

ISSUE 03

# [CHANGE]

The Magazine of **BNP Paribas Real Estate Germany**

## 7 DIGITAL TRENDS

Developments that will shape the future of the real estate sector



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### RESIDENTIAL

**"Be part of the community!"**  
Digital applications in residential developments

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### INDUSTRIAL

**Data centres: Frankfurt**  
set to remain Germany's internet capital

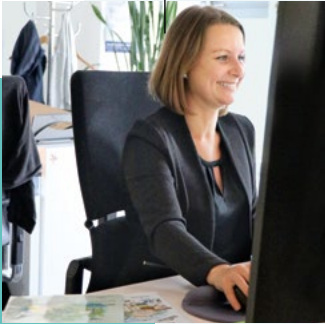
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### OFFICE

**BIM & timber construction**  
The perfect symbiosis of digital & sustainable

#### ANOTHER STRING TO HER BOW

Normally at home in online marketing, Marina Vogt is happy to take time out from her virtual world to conduct interviews, carry out research and write articles for our print magazine that are sure to inspire you.



#### SPECIAL GUEST

When he is not being interviewed by us, Dr. Chris Richter is in the business of networking and linking up urban developments with innovative app solutions from his company, Animus.

#### MAKING SURE THE FIGURES ADD UP

Our research team in Hamburg beavers away behind the scenes to come up with all the facts and figures for the front line.



# TEAMWORK

HOW DID THIS ISSUE OF [ CHANGE ] COME ABOUT?  
AS ALWAYS – WITH A GREAT DEAL OF KNOW-HOW AND A FASCINATION  
FOR THE REAL ESTATE WORLD OF TOMORROW.



#### LOGISTICS GOES WELL-BEING

Well-being at work – Christina Deuß from Prologis presents the first logistics property in Germany to be certified in accordance with the Well Building Standard®.



#### TREND-SETTER

Marcel Sedlák, CEO of HB Reavis, has set his sights on creating the most state-of-the-art building providing the ultimate in employee satisfaction.



#### FROM BERLIN TO MUNICH

With the help of our colleagues, partners and customers, we seek and find interesting topics around Germany that will be new to you.

# EDITORIAL

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**[T]** The coronavirus pandemic maintains its grip on the world, forcing many companies and sectors of industry to rethink their daily work, and in some instances their business models, from one day to the next. This situation is leading to a widespread increase in digitisation, in the form of mobile working, online conferences or delivery models, for example.

Accordingly, the third issue of our [CHANGE] magazine focuses on the topic of digital transformation. In addition to innovative examples of best practice, such as DSTRCT.Berlin and the Timber Office in Hamburg, we show you which technologies are being introduced into the real estate sector, explain why data centres are growing in importance and present a number of other interesting features that prove the real estate sector to be more digital than many of us might suspect.

Further trends are also to be observed: There are apps that can transform residential districts into networked and resource-saving communities, for example, and the logistics sector is adopting sustainable practices which benefit both the environment and employees' well-being.

Come with us on a tour of diverse projects all over Germany. I hope you will enjoy reading this issue!




**Marcus Zorn**

CEO (as of 1 January 2021),  
BNP Paribas Real Estate Germany

**"Increasing digitisation, sustainability and mobile working – trends that have been observable for some time now are coming increasingly to the fore against the backdrop of Covid-19."**





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// TRENDS //

# 7 DIGITAL TRENDS IN THE REAL ESTATE INDUSTRY

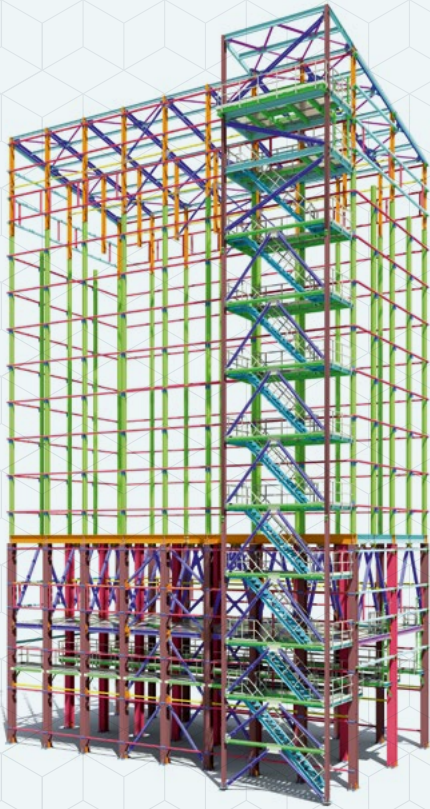
Many people may consider real estate to be less innovative than other sectors of industry and to be lagging behind in some areas. A closer look shows that much is afoot in this field, however. These seven trends are shaping the present and future face of the property world.

## BLOCKCHAIN

A blockchain is a decentralised database which enables any transaction without requiring an intermediary. The best-known example of a blockchain is the crypto-currency Bitcoin. The performed transactions are entered in encrypted and compressed form in a continually growing list. Each transaction constitutes a block which is provided with a hash – a digital fingerprint. Each block additionally contains the preceding block's hash. The individual transaction blocks are thus interlinked, forming a blockchain.

The compelling feature of a blockchain is that it enables so-called 'smart contracts'. These are intelligent contracts which are generated automatically when a certain event occurs. This means that a lease agreement can be concluded when a tenant enters an apartment, for example, without you having to be on site.

Property investments can also be effected via blockchain. The prop-tech platform Exporo issued token-based bonds on the Ethereum blockchain for the first time in 2019, for example.



## 2 BUILDING INFORMATION MODELING (BIM)

Building information modeling involves the use of software designed to optimise the planning, construction and management of a property. The full scope of data from all parties involved – from investors through engineers and architects to the subsequent property managers – is collected, combined and modelled in the BIM software. BIM can visualise the timeline, reflect the costs of a project, take life-cycle aspects into consideration and also take account of building usages. As such, building information modeling represents an ideal method for the entire property cycle.

➤ [Read about the specific application of BIM in the Timber Office development on page 26](#)

**While BIM cannot prevent errors, problems can be recognised much earlier with the aid of BIM software.**

## 3



## ARTIFICIAL INTELLIGENCE (AI)

Many of us already use artificial intelligence in our everyday lives without noticing it. When we have songs or films recommended to us by streaming services or navigate to a certain location, for example. Artificial intelligence spans a range of different disciplines, such as machine learning, deep learning and natural language processing. Put simply, AI is an algorithm which operates along similar lines to human thought processes.

➤ [Identifying energy-saving potential and learning comfort preferences: AI in the DSTRICT.BERLIN development – page 14](#)

## 4



## BIG DATA

The term 'big data' refers to large collections of data which are generally unstructured and beyond the capacities of conventional IT infrastructures and methods. The term is also associated with the technology which helps to process and analyse these vast (unstructured) volumes of data. There are also numerous ways in which big data can be used in the field of real estate. It can help to optimise maintenance, to assess investments more accurately and to improve internal analyses and reporting.



## 5



## VIRTUAL REALITY

Virtual reality (VR) refers to the visualisation and perception of reality in a computer-generated, interactive, virtual environment. As virtual reality is not constrained by physical laws, the scope for visualisation is boundless. VR goggles or special rooms (CAVE: Cave Automatic Virtual Environment) are required in order to experience virtual reality.

In the real estate industry, VR is most commonly used to visualise developments.

## AUGMENTED REALITY

The term 'augmented reality' (AR) refers to the computer-assisted enhancement of reality. AR enables all human senses to be addressed by way of imagery, sound and spatial perception by presenting additional virtual information via smart glasses, a display or a smartphone. AR can be used in the real estate industry to simulate design proposals, for example. This enables customers to see at a glance whether planned office furniture will actually fit into their new premises.

➤ **Mixed reality technologies setting new benchmarks in customer communication – page 38**

## 6



## INTERNET OF THINGS

In the Internet of things (IoT), everyday or industrial objects become smart objects which are able to communicate with one another. The technical basis for this networking is provided by a structure similar to the internet. In the real estate industry, IoT is used in building automation, for example. Here it enables the 'predictive maintenance' of escalators, elevators, ventilation and air conditioning systems, for instance.

// RESIDENTIAL //

# "BE PART OF THE COMMUNITY!"

## DIGITAL APPLICATIONS IN RESIDENTIAL DEVELOPMENTS

Digitisation in housing summons up images of endless rows of data and alienation through cyberspace. The opposite is the case.

Digital applications can also create comfort and a sense of community, ultimately also strengthening an urban quarter's brand.



"The higher the quality of a residential area, the greater the willingness to invest in digital components."

A discussion with Dr. Chris Richter, Managing Director of Animus and expert in digitised residential developments, and Udo Cordts-Sanzenbacher, Managing Director of BNP Paribas Real Estate, on USPs arising from digitisation.

**Digitisation is also making great strides in the housing sector. What is the status quo regarding smart homes?**

[Dr. Chris Richter: The smart home is increasingly becoming an integral part of new developments. The higher the quality of a residential area, the greater the willingness to invest in digital components. Digital control of blinds, lights and temperature and video intercom systems are now standard. That said, when

customers want to save money, such special options are unfortunately usually the first to go.]

