We can no longer avoid the buzzword "innovation". To be the best, you need to constantly reinvent yourself and your company and continuously develop, reshape and launch innovations. The key questions that arise here are: How is innovation created? And what makes a space an “innovation space”?

At Bene, we know that innovation is no coincidence. Innovation has to be nurtured in a targeted fashion using intelligent technology, well-designed rooms, motivated teams and a strong vision.

We believe that being innovative is not only about coming up with new tools, products and services but about realising your company’s potential. It is about allowing creativity, promoting teamwork and inspiring employees, customers and partners.

To be innovative is to create the right conditions for innovation. To link visions with technology and teamwork. To create spaces for freedom of thought. Extraordinary results can only be achieved when people love what they are doing. If they are passionate about their work and about the future. Turn over the page and be inspired.
The concept of innovation is not new. However, just like the business models that are based on it, innovation is constantly evolving. The possibilities it brings and its importance are growing continuously.

Success in the 21st century is achieved differently than it was before. One can own the most successful taxi company, yet own no cars at all. One can be the largest trading centre worldwide, without producing a single product. It is possible to be the largest leading centre, worldwide, without owning a single property. It is possible to be the largest trading centre worldwide, without producing a single product.

Success in the 21st century is achieved differently than it was before. One can own the most successful taxi company, yet own no cars at all. One can be the largest trading centre worldwide, without producing a single product. It is possible to be the largest trading centre worldwide, without owning a single property. It is possible to be the largest trading centre worldwide, without producing a single product.

Companies are now under a great deal of pressure to innovate. Management guru Peter Drucker summarised this situation with the phrase: “Innovate or die”. If you do not develop new approaches, or bring new momentum to the company, you will sooner or later be beaten by smaller, innovative new companies.

The innovation process can be compared to a complex machine consisting of many different parts, each of which has a specific function: technology, people, space, resources. If all elements harmonise, the innovation mechanism is set in motion. However, in contrast to a classical machine, implications of the innovation process cannot be predicted – that is the nature of creativity and ideas. But if you are ambitious and have a capable team, all pieces of the puzzle will eventually fit together and something new will be created – something innovative.

Innovation is a team sport.

There can be no transforming of darkness into light and of apathy into movement without emotion.

“Innovate or die”.

If we don’t work together there will be no solution to our problems.

If everyone is moving forward together, then success takes care of itself.

In innovation and cooperative efforts, the sum is greater than the parts.

There is more to innovation than just pressing a button. You cannot force innovation – but you can create an environment that promotes innovation and gives new ideas the room to grow, providing that the space is given careful consideration at the planning stage.

Innovation is more a team sport than an individual performance. It is accelerated in an environment where people get together and encourage each other to deliver good performances.

A space is an innovation area if it can tell a story – the story of great ideas.

QUOTES:

“Dalai Lama”

There can be no transforming of darkness into light and of apathy into movement without emotion.

“There is more to innovation than just pressing a button. You cannot force innovation – but you can create an environment that promotes innovation and gives new ideas the room to grow, providing that the space is given careful consideration at the planning stage. Such a space is of great importance because it affects how we feel and behave. If the room is well designed, it can offer opportunities for employees to share knowledge and develop both creatively and cooperatively.

Innovation is a team sport rather than an individual performance. It is accelerated in an environment where people get together and encourage each other to deliver good performances.

A space is an innovation area if it can tell a story – the story of great ideas.

Innovation is a team sport.

If we don’t work together there will be no solution to our problems.

If everyone is moving forward together, then success takes care of itself.

Innovation is a team sport.

There can be no transforming of darkness into light and of apathy into movement without emotion.

“Innovate or die”.

If we don’t work together there will be no solution to our problems.

If everyone is moving forward together, then success takes care of itself.

Innovation is a team sport.

There can be no transforming of darkness into light and of apathy into movement without emotion.

“Innovate or die”.

If we don’t work together there will be no solution to our problems.

If everyone is moving forward together, then success takes care of itself.

Innovation is a team sport.

There can be no transforming of darkness into light and of apathy into movement without emotion.

“Innovate or die”.

If we don’t work together there will be no solution to our problems.

If everyone is moving forward together, then success takes care of itself.

Innovation is a team sport.

