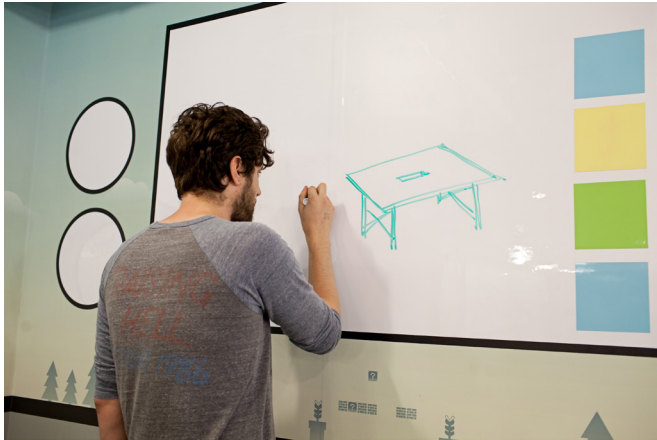


Case Study: Walls at WeWork's New HQ Combine Playful Creativity and Writable Collaboration Surfaces



WeWork Headquarters, New York, NY

WeWork – recently named one of Fast Company’s 50 most innovative companies – is the ultimate coworking platform for creators. WeWork provides space, community and services to startups, businesses big and small and creators of all sorts.

Faced with the challenge of creating a collaborative wall space for their new headquarters in New York’s Financial District, WeWork knew it wanted to celebrate their recent expansion into numerous cities around the United States and the rest of the world.



Using an array of magnetic wallcovering materials from Visual Magnetics’ new Dynamic Spaces® collection for office design, WeWork’s Creative Director Devin Vermeulen and Art Director Jeremiah Britton created an interactive, ModuLayer™ mural at the company’s headquarters in New York City. The magnetic graphic wallcovering is tailored to the coworking platform’s playfully creative attitude and collaborative workflow, and includes MindLayer™ dry erase productivity aides for brainstorming and note-taking. Vermeulen and Britton created a skyline filled with illustrations of iconic buildings from New York City, San Francisco, Seattle, Boston, Washington D.C., Los Angeles, Tel Aviv, Amsterdam and London. The city scape is surrounded by repositionable dry erase layers and charts that add functionality and personality to the space.



“Visual Magnetics has been a great product for us because of its collaborative nature and flexibility,” says Britton. “In some ways, our headquarters represents our WeWork members all over the world in the sense that we have so many different departments grinding away with different workflows. Being able to move around pieces and layers of VM-DRYerase from one area to another allows us to create custom work environments on-the-fly, staging different areas for different workflows within the same space.”