

REPORT 0413



Dear Readers,

The Campus WU (Vienna University) is a central topic this autumn - in Vienna and with **teamgnesda**. We were able to experience the Campus feeling live during an exclusive guided tour. It is also a matter of feeling for our guest author who is on the search for culture - in daily life and in working life. This will become clear at the introduction of **teamgnesda international** and our cooperation partner in Munich. An exciting year with successfully concluded projects has come to an end. We look forward to the new challenges in 2014.

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teamgnesda CAMPUS WU TOUR

THE OFFICIAL OPENING OF THE CAMPUS WU ON 4 OCTOBER 2013 WAS THE BEGINNING AND THE END OF A LONG ADVENTUROUS JOURNEY TOGETHER. THE BEGINNING OF A NEW UNIVERSITY WAS THE END OF THE LONG DEVELOPMENT, PLANNING AND IMPLEMENTATION PROCESS OF THIS MEGAPROJECT.

Only 5 days later on 9 October **teamgnesda** invited its clients, followers and employees to an exclusive Campus WU Tour. Led by the managing director and project manager Dipl. Ing. (FH) Tobias Hafele, this illustrious group of 35 interested people was able to view the individual buildings.

In a short speech in one of the new lecture halls Dipl. Ing. (FH) Tobias Hafele presented the most important key data, the critical points and the enormous challenge of this project.

In the last few months more than 1000 offices in 6 buildings on the Campus WU were resettled by **teamgnesda** and Hans Lechner-ZT. Each of the established architects had his own idea about colour, form and execution of the single parts - from litter bins to desk chairs which had to fit to the concept of the different buildings. »In addition the employees of the individual institutes were actively involved in organizing the furnishings via the project portal which we set up. The direct involvement of the suppliers in this→

ARE YOUR
**RUNNING
COSTS
CORRET?**

Building management accounts for a major part of property costs. But are the monthly running costs correct, plausible, and not too expensive?

*We examine these questions carefully. **teamgnesda** has developed a calculation tool for a quick analysis of your running costs. After a discussion with you (about 30 minutes) and on the basis of your last running costs invoice we can give you an evaluation. This shows whether there is need for action and whether it is worth looking at single issues more precisely.*

There is no charge for this brief analysis.

Why not try it? Make an appointment for an initial analysis. There is no commitment.

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digital selection process made for a fast and efficient implementation» said Dipl. Ing. (FH) Tobias Hafele explaining this complex operation.

Each building on the Campus WU has a specific function. The Campus Tour started in the Teaching Center, which was designed by the Austrian architect collective BUSarchitektur ZT GmbH, Vienna, which houses the auditorium maximum and all the large lecture halls. There are open rooms for private study areas but also a café which offers sufficient space for informal communication.

The impressive Library & Learning Center, designed by Zaha Hadid Architects, Hamburg, is situated in the middle of Campus WU. The extensive forum serves as the central reception area of the WU. Awed silence reigns in the OMV library center which extends over six floors. We, too, were affected and were asked to view this area in silence so as not to disturb the students' concentration. *»In relocating the library altogether 600,000 items, that is 18,500 LM, were relocated in 29 days*», explained Marko Rostek Msc, **teamgnesda** project manager. Both the two upper floors are available for study places for students and all efforts are rewarded with a spectacular view of the Prater.

»It is really a good feeling after our successful work in Viertel Zwei (OMV headquarter and Schenker) now to have successfully occupied the most important university campus in Central Europe and to

have managed the relocation», said Bernhard Wiesinger, sales director at **teamgnesda** who, as a property expert, was pleased about all the praise from the prominent participants regarding the new Campus occupancy.

The building section D3 attracted special attention with its colourful façade, which catches the eye with striking hanging planks of untreated wood. It was designed by Sir Peter Cook and his CRABstudio, London, and the controversial building forms the south border to the Prater recreational area. The open ceiling construction in the interior and the furniture specially designed for the building also drew the attention of the tour participants.

