

05

**Operator**



## CEO Operator Introduction

"THE FUTURE OF COWORKING IS BRIGHT. AS MORE COMPANIES ADOPT HYBRID WORK MODELS, THE DEMAND FOR FLEXIBLE OFFICE SPACES WILL CONTINUE TO GROW. "

Today, we're sitting down with Axel Kuborn, Chief Executive Officer Operator at Befimmo, reflecting on 2023 as a landmark year for the company. This year saw significant expansion with new Silversquare locations in Antwerp and Liège, elevating the total number of coworking spaces, the launch of N.A.B.S. and the further growth of Sparks.

Tell us, Axel, how has Befimmo embraced the "New Way of Working" post-pandemic through its subsidiaries?

A: Well, the pandemic accelerated the shift towards flexible work arrangements, and Befimmo has always embraced a hybrid model that allows professionals to choose where and how they work. Our spaces, especially those under Silversquare and Sparks, are designed to be adaptable to clients' needs. For example, Silversquare offers everything from hot desks and private offices to meeting rooms with the latest technology. This flexibility has been crucial in supporting businesses navigating the new normal.

**Q: Which changes do you see in the office market and how does Silversquare capitalise on these trends?**

A: First, I see companies moving from traditional long-term leases to more flexible, scalable solutions. At Silversquare, we've designed our membership plans to cater to this demand. On the other hand, Sparks is the flexible, high-end solution for future-forward, extraordinarily designed meeting rooms, offering clients access to premium accommodation at a pay-per-use model. Finally, N.A.B.S. offers 360° solutions for clients demanding the highest standards in innovative office design, bringing the expertise of our other subsidiaries to client's offices. Second, our community-focused approach, coupled with our all-inclusive service model, ensures that businesses have everything they need under one roof—that's a big demand for businesses. This includes high-speed internet, mail handling, meeting room bookings, and catering services.



SQ  
ANTWERP  
↓



BY STAYING TRUE TO OUR MISSION OF CREATING INSPIRING, FLEXIBLE WORK ENVIRONMENTS, WE BELIEVE SILVERSSQUARE WILL REMAIN A LEADER IN THE COWORKING INDUSTRY.

**Q: What makes Befimmo unique compared to other providers?**

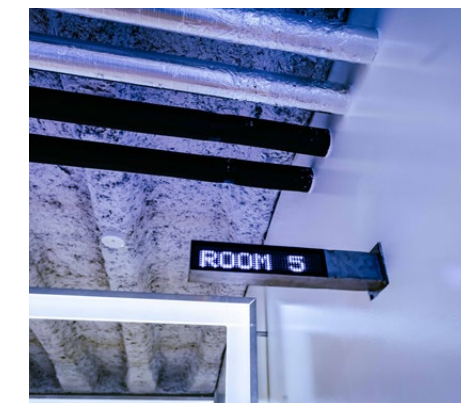
A: Our commitment to unique design and groundbreaking architecture sets us apart from other providers, boosting wellbeing and efficiency. At Sparks and Silversquare, each location collaborates with renowned artists and designers, resulting in workspaces that are functional and aesthetically pleasing. Our strong emphasis on community building further enhances the experience, creating a vibrant ecosystem where members can network, share ideas, and grow their businesses together.

**Q: How do you see the future of coworking and flexible office spaces evolving?**

A: The future of coworking is bright. As more companies adopt hybrid work models, the demand for flexible office spaces will continue to grow. We're already seeing a surge in interest from larger enterprises looking for scalable solutions. Additionally, workspace design has a growing focus on sustainability and wellness. We aim to create environments that support productivity and well-being by integrating eco-friendly materials and providing wellness amenities.

