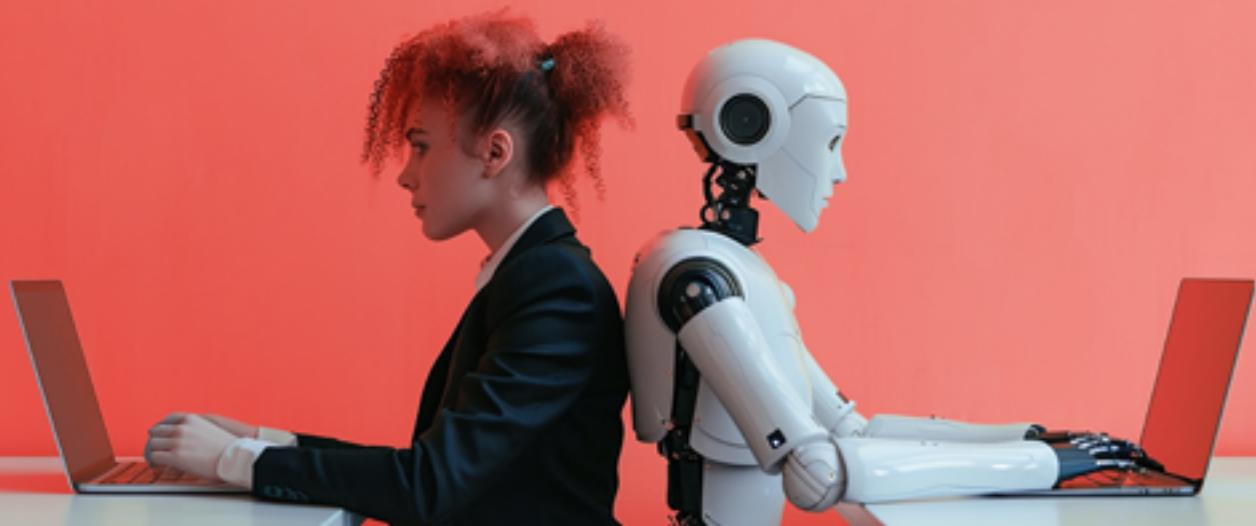


plug&go

# ARTIFICIAL INTELLIGENCE READY WORKPLACES





# Table of contents

ADG Media Group  
Page 6



LINEARIS CVI  
Page 26



CANYON  
Page 10



LULL 331  
Page 30



DRÄGER  
Page 14



MIELE  
Page 34



EVEREST  
Page 18



RICOH  
Page 38



HEYGAZ  
Page 22



STRAUMANN  
Page 42



# Designing workplaces ready for AI

We are facing a major challenge when it comes to designing workplaces. It seems that terms are quickly coined—like fads—and new ones appear: inclusive, accessible, sustainable, hybrid, equitable, dynamic, flexible, healthy...

Today, when we think about workplaces, only one phrase by writer Leonhard Woody comes to mind: **“Work is something you do, not a destination you travel to”**.

And indeed, during the industrial revolution, work was that place you travelled to (the factory). Later, and greatly accelerated by Covid-19, work could be done anywhere, but above all, work also has a digital space.

**The diffuse office**, as opposed to the traditional one and then the flexible office, is already established, among us despite the numerous articles we read about large corporations demanding, rather than inviting, full-time incorporation into the physical space.

But let's go further: **the term “person”**, which has inspired us so much when it comes to design, **will also change with AI**, turning that other concept on its head:

“the person at the centre”. Because “person”, as opposed to “human”, is a legal term that has more to say about responsibility than biology.

For **plug&go**, when we were in the midst of this internal debate about how AI requires the design of workplaces that are ready to take advantage of this revolution (we are already in the fourth technological revolution), we had the opportunity to work with an international technology integrator company for their new offices in Madrid, that helps other companies in this new era of AI.

So we can say that for plug&go, this project has been a **practical case study** in how to create a workplace that leverages technology and integrates AI.

To embrace this project, we began by **holding workshops** where we started with tactical and strategic objectives. The client was already using a hybrid model but wanted to go further and use its experience **to create a new concept**.