After two hours of intensive viewing everyone was looking forward to the refreshments and cool drinks in »Das Campus«, which became an insider tip for burger fans shortly after opening – and not only among students.



*Flexible workplace on grass, in white –
Online desk Ute Schnabl, Duisburg*

*Prof. Dr. Herbert Lachmayer setting up the
Mozart exhibition, Albertina 2006,
Photo: Lukas Schaller*



CULTURE IS A WORTHWHILE DETOUR

CULTURE MEANS CREATIVITY IN EVERYDAY LIFE – AT LEISURE AND AT WORK.

The claim to achieving an inspired working life in the office can hardly be put into practice with optimization strategies which do not involve people. These just create that efficiency fever which prevents a good working climate. An office is always more than the sum of the necessary workplaces. It means making a detour to the pleasure of a cultivated form of communication and to the aesthetic design of this social space »office« that communicates with its users. Only then can the office of today be called a place of »quality of life at work«. Both employees and managers want to feel respected and confident in their individualism. Ambition and pleasure regarding the quality of life at the workplace should fulfil the pleasure principle of the working person. Creativity is not a competence which can be attained by coaching. It rests on a capacity of passion of being able to create that necessary libidinous spark of inspiration in experiencing one's own productivity – for oneself and for the community.

The »office« turns into a »stage« of lived interaction – the prerequisite for a successful working atmosphere. Feeling content at work is the first step towards existing »identification« with the company. Apart from that the »aesthetic cultural achievement« of an office staging in which »free play« sometimes makes creative competence unfold and the employees develop a kind of personal sense of taste: an ability

which from the aesthetic appearance of the room and the fashionable dress code of those present can, for example, be indicative of the social role playing of the individual. This aesthetic sense of taste which also includes social competence should be combined by the designer with the users of an office. An environment comes into being which corresponds to the expectations and »way of life« of the employees, away from the consumer merry-go-round of »lifestyle«. The importance of a future-orientated power of imagination should be made clear so that organization planners and office designers allow a certain measure of »sense of possibility«, to use a word of the Austrian poet Robert Musil. Today it has more than ever to do with »real virtuality« of the imagination, as there is more than enough of technology's »virtual reality«.

Guest author Prof. Dr. Herbert Lachmayer, born 1948 in Vienna, cultural philosopher and curator, professor at the University of Art, Linz, department »Staging Knowledge« and board of the Da Ponte Research Center Vienna.

Exhibitions (selection) »Mozart – Experiment Enlightenment« (Vienna 2006), »Why does Carl August need a Goethe?« (Weimar 2008), »Haydn Explosive« (Eisenstadt 2009), »Gustav Mahler – productive decadence in Vienna around 1900« (Berlin 2011); Publication: »Staging Knowledge«, Fink Verlag 2013.



IN TALK

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Borders only exist in one's head teamgnesda INTERNATIONAL

CLIENT PROXIMITY IS teamgnesda's TOP PRIORITY. AND THAT SHOULD ALSO BE POSSIBLE WITH INTERNATIONAL PROJECTS.

The logical step in this direction was therefore the foundation of **teamgnesda international GesmbH** in 2012 aiming to process international projects of our clients with local network partners successfully. In addition, several local structures in defined markets will be created outside Austria in the next few years. This means that **teamgnesda** can offer the complete consulting services of real estate management and facility management at the new locations

A milestone in this respect is the establishment of **FMREC GmbH** - Facility Management & Real Estate Consulting GmbH in Munich with our new partner Dipl. Ing. (FH) Florian Zeller in October 2013. With this 50 % participation we can strengthen our competence field facility management and start to focus on clients from the industrial sector.

»Common values and targets are the basis for successful and long-term cooperation. At a corporate level we have a clear understanding regarding the future development of the business, contact with our clients and with our employees«, said Florian Zeller describing his motivation for the cooperation. »Primarily the advantages will be for our clients. With this merger they can profit from a wider range of professional consulting services.« After finishing his facility management studies in 2003 Dipl. Ing. (FH) Florian Zeller worked for a company in the semiconductor industry. During the last few years he has worked as a facility management consultant for national and

international clients and was managing partner of a leading German facility management consulting firm.