There can be no transforming of darkness into light and of apathy into movement without emotion.

“Innovate or die”.

If we don’t work together there will be no solution to our problems.

If everyone is moving forward together, then success takes care of itself.

Innovation is a team sport.

There can be no transforming of darkness into light and of apathy into movement without emotion.
Ideas are best created in a spatial environment that supports the idea generation process both atmospherically and practically. The Bene IDEA LABs are more than traditional brainstorming and workshop spaces. They create environments for great ideas to grow. All three different settings in the IDEA WALL – an interactive digital whiteboard that allows several people to work simultaneously on a work surface visible to everyone. The IDEA LABs are designed to support the process of generating ideas in an artistic and humorous way.

Welcome to the Idea Lab.

Pioneering innovation needs two components: creative minds and inspiring spaces.

The Idea Lab works with every type of group and is suitable for up to 16 participants. It provides space for group work at the Idea wall but also allows for analogue work in small groups, ensuring that several different tasks can be undertaken at the same time.

Every creative process is divided into four stages:

1. **Discover**
   - Screening and sorting facts that are relevant to the problem.

2. **Analyze**
   - Interpretation and assignment of the data into categories that are relevant for finding solutions.

3. **Create**
   - Experimenting and presenting first prototypes.

4. **Share**
   - Presentation of possible solutions and registration of feedback.

This process is repeated until all problems are solved.

**Step by Step to New Ideas.**

**The three settings.**

**Plenum**
- The plenum creates a stage for different stages in the collection creation process, digitally supported by the Idea Wall. Direct and active participation of 16 people takes place in the arena-like setting.
- **Discover:** Contents from the internet and other digital databases can easily be accessed, screened and arranged clearly on the Idea Wall.
- **Analyze:** Data can be assigned to categories that are relevant for finding solutions by using analogue tools such as whiteboards and flip charts.
- **Create:** With analogue tools you can experiment and present first prototypes.
- **Share:** With the Idea Wall you can simultaneously present and document opinions in the plenum.

**Break Out**
- In the nearby areas of the plenum small groups of up to six people can withdraw from the big team. At the Timba tables they can brainstorm sitting or standing.
- **Analyze:** Data can be assigned to categories that are relevant for finding solutions by using analogue tools such as whiteboards and flip charts.
- **Create:** With analogue tools you can experiment and present first prototypes.

**Retreat**
- Take a break from the group. Think tanks or Dock-in Bays offer individuals the space for focused work or personal tasks.

**About the Illustration.**

Dennis Eriksson started his career in the late 90s by covering magazines and billboards and creating TV commercials. Since then his illustrations are well known for their lo-fi line style. For the Bene Idea Wall and Idea Lab Dennis Eriksson illustrated the different stages of finding ideas in an artistic and humorous way.
THE INSPIRING GIVE INNOVATION SPACE.

At Bene, we have cooperated closely with a spin-off of the Media Interaction Lab at the University of Applied Sciences Upper Austria, to develop an interactive wall module for meetings, brainstorming sessions, visual presentations and innovation processes. This system, called IDEA WALL, provides the perfect space for illustrating concepts, ideas and solutions. The whole wall is transformed into an interactive media wall in cooperation with a spin-off of the Media Interaction Lab at the University of Applied Sciences Upper Austria. The software developer Hoylu joined in in 2017. IDEA WALL is a turnkey solution consisting of furniture and wall elements from Bene, Hoylu’s innovative software platform, and hardware components from different market providers, such as NEC.

MULTIMEDIA CREATIVITY.

You need more than creative thoughts and technology to facilitate a successful thought development process. The IDEA WALL from Bene provides the perfect space for all necessary IDEA WALL components when integrated with Bene’s Technical Hard Ware.

Together a team can use the IDEA WALL to write, draw and navigate. IDEA WALL helps you to use the wall. Those who prefer to work on paper can project their work onto the wall. IDEA WALL enables you to save or send electronically handwritten notes to the IDEA WALL.

T-CADDY MEDIA.

T-Caddy Media is perfectly designed to support the IDEA WALL. It provides space for all necessary IDEA WALL technical hard ware. T-Caddy Media is designed to be used as a functional and well designed office surface. Special wall rails ensure excellent load and functional applications of Suite by Hoylu.