**What scale of costs are we talking about here?**

[Dr. Richter: As a benchmark, costs between 3,000 to 4,000 euros are to be assumed for an 80 square metre apartment. The past two years have witnessed a dramatic fall in prices. Smaller companies are entering the marketplace and offering good value for money.] ➤

► **What aspects tend to be regarded as must-haves?**

**[Dr. Richter:** Comfort and services. A central parcel delivery point provides great convenience for logistics personnel and tenants alike, for example. The delivery personnel are able to deposit all the parcels for a residential area at a single facility, ensuring everything gets delivered and reaches the addressees without a hitch.]

**[Udo Cordts-Sanzenbacher:** We are witnessing a strong trend towards a sharing economy, which saves resources and ultimately leads to economies of scale. People can share cargo bikes or tools, for example. These are little USPs that landlords and investors can use to highlight the merits of a residential development.]

**How does digitisation contribute towards sustainability?**

**[Dr. Richter:** Following the reform of the EED, as of 2027 metering point service providers will be required to submit information on electricity consumption twelve times a year. Submitting such information by digital means saves a great deal of resources. Meters are read and the measurement data are visualised via interfaces. Graphic presentation means that tenants are able to monitor and reduce their consumption. This leads to full-out competition between residents in the apps for residential developments. E-learning courses also help to conserve resources and lower additional costs.]



## BEST PRACTICE

### BelleRü – a smart residential development

BelleRü is a new residential development in Veronikastrasse in Essen-Rüttenscheid. The open spaces between the two- to three-storey apartment blocks feature plenty of green and cherry trees. Predominantly white rendered facades and light-coloured brick areas provide the development with an upbeat, bright look to complement the greenery and underscore the light and airy character of the buildings' interiors.



"A recent project in Essen – BelleRü – saw us integrate smart home systems from the outset for the first time. Each parking space in the underground car park has an e-car connection point. And our app also enables the residents to book laundry and parcel services through a corresponding service station. We are obviously keen to continue this development in our next projects."

Dr. Chris Richter



## "A digital residential development is a USP that meets with a positive response on the market."

### Who pays for the digitisation of a residential development?

[Dr. Richter: The owner generally pays for the software. The costs add up to a miniscule fraction of the overall development outlay. Digitised solutions serve first and foremost as selling points to help secure higher rents or selling prices, however. A digital residential development – whatever the key focus – is a USP that meets with a positive response on the market.]

### What additional benefits does digitisation bring?

[Dr. Richter: Through digitisation, property developers know today what will work and what won't. With regard to the layout of a new development, for example: How many prospective tenants have been identified in advance for which sizes of apartment? Evaluation of this information also indicates which trades will work. Digitisation enables a representation of the entire cascade, from asset manager through property and facility management to the tenant.]

[Cordts-Sanzenbacher: An app also serves to provide information about tenant satisfaction. A high level of satisfaction means less fluctuation, higher cash flows and reduced vacancy risks for the investor. Soft aspects such as user screenings or the establishment of a strong brand represent additional benefits.]

### What proportion of residential developments is digitised in Germany?

[Cordts-Sanzenbacher: Digitisation is to be found primarily in the new developments of the past five to ten years in the gateway cities. The number of asset and property managers exploiting the opportunities of networked housing construction is still far too low – despite the clear economic, ecological and social benefits. Although surveys in this area are few and far between, I would estimate the share to be under one per cent. So the first mover advantage is still to be had here.]

### You mentioned strong brands. Can you cite an example?

[Dr. Richter: A great example is the i Live group, whose student dorms home in very strongly on the community aspect. According to the motto "You're part of a strong, sustainable and incredibly hip community".

The demand is huge, because people want to be part of this world.]

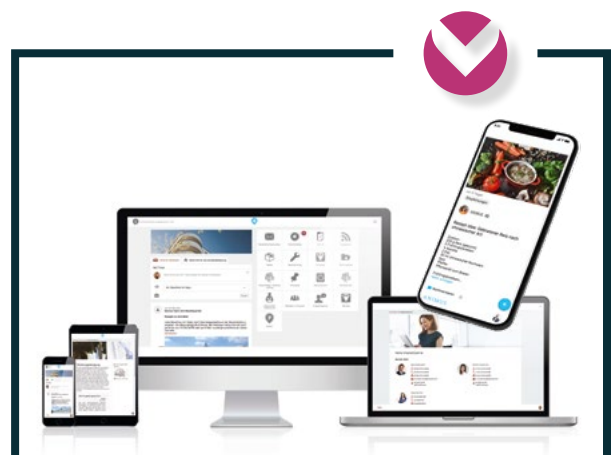
[Cordts-Sanzenbacher: This example shows very nicely that digitisation doesn't necessarily lead to alienation. On the contrary: When Lucas from Frankfurt, who is a cycling enthusiast and vegan, comes to Berlin to study, such a community provides him with a very simple means of entering into contact with like-minded people.]

### Are there already applications with an emphasis on health – against the backdrop of Corona?

[Dr. Richter: During the lockdown, a scaled-down version of our app was made available for customers in need of help. New registrations and user frequencies shot up by around 40 per cent. Applications for older people are generally much in demand, though. The complete range of services offered by the St. John's Ambulance Brigade can be booked through the Animus app, for example – from food delivery to nursing services. This is a booming market whose strong growth is being driven by an ageing population.]

### What's the next breakthrough waiting to happen?

[Dr. Richter: A real ground-breaker would be an operator's model for residential developments. Individual solutions exist at present, but no-one appears up to evolving an integral concept combining the full spectrum of components, such as energy, mobility or logistics. Anyone who is bold enough to get to grips with this subject matter and come up with a digital solution will really be going places.]



ANIMUS is a software product to support administrative processes and digital links for service providers and to promote social networking between neighbours and/or employees. ANIMUS stands for information, communication and services, and offers added value for both users and property firms.

// INDUSTRIAL //

# DATA CENTRES

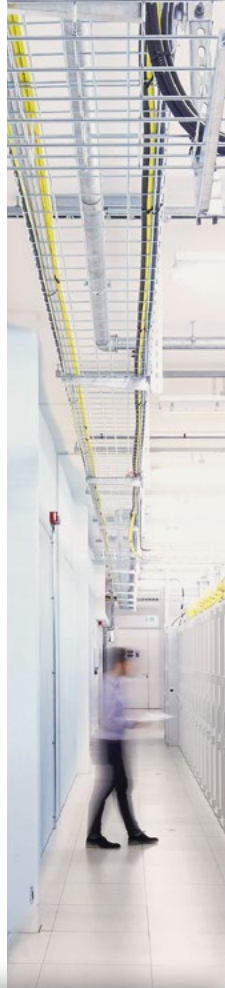
## FRANKFURT SET TO REMAIN GERMANY'S INTERNET CAPITAL

Windowless buildings the size of a warehouse, often devoid of logos or any other distinctive features, are an increasingly common sight in and around Frankfurt/Main. In most cases, these are the data centres which serve to make streaming services, online banking and online shopping possible.

**[A]** At the end of the 20th century, the internet gave rise to a new type of property: the data centre. A fully fledged boom ensued, only to burst together with the dotcom bubble. This rather put the coolers on this hot new asset class. As digitisation makes ever greater inroads into our lives, data centres are enjoying a renaissance, however: online banking, e-commerce and streaming services all require continually growing volumes of data to be transported from A to B. New data centres are needed to handle this big data. "The coronavirus crisis has further reinforced this trend, giving rise to a second boom," explains Arno Petzold, Director Data Centre Solutions Europe.

### A WAREHOUSE ... IS A WAREHOUSE ... IS A DATA CENTRE?

In contrast to customary logistics properties, data centres are generally multi-storey buildings and devoid of windows. In terms of building structure, a data centre has the same requirements as a warehouse, with the addition of substantially more technical installations and facilities. These include diesel generators, UPS systems and cooling facilities. These installations are essential to keep the centres running 24 hours a day, seven days a week, 365 days a year. "The investment in these installations and facilities represents the biggest cost factor when building a data centre. The site and the building shell generally only account for 20 to 25 per cent of the investment volume," explains Petzold. Another difference is that the operators of data centres often wish to or have to own the sites and the properties themselves, as most of the major players are structured as REITs. This May, for example, colocation provider Interxion acquired the 43,000 square metre



**ON THE OUTSIDE**, data centres appear similar to conventional industrial buildings, with the lack of windows the only distinguishing feature.



site near to the “Osthafen” IT and Business Park where Interxion itself has been the main tenant for 20 years.

#### DATA CENTRES – A SAFE INVESTMENT?

“Data centres are becoming increasingly interesting to investors. The long-term leases that are so popular among many investors are still to be found here. In the past five years, this asset class has evolved from a niche product into an established asset. Covid-19 has additionally shown how crisis-proof data centres are as an asset class,” notes Stephan Gubi, manager of BEOS AG’s Frankfurt office.