During this time he promoted the internationalization of consulting services and focussed among other topics on international project management and cross cultural management. He worked in Germany, England, Hungary, Switzerland and Italy, among other places, and he also implemented several projects in China. At the moment he is supporting a project for a car manufacturer in South Africa.

»The approach in these projects is comparable to national projects«, according to Zeller. »The challenge is in the international sphere: international stakeholders with somewhat different interests, the (im)-maturity of the local market, cultural particularities, which you have to know and take into consideration, knowing the language of the project and the terminology, communication over several time zones and the dynamics of change make the projects more diverse, more exciting but also more complex.«

It is therefore immensely important to set up networks in order to be able to fall back on competent and professional partners in these countries at any time. This is the only way to ensure that the ever increasing requirements for the satisfaction of clients can be met.

Florian Zeller therefore sees important synergies in the network that **teamgnesda** has set up with further cooperation partners.

»Proximity to the client is essential in order to be able to react quickly to the needs and to be able to support him step by step to achieve his strategic targets.«



The future consulting services of teamgnesda FMRC GmbH include the following areas:

- FM strategy consulting
- Organization development and business organization
- Development of operator concepts
- FM planning in new building projects
- Tendering and implementing facility services and industrial services
- Performing audits
- Coaching employees in FM

With much enthusiasm both teams are looking forward to further international projects. Various things are under discussion and next year there will certainly be exciting projects with our international clients to report about.

Client: **3M**

BOARDING PASS



Project: 3M Austria has decided to move from Perchtoldsdorf to the Euro Plaza and teamgnesda is supporting them on their journey. International requirements made by the company mean changes in the new office concept. The new office space is characterized by a space efficient, modern open space concept. There will also be many

different meeting spaces and a »World of Innovation«, in which the many products and solutions of 3M will be presented. teamgnesda is also supporting 3M with change management, communication and relocation management

Journey time:

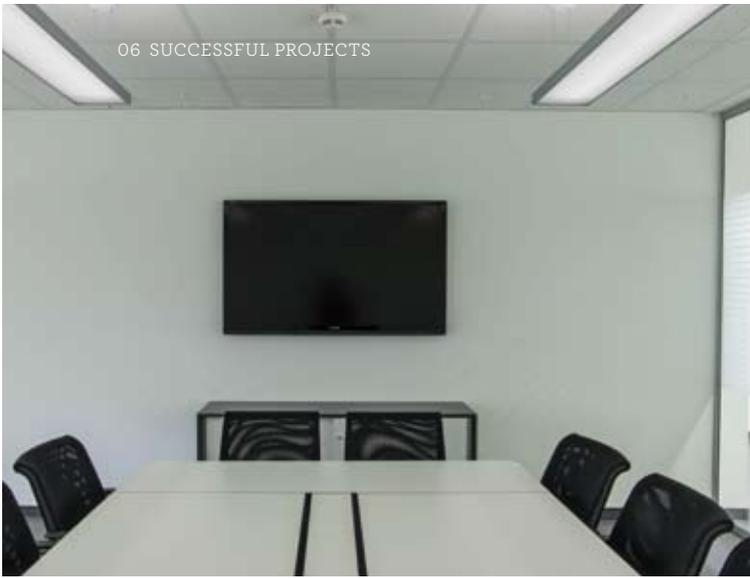
JANUARY 2014

Rental area:

2.600 m²

Passengers:

170 employees



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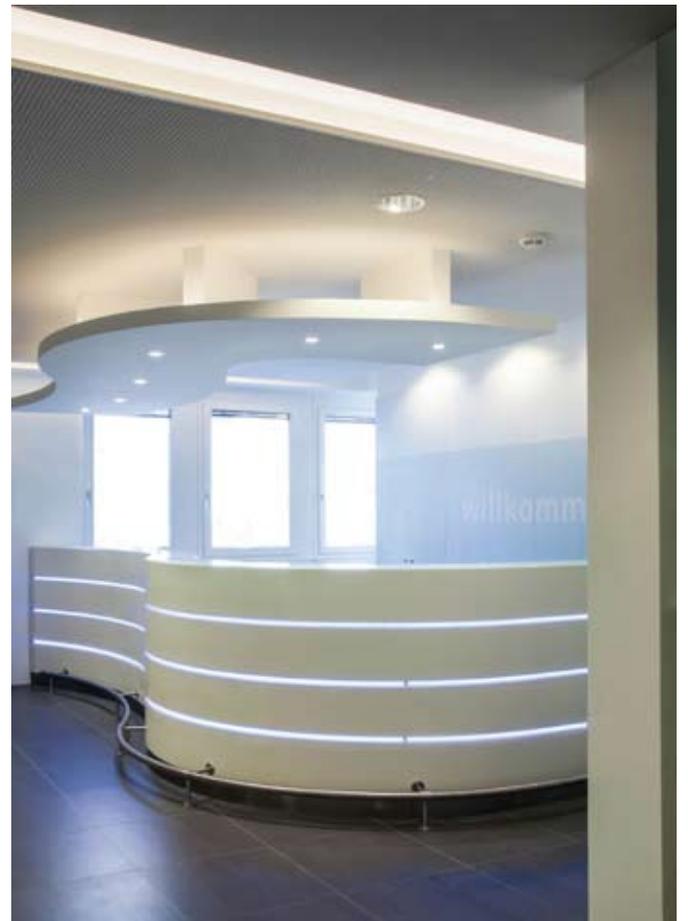
MERCK GMBH – GENERAL OVERHAUL AND RESTRUCTURING WITHOUT INTERRUPTING RUNNING OPERATIONS

THE PHARMACEUTICAL, CHEMICAL AND LIFE SCIENCE COMPANY MERCK GMBH IN VIENNA RESTRUCTURED THE COMPLETE LOCATION IN VIENNA AUHOF WITHOUT INTERRUPTING RUNNING OPERATIONS AND CHANGED IT INTO A MODERN, UP-TO-DATE OFFICE LOCATION.

The building from the 1970s was almost completely gutted, only the floor plan could be kept to a large extent. The complete housing technology was overhauled and brought up-to-date. A major part of the restructuring was installing air-conditioning in the whole office area. The IT network and the power supply were modernized.

The aim of the restructuring was to make the building appealing and modern. Apart from renewing the surfaces, such as floors and ceilings, the equipment and furnishings were brought into line with the company's corporate identity. The project team paid special attention to the reception area. The values of Merck as an innovative, modern company were to be represented here. The whole of the reception area has been extravagantly designed and stands out despite the simple materials and forms.

The biggest challenge for **teamgnesda** was restructuring and redesigning the office without interrupting running operations. In the first phase the 2nd floor of the 3-floor building was restructured and afterwards daily office work started up again. In the second phase the ground floor and the first floor followed. A detailed step-by-step plan determined which area for which phase had to be cleared. In order to let all the employees have the necessary working space, the meeting spaces, for example, were turned into temporary offices. Additional temporary offices were set up in containers. It was therefore possible for the employees to remain at their usual location in spite of the reconstruction work. Very noisy work was carried out in the marginal periods in agreement with the building planners. It was thus possible to keep up almost trouble-free office operations during the construction works.





RAIFFEISEN INFORMATIK – SPACE EFFICIENCY AS THE RESULT OF NEW WORKING METHODS

A NEW OFFICE BUILDING AS AN EXTENSION OF THE RAIFFEISEN-DIANA-HAUS WAS PUT UP DIRECTLY BORDERING ON THE OFFICE LOCATION IN LILIENBRUNNGASSE.

The extension is used by Raiffeisen Informatik GmbH as a new and modern office area. The spaces are of an open design with areas for withdrawing and/or communication. There is therefore room for all needs.