IDEA WALL ON NOOXS

NOOXS, a modular and flexible wall system from Bene, creates unique spaces where people can work together within an open space. Solid wall elements can be removed from the walls and can incorporate an IDEA WALL. The IDEA WALL on NOOXS is entirely free-standing and can be put together and taken apart easily.

IDEA WALL ON W4

The W4 Wall-to-Wall is used to convert existing dry or black walls into functional and well-designed office surfaces. Special wall rails ensure excellent load and functional applications of Suite by Hoylu. The IDEA WALL on W4 can be extended to include up to four projections of 1,000 x 1,000 mm. Two projection offer protection of 400 x 800 mm, diagonal 165°.

IDEA BOARD ON FRAME 5 BOARD

Bene’s IDEA BOARD combines the intellectual applications of Suite by Hoylu with the FRAME 5 Board via a touch screen. A camera built into the board recognizes ideation processes and can be saved or sent electronically, per- manently supporting and documenting innovation processes. The results of creative meetings, presentations or brainstorming sessions are supported digitally and can be sent electronically.

SUITE BY HOYLU.

Suites by Hoylu consists of the following hardware and software components:

- Software applications such as Suite Collaboration for site-independent and simultaneous workspaces
- Transparencies with dot matrix
- Paper with dot matrix
- Digital pens
- Bluetooth receiver
- USB hub with ports for charging pens

Suite’s strength is its innovative software, which basically consists of four applications:

- Write Free e a Digital version of a whiteboard, enabling you to sketch new ideas and present them.
- Writ Layout provides digital workspace, which makes it possible to plan and work together.
- Writ Paper allows you to convert handwritten notes onto the IDEA WALL.
- Writ Capture enables you to view contents from laptops and other mobile devices on the IDEA WALL.

The software can be installed onto the following operating systems:

- Windows® 10 (32 or 64 bit)
- Windows® 7 (32 or 64 bit)
- Mac OS X (10.6.8 or later)

WHERE INNOVATION DEVELOPS.

Unlimited digital space for illustrating concepts, ideas and solutions. The IDEA WALL provides an interactive media wall in cooperation with a spin-off of the Media Interaction Lab at the University of Applied Sciences Upper Austria. The software developer Hoylu joined in in 2017. IDEA WALL is a turnkey solution consisting of furniture and wall elements from Bene, Hoylu’s innovative software platform, and hardware components from different market providers, such as NEC.

DIGITAL PEN.

The digital pen is an important part of the Suite technology package. The pen writes on a dot matrix and transfers the handwritten notes to the IDEA WALL in real time. You can write up to two A4 pages and can even be used offline. Data can then be saved on the pen and transferred to a PC later on.

WHERE INNOVATION DEVELOPS.

Unlimited digital space for illustrating concepts, ideas and solutions. The IDEA WALL provides an interactive media wall in cooperation with a spin-off of the Media Interaction Lab at the University of Applied Sciences Upper Austria. The software developer Hoylu joined in in 2017. IDEA WALL is a turnkey solution consisting of furniture and wall elements from Bene, Hoylu’s innovative software platform, and hardware components from different market providers, such as NEC.

A WALL THAT OPENS NEW DOORS: THE IDEA WALL.

NEW DOORS.

At Hoylu, we have created an innovative and highly intuitive platform that connects people and information in a way that is more efficient and productive. Our experience shows that people want technology to be seamlessly integrated into a beautifully designed space to allow them to create and share their work and ideas easily.

QUOTE: Stein Revelsby, Hoylu CEO.
If there is any one secret of success, it lies in the ability to get the other person’s point of view.

--- Henry Ford

The strength of the team is each individual member. The strength of each member is the team.

--- Phil Jackson

Eighty percent of success is showing up.

--- Woody Allen

ABOUT THE PHOTOGRAPHER.

Daniela Trost co-founded the collective "Kraftstudio". In her editorials, the young artist predominantly takes pictures of fashion, using a contemporary and whimsical style. In that manner, the pictures look of the IDEA WALL can be described as sophisticated and modern.
INNOVATION IS ON THE AGENDA: FESTO.

Festo is both a global player and a family business.

