
THE COMPLETE GUIDE TO CREATIVITY ROOMS DESIGNED FOR WORKSPACES



MOTILDE
TRUE COLLABORATION

EDITORIAL

The question of the justification of a creativity room has become a must for innovative companies. Should innovation be restricted to one place?

Is it not possible to innovate at one's workstation, in a traditional meeting room, or even ... in the shower? The answer is of course yes, but this does not exclude the creation of a dedicated place.

Indeed, if innovation can occur anywhere and at any time, it is no less true that certain conditions favor the production of innovative solutions by a group of individuals. The notion of group is central here: the confrontation and mutual enrichment of ideas by a group of diverse personalities, motivated by this exercise, remains a sure value for innovation.

In this guide, we will therefore focus on solutions that promote these two conditions: exchange and stimulation.

Hubert de Nomazy,
Motilde CEO

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- 1 The stimulation of a creativity room
- 2 The flexibility of a creativity room
- 3 Interactivity in the creative room and with the outside world
- 4 The "Wrap Up" or taking action

THE STIMULATION OF A CREATIVITY ROOM

A PLACE WHERE YOU FEEL GOOD = BIRTH OF NEW IDEAS

Several studies show that a place where you feel good is conducive to the generation of new ideas. Consequently, you should focus on equipping your creativity room with **attractive furniture and layout**, which makes teams want to be there. One of the possible answers to this need is to create a home-like atmosphere, evoking more conviviality than a typical "office" environment.

IMPORTANT



The latest research in neuroscience shows that green and especially plants have a very positive impact on creativity



THE STIMULATION OF A CREATIVITY ROOM

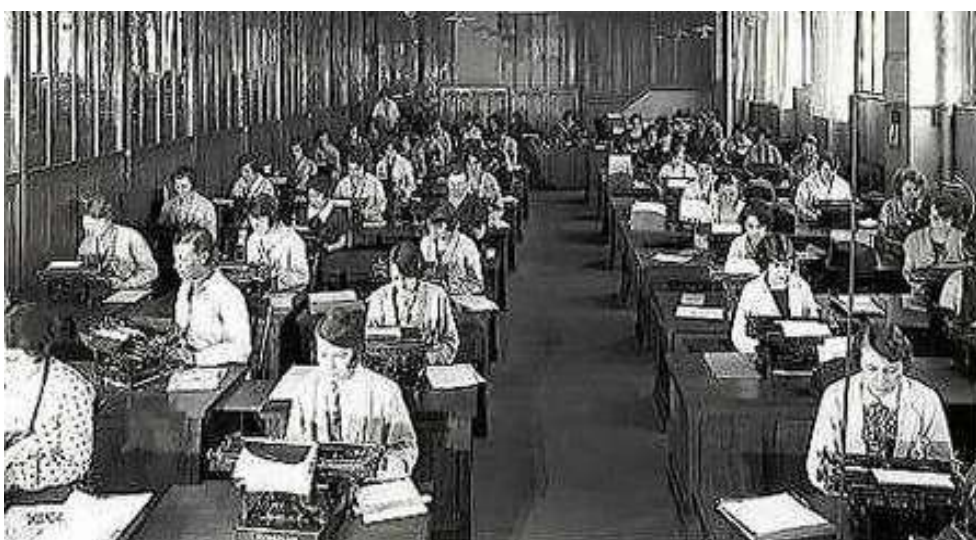
INNOVATION FOSTERED BY AN ATTRACTIVE LOCATION

NOTE

Creativity will be fostered by the space if it has some offset.

Let's reason by the absurd:

Do you feel ready for some unbridled brainstorming in a space like the one below?