The workplaces are arranged in group zones. Altogether 270 workplaces were realized (from a total of 1000 at the Vienna location). This means that the extension supports the consolidation of the employees at the main location.

In order to offer the employees a certain privacy multi-functional modules have been positioned between the corridor area and the workplaces. These are at the same time a functional extension. The modules can be used for private discussions and telephoning or as temporary workplaces (for example, by external colleagues). In some areas the modules can serve as cloakrooms or as archives. In some of them there are bar tables where short discussions can be held. In addition to the meeting rooms which can be booked and the newly set up conference area on the ground floor there are quiet rooms that can be used flexibly and spontaneously. These can be used by

employees for meetings but also for concentrated individual work. As well as the modules and quiet rooms lounges have been provided especially to encourage informal communication.

Soundproofing materials were used in the construction, such as felt, and attention was paid to their functioning. Electrically adjustable desks, cupboards with acoustic fronts and high-quality standing lamps, for example, add to pleasant and ergonomic work.

This modern office space, then, offers the employees the chance to find the proper room according to need, whether it is at one's own workplace, in the modules or in the quiet rooms, in the lounge or in one of the meeting rooms.

And the fact that everything was ready on time and everyone is happy is confirmed by the praise from Gerhard Ponstingl, head of facility management at Raiffeisen Informatik: *»I would very much like to thank all those involved for their commitment, work and the quality achieved. In these recent hectic weeks people were of course sceptical if everything would turn out all right... and there we are, it has. It was even more of a pleasure to see the positive impression of the guests at the opening.«*



**HAPPY CHRISTMAS
AND BEST WISHES
FOR 2014**
teamgnesda

8 SEMINAR

PROPERTY AS COMPETITIVE ADVANTAGE

USE THE CHANCES OF AN OFFICE PROPERTY

Organizational changes, company mergers, new cooperations, split-offs, changed needs, synergies from mergers, poor space efficiency, expiring contracts etc. – those are just a few of the many topics which you constantly have to deal with. Can your office meet these challenges?

Properties have a great potential of chances that we want to get to the bottom of in this seminar. We will show you the optimal way to the new property or to redesigning your present property. We will present scenarios which will be evaluated and assessed. You will find out where you specially have to be on the watch and which seemingly small matters can cost a lot in the future. We will span a range of topics from needs analysis to property selection and the focussed selection of the locations that come into question. Space efficiency comparisons, determining investment costs for the lessee-specific development and the relocation as well as the processing of decision bases are just a few of the main items of this management seminar.

The new StabG 2012 raises a multitude of sales tax questions. Our specialist for rental contracts will give you an overview and will focus on important parameters when preparing a contract.

Speaker:

Andreas Gnesda
Arch. Dipl.-Ing. Bernhard Wiesinger, MSc
Dr. Rainer Daumann, CPA



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Invitation
to
Management Seminar
February 12, 2014

Programme:

Up to 9 am

Participants arrive, welcome coffee and tea

9 am to 10.30 am

What is important, does your property keep what it promises?

Reasons for a change of location, developing decision bases, new property or changing the present one?

10.30 am to 11 am

Break with coffee, tea and snacks

11 am to 12.30 pm

What does the market offer?

Locations and properties, the office property market in Vienna, property selection profile and property preselection

12.30 am to 1.30 pm

Lunch

1.30 pm to 3 pm

Property – the details are important.

Space efficiency comparison, investment costs, lessee-specific development, relocation costs, life cycle considerations

3.15 pm to 5 pm

Sales tax aspects of the rental contract

StabG 2012 raises a multitude of questions: parameters and tips for the rental contract

Date: Wednesday, 12 February 2014

Place: Hotel Sacher Vienna, 1010 Vienna Philharmoniker Strasse 4

This seminar is part of our initiative »Optimization in Office«:

We charge a fee of 179 euro plus 20% VAT, this includes comprehensive documentation, lunch and drinks during breaks and the seminar room rent..

Registration: managementseminar@teamgnesda.com

Tel: 01 486 70 70 – 10

Please note: limited number of participants