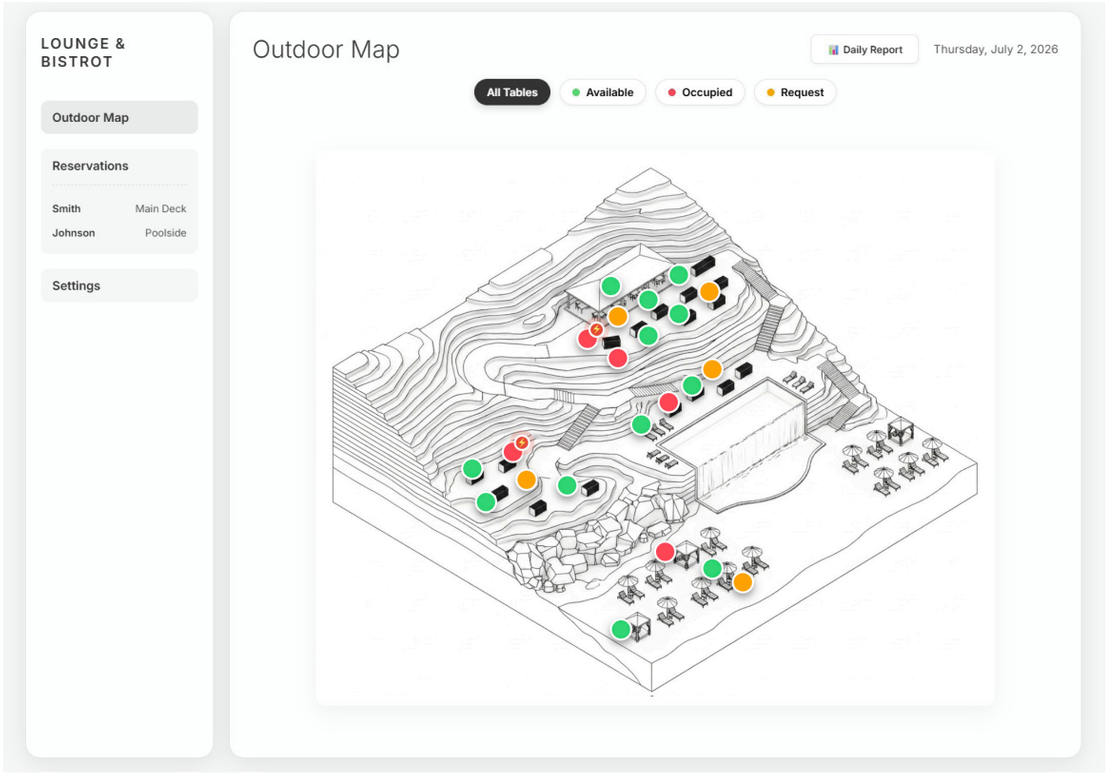


SEAMLESS PRODUCTIVITY

The Oria ecosystem is built to protect the guest's workflow while providing hotel staff with real-time operational tools. By integrating a dedicated service interface directly into the pergola, we remove the need for guests to step away from their work or signal for a waiter. A simple press of the service button pings the staff application, instantly updating the resort's digital map. This allows staff to locate the exact workstation needing assistance, significantly reducing wait times and ensuring that service is delivered without ever interrupting the guest's concentration.

The staff dashboard provides a clear, real-time view of all activity across the resort grounds. This interface allows for immediate oversight, distinguishing between available, occupied, and requested workstations at a glance. By organizing the outdoor floor plan through this simple, color-coded map, the system helps the hotel run more efficiently, enabling a smaller, more responsive team to manage the entire area effectively.

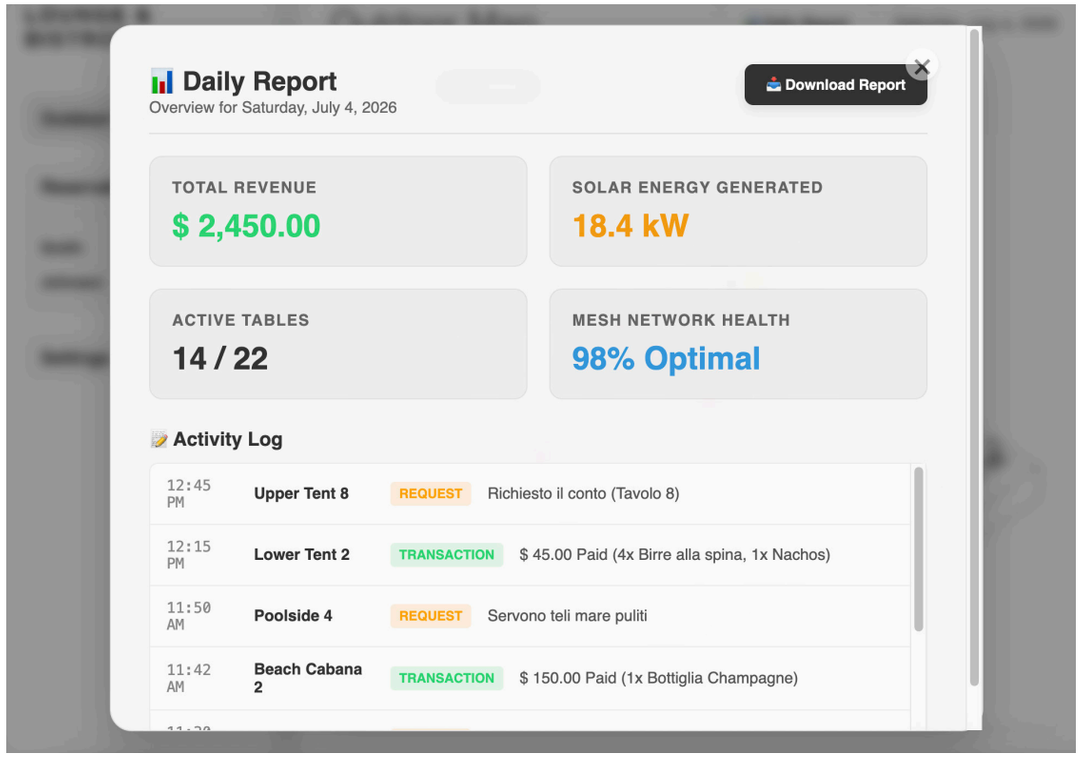




OPERATIONAL OVERSIGHT

To ensure the system performs well over time, the dashboard includes a reporting suite that tracks key financial and technical data. This tool compiles information on the revenue generated from table orders and the total clean solar energy produced by the entire fleet of pergolas.

By centralizing these insights, hotel management can easily see how their outdoor spaces are performing. This data-driven approach allows hotels to view their outdoor workstations not just as furniture, but as high-performance amenities that provide a clear return on investment while making the guest's stay more productive and enjoyable.



ENERGY MANAGEMENT

Every workstation acts as a self-sustaining unit within the hotel landscape. The pergola roof serves as an active energy collector, using integrated solar panels that generate power for each station. This energy powers the onboard 65W sockets and 60W USB-C ports, allowing guests to keep their devices charged while working outside.

The system provides detailed information regarding this energy network. Staff can monitor power consumption, how much energy the solar panels are collecting, and the current battery charge of every unit. This allows the team to proactively address maintenance—such as swapping a battery—before a guest experiences any power issues. When a workstation is not in use, any extra energy generated by the solar panels is fed back into the hotel's main power grid, turning the system into a smart, energy-generating asset for the property.


Outdoor Map

08

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