This German company is a global market leader in automation technology and is the football team’s dance partner. Festo AG & Co. KG in Ostfildern supplies 350,000 customers from 35 different industries with pneumatic and electronic automation technology.

We spoke to Christian Kubis, Director of Factory Maintenance Engineering at Festo Scharnhausen, about productivity, processes and basketball hoops.

IN CONVERSATION WITH KUBIS: YOU HAVE INSTALLED FOUR INNOVATION ROOMS IN YOUR COMPANY. WHY DID YOU DECIDE TO DO THIS?

CK: We wanted rooms that specifically promoted innovation and creativity. We also wanted to create an environment that motivated employees to get involved and share their ideas with others.

HOW ARE THESE ROOMS RECEIVED BY THE EMPLOYEES AND IN WHAT WAY ARE THEY USED?

CK: Initially, our employees were quite sceptical. However, this changed after we had explained the rooms to them – they then understood how they could be used and how they work. Everyone who is familiar with the rooms and has already worked in them is enthusiastic.

WHAT Does INNOVATION MEAN TO FESTO?

CK: Innovation not only takes place in research but in all areas of the company. It does not have to be something completely new; it can also develop out of a combination of already existing ideas. The innovation process is influenced by many different aspects: employees and methods play a role, as do the organisation and the time invested. However, these are not the only factors to take into account – the ambiance and the room are also very important.

WHAT ADVICE WOULD YOU GIVE TO A COMPANY THAT HAS DECIDED TO SPECIFICALLY PROMOTE INNOVATION? WHAT Are THE MOST IMPORTANT ASPECTS TO BEAR IN MIND?

CK: For innovative work to be successful, employees need to be able to think freely and forget their everyday tasks as completely as possible. An important part of this is having an ambiance that is different from the area where they usually work. Two simple things can help here: a football table, a golf mat, a basketball or a dart board.

AT FESTO, THE INNOVATION ROOMS ARE AT THE PRODUCTION SITE. WHAT DO YOU THINK THAT KNOWLEDGE WORK AND CLASSICAL INDUSTRY CAN LEARN FROM EACH OTHER?

CK: At the end of the day, it is always about productivity. Costs, quality, performance and deadlines are important in both areas. If you want to be one of the best, you need to make new ideas production ready as quickly as possible. It is therefore important to recognise all opportunities and risks during the planning stage and to come up with solutions.

WHAT Are THE BIGGEST CHANGES THAT WILL TAKE PLACE IN INDUSTRY OVER THE NEXT FEW YEARS? WHAT Do YOU THINK WORK WILL BE LIKE IN THE FUTURE?

CK: To summarise very quickly: everything will get faster and more complex. The life cycle of products will become even shorter and, at the same time, production will become more complex. This means that the exchange of knowledge is particularly important in this area. We need to continue to become more agile and efficient in our planning processes, we need to be able to anticipate developments and act quickly, without the quality suffering. The prototyping of processes will also play a very important role – precisely because everything is constantly changing.
INSPIRED. 
BY BENE.

At Bene, we like to think. But even more than thinking, we like to make our ideas a reality. We plan, we implement, we get results. All over the world, there are customers who benefit – who, for example, are now working in our Idea Labs.

Many companies use our spatial concepts for idea processes and teamwork, to provide a suitable space for workshops, brainstorming sessions or even a relaxing lunch together. IDEA LABS can be adapted to meet all your needs. We want to empower ideas to flow freely. We want them to inspire innovation. And their own ideas.

We have found the perfect partner in Bene for translating our creative, demanding ideas into reality, as well as the ‘we concept’, which we find so important.

---

PERSONA SERVICE: 
FOCUSING ON LEARNING.

The Persona Service AG & Co. KG has earned its place as one of the leading recruitment agencies in Germany. There is now an in-house innovation and learning landscape to ensure this company stays in pole position. Persona Service is based in Kölle, with 180 branches and 18,000 employees, it provides advice to companies in every sector, from large to small. It uses a dedicated team of former HR experts and project managers to ensure that the right talent is selected and stays. A close knit and a professional team are needed to provide each different customer with the best possible service. This team is trained and certificated in the internal training academy, which was opened in 2014.