**Q: Finally, what are your plans for Befimmo in 2024 and beyond?**

A: In 2024, we'll open our 12th Silversquare location and continue enhancing our existing spaces. We want to strengthen our community and further innovate our service offerings across all subsidiaries—Silversquare, Sparks, and N.A.B.S. We're also exploring opportunities to expand beyond Belgium and into other European markets. By staying true to our mission of creating inspiring, flexible work environments, we believe Befimmo has all the cards to remain a leader in the coworking industry.



# Operator

→  
SQ LOUISE  
CONCEPT 3D / N.A.B.S.



## Revolutionising Property Management

The future moves beyond the traditional limitations of property management. At Befimmo, we are convinced that real estate profoundly impacts the quality of life and work. It determines how we work, live our lives, and shape our existence. We're driven by digital technological solutions, passionate about our community, dedicated to comfortable design and disruptive innovation.

Our Operator activity is a crucial foundation of our holistic service model, transitioning us from a standard B2B entity to a dynamic B2B2C innovator. As Operator, we transcend the mere management of spaces. We transform them into vibrant ecosystems where businesses and individuals thrive. It is a materialisation of our broader corporate mission: to craft truly user-centric environments that blend pioneering innovation and operational excellence.

**The future moves** beyond the traditional limitations of property management



←  
SQ ANTWERP

AS OPERATOR, WE  
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MANAGEMENT OF SPACES.  
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WHERE BUSINESSES AND  
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## Operator: What's it all about?

Q&A

Q&A

### What do we mean by Operator?

Operator is our commitment to redefining property management through:

**Advanced Digital Solutions:** We deploy cutting-edge technologies to enhance efficiency and ensure the smooth operation of our tenants and their businesses.

**Community Building:** We cultivate communities, turning properties into thriving ecosystems where connections are forged and collaborations flourish.

**Diverse Amenities:** From coworking zones to leisure hotspots, we ensure our tenants have access to a comprehensive suite of services that cater to their every need.

Q&A

### Who are our Strategic Subsidiaries Silversquare, Sparks & Not A Bike Shop?

Our vision is further realised through our subsidiaries:

**Silversquare** creates coworking environments dedicated to shaping the future of work.

**Sparks** focuses on meeting rooms and event spaces and enhances our ecosystem by offering tailor-made collaborative environments that nurture stronger teams and organisational cultures.

**N.A.B.S.** designs and builds unique spaces that blend radical creativity with functional elegance, redefines traditional design boundaries.

PIONEERING  
COWORKING SPACES

SIL-  
VER-  
SQUARE



## Silversquare

[SILVERSQUARE.EU](https://silversquare.eu)

Silversquare leads the revolution in the European and Belgian coworking space industry. Silversquare designs its offerings around the needs of entrepreneurs and businesses, making it a cornerstone of the modern workspace landscape.



### FACT SHEET

#### Origin

Founded in 2008

#### Mission

Crafted by entrepreneurs for entrepreneurs, designed to support business growth from inception to maturity.

#### Approach

Proactively facilitating community knowledge sharing, innovation, and networking within its spaces.

#### Services

Flex or fixed desks, private office spaces, and a wide range of amenities under flexible membership contracts.

#### Locations

Strategically positioned across major urban centres for optimal accessibility and community integration.

←  
SQ CENTRAL  
BRUSSELS CENTRE

## Key Facts

### Silversquare in Numbers

11

COWORKING SPACES

±52,000

SQUARE METERS OF COWORKING SPACE

+450

EVENTS PER YEAR

15

YEARS OF EXPERIENCE

+50000

MEMBERS

60

COMMITTED TEAM PLAYERS

€22M

TURNOVER

NUMBERS



# Silversquare 2023

*A Year of Expansion and Innovation*

## 01

We opened two new locations, **SQ Antwerp & SQ Guillemins** (Liège), expanding our footprint in crucial Belgian cities.



## 03

The Silversquare family **welcomed 22 new members** this year, bringing fresh energy and ideas into our community.



## 05

From conferences and workshops to sports sessions and cultural talks, Silversquare **organised 488 events** in the past year.