“Operators such as Amazon’s AWS attend to the technical facilities themselves, which account for the largest share of costs, as already mentioned,” adds Arno Petzold. “This leads to leases with long terms, generally of 20 years or more. Companies which have invested a lot of money in the technical installations and facilities are obviously keen to remain in the building over the long term.” The only problem is a lack of suitable products, that is, existing properties with triple net lease agreements which are available for purchase. Special requirements also need to be considered with regard to the choice of location for data centres: “A redundant power supply and a minimal risk of (environmental) disasters must be ensured. Aspects such as heat and noise emissions, which an operational data centre produces throughout the entire year, also require to be taken into account. This rules out building a new data centre in the vicinity of a residential area,” Petzold explains.

#### FRANKFURT: GERMANY’S INTERNET CAPITAL

This is where Frankfurt comes in: In terms of data throughput, the “Deutscher Commercial Internet Exchange (DE-CIX)” is the largest internet exchange point in the world. According to the operators, a transfer rate of more than nine terabits per second was measured in March 2020 – an absolute record. These seconds are crucial to banks, stock exchanges and other (financial) services, in view of which Frankfurt is set to continue to evolve into Europe’s data centre hotspot. “If the city is to maintain this position in the long term, it will have to do more than address the shortage of space by designating additional suitable sites. New power capacities also need to be created,” Gubi observes.

“It will become more difficult to site data centres in or near to Frankfurt,” Petzold adds. “With this in mind, the focus is already on the hinterland. This has extended the radius from 50 to 100 kilometres, which means that essentially the entire Rhine-Main region is to be considered as a hotspot for data centres.”



A “hyperscale” data centre  
consumes as much electricity as  
a town with **30,000 inhabitants.**

construction costs of

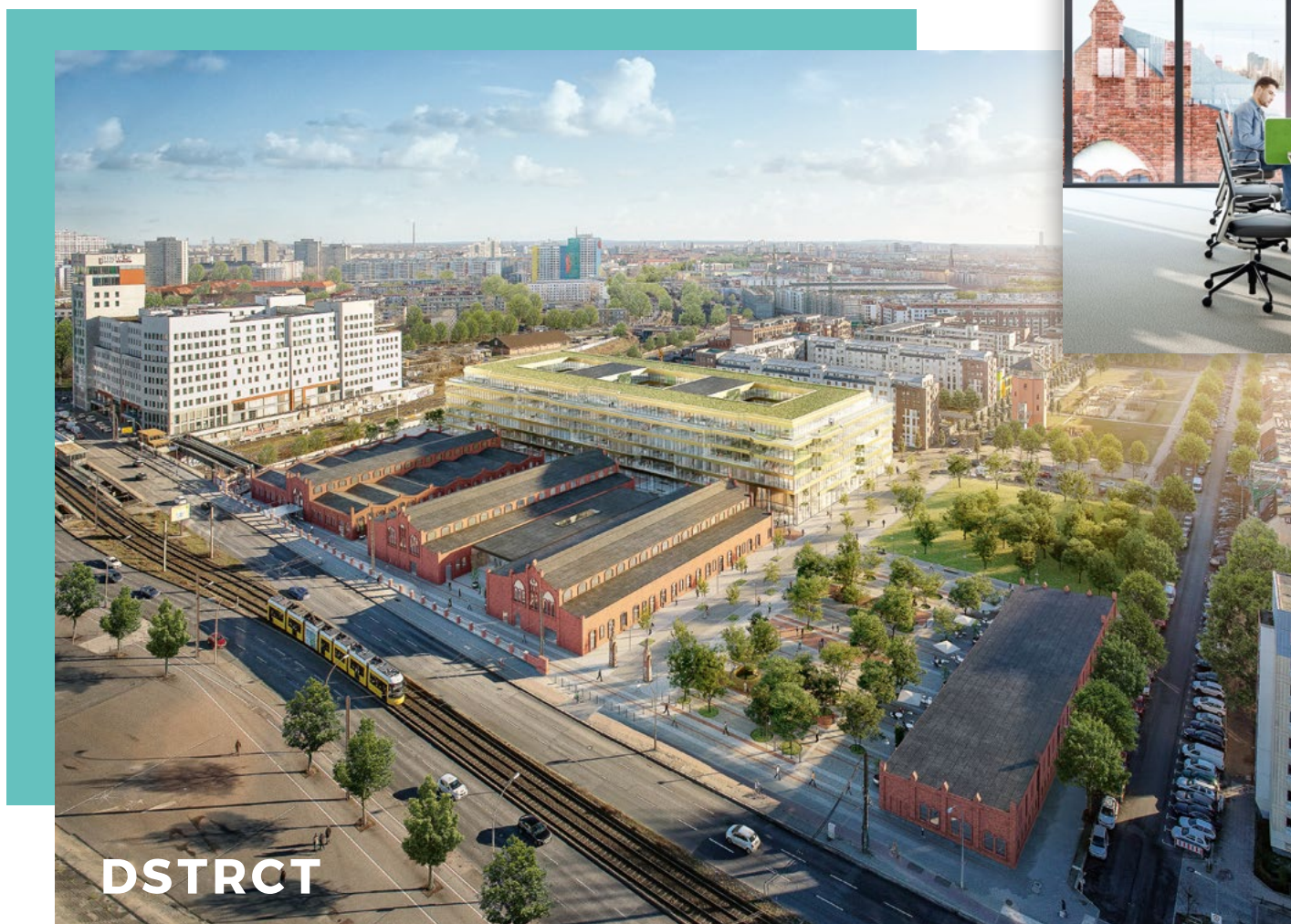
at least **10,000 Euros**  
per square metre



**4-7 %** yield  
potential



// OFFICE //

**DSTRCT**

# SMART TECHNOLOGY & WELL-BEING

## DSTRCT.BERLIN FOR ENHANCED WELL-BEING AT THE WORKPLACE

Voice recognition to play music, cameras to keep everything under surveillance and app-controlled heating – our homes are becoming increasingly digitised environments. But how is intelligent networking applied in office properties? And how do new technologies help to enhance the well-being of the people who use such buildings? A fascinating development in Berlin – HB Reavis' DSTRCT – sheds some light on these matters.

## "Industrial vintage style meets New York."



**MATTHIAS GOßMANN** is focusing on digitisation and well-being in HB Reavis' first German development.

workplaces. Smart building technologies will be deployed here to enhance the well-being and health of the buildings' users.

### SYMBIOSY – THE DIGITAL CORE

Symbiosy forms the digital core of the DSTRCT development. Artificial intelligence analyses the precise manner in which tenants use buildings and responds intuitively to promote good health and productivity. Staff access the workplaces via Keyless Go, for example, and can check room availability and undertake corresponding bookings by app. The Symbiosy technology is also able to control the air quality in offices. In a nutshell, the aim is to create a productive and healthy work environment which makes the daily routine more easily manageable and provides for an enhanced sense of well-being.

"There are many benefits to working at an office. At HB Reavis, we see a reliable and efficient connectivity infrastructure as an integral element of modern >

**[A]** A modern office campus, DSTRCT.BERLIN, is under development in the popular Prenzlauer Berg neighbourhood, between Berlin's city centre and Friedrichshain. A number of apparent contradictions are reconciled here: digital, healthy & sustainable, old & new – or, as the property developers from HB Reavis put it: "Industrial vintage style meets New York." The site has had an eventful history: Once Berlin's central municipal livestock yard and abattoir, after being largely destroyed in the Second World War it was subsequently restored and became the leading meat processing plant in East Berlin in the post-war period. Now it is to be assigned to a new, modern form of use which places the main emphasis on the user.

Matthias Goßmann, Head of Leasing at HB Reavis Germany, explains: "The site forms part of Berlin's history. The listed buildings embody the history of the central livestock yard and abattoir in a special way. We have set out to create special workplaces by combining modern-day work environments with the site's historical setting." Ben Barthel, Director National Office Advisory, adds: "The DSTRCT is not just an office building, it marks a starting point for a process of transformation in the region. Reconciling diverse elements, it is a perfect reflection of the heady mix that defines Berlin".

The new office building and parts of the unique old industrial buildings will house flexible, state-of-the-art



Symbiosy is a technology and sensor platform which has been developed to support HB Reavis' user-focused philosophy in creating work environments. Room use, the quality of the interior environment and cooperation networks within the company are registered via sensors. This information undergoes professional analysis, resulting in automatic recommendations for energy-saving options and alternative work routines and optimising office space, for example. The system also learns the given comfort preferences in offices.





#### WORK.EAT.MEET

Open courtyards with plenty of light, lush greenery and the art installations in the entrance areas are all intrinsic to the WELL Building concept.

► work environments,” explains Marcel Sedlák, CEO of HB Reavis Germany. DSTRCT.BERLIN has been designed to meet the highest standards of WiredScore, the international rating scheme for the digital infrastructure of commercial properties, and has received WiredScore Platinum certification. Connectivity is achieved by means of numerous sensors and technologies which

are installed in the right places, together with the DSTRCT buildings app.

#### WORK. EAT. MEET.

The digital technologies at DSTRCT.BERLIN accord overriding priority to the buildings’ users and their heightened well-being. The campus follows the WELL Building standard, which takes seven categories into account: Water, Light, Nourishment, Air, Fitness, Comfort and Mind. Activated carbon filters and air ionisation automatically ensure the required water and air quality, for example, while new light concepts such as biodynamic light support the body’s biorhythm and rooms are designed to encourage movement and creativity. Health concepts are also to be established at the location, including on-site physiotherapists and doctors.