The innovation and learning landscape is designed in such a way that learning processes are actively promoted. With its open spatial structure, the academy promotes informal communication and emotional connections. At the same time, the academy ensures that participants can focus on their work and have time to themselves. The IDEA WALL forms the centre of the communication area, enabling digital meetings, brainstorming sessions and visual presentations, while also serving as a tool to support learning processes. The innovative setting makes it possible to work in a way that actively integrates every participant.

The 21st century is about constant learning. To make this possible, we need spaces that actively support learning processes.

---

NETZKERN: 
SPACE FOR IDEAS.

netzkern AG believes in team spirit. This company does not want competing individuals or strict hierarchies but rather cooperation and communication. The company’s office has been completely renovated in Wuppertal. With its new office, it proves that internet agencies are not only at home in a virtual space. Since 2013, the company has provided its employees with an inspiring environment that gives ideas wings and encourages the search for innovative solutions. The agency’s slogan is ‘invisible technology, visible creativity’ and this is clearly reflected in the office, where an IDEA WALL forms the centrepiece of brainstorming sessions and workshops.

By combining the wall with functional work spaces, Think Tanks, Eureka elements and transparent glass walls, the company has created an office space that gives ideas room to develop.

---

INSPIRED. 
BY BENE.

---

NETZKERN: 
SPACE FOR IDEAS.

At Bene, we like to think. But even more than thinking, we like to make our ideas a reality. We plan, we implement, we get results. All over the world, there are customers who benefit – who, for example, are now working in our Idea Labs.

---

PERSONA SERVICE: 
FOCUSING ON LEARNING.

The Persona Service AG & Co. KG has earned its place as one of the leading recruitment agencies in Germany. There is now an in-house innovation and learning landscape to ensure this company stays in pole position. Persona Service is based in Kölle, with 180 branches and 18,000 employees, it provides advice to companies in every sector, from large to small. It uses a dedicated team of former HR experts and project managers to ensure that the right talent is selected and stays. A close knit and a professional team are needed to provide each different customer with the best possible service. This team is trained and certificated in the internal training academy, which was opened in 2014.

The innovation and learning landscape is designed in such a way that learning processes are actively promoted. With its open spatial structure, the academy promotes informal communication and emotional connections. At the same time, the academy ensures that participants can focus on their work and have time to themselves. The IDEA WALL forms the centre of the communication area, enabling digital meetings, brainstorming sessions and visual presentations, while also serving as a tool to support learning processes. The innovative setting makes it possible to work in a way that actively integrates every participant.

The 21st century is about constant learning. To make this possible, we need spaces that actively support learning processes.

---

NETZKERN: 
SPACE FOR IDEAS.

netzkern AG believes in team spirit. This company does not want competing individuals or strict hierarchies but rather cooperation and communication. The company’s office has been completely renovated in Wuppertal. With its new office, it proves that internet agencies are not only at home in a virtual space. Since 2013, the company has provided its employees with an inspiring environment that gives ideas wings and encourages the search for innovative solutions. The agency’s slogan is ‘invisible technology, visible creativity’ and this is clearly reflected in the office, where an IDEA WALL forms the centrepiece of brainstorming sessions and workshops.

By combining the wall with functional work spaces, Think Tanks, Eureka elements and transparent glass walls, the company has created an office space that gives ideas room to develop.

---

INSPIRED. 
BY BENE.

At Bene, we like to think. But even more than thinking, we like to make our ideas a reality. We plan, we implement, we get results. All over the world, there are customers who benefit – who, for example, are now working in our Idea Labs.

---

PERSONA SERVICE: 
FOCUSING ON LEARNING.

The Persona Service AG & Co. KG has earned its place as one of the leading recruitment agencies in Germany. There is now an in-house innovation and learning landscape to ensure this company stays in pole position. Persona Service is based in Kölle, with 180 branches and 18,000 employees, it provides advice to companies in every sector, from large to small. It uses a dedicated team of former HR experts and project managers to ensure that the right talent is selected and stays. A close knit and a professional team are needed to provide each different customer with the best possible service. This team is trained and certificated in the internal training academy, which was opened in 2014.

The innovation and learning landscape is designed in such a way that learning processes are actively promoted. With its open spatial structure, the academy promotes informal communication and emotional connections. At the same time, the academy ensures that participants can focus on