## 02

To streamline the management and enhance the cohesion of our coworking spaces in Brussels, Silversquare **introduced a cluster system** to optimise operations and foster a tighter-knit community among our members.

## 04

2023 was a landmark year for Silversquare, celebrating **15 years of coworking innovation**.

# Design Foundation

*Where business meets beauty*

Silversquare's interior design concepts are vital to its appeal and functionality. Our design philosophy focuses on several key elements:

## Flexibility and Adaptability

Spaces are designed to be flexible and adaptable to meet the needs of individual freelancers and larger teams. Movable furniture, modular meeting spaces, and private offices can be customised to suit the size and preferences of its members.

## Open and Collaborative Spaces

Open-plan layouts, communal tables, and coworking areas encourage spontaneous meetings and networking opportunities. These spaces are balanced with private booths and meeting rooms for privacy or concentration.

## Aesthetic and Functional

Using natural light, greenery, and art installations creates an environment that stimulates creativity and reduces stress. High-quality, ergonomic furniture ensures comfort during long working hours.

## Branding and Identity

Each Silversquare location has a unique identity, often reflecting its surroundings' cultural and architectural heritage. This localised approach helps create a sense of belonging among its members.

## Technology-Driven

The interior design incorporates technology seamlessly, with high-speed internet, digital booking systems for meeting rooms, and smart lighting and climate control systems enhancing the user experience.

## Sustainability

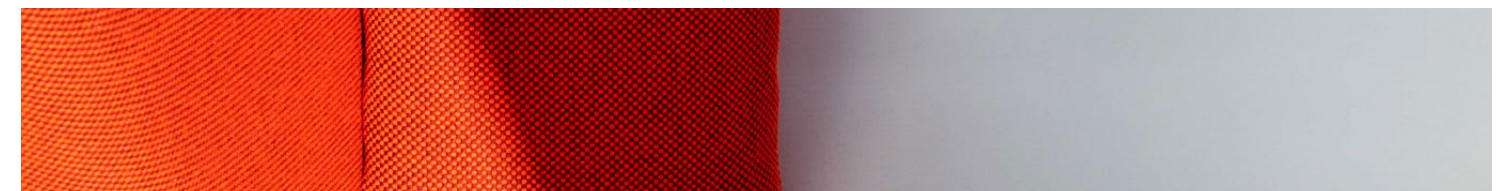
Silversquare spaces use eco-friendly materials and furniture, energy-efficient lighting, and waste reduction measures. The aim is to create a beautiful, functional, and responsible workspace.

## Community-Centric Areas

Areas that foster community interaction, such as kitchens, cafes, and event spaces, are crafted to be inviting and comfortable, encouraging members to share meals, exchange ideas, and participate in community events.

## Wellness and Recreation

Silversquare includes wellness and recreational facilities within its design. This can range from fitness rooms and relaxation zones to game areas and outdoor terraces, providing members with opportunities to unwind and recharge.



## Designer focus

*Top artists shape the future of work*

Silversquare collaborates with some of the most imaginative artists and designers in a daring blend of creativity and functionality. These synergies push the boundaries of traditional office design and set a new standard for inspiring and energising workspaces.

### SQ GUILLEMINS X JEAN-PAUL LESPAIGNARD A Tapestry of Global Craftsmanship

Jean-Paul Lespagnard draws inspiration from his travels and the rich cultural tapestry they unfold to decorate Silversquare Guillemins in Liège. His design celebrates global craftsmanship, featuring Mexican tableware, Moroccan straw lamps, and door handles shaped like Liège's famous waffles.



### SQ NORTH X LOUS & THE YAKUZA A World of Fantasy

Lous & The Yakuza's creative vision transforms Silversquare North by the Brussels Canal into a realm where African cultural patterns meet psychedelic forests and mythical kingdoms. This immersive experience marries the world of music and art with the pragmatism of daily business operations.