The new objectives sought to create a space for everyone: customers, partners, international teams and local teams.

**If we had to summarise what we have learnt, it would be:**

**1. Using voice activation** - People talk more often in this new space because AI assistants are voice-activated, so acoustics were a project in itself (mitigating noise, isolating voices and designing different levels of privacy).

**2. 80% of the space is collaborative** - Work is project-based. These teams work together to formulate solutions for their clients, exchange knowledge, share success stories, and learn. They also need to showcase themselves to clients and partners, expose themselves, and create together.

**3. Expanding qualifications** - There is a limited pool of professionals trained in AI. As a result, candidates are considered not only on experience, but on their learning capacity and growth potential. The McKinsey Global Institute has highlighted the need for companies to invest in upskilling and equipping talented individuals with the capabilities required. This shift places greater emphasis on continuous training, which in turn demands dedicated, flexible spaces that can be easily reconfigured for learning and development.

**4. We design for flexibility** - technology changes and evolves, and spaces can no longer be static. The configuration of scenarios and their dynamism are key in the new era, demanding infrastructures that can be easily moved such as mo-

dular walls or flexible furniture. Plasterboard, demolition and the kind of alterations that force office closure are a thing from the past.

**5. Immersive spaces** - the provision of multifunctional immersive spaces enable realistic experiences that drive, activate and reinforce knowledge.

**6. Process automation** - Repetitive processes are simplified and outsourced, so companies do not have all profiles in-house. This requires teams that connect with third parties and come together to co-create.

**7. Identity and differentiation** - Transferring brand identity into design, restoring the feeling of belonging through values, shapes, colours and textures that surround you and reinforce purpose and differentiation. If we had to make a statement in this regard, we would say that it has never been more important to invest in branding and have clear and defined hallmarks of identity. A company's identity is nearly as critical as its activities.

**This experience has made us rethink the office from a different perspective, helping us compose a narrative in which technology transforms and directs a new reality, one where we no longer feel alone. Although AI is based on algorithms that process knowledge and is not yet capable of generating its own knowledge, sometimes we wonder, will it ever happen?**

# ADG

1

**ADG Media Group** is one of those clients that you truly consider a gift. The gift and privilege of transforming their workplace with the help of their founders, Jesús Ollero and Nacho Suances.



ADG  
Media Group

# The workplace in 360° strategy



Jesús and Nacho work together with their team to define digital transformation strategies in service of their clients. As a result, they were seeking for a 360° approach to their new workplace.

Located in a privileged area of North Madrid and with a shared vision where the office is no longer a destination space but a new branded content tool, we tackled the design and construction of their new office.

A place to create community, where the different brands of the group could have their own neighbourhood. New spaces for client interaction, designed to allow for demos and corporate events, transforming their headquarters into a new loyalty and business attraction tool.

The whole space breathes wellbeing through a tangible vision of circular construction and certified materials that act with the purpose of caring for people and planet.





# ADG



**ADG Media Group**  
Parque Empresarial Miniparc  
Moraleja (Madrid)  
- Design & Build -

# CANYON



## 2

Inspiration, the driving force behind **plug&go's** creative idea when designing the new **CANYON** space in Madrid.

**CANYON** not only manufactures the best bikes but also seeks to make their riding experience unforgettable.

'Unforgettable'. This was our starting point.

# We inspire to ride



Often when we imagine an industrial space, we think we are going to find a loft in the purest NYC style, but nothing could be further from the truth.

**CANYON's** new space in Madrid brings together two buildings that originally told no story: old façades, highly compartmentalised spaces with poor materials.

Our challenge was to transform them into inspiring spaces, allowing for different uses with a common DNA: performance, innovation and people.

To create a common thread where materials, textures and lighting could be used to translate the place of shared community between clients and the **CANYON** team in events, work meetings, repairs and technology.

The new space allows for different uses without neglecting design. No area looks neglected; everything is cared for, just like their products: efficient and beautiful.

Because beauty is not at odds with utility. Because the experience is about the best performance with the greatest beauty.