*Photograph of the typing pool at the Renault factories, 1931. Régie nationale des usines Renault SA.
Archives centrales, historical documentation, album n° 5, photo n° 201124.*

1

FURNISHING

2

DECORATION

3

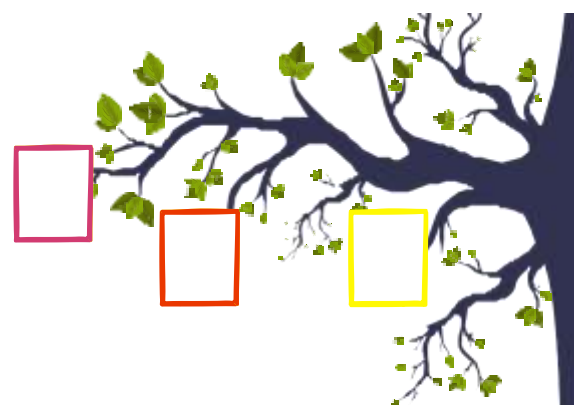
FINISHES

OFFSET

1 FURNISHING

- ✓ Be able to look at the screen from anywhere
- ✓ Allow X number of people to be seated
- ✓ Allow sitting/standing/lying positions
- ✓ Modulate the space: allow users to isolate themselves, to divide into several groups, to gather

Don't hesitate to mix styles to give the impression of an offbeat space



2 DECORATION

Decoration should be chosen with care. We advise you to use wall stickers to brighten up your room. For our part, we like the graphic of the tree of knowledge, both decorative and evocative of the propagation of common ideas.

3 FINISHES

- ✓ Do not use loud or aggressive colors: this could upset and undermine the objective of comfort
- ✓ Have a wall of a different color -current trend in decoration- : it allows to surprise while integrating harmoniously with the rest
- ✓ Make the color green appear in the room: use of plants, use of paint, choice of furniture...

ATTENTION

By dint of wanting to break the traditional codes of office furniture and layout, the designers of "offset" or "mismatch" have ended up recreating certain codes that sometimes border on the stereotypical: the foosball table, the sofa/cupboard/coffee machine, etc.

THE PLUS

The process of a creative room is continuous and needs to be reworked in order to keep a certain surprise effect or at least a renewed novelty,

THE FLEXIBILITY OF A CREATIVE ROOM

NOTE

Creation is rarely a still act, but rather requires the ability to move through the space: individually or in groups. The latter must be able to be easily reconfigured into sub-groups or simply allow the different individuals to move freely in the space, while remaining connected to the other participants.

It is therefore necessary to encourage this mobility thanks to ad-hoc solutions, whether for the furniture or the collaborative tools present in the room.

1 THE FURNITURE



Mobility can be ensured by its lightness: seats made of foam blocks, small high table with thin tray, etc... But also, by the possibility of rolling the tables, chairs, partitions etc...



We can even go as far as the entire user station mounted on wheels.



The VisioMobile, equipped with hidden wheels, makes it possible to represent a distant person as if he were present in the room.

2 THE TECHNOLOGY

NOTE

Portable tools (PCs, tablets, smartphones) already exist and there is no need to reinvent them. On the other hand, the connection to the others - through one or more central screens, or by direct connection with the terminals of the other participants - must be ensured without hindrance and simply.

This excludes wired connections and imposes a quality Wi-Fi coupled with content sharing tools.

How to size a Wi-Fi terminal in a creativity room?

> First, it is advisable to be very careful in the answer because multiple factors intervene frequency used, presence of other Wi-Fi networks, etc... And above all, the dimensioning remains to be validated according to the application flows.



WHICH FREQUENCY BAND TO CHOOSE ?

Two frequency bands are possible: 2.4 or 5 GHz. With the 5 GHz band, many interferences are avoided, and the available bandwidth is more important than with the 2.4 GHz band. But it also has a shorter range, and not all devices are compatible. In contrast, the IEEE 802.11ac standard uses only the 5 GHz frequency band.

Cisco therefore recommends "using both bands, 5 Ghz and 2.4 Ghz. Ideally, your access point should offer three different 'radios': two in 802.11n, on 2.4 and 5 Ghz, and one in 802.11ac on 5 Ghz".

FOR HOW MANY USERS?

For **less than 200€**, it is possible to acquire a terminal offering a (theoretical) bandwidth between 1.000 and 2.000 Mbits/s, largely dimensioned for all the simultaneous users of a creative room up to 100 m².



If this sizing is **largely sufficient** for sharing content, checking email or browsing the Internet, it may be too limited for certain bandwidth-hungry business applications.