The site will not be devoted solely to work, though – the development’s motto, “Work. Eat. Meet”, highlights what visitors and tenants can expect here: Alongside state-of-the-art workplaces, there will also be various catering and shopping amenities in the former auction house. Exhibition and event areas are also to be installed here. This eclectic mix rounds off the development’s overall vibe, as Marcel Sedlák elucidates: “The buildings in which we work, learn and relax influence our lives, our health, our well-being and our productivity. With this in mind, we have set out to design our projects such that they meet the stringent criteria of the WELL Building standard, with a special focus on the user. For us, an effectively functioning workplace must also offer high-quality catering options, as choice and variety here have a positive effect on employees’ well-being.”

## THE DSTRCT-APP – FEATURES AT A GLANCE



Access to work area (Keyless Go)



Booking of conference rooms and corresponding access



Navigation around the campus



Info on menus of the cafés and restaurants on-site



Dashboard for weather data and building information



Overview of news feeds and events on-site and in the surrounding area



// PERSPECTIVES //



## Z8, LEIPZIG

The striking lines of this residential and business property show that sustainable timber construction and compelling architecture are not at odds with buildings designed to meet the highest standard of fire protection.

 **LISA BECHMANN**, Consultant  
Regional Residential Investment, Leipzig



## LIBRARY, FREIBURG

The historical municipal theatre is perfectly reflected in the contemporary glass facade of the university library.

📷 **MARINA VOGT**, Social Media Content Specialist, Frankfurt







## CINNAMON TOWER HAFENCITY, HAMBURG

A sight to behold – from outside and in: all the floors of the vibrant red residential high-rise afford views of the HafenCity district.

 **JONAS KLEIN,**  
Media Designer, Hamburg







## CUBE, BERLIN

More contemporary sculpture than smart building – the cube at Berlin's central railway station boasts an imposing glass facade plus cutting-edge technology: Some 3,000 sensors analyse and interpret the behaviour of the building's users.

 **STEPHANIE HEINRICHS**, Team Manager  
Brand & Events, Frankfurt



## KRANHÄUSER, COLOGNE

A change of perspective from the usual iconic exterior view of the “crane buildings” in Rheinauhafen port.

 **MANNY ANTIPORDA**, Media Designer, Cologne

## ALLIANZ ARENA, MUNICH

Emblazoned in red when Bayern Munich play at home, this architectural landmark is also worth a visit in the radiant evening sun.

 **DAVID KLABISCH**, IT Support Specialist, Düsseldorf



## // RETAIL //

# RETAIL AND THE LOCKDOWN

## FOCUSSED ON DIGITISATION?

Retailers faced plenty of challenges before the Corona crisis, and the situation has now become even more critical for certain segments of the retail market. Can digitisation provide a remedy here? We held a round table discussion with the retail experts from BNP Paribas Real Estate, Claudia Reischl, Olga Sieczewicz and Daniel Schuh, who report on the status quo and the future plans of textile and food retailers and restaurateurs.

**On the subject of digitisation, could you first outline the status quo on the retail market?**

**[Claudia Reischl:** Various digital technologies are employed in the textile trade. Social media are used extensively, first and foremost Instagram and influencers to attract prospective customers to a store or present products. Virtual product presentations are also growing in importance. Augmented reality, merging the virtual and real worlds, is also being introduced into many stores. This serves to offer customers virtual product presentations directly in the store, so as to help them to reach buying decisions. Delivery robots and drones are also undergoing widespread testing in the retail sector around the world.]

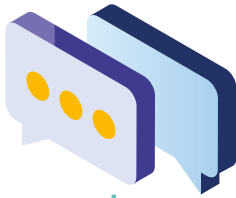
**[Daniel Schuh:** From the customer's perspective, food retailers are not as heavily digitised as the textile trade. Barely any signs of digitisation are visible to customers in their local shops. Many grocers have online shops for their non-food products, of course, and food retailers also have a high profile in the area of social media. However, not all companies are active in the field of grocery delivery services. Rewe and Amazon Fresh are leading the way here with their delivery concepts.]

**Things are certainly moving there, then. What's the picture in the catering sector?**

**[Olga Sieczewicz:** There's plenty happening here



**REWE ONLINE** – from the ordering app through shopping lists to tasty recipe suggestions and exclusive online products



**OLGA SIECZEWICZ**

Senior Consultant National Retail  
Advisory, F&B Specialist



**CLAUDIA REISCHL**

Director Retail Advisory

**"The German retail market has yet to bring forth any major sensation."**

Claudia Reischl



**DANIEL SCHUH**

Director National Retail Investment



as well. The first thing that comes to mind is digital ordering processes between guest and restaurant and between restaurant and supplier. And digitised planning in the areas of food provisioning and kitchen organisation help to reduce waste and optimise earnings. The use of social media is also widespread in the catering sector; of course. Booking apps and other service apps are acquiring ever growing importance.]

**Is there a service app that you consider to be particularly accomplished, Ms. Sieczewicz?**

**[Olga Sieczewicz:** The restaurant chain "The Ash", run by the Bonn company apeiron, is really good in this area. In addition to providing guests with information on all the chain's restaurants, the steak house operator's app also enables customers to make reservations and place orders, and incorporates a collection and delivery system. Subway also stands out here. The system catering company has replaced

**LEARNING STORE** – the shopping concept of the bonprix Fashion Connect store is subject to an ongoing optimisation process, with continual customer feedback providing important findings relating to the future face of retail.

its Subcard with an app. With every purchase, guests collect points by app which they can exchange for free products. In addition to exclusive content there are special offers, news, coupons and an online ordering tool.]

**Are there any other examples of best practice from the retail sector?**

[**Claudia Reischl:** The past three or four years have witnessed a growing trend for shops to try out campaigns aimed at enticing customers back to their outlets by promising an unforgettable shopping experience. Coffee shops or similar are commonly installed to enhance the quality of the overall setting. The German retail market has yet to bring forth any major sensation in this area, though. The bonprix store in Hamburg is perhaps worthy of mention – it offers an app-based digital shopping experience in the store, covering the whole spectrum from finding items to paying via PayPal.]

**Will Corona heighten the pressure to go digital, or are there more important priorities at present?**

[**Daniel Schuh:** Corona is not directly placing food retailers under any increased pressure to increase their digital offerings as a means of enhancing customer experiences. The shops have remained open during Corona and turnover has been very good. It is true that more food was purchased online during the lockdown in spring – but mainly in conurbations, as delivery services were only available there. In addition, the blanket coverage with drugstores and grocery stores throughout Germany means that high street shopping is still faster and simpler than having goods delivered, for example.]

[**Claudia Reischl:** In order to make a positive impact in the crisis, retailers need to keep creating special shopping experiences and combine online and off-line with aplomb, which means digitisation is a must. Online doesn't necessarily have to be seen in competition with off-line, though – ideally, they should complement one another. There is a general wish and need among retailers to invest more in digital technologies such as big data or social media, so as to provide customers with



**"In the light of all the present challenges, digitisation plays a crucial role in staying transparent and 'close' to guests. We are also keen to provide our guests with the latest news at all times and to make it as easy as possible for them to find a restaurant in their area, book a table or opt for delivery or contact-free curbside pickup."**

**KENT HAHNE**, CEO & Founder, apeiron restaurant & retail management GmbH

one more reason to visit their flagship stores. After all, high street stores have one advantage over the internet – customers can touch and feel the articles. And this strength needs to be exploited.]

**Will restaurant proprietors also continue to focus on digital transformation?**

[**Olga Sieczewicz:** The crisis has once again clearly shown those who have not dragged their feet on the digitisation front to be at a clear advantage. Every restaurant proprietor now appreciates the importance of digitisation. A great deal of effort is being put into the transformation process, and the topic is accorded high priority. The catering sector's fast-growing delivery and take-out segment, where all the processes are already online and mobile, will further reinforce this trend. The scope of functions is being broadened and user-friendliness improved.]



// OFFICE //

# BIM & TIMBER CONSTRUCTION

## THE PERFECT SYMBIOSIS OF DIGITAL & SUSTAINABLE

A modern, flexible and sustainable office building is under development in one of Hamburg's most sought-after areas, with completion scheduled for 2022: The Timber Office, offering a perfect work-life balance for employees. Thanks to building information modeling and the modular timber construction method, completion will only take around 15 months. We take a closer look at the special features of this development.

**[E]** Ever more people are keen to live their lives along more sustainable lines and to use resources responsibly. This trend also applies to the office market – prompting AVW Immobilien AG to opt for a hybrid timber construction for their Timber Office in Hamburg. This construction method combines wood and reinforced concrete and enables savings of 1,200 tonnes in weight and 467 tonnes of CO<sub>2</sub>.

“While there are long-standing traditions of sustainable building in Hamburg, timber construction specifically has fallen somewhat into neglect in recent decades,” reports Timotheus Werner, Senior Consultant Office Advisory at BNPPRE. “Against the background of the current climate debate, renewed efforts are now being made to revive timber construction,” he continues delightedly. The Hamburg Holzbauforum is held annually as an event devoted to timber construction, for example, and anyone who opts for timber in the housing construction sector also receives support from the municipal authorities.” In addition, the renewable raw material was recently approved for construction projects with greater overall heights in Hamburg. The “Wildspitze” is now under construction in Hamburg as Germany's highest timber building, with 19 floors and a height of 65 metres.