The result is a well-cared-for space, aligned with the brand story, where everything has a purpose without undermining the essence.

# CANYON





## CANYON

Calle de la Fragua.  
Tres Cantos. Madrid  
- Design & Build -



# DRÄGER

# 3

**Plug&go** has accompanied **Dräger** throughout the process of searching for and setting up its new corporate headquarters in Madrid. This transformation process has culminated in Dräger occupying several floors of the Beloira Building owned by UBS.

**Dräger's** new offices occupy 5,456 sqm at 56-58 Ribera del Loira Street, Madrid, moving its headquarters to this epicentre of the city where several multinational and IBEX35 companies are located.



+ Technology  
for life

It is a place where the German multinational **Dräger** has chosen to relocate its Madrid operations, with the help of plug&go, a space where culture and new ways of working can be transformed, creating a true experiential centre with customers and partners. In essence, the group's European flagship.

Being able to devise a process of change based on transformation and culture has enabled plug&go to create a matrix for change, leading to the selection of this building as the best option to drive motivation and leadership for this great challenge at **Dräger**.

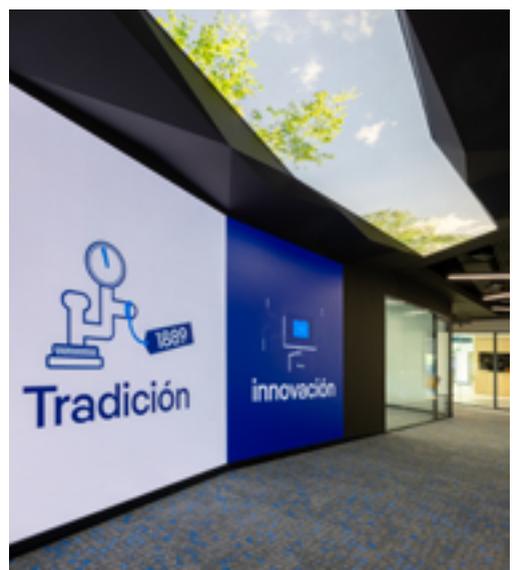
Having a corporate space, understood as a centre for experiential innovation, means being able to interconnect verticals, providing users and other stakeholders with a memorable and distinctive experience.

In this sense, the space no longer had a horizontal version but rather a vertical model of uses and destinations. Spaces for disconnecting, areas for innovation, spaces for training, an interactive showroom, teambuilding areas, individual and confidential workspaces, outdoor wellness areas, demo and technological innovation spaces, workshops and academy centres.

All materials have been selected by **plug&go** based on a set of criteria that includes leading brands that respect and care for the planet and guarantee, as does the entire construction process carried out by **plug&go**, a sustainable life cycle and Well certification.

The technology project has also been a challenge to integrate into the implementation project, seeking out the partners that best suited **Dräger's** requirements: Ricoh and Trison, creating a truly experiential space not only for work areas, but also for an interactive showroom and customer relations.

The leading acoustic engineering company Audiotec audited and certified the space, awarding it the highest rating as an Acoustic Habitat: Healthy Acoustic Space.



# DRÄGER





**DRÄGER**

C/ Ribera del Loira 56-58, Madrid

- Design & Build -

**VER VÍDEO**



# EVEREST

**EVEREST**  
**Insurance**



**4**

**Everest** is a global underwriting leader providing best-in-class property, casualty and specialty reinsurance and insurance solutions that address customers' most pressing challenges. Known for its 50-year track record of disciplined underwriting, capital, and risk management, EVEREST, through its global operating affiliates, is committed to underwriting opportunity for colleagues, customers, shareholders and communities worldwide.

# We underwrite opportunity



In this first location in Spain, **Everest** has entrusted **plug&go** to carry out the D&B process of its new offices in an emblematic space in Paseo de la Castellana, Madrid.

The **Everest's** design concept has been developed within an international team that breathes the brand's DNA and contains sustainable wellness standards. All materials used are environmentally certified, coming together in an office that inspires solidity, confidence and care for people.

The value of silence and noise control with certified acoustic materials has been carefully considered. Technology has also been a key element in the provision of flexible, modular and high-tech common spaces, key for international companies collaborating across different countries.