### SQ ANTWERP X STEPHANIE D'HEYGERE Redefining Spaces with Bespoke Design

Stephanie D'heygere embarks on the creative transformation of Antwerp's inaugural Silversquare coworking space at Antwerp Tower. Under her curation, Officeland emerges — a whimsical yet functional homage to the corporate landscapes of yesteryear, replete with oversized artifacts and playful reinterpretations.

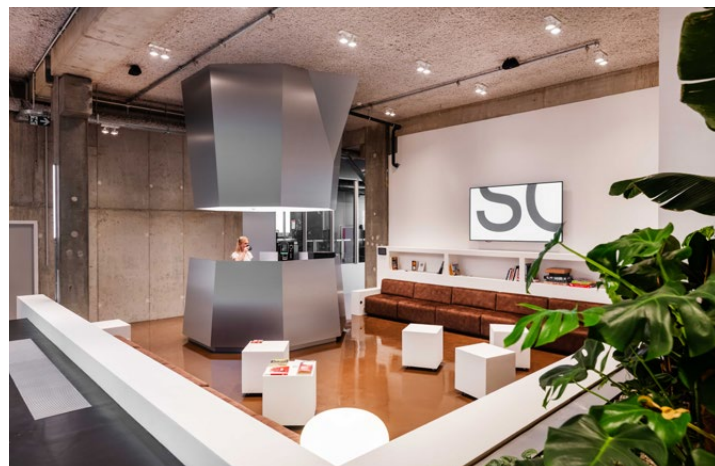


## A Day at Silversquare Antwerp

The Antwerp Tower stands tall in the heart of Antwerp, where tradition meets innovation. Today, the Silversquare coworking space, which has found its home here, opens its doors to me with its vibrant community of dreamers, doers, and pioneers. As a digital native and young creative, I'm excited to see what this impressive coworking space has in store. I've passed it a thousand times; today, it's the first time I've entered.

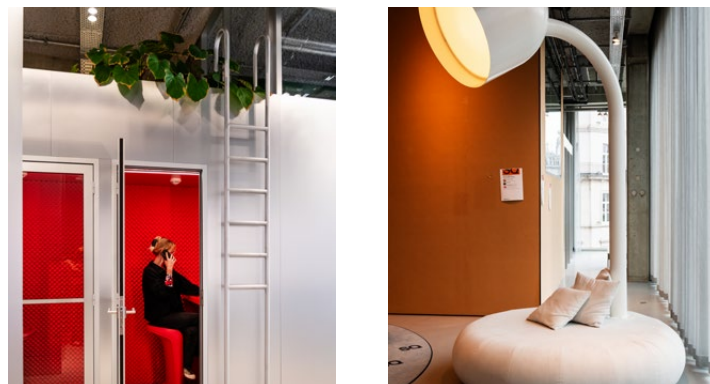
### 8:30 AM Morning Glow and First Impressions

As the morning sun kisses the skyline, I enter the Antwerp Tower. Today, I'm an explorer in the city's most buzzing coworking space, Silversquare. From the get-go, the vibe is electric, a blend of remarkable, chic, and utterly inspiring. The sleek design is a homage to the bold spirit of the '80s and '90s office life, reimagined for today's creative minds.



### 9:00 AM The Tour: Where Magic Happens

Guided by an enthusiastic staffer, I dive into the heart of SQ. "Here, the coffee tastes like ideas, and the walls listen," he jokes, pointing out the whimsical, oversized decor—a nod to Claes Oldenburg's genius. My inner child is in awe. Giant desk lamps? Check. A coffee pot that pierces through floors? Double-check. This is where work meets wonder.



### 9:30 AM The Power of Connection

The real journey begins when I settle at a desk with a view that competes with postcards. Coffee breaks become networking sessions. I meet a graphic designer with a laugh that fills the room and a startup owner whose vision for the future is as compelling as a blockbuster trailer. "Great minds drink alike," the designer says, raising his coffee mug.