IN A NUTSHELL

In the end, in a very empirical way :

We advise you to test the real throughput, for example with IPerf, a free software that measures the flows between two PCs communicating via different protocols such as HTTP (web access) or SMTP (email).

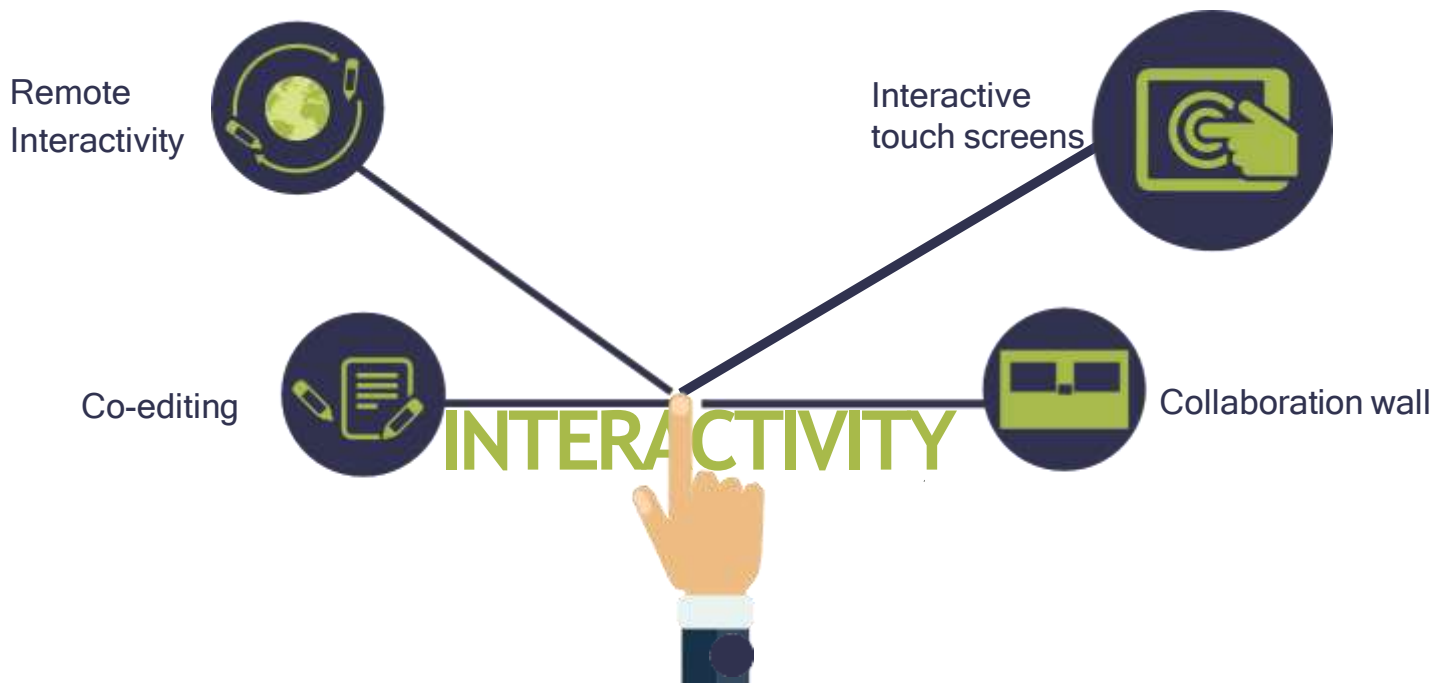
INTERACTIVITY

IN THE CREATIVE ROOM & WITH THE OUTSIDE WORLD

IN A NUTSHELL

The basic tool of a creativity room is of course **content sharing**.

Sharing a personal content, a search on the internet, displaying a graph...
Sharing and confronting ideas is the first step to any innovative solution.



TO GO FURTHER

However, we need to go further in the creativity room and **allow sharing to become interactivity**.

We recommend that you focus on the following 4 points:

- 1 Co-editing
- 2 Interactive touch screens
- 3 Collaboration walls
- 4 Remote interactivity

1 Co-edition

The idea here is to give each participant the possibility of **working/editing** the same document at the same time. There are not many good solutions for this.