**EVEREST**



**EVEREST Insurance**  
Pº Castellana, 52. Madrid  
- Design & Build -

# HEYGAZ

5

**Heygaz** is led by a multidisciplinary executive team with extensive experience in entrepreneurship within the energy, biomethane and natural gas sectors in particular, by Infravia Capital Partners.



HEYGAZ  
Biomethane

# + The robust decarbonisation tool



They have entrusted plug&go to carry out the D&B process for its new HQ in Barrio de Salamanca, Madrid.

The Heygaz design concept has been developed based on the model of sustainable comfort and wellbeing. All materials used have WELL and cradleto-cradle certifications, successfully combined in an office that transports you to a close, reliable and human place.

The basic principles of neuroarchitecture have been taken into account in terms of colour, materials, noise control and thermal comfort. A workplace that takes care of emotions through biophilia, wood and greater acoustic contribution that guarantees a space designed for teamwork. The colour, incorporates the identity and also applies in its various shades of green, a nod to the brand and natural elements.





**HEYGAZ Biomethane**  
Calle Castelló 128, Madrid  
- Design & Build -



# HEYGAZ



# LINEARIS CV1



Linearis  
Condesa de Venadito, 1

6

**Condesa de Venadito, 1** (Madrid) was sold by GMP to **InmoCaixa** at the end of 2022. Despite being LEED-certified, it lacked identity and connection to its surroundings.

InmoCaixa entrusted **plug&go** with its repositioning, defining a strategy aligned with client appreciation of urban integration and green environments. The building was renamed **Linearis**.



### The district as a connecting axis

The concept of “district” was central to the project, especially given the mix of uses in the space: an office building, two restaurants operated by well-known brands, and a gym. From **plug&go**, the goal was to integrate all these elements to create a place where people could work differently, surrounded by green areas and spaces for relaxation. Rather than focusing solely on the building’s common areas, the idea was to blur the boundary between outside and in.



### The roof terrace. The in&out connection

A key move was transforming the technical roof into a 360° terrace, usable for both private and shared purposes. Amenities were taken outside to reinforce multiple layers of green connection: at street level with restaurants, resting areas and informal meeting points; and at height, with panoramic views of Madrid and a space for events.



### The paradigm change. #Behybrid

Knowing the profile of potential tenants-like Hipogés or Tedge helped define the strategy. These companies seek human-scale environments with services and a hybrid approach that blends office, experience and connection.



# A high-rise repositioning

# LINEARIS CV1



**Linearis**

Condesa de Venadito, 1. Madrid  
- Design & Build -





# LULL 331

**Plug&go** as carried out the renovation of **Lull 331** in Barcelona's 22@ district. This building was originally home to the headquarters of Lecta (TorrasPapel), and is now a corporate building that houses several tenants.

# 7



+ The best place  
to work in 22@

## Lull 331



With this multi-tenant vision, a design project was developed to connect with the origin of 22@, once home to Barcelona's workshops during the industrial revolution and today, during the technological revolution, the preferred space for digital and innovative companies.

**Plug&go** has incorporated renovated industrial materials, such as terrazzo, Catalan voltas, wood, concrete and industrial ceiling. Giving a modern look that winks at Catalan architecture and the essence of 22@.

Not only have all the common areas of the building been renovated: reception and waiting areas, lobbies, bathrooms and stairs, but a new amenity area has also been designed with meeting rooms, wellness rooms, a lactation area, changing rooms, showers and a canteen, adding value for all the buildings users.

In this new Amenities area, **plug&go** has opted for Gaudí's colours as a tribute for his ongoing inspiration.

The result? A renovated building that rescues Catalan traditions and culture while incorporating innovation to house the companies of the future.



LECTIA



## **Lull 331**

Lull 331. Barcelona

- Design & Build -

# **LULL 331**

# MIELE

Since the year of its foundation in 1899, the German multinational **Miele** has remained true to its brand commitment 'Immer Besser' (Always better).