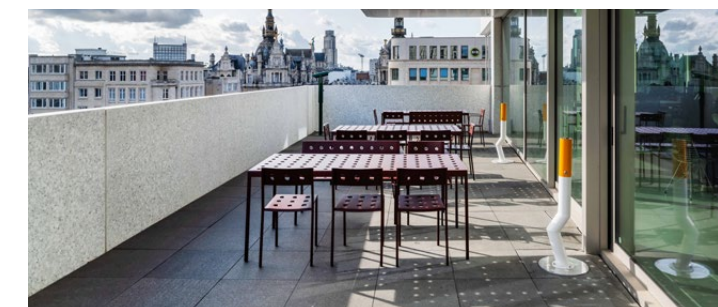
### 1:00 PM Lunchtime: A Taste of Antwerp

At lunch, it's hard not to go on an excursion into the culinary heart of Antwerp. A stone's throw away, the city offers flavours as diverse as the Silversquare community. Back in the tower after lunch, the afternoon unfolds with its own rhythm. Work feels less like an obligation and more like a passion project. The space amplifies creativity, and it shows in my work and productivity levels.



### 7:00 PM Sun Sets over Antwerp Tower

As the day comes to a close, the vibrant energy of Silversquare doesn't dim; it simply changes tunes. With its stunning city views, the terrace becomes a backdrop for after-work gatherings. "The best ideas come with a view," someone says, and I can't help but agree.



*My day at Silversquare, in the iconic Antwerp Tower, ends with a promise to return. With its community of forward-thinkers, this innovation hub is an exceptional opportunity to be inspired, connect, and redefine what it means to work.*

**Rob // Antwerp-Based Creative Copywriter and Silversquare explorer-for-a-day**

# EXPERIENCING NEXT-GEN WORKSPACES



CREATIVITY  
MEETS COLLABORATION

SPARKS

SPARKS



SPARKS

## Sparks

[SPARKS-MEETING.EU](https://sparks-meeting.eu)

In the heart of Brussels, Sparks redefines the essence of meeting and event spaces, infusing them with creativity, technology, and unparalleled flexibility. Enter a concept where every meeting room tells a story, and every event is an opportunity for growth and connection.



### FACT SHEET

#### Launch Year

2021

#### Mission

To foster unparalleled meeting solutions and collaboration experiences.

#### Facilities

14 innovative meeting rooms, a spacious events area, kiosks, and a restaurant with energy-boosting options. Themed rooms are designed for specific purposes, from brainstorming sessions to hackathons.

#### Locations

Strategically nestled in a 2,500 m<sup>2</sup> space, enhancing accessibility and engagement. Adjacent to major transit points, it ensures seamless access for local and international visitors.

## NXT LVL

### *Sparking Genius in Meetings*

Sparks takes a holistic approach to meetings, integrating advanced technology, expert facilitation, and tailored experiences to enhance meeting outcomes. This comprehensive support elevates business gatherings, workshops, conferences, and brainstorming sessions.

#### **Comprehensive Support**

Sparks provides end-to-end support for events and meetings, encompassing planning, execution, and post-event follow-ups, transcending traditional meeting expectations.

#### **Tailored Experience**

Sparks acknowledges the uniqueness of each event, offering customisation to suit specific needs and providing a diverse ecosystem of facilitators, coaches, and moderators.



#### **Technology Assistance**

In the digital age, Sparks assists with cutting-edge technology, offering technical toolkits for live streaming and video conferencing, ensuring productive meeting experiences.

#### **Catering and Amenities**

Sparks coordinates catering and amenities, from coffee breaks to full-course meals, alongside logistical support like parking and accommodation tailored to the event's requirements.

#### **Networking and Community Building**

Sparks fosters community, organising networking events and opportunities for collaboration, energising sessions and fun activities to strengthen team bonds.