For our part, we gladly integrate the VIA solutions from Kramer because they have the advantage of being **powerful** (many interesting features are part of these tools: broadcast feedback, video playback, ...) while remaining **easy to use**.

Moreover, they allow to manage this functionality on two screens which is relatively rare.



2 Interactive Touchscreens

It is of course a **must** for creative rooms: all the freedom of a whiteboard plus the power of an electronic editing tool.



Interactive whiteboard software today allows you to get the most out of your interactive screen. Moreover, the icing on the cake, it is possible to control the terminal that displays its content from the interactive screen (which avoids making trips back and forth with the terminal).

For our part, we gladly recommend the **Speechi solutions**, which combine an excellent intuitive TBI - lolaos- and a very good quality screen. In addition, an Android layer allows the screen to be used as a giant tablet, and then, if necessary, to use a Windows machine to run all the applications that run on this operating system.



Source : speechi.net

THE PLUS

We strongly recommend that you equip your interactive touch screen with an **electronic post-it solution**, which remains an essential tool for creative sessions.

Lean Office and iObeya enthusiasts will appreciate this feature.

A creativity room should offer a complete wall of expression to all participants. Let's start with the simplest: a good old whiteboard that can be used with markers.

It's hard to get much simpler and more economical, but it's not very practical to grab your camera to capture the wall's contents whenever you need to.



Hence an interesting alternative: the **SmartMarker**.

The markers are carried by electronic sleeves => all the content is captured in real time on a computer, or on a collective backup (Dropbox, Cloud, ...).

Moreover, the content can be viewed in real time on the browser of any participant connected to the internet; these connected participants can also modify the electronic content.

The icing on the cake: an OCR software can transcribe handwriting into alphanumeric (at least, for those who do not have a doctor's handwriting ;-))



Source : speechi.net

Finally, you can move to a **completely electronic wall**.

Everyone knows the principle of the interactive video projector: a digital stylus is used to manipulate the projection of the video projector on the wall. The principle is here extended to several video projectors that are installed in parallel and display their content side by side.

Thanks to a solution that federates the different video projectors, the different participants can manipulate contents / windows on the whole wall, as if it was a single display.



Source : nureva.com

4 Remote Interactivity

NOTE

As we have seen, creation requires **exchange**.

The three previous points maximize the potential for exchange between participants in the creativity room, but what happens if the group feels the need to enrich the debate with an outside speaker? Any creativity room worthy of the name must offer the possibility of connecting with the outside world in a quick and intuitive way.



> Videoconferencing solutions:

It is important to use interfaces that allow you to start the connection with the remote site(s) with a single click, generally from a touch screen accessible to everyone.

> Remote co-editing solutions:

Use, for example, of an interactive whiteboard on which all remote participants can connect

Example of this type of tool: SOFA

> The telepresence robot:

The last way to combine mobility and connection with the outside world: it will be able to move freely within the creativity room.



THE WRAP-UP OR TAKING ACTION

TO NOTE

At the end of a brainstorming session, what could be more frustrating -and more useless for the company- not to save the fruit of the collective intelligence.

The minutes and the traditional reporter that accompanies them are often left behind by a group that wants to focus on the development of content.

It is therefore imperative to imagine from the start the solutions that will allow the group's content production to be disseminated with a click at the end of the session.

Several possible solutions:

> **Use of a content sharing system**

Advantages: integrated directly into the content sharing solution, only one tool to master.

Advantages: Simple and inexpensive solution

> **Using an automatic recording system**

Advantages: Allows recording of video, audio and data, as well as broadcasting in real or delayed time of the whole creativity session.

More complete solution, which better reflects the exchanges (but also more expensive)

CONCLUSION

The realization of a creativity room requires a lot of thought before getting started, and moreover it calls for a lot of expertise (layout, furniture, technology); but the challenge of innovation within the company undoubtedly deserves not to miss the reflection. Moreover, it is possible to get help from a professional who masters these different areas of expertise.

Finally, the last benefit: the realization of such a room can undoubtedly lead your organization to generalize certain ideas in other places:

What if your workplace became a great space for creativity?

[ASK FOR A PERSONALIZED
STUDY OF YOUR PROJECT](#)

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