### THE OFFICE – A PLACE FOR COMMUNICATION

“The Timber Office in Hamburg is playing a pioneering role as the first office building featuring this special hybrid construction method. This project should also serve as a positive example for further developments,” Werner notes. A mobility concept for sustainable commuting is also to be integrated. The Timber Office's best

parking facilities will belong to cyclists, in addition to which there will also be 11 parking spaces with electric charging stations.

“Well-being is the key consideration in the design of this building. High-quality, natural materials within the office premises and work areas outside are intended to make employees feel positive about their workplace,” explains Edward Martens, managing director of AVW AG, with regard to the concept behind the office property. Martens replies to the question as to whether there will be any need for office premises in the future with a smile: “There's no telling how work environments may alter. With this in mind, we have designed an office that offers the greatest possible adaptability to new developments. I'm sure the office will remain an important place for exchanging information. It will also continue to be the central point of contact serving to maintain ties between employees and companies.”

### DEPENDABLE PLANNING WITH BUILDING INFORMATION MODELING

The Timber Office will cover approx. 3,500 square metres of floor space and accommodate up to 250 workplaces, with airy ceiling heights of three metres. The absence of superfluous building service installations cuts maintenance costs while also lowering energy consumption on a lasting basis.

Not that technology has been shunned in planning and constructing the building: AVW employs Building Information Modeling – BIM in short. “In general, we look to BIM to bring greater precision to our planning. Precision in terms of the calculation of masses, the avoidance of errors and conflicts with areas such



**THE PROPERTY** will feature generous greenery, with five terraces offering settings in which to take time out, mull things over or even indulge in a spot of gardening.



as service installations. Timber construction involves a high degree of prefabrication at the factory to enable faster assembly on site. A fine-tuned BIM model can deliver reliable information at a very early stage here on aspects such as openings and fittings, for example. Overall, this technology leads to a more transparent and documentable planning process," says Martens. He outlines how BIM was applied for the Timber Office: "The different areas of responsibility (e.g. hybrid timber producer, building shell or finishing) are specified in the BIM model, thus clearly showing where the different

areas of work overlap. In particular, coordination with the trades involved in the building service installations was carried out using various trade-specific models. In view of the fact that the installed supply media were exposed in part, this proved an extremely helpful procedure. Using BIM involves substantial work at present, as AVW has only recently introduced this technology. Martens is nevertheless convinced that BIM has a viable future: "Our planning teams keep on learning. I'm certain that BIM is the future for clear-cut, cost-optimised and error-free planning." —●

// HOTEL //

# SMART HOTELS

## THE HOTEL EXPERIENCE OF THE FUTURE?

**[D]** Digitisation in the hotel sector is still in its infancy. It is growing in importance against the backdrop of coronavirus, however. Digital tools help to ensure required hygiene standards and compliance with distancing rules in hotels. Aside from the current crisis, digitisation can also offer numerous benefits to the hotel industry in more normal times.

Hotel digitisation breaks down into two categories: the digitisation of processes that run in the background and the smart hotel which is directly experienced by the guest. Together with Thorsten Faasch, Director National Hotel Services, we take a glimpse at how a digital customer journey might look in the hotel sector.



## THE DIGITAL CUSTOMER JOURNEY

1

### HOTEL SEARCH

Nowadays, people use search engines and social media to find a hotel. Recommendations from friends and family also play a role, of course. To avoid getting left behind, hoteliers nevertheless need to concern themselves with topics such as search engine optimisation and new media, such as Instagram.

2

### BOOKING

After finding the appropriate hotel online, customers book directly on their computer or smartphone. A user-friendly booking procedure is crucial here. Some hotels even enable customers to book a specific room from the comfort of their home – with park view, directly on the ground floor or next to the roof-top bar, for example.

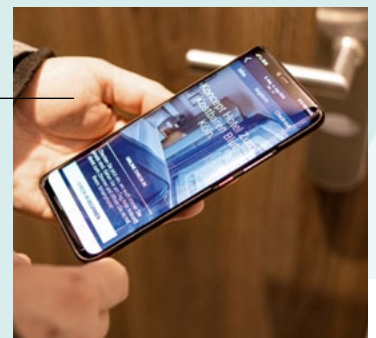
3

### CHECK-IN

The online check-in will gradually become established in the hotel sector, similarly to airport check-ins. At busy times of the day or when major fairs or events are in progress, hotel visitors can avoid long waiting times by checking in on their smartphones. A digital check-in also makes sense in the face of hygiene and distancing rules.

### SMART THROUGH AND THROUGH

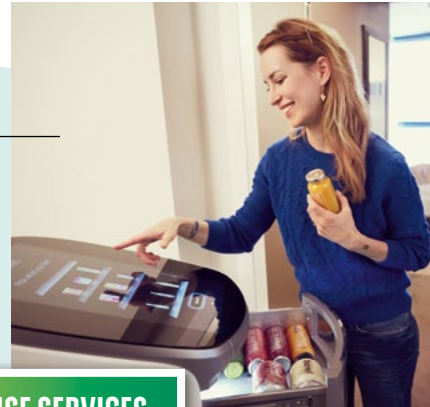
From contact-free check-in through opening doors by app to digital check-out: Konzept Hotels have had a new digitisation strategy up and running since 2017.





**JEEVES THE ROBOT**

At the Rilano Hotel in Munich-Schwabingen, snacks or items such as toothpaste and co. are brought to the guest rooms by a robot.

**IN-HOUSE SERVICES**

Hotel folder, travel guide, room service or hotel shop – all these services can be fully digitised.

4

**HOTEL ROOMS**

In a smart hotel, guests can also use their smartphone as a hotel key: just scan in the barcode and enter. Numerous functions within the hotel room are also digitisable by app, such as setting the room temperature, operating the air conditioning or lowering the shutters.

**PLUG & PLAY**

A smart TV is a must for a fully digital hotel experience, such as is offered by the "me and all hotel" in Düsseldorf, for example.

6

**VISITING A RESTAURANT**

A visit to a digitised restaurant could proceed as follows: The waiter accompanies the guests to their table and explains how ordering by tablet works. The guests can order their drinks and food on their own and at the end of their meal they can settle the bill in contact-free mode using the tablet. The waiter merely brings the drinks and food to the table.

7

**CHECK-OUT**

Digital check-out by smartphone is part and parcel of a smart hotel. There are already many hotels in which the hotel key can be handed in to the hotel personnel without any contact. Digitisation makes everything even simpler – and contact-free.

Does that sound a little too sci-fi? "Not at all," explains Faasch. "In Japan there are already hotels that operate without any personnel whatsoever, and the first smart hotels are also emerging in Germany, as demonstrated by the Cologne *Konzept Hotel Zum Kostbaren Blut*". So that means downsizing? There is already a short-

age of staff in the hotel sector, and hotels are unable to fill vacant posts. As such, rather than creating a problem, digitisation is a problem-solver. All in all, digitisation can enhance the standard of service for guests, help cut costs and, ideally, even generate new sources of revenue.

// LOGISTICS //

# WELL BUILDING STANDARD

## LOGISTICS ALSO CHAMPIONING SUSTAINABILITY & WELL-BEING

Prologis acquired a six-hectare site in the north of the Ruhr region in the autumn of 2019. Thanks to excellent cooperation with the municipal authorities, speculative construction of the logistics property covering 27,800 square metres got underway in February. Eight months later, the property was completed and a tenant had been found. Apart from the good location and transport connections, sustainability and well-being have also been instrumental to this success.

**[S]** Sustainability plays an important role at this development in Datteln. This is underlined by the fact that the developers are aiming for Gold certification from the German Sustainable Building Council (DGNB). "This is a brownfield development," explains Christina Deuß, Capital Deployment Manager Germany at Prologis. "The site was previously used by Ruhr Zink for the production of metal alloys. This meant that extensive remediation measures were necessary to clear the site of decades of

contamination." Measures are also in place to protect endangered species.

### WELL BUILDING STANDARD® FOR EMPLOYEE SATISFACTION

Employee satisfaction is also a major consideration in Datteln. In collaboration with the WELL Building Institute, the WELL Building Standard® was duly adapted to logistics properties. This standard is based on findings from medical research regarding the influence of build-





**VERTICAL GREENERY:** Increased humidity has an evaporative cooling effect and helps to balance out dry conditions. The greenery also reduces sound levels, thus improving acoustics.

ings on the health and well-being of their users. The aim of the standard is to create a pleasant and healthy work environment for employees and to enhance well-being on a sustained basis. This well-being is also intended to help recruit qualified staff and retain them at the company over the long term.

But what concrete merits does the first logistics property in Germany to be certified according to the Well Building Standard® have to offer? "The property in Datteln has a 4,500 square metre 'living zone' running across the entire width of the depot. The various sheds also offer a high quality of light and air as well as cooled and filtered drinking water from six drinking water dispensers," Deuß reveals.

A smart wall, providing insights into use of the plant and the efficiency of the energy-saving measures, is also on offer. "The vertical greenery is definitely a highlight," says Deuß. "170 square metres of greenery within the logistics property provide for a healthy interior climate. The vegetation improves acoustics, reduces the risk of tiredness and stress and generally enhances well-being."



### IDEAL CONDITIONS

Prior to completion, the entire logistics property was let to online retailer EUZIEL International GmbH. Alongside other premises in the Ruhr region, in future EUZIEL will handle its extensive European business from its new logistics centre in Datteln. "Our company has experienced strong growth over the past two years," says Yi Kong, CEO of EUZIEL International GmbH. "Turnover has also remained high throughout the pandemic. This prompted us to go on the lookout for additional logistics premises in the Ruhr region. The Prologis Park in Datteln won us over above all with its high sustainability standards and the WELL Building concept. It also offers ideal conditions for us: the closeness to the A2 motorway, which runs from the Netherlands to Eastern Europe. So we can serve all of Europe from Datteln." ●



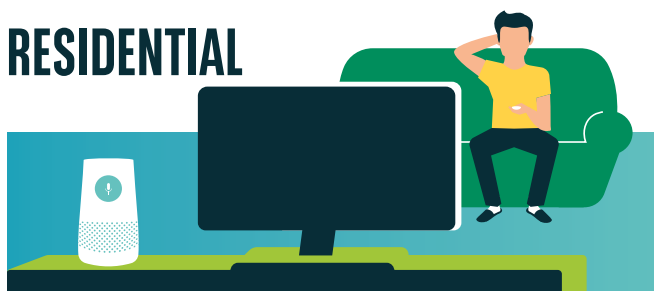


# // GOOD TO KNOW //

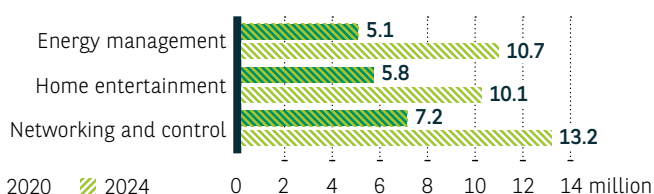
# FACTS & FIGURES

## DIGITISATION

### RESIDENTIAL



Estimated number of households with the respective smart home applications



Outlook: Germany's households are becoming increasingly smarter – these top 3 trends are to be expected up to 2024:

### 100 % rise

Over 10 million households will use energy management systems to save costs and resources.

### 13.2 million households

The number of households with a smart home application, such as Amazon Echo or Google Home, is likely to increase almost two-fold.

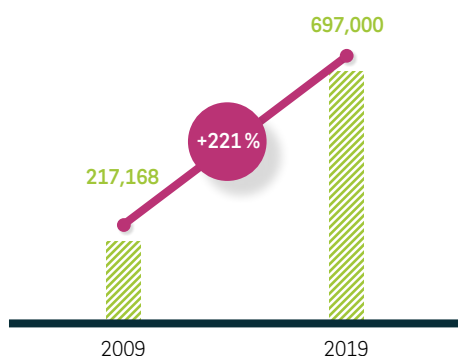
### 3<sup>rd</sup> place: Home entertainment

Approx. 10.1 million households will use this smart mode of entertainment.

Source: [de.statista.com/infografik/3105/anzahl-der-smart-home-haushalte-in-deutschland/](https://de.statista.com/infografik/3105/anzahl-der-smart-home-haushalte-in-deutschland/)

### OFFICE

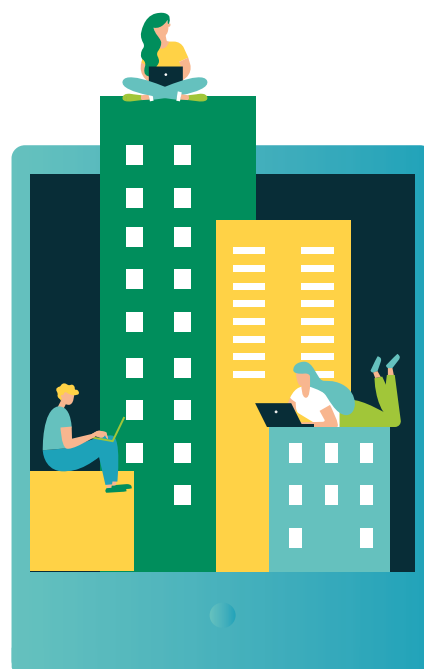
Take-up among ICT firms in the Big 6\* in m²



The ICT sector alone employs over 1.2 million people. This figure does not include jobs in e-commerce and at companies whose business models are exclusively online.

Berlin is the undisputed shooting star of the digital scene – not least of all thanks to the capital's highly active start-up sector.

\*Berlin, Cologne, Düsseldorf, Frankfurt, Hamburg, Munich



## RETAIL

E-commerce turnover in Germany rose by around 9 % in the first half of 2020. The influence of the Corona pandemic was most noticeable in the area of everyday necessities – even though this product category remained unaffected by the high street shutdown. Overall, the online retail volume in this segment enjoyed 36 % growth up to the middle of the year. Leading players in the digital food segment included hellofresh.de, amazon or shop.rewe.de.



H1 2020: 36.7 billion €  
H1 2019: 33.6 billion € } +9 %

**+5 %** entertainment

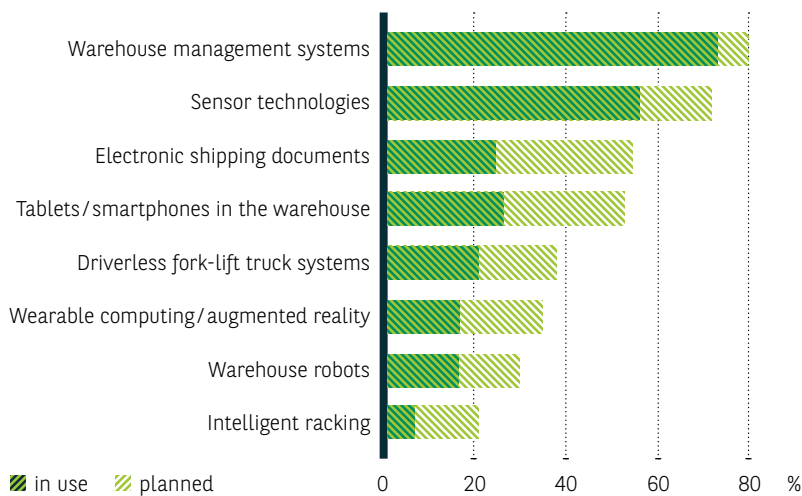
**+5 %** clothing

**+11 %** furnishings

**+10 %** leisure

**+36 %** everyday necessities

### Use of digital technologies in warehouse logistics



Source: Bitkom Research 2019

## LOGISTICS

### The future is here

Digitisation in the field of logistics is commonly associated with things such as same-day delivery using drones, self-driving trucks or autonomous warehouse robots. The use of such facilities – on a broad scale, at least – is still a long way off. Other technologies which may appear far less spectacular at first glance are already an indispensable part of warehouse logistics, however.

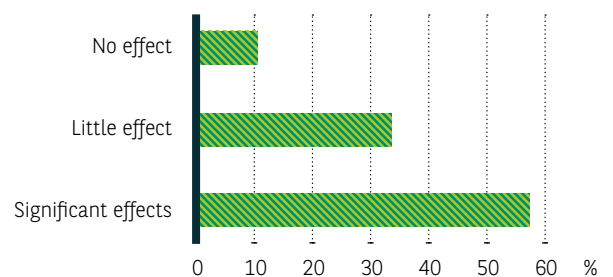
## HOTEL

The hotel industry is undergoing a process of change, with topics such as smart services and smart building increasingly heading the agenda. From non-contact check-in through the smartphone as a room card to digital concierge services, the options for optimising processes are of crucial importance. The challenges arising from the Corona pandemic are clearly spurring a diverse array of innovations and speeding up their introduction into hotels around the world.

Illustrations: Shutterstock.com



### How will the Covid-19 crisis affect your digitisation plans in the short term (over the next 2 to 3 months)?



Source: The 2020 Digital Transformation Report / skift + AMAZON WEB SERVICES

// OFFICE //

# SAFE WORKING SPACES

## TOMORROW'S WORK ENVIRONMENTS

How can I make optimum use of my premises? What sound proofing is necessary? And how can the sense of well-being in offices be enhanced in the interests of strengthening the corporate culture? These questions were on the daily business agenda for the BNP Paribas Real Estate Project Solutions team up to the beginning of this year. Then the Corona pandemic brought forth a host of other issues besides. We accompanied the team for a day and gained an insight into what tomorrow's work environments could look like.



**[R]** "Right now, our key concern is to design work environments and workflows that ensure the staff feel comfortable," explains Irene Drude, Director Project Solutions in North Rhine-Westphalia, as she takes us on a duly masked and socially distanced tour of redesigned offices in Düsseldorf. Desks have been moved apart, one-way routing introduced and new rules implemented. Five of us are now seated in a meeting room which used to accommodate ten people, its capacity now halved.

"There is an increasing emphasis on mobile working, especially for work that doesn't require a lot of interaction," observes Krunoslav Antosovic, Senior Consultant Project Solutions. His colleague from Hamburg, Sandra Berlinghoff, adds: "The office of the future must offer amenities that we lack at home: a quiet area where we can work undisturbed, a creative area or a common area providing a relaxed setting in which colleagues can talk together with the necessary distancing."

### THE OFFICE IS HERE TO STAY

Many people already see working from home as the viable new alternative to the office workplace. Fabian Mottl, Manager Brand Communications at Steelcase, who is a virtual participant in our meeting, doubts whether this trend will become established on a widespread basis, however: "In our view, the office will remain the central focus as an environment in which people are able to collaborate and work together as a team. This is also confirmed by our latest employee survey, which showed direct communication to be an extremely



**IRENE DRUDE**

and the project solutions team face new challenges on a daily basis in their efforts to create future-viable work environments for numerous companies.



important concern and something that employees expressly wish to preserve in the future.”

With this in mind, Irene Drude and her team analyse how offices can be organised along safe and flexible lines – now and in the future. By reference to a layout diagram, she shows how companies can adapt to changes. And she explains how the team go about implementing the new measures in three steps:

1. Analysis of the status quo and identification of “hotspots” to adapt office premises to changing rules and regulations, for example by reducing staff density or altering layouts and furnishings.
2. Establishing efficient use of a building by drawing up new rules and processes which help the staff to feel safe.
3. Optimisation of a building’s service installations by implementing new technical measures in cooperation with planners. A digital occupancy schedule or new air filters in offices represent examples of possible options here.

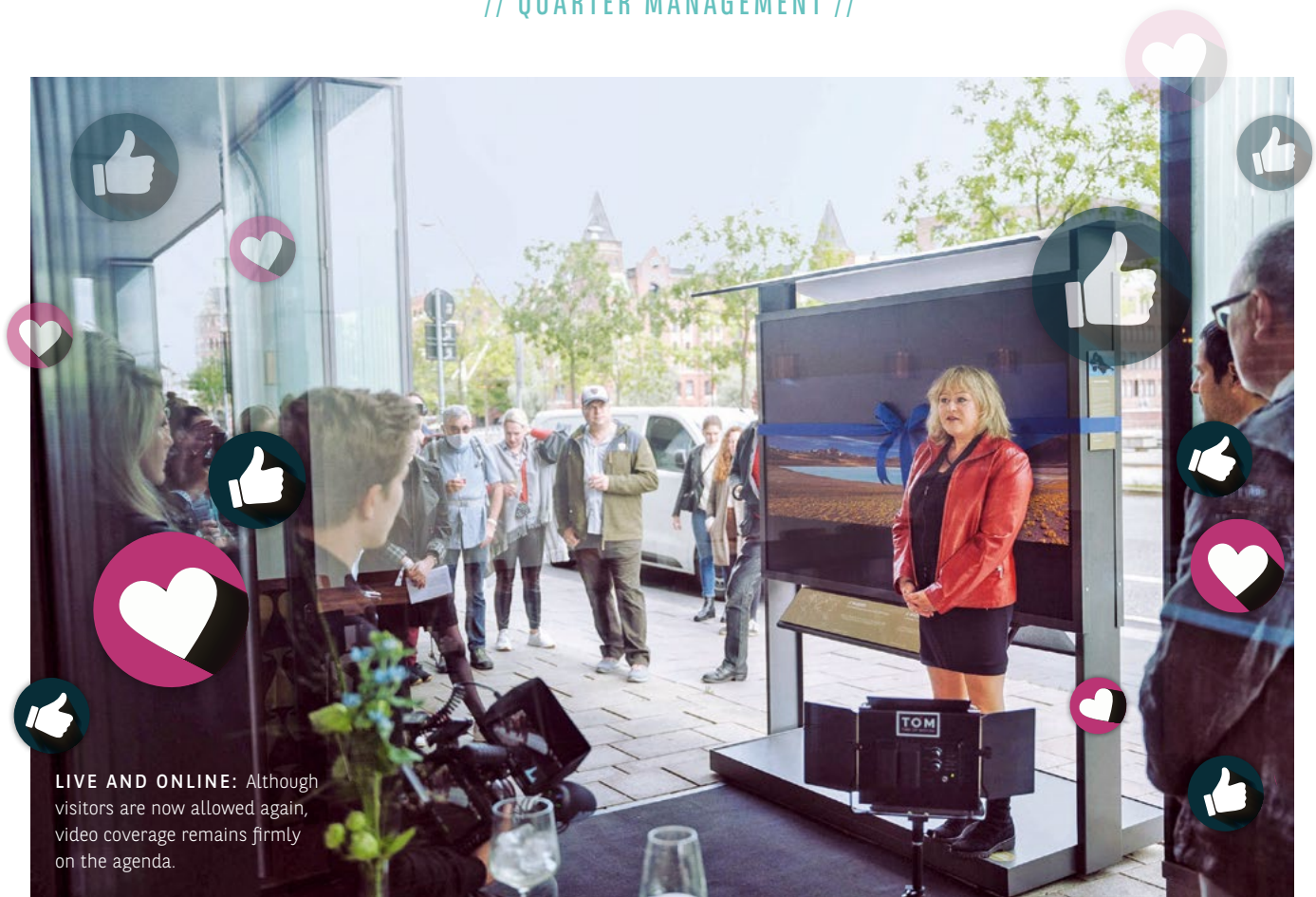
**FOCUS ON TECHNOLOGY?**

After the presentation it is clear that digitisation is becoming ever more important. On the question as to whether the workplace of the future will be dominated by technology, Mottl observes: “Today’s modern workplace is already smart and connected. The main issue is rather how people feel at work. Technology serves as a helpful digital assistant to provide us with information when we need it. By reminding us to move

about and get more exercise, for example. The office furniture manufacturer is also working on new workplace concepts and has defined five ways of designing attractive and safe workplaces:

1. **Expansion of the space eco-system:** Staff must have more choice and control over their choice of workplace.
2. **Flexibility:** Companies must design premises such that they can be adapted quickly in the event of extreme situations in the future.
3. **Identification:** The workplace should meet the requirements of the team, but also the individual employee’s needs.
4. **Fit-out:** Facilities to enable staff to work together, such as whiteboards, mobile power supply, etc.
5. **Combination of analogue & digital:** Combination of analogue and digital tools to create a non-contact, inclusive work environment, by means of a digital occupancy plan, for example.

At the end of the meeting, Irene Drude takes her leave in appropriate non-contact mode and sums up the present situation as follows: “We have the good fortune to be able to draw on our international team’s experience. Within the BNP Paribas Group, we have already organised the safe return of more than 4,000 employees to their workplaces. This remains an exciting time for us, as we continue to respond ad hoc to changes on a daily basis. I don’t think it has ever been more fascinating to belong to the Project Solutions team.” ●



# CUSTOMER RELATIONS IN THE TIME OF CORONAVIRUS

## SOCIAL MEDIA IN ÜBERSEEUARTIER NORTH

In the heart of Hamburg's HafenCity lies Überseequartier, which serves as the district's central gathering place. Hustle and bustle is normally the order of the day here.

But the coronavirus pandemic has wrought many changes. Dr. Claudia Weise, Head of Center & Quarter Management, explains how customer relations can be kept well and truly alive in Überseequartier in times of social distancing.



[Ü]

"Überseequartier was always a vibrant place full of life. But from the middle of March it was almost deserted," Dr. Weise laments.

"Difficult times call for creativity, and as we had already acquired good experience with social media in the past we decided to place an even greater emphasis on the digital channels in these times of crisis." Übersee-

quartier communicates with its fans via Facebook and Instagram, with YouTube also added to the repertoire in mid-April. Various initiatives were staged during and after the lockdown in spring, sparking a positive response from followers, shop owners and staff alike. We take a closer look at two of these initiatives together with the Quarter Manager:

### Open Art exhibition

Überseequartier stages the Open Art exhibition twice annually. This offers various photographers an opportunity to present their work outside in the heart of HafenCity. "This year, everything was different. In April we opened the exhibition "Fernweh" for the first time without an opening event, previewing it with a video on YouTube instead," Dr. Claudia Weise reports. The exhibition took visitors on an airborne journey through to 21 September. North German aviation photographer Dietmar Plath exhibited 50 large-format photographs showing aircraft, lost places and spectacular moments from far and wide. The next Open Art exhibition will also be accompanied by digital content. "Despite the easing of the measures to combat the pandemic, we intend to continue with our digital strategy, as digital communication media have become vital to the success of the Überseequartier brand," says Dr. Weise.



Due to the current situation, the photographs are also available for virtual viewing on the new YouTube channel.



### Gems from Übersee

The video initiative "Schätze aus Übersee" ('Gems from overseas') presents news from the retail outlets and interesting snapshots from the history of Überseequartier on Facebook, as well as unique insights into the lives of the people who live on Überseeboulevard. "There was one feature showing how ice cream is produced, for example", the Quarter Manager enthuses. Each video is accompanied by a tricky question requiring viewers to do some guesswork. Whoever comes closest to the right answer wins a little gem from Überseequartier. "The aim of the online initiatives is to support retailers, to strengthen ties with existing customers and to win over new customers. All this is always important, and particularly so against the backdrop of coronavirus," explains Dr. Claudia Weise. "The initiative is popular with retailers and visitors alike. The "Übersee ice cream" which we created for the video together with Oroge-lato has proven highly popular. And IRIS PHOTO reported that customers had dropped by directly after seeing the video about the gallery," she notes proudly. "Overall, we are satisfied by the way our followers have become involved with this initiative, whose postings have received a particularly large number of comments and likes. So you can look forward to more initiatives on our social media channels," Dr. Claudia Weise reveals at the end of our talk.



// MIXED REALITY //

# HOLOMEETINGS – THE NEW DIMENSION IN COMMUNICATION

Technologies originating from the field of gaming which serve to enhance reality or create a user's own virtual reality have since entered into use in the business world too. Virtual meetings employing mixed reality technology represent one of the latest trends.

**[M]** Most of us have been using web conferences and video calls on a regular basis ever since the coronavirus pandemic broke out and working from home became broadly accepted practice. Apart from sharing one's screen, this technology offers little further scope for interaction, however. Web conferences employing mixed reality technology are a quite different proposition. Here, each participant is represented by a virtual avatar. After creating their own individual avatars, people can meet up with other virtually represented participants in a meeting room for discussions. This creates a feeling as if all the participants were physically present. First and foremost, mixed reality conferences offer a means of jointly viewing and working on 3D objects. This means that customers and consultants can view buildings and their surroundings in a lifelike scenario. Digital information such as graphics or a PowerPoint presentation can

also be virtually embedded in the real-life environment. An entire real-life meeting room can serve as a possible presentation space in mixed reality, for example.

## HOW DOES MIXED REALITY DIFFER FROM OTHER VIRTUAL TECHNOLOGIES?

Mixed reality involves combining reality with artificial, computer-generated 2D or 3D objects. While in virtual reality the user finds themselves in an entirely artificial world, augmented reality projects virtual content into reality. With mixed reality, objects from the real and virtual worlds are able to interact with one another. The technical requirements for such a meeting are perfectly manageable: All that is needed is a state-of-the-art pair of mixed reality goggles, such as Magic Leap One, and online access to the meeting platform. This is all it takes to transform a real-life workplace into a 3D workspace.





## BEST PRACTICE

### Holomeetings at BNP Paribas Real Estate

BNP Paribas Real Estate began experimenting with the new technology two years ago. In practice, it quickly lived up to our theoretical expectations: The hologram technology enabled us to present property investment opportunities to customers and investors in lifelike reality and in real time at their international locations, without any need to travel. Holomeetings have since been in regular use at the five offices in Dubai, Frankfurt, Hong Kong, London and Paris for internal and customer meetings.

In the Frankfurt team, Alexander Jostes, Head of Sales Wholesale at BNP Paribas Real Estate Investment Management, was involved in overseeing the new technology and its possibilities from the outset, and employed it in the market launch of the new open-ended real estate fund BNP Paribas MacStone. "Holomeetings arouse great interest in talks with our partners," he observes. In the mixed reality environment, Alexander Jostes and his team were able to provide a vivid presentation of the investment concept for the new fund, which invests in future trends.



**ALEXANDER JOSTES**

knows that customers are fascinated by the possibility of viewing and experiencing property developments like real-life models waiting to be explored.

## WHAT HARDWARE AND SOFTWARE DO HOLOMEETINGS REQUIRE?

### Magic Leap One

Magic Leap One is a pair of wearable mixed reality goggles which use various sensors to detect and "read" the spatial environment and project appropriate virtual content relating to surfaces and furniture. The computer-generated objects are processed by means of a high-performance mini-computer which the user wearing the goggles has to carry with them.

### Spatial

Spatial is a cutting-edge collaboration platform with a focus on reality-enhancing devices. VR/AR headsets and Magic Leap One can be used to turn a real-life workplace into a virtual monitor, enabling the user to interact with digital content and objects together with colleagues and customers.

// OFFICE //



# WORKING FROM HOME – STOPGAP SOLUTION OR HERE TO STAY?

**IT'S GOOD TO TALK:**  
Impromptu chats in the kitchenette are conducive to knowledge transfer and important to a company's success.

Born out of necessity during the lockdown, working from home has proven effective on the whole. This has led to broad expectations that tele-working will become widespread, signalling the end of the office as we know it. Our research experts Inga Schwarz and Wolfgang Schneider consider whether working from home is set to become firmly established as standard practice.

**Ms. Schwarz, doesn't working from home offer major advantages for all parties concerned?**

**[Inga Schwarz:** At first sight, yes. The flexibility offered by remote working has major benefits for employees. The apparently positive consequence for companies is that they require noticeably less office space and can thus reduce costs. The space requirement ratio could be lowered from 1 to 0.7 or 0.8 per employee, for example. However, this is only feasible if



companies introduce “desk sharing” or “hot desking” concepts, which allocate continually changing workplaces to each employee when they appear at the office.]

**Many companies are already applying these concepts. Where exactly does the problem lie here, Mr. Schneider?**

[Wolfgang Schneider: There is no clear evidence as to whether employees really welcome having a continually changing workplace environment at the office. Increased employee satisfaction is commonly highlighted. But personal and informal conversations frequently reveal considerable dissatisfaction and above all a loss of connection with the company and colleagues.]

[Inga Schwarz: Aside from the issue of whether all employees are happy with hot desking, other aspects require to be considered which may impose incalculable burdens on companies.]

**Such as?**

[Inga Schwarz: These include the legal issues relating to working from home, which have yet to be fully clarified: When and to what extent must the employee pay for their office fittings and equipment, for example? And how is the employee to guarantee that their home work environment complies with the requirements of the German workplace ordinance when their employment contract includes provisions on working from home?]

[Wolfgang Schneider: The aspect of equal treatment must also receive due consideration. Not every employee has sufficient space at their disposal to set up a home work environment in accordance with the legal requirements. So who decides which employees are able and allowed to work from home? Insurance issues are another difficult area: Defining precisely when an accident in the home constitutes an occupational accident is immensely difficult, for example. Going to make a cup of coffee is presumably part of the working day, while answering the door to the postman presumably isn't. For small and medium-sized enterprises in particular, setting up an organisation that allows employees to work from home on a large scale may therefore involve substantial administrative burdens and additional costs.]

**So far, we have concentrated on the organisational aspects. But what about**

**work itself – isn't a quiet home setting more conducive to effective working?**

[Inga Schwarz: Sharing information and continual learning are instrumental to business success today. Studies show that this takes place first and foremost in informal talks – in the kitchenette, in the corridor or over lunch, for example. The spontaneous situations which are crucial to a company's success do not arise when employees work from home. This is all the more evident when it comes to onboarding new colleagues. How can a true group identity and team spirit arise when a large proportion of the staff are working from home? And how can companies tap into the potential of talented but more introverted employees who find it hard to seize the initiative in online conferences or when personal meetings only take place on a sporadic basis?]

[Wolfgang Schneider: And last but not least, it should be considered that certain workflows may become less effective as a result of a greater emphasis on working from home and creative potential may be lost. A number of major law firms with whom we are in close contact have noticed this year that many processes carried out

by their clients have become markedly longer, leading to significant increases in costs. Rises of up to 15 per cent are no rare occurrence here. And the idea that offices may be limited to the role of meeting places for creative brainstorming also has its pitfalls. For example, the notion that all team members can be jointly creative regularly on demand on certain days of the week does not chime with the reality of office life as we know it.]

**To sum up, working from home as widespread standard practice is a far more complex affair than it is often portrayed to be.**

**“Not every employee has sufficient space at their disposal to set up a home work environment in accordance with the legal requirements.”**



## // OFFICE //

# THE HEADQUARTERS OF TOMORROW

## STILL A MUST-HAVE?

The coronavirus crisis has brought the role of corporate headquarters into question: Do companies actually still need a central head office in times of remote working? Kevin Cardona, Chief Innovation Officer at BNP Paribas Real Estate, is certain that companies will continue to have head offices, but the role of the building in which these office are housed is set to change considerably.



**THE FLAGSHIP ASPECT** of a headquarters can be communicated through its aesthetic – by way of a clear and unique design that is capable of transporting a specific identity.

**[A]** A company's employees spend a large part of their daily working hours in meetings and at outside appointments. When evenings, nights, weekends and public holidays are also factored in, the occupancy rate of an entire office building stands at around 30 per cent. In other words, the office is an inadequately used facility. This is no reason to write off the office or even the corporate headquarters, however, as a company's head office strengthens creativity, interaction, team spirit and the corporate culture. Rather, we need to rethink the corporate headquarters of tomorrow.

"When I am asked what a corporate headquarters will look like in the future, I reply that it will no longer be an office environment, but rather a productive eco-system." Kevin Cardona illustrates how the head office of tomorrow will form part of this productive eco-system by reference to the example of the new HQ of BNP Paribas Real Estate in France: The Métal 57 building is currently under development in Boulogne on the outskirts of Paris. Here, traditional offices are to give way to cooperative and flexible options. The aim is to enable different areas to interact and to optimise them so as to make them available for other activities, as necessary.

Following its opening, which is planned for 2022, Métal 57 will have longer opening times and the premises will be used more intensively than is the case with conventional office buildings. Specifically, this means that the remodelled offices will be shared with other companies. There will also be a publicly accessible arcade with catering and retail outlets.



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