→ SPARKS MEETING CENTRE



IMAGINE.  
DESIGN. BUILD.

# NOT A BIKE SHOP



## Not A Bike Shop

[NOTABIKESHOP.EU](https://notabikeshop.eu)

N.A.B.S. is a dynamic Design & Build company that pushes the boundaries of conventional design and construction. This brand-new collaborative venture was launched by Befimmo & Silversquare in 2023. It stands out in architecture and object creation with its funky band of designers, architects, and visionaries. Here's the lowdown on what makes N.A.B.S. tick.

### Core Focus

N.A.B.S. specialises in interior design, workspace design, object design, and event curation. They transform spaces into narratives, making every design a story worth experiencing.



### Creative Collective

At its heart is a collective of designers, architects, product designers, and photographers who weave their talent and perspectives, making each project as unique as it is impactful.

### Design Philosophy

N.A.B.S. operates on the principle of radical thinking. Their work often challenges the boundaries of taste and zeitgeist, mixing elegance, lightness, and a well-placed sense of humour. They surprise and delight with visually appealing creations infused with unexpected poetry.



### Notable Projects

Their portfolio showcases diverse projects, from the premium coworking space Silversquare Antwerp to the innovative design of Sparks, a meeting space with a unique identity. Each project illustrates N.A.B.S.'s ability to work creatively within various constraints, delivering charismatic and cohesive results.







# Befimmo

## The Befimmo experience

### REVOLUTIONISING WORKSPACES

Apart from its subsidiaries, Befimmo is a pioneering force in urban development with a keen eye on the future of work. We harmonise the traditional office setup with innovative, transformative workspaces that cater to dynamic market needs.

Tenants expect top-notch service integrated into their future-proof office buildings, and that's precisely what we deliver. Explore our Befimmo experience, where collaboration, well-being, and advanced technology merge to create spaces that foster communities and enable growth.

## A New Era of Working Environments

Our strategic approach involves adopting smart building initiatives and integrating cutting-edge technology with sustainability to craft interconnected environments that adapt and respond to the occupants' needs.

### Well-being and Health: The Core of Workspace Design

Recognising the importance of well-being in productivity, we provide an array of services designed to keep our communities healthy and energised:

- Nutritious catering options and state-of-the-art fitness facilities ensure physical well-being.
- On-site childcare services and personal care facilities like showers and secure lockers support work-life balance.

### Innovations in Mobility and Space Utilisation

- Sustainable commuting options, including cycling infrastructure and electric vehicle charging stations, align with our green vision.
- Flex parking solutions and advanced wayfinding technology enhance the ease of navigating and utilising Befimmo's spaces.



### Advanced Access, Security, and Connectivity

- The deployment of Genetec Access Control Systems across prime sites showcases a leap in operational efficiency and security.
- A first proof of concept at Arts 56 demonstrates a unified connectivity backbone that guarantees high-speed internet access throughout the building. This makes building management more efficient and secure.

### Championing Environmental Sustainability

- Telemonitoring Infrastructure Refactoring enhances energy efficiency and provides real-time data insights, emphasising our commitment to environmental and social governance (ESG) efforts.

### Fostering Communities Through Digital Innovation

Befimmo's dedication to tenant satisfaction and engagement is amplified through digital tools like Archibus and AIsET. These tools provide real-time solutions, ensuring assistance is always within reach, reinforcing our well-being and sustainability ethos.

As we forge ahead, our initiatives mark the dawn of a new chapter in real estate. By blending sustainability, technology, and an unwavering focus on the human experience, we actively shape the future of how we work, interact, and thrive within spaces designed to be as dynamic and multifaceted as the people who inhabit them.



# THE FUTURE SHAPED BY BEFIMMO

The Befimmo experience represents visionary real-estate development and meticulous service design. It shows the transformative power of spaces that prioritise well-being, efficiency, sustainability, and innovation, setting a new standard for future workplaces.