Continuous effort for improvement lies embedded in **Miele's** DNA. Their brand purpose towards excellence is what has marked the axis of transformation of its headquarters in Madrid, becoming a space where the team can innovate, create, and consistently improve their work.

8

MIELE  
Easy EP





The new Miele office incorporates community spaces into its occupancy model, bringing the new hybrid model up to date.

The office is no longer a place for individual work, but a place to create a community, work in teams, train, disconnect and breathe the brand's DNA.

On this occasion, plug&go refurbished its existing facilities, focusing on the knowledge and community areas, providing new areas for confidentiality and an auditorium.

In terms of textures and colours, wood and shades of green or orange have been integrated to transmit two of the core elements of the brand's identity: sustainable commitment and passion.

There are many reasons that speak for Miele





**MIELE**



**Miele**

Avenida de Bruselas, Alcobendas. Madrid  
- Design & Build -

# RICOH

9

**Ricoh** has entrusted the Design and Build of its new offices in Madrid to **plug&go**. For this challenge we employed more than 100 people at our headquarters, including architects, interior designers, engineers, designers, fitters, electricians, cable installers, plumbers and carpenters.

**Plug&go** is one of the top studios recognised by A+, a benchmark in the architecture sector in Spain.



New Ricoh's +  
offices Madrid



## WELL certified project

**Plug&go** is WELL associated and has dedicated a technical team trained in WELL certification to incorporate cradle-to-cradle materials that contain an average of 80% recycled content and also provide up to 84% CO2 savings in their next life.

Within this WELL philosophy, noise control has been ensured both in the certification of glass partitions, which reach up to 42 dB (decibels), as well as sound reverberation (something important to consider when working in a hybrid model with many teams and conferences, as well as the integration of AI and voice activation), with cradle-to-cradle acoustic panels in wall and ceiling coverings.

Lighting has also been carefully designed, guaranteeing 500 lux for individual work and reinforcing it with spot lighting in communal areas up to 700 lux, with careful colour selection to create warmer or more stimulating environments. Similarly, circadian cycles have been taken into account when developing the fit-out and the different uses of the space.

Biophilia is a feature throughout the office, with freeze-dried plants that do not consume water and provide a view of nature, increasing concentration (more than 30% when viewing biophilia instead of concrete).

## The office is not a destination

**Ricoh's** new offices changes the office paradigm, dedicating more than 70% of the space to collaboration and exchange between the Ricoh team, its customers and partners. These spaces integrate **Ricoh's** solutions and provide each area with technological tools that facilitate the development of objectives.

A highlight is an immersive central area with flexible agora spaces, which connects the public and private areas and allows events to be created and success stories to be shared, promoting exchange and experience.

# RICOH





**RICOH**

Madrid

- Design & Build -

**VER  
TIMELAPSE**



# STRAUMANN



## 10

**Plug&go** has accompanied **Straumann** throughout the process of finding and implementing its new 10,456 sqm HUB at Calle Alcalá 544, in Madrid's Madbit area. The building includes 214 parking spaces and serves as the headquarters of the Swiss multinational's Spanish subsidiary and a centre for corporate services.

The asset was developed by Therus Investment and BNP RE Property Development through Wapiti Development, and sold to Amundi, the investment fund manager of Crédit Agricole, in March 2023, when construction was completed.

Designed by Fenwick Iribarren Architects, **Straumann's** new HUB in Madrid achieves the highest sustainability standards, including LEED Platinum and WELL Platinum certifications. Plug&go led a comprehensive transformation project focused on innovation, well-being and the evolution of workspace use. The building was chosen for its ability to support a change in culture, leadership and user experience.

Organised vertically, the HUB includes coworking areas, training and meeting rooms, teambuilding zones, wellness spaces, cafeteria, and more, all connected to promote international collaboration and disconnection alike. Two terraces of over 400 sqm with views of Quinta Torre Arias park enhance the in&out concept and offer flexible outdoor uses.

The design reflects **Straumann's** identity, avoiding brand colours in favour of a neutral, biophilic palette—wood, sand tones and nature-inspired materials—that embody the brand's purpose: "to unlock the potential of people's life". The sea and nautical elements, key to the Swiss group's essence, are subtly integrated, while sustainability and cutting-edge technology (with Ricoh as partner) complete a future-ready corporate space.



+

A process of change through transformation and culture

# STRAUMANN





**STRAUMANN**

Calle Alcalá, 544. Madrid

- Design & Build -



# REFERENCES

AD PEPPER  
ADECCO  
ADG MEDIA GROUP  
ALANTRA  
ÁLVAREZ & MARSAL  
ALERCE  
AQ ACENTOR  
AQUILA CAPITAL  
ARDIAN  
ARTRA  
ASTRIS FINANCE  
AUTOVISTA  
AVANTIA  
AVATEL  
AXPO  
AZ CAPITAL  
AZVALOR  
BANCO ALCALA  
BANKINTER  
BDO  
BECTON DICKINSON  
BEER&FOOD  
BERKSHIRE  
BIOIBERICA  
BIOMARIN  
CABOT  
CAIXABANK  
CA-LIFE INSURANCE  
CANYON  
CARPISA  
CCMM  
CGI  
CLAUGER  
CLEVERTASK  
CLYDE  
CODORNIU  
COLART  
COLONIAL  
COMARCH  
CONDESA DE VENADITO 1  
CONTAINERSHIPS - CMA CGM SAU  
COVIRAN  
CUPONATION  
CYBERNOISTER  
DANIELTOWN  
DATALOGIC  
DECATHLON  
DEVO  
DIGNITAE  
DILUS  
DOBLEP  
DRÄGER  
DYNABOOK  
EASY EP  
ELEC NOR  
EMBAJADA DE LOS PAÍSES BAJOS  
ENERFÍN  
ENGEL & VÖLKERS  
ESPANUCLEAR  
EXPERT ONE  
EVEREST  
FAMOSA  
FERROGLOBE  
FERROVIAL  
FIBONAD  
FINDUS  
FITCH RATINGS  
GLOBALVIA  
GLOBANT  
GOAL SYSTEMS  
GOMENDIO  
GRUPO EMPERADOR  
GSG  
HAFESA  
HEIDRICK & STRUGGLES  
HELM  
HEYGAZ  
HIKVISION  
HINOBER DAREL  
HIPLUS  
HIPOGES  
HITECSA  
INCUS CAPITAL  
INETUM  
INMO CAIXA  
INOVALIS  
INTESA SANPAOLO  
JUNGHEINRICH  
KAISERWETTER  
KAPLAS  
KAVO DENTAL  
KEKKON NORDIC  
KENNEDY WILSON  
KNIGHT FRANK  
KONICA MINOLTA  
KOTRA  
LALIGA  
LIBERTY  
LINEARIS CV1  
LOPEZ-IBOR ABOGADOS  
LULL 331  
LYNTIA  
MEDPACE  
META4  
MIELE  
MÖLNLYCKE HEALTH CARE  
MONSTER ENERGY EUROPE  
MUTUA MADRILEÑA  
NATIXIS  
NEXTHINK  
NINTENDO  
NOVO BANCO  
OPEN SYSTEMS  
OVERTURE  
OXFORD UNIVERSITY PRESS  
PANASONIC  
PARKIA  
PHARMEX  
PHARMEXCARE  
PLUSULTRA  
PREMATECNICA  
PROPAV  
QUADPACK  
QUINT WELLINGTON  
RED BULL  
RICOH  
ROAD TO DATA  
ROBECO  
RWE  
SALDAMOVİ  
SERHS FOOD  
SIGFITO  
SIKONE INVESTMENTS  
SOCIOS  
STRAUMANN  
STRONGHOLD ASSET MANAGE-  
MENT  
SYNLAB  
TECHEDGE  
TECHNIP  
THE BRIDGE  
THE FARM  
THE NEXT PEAK  
TOSHIBA  
TREND MICRO  
TRIVE AUTOMOTIVE  
VILLARSOBA  
VONTOBEL  
WORLD MÉDICA  
YANBAL  
ZOOPLUS



# plug&go

[www.plugandgo.es](http://www.plugandgo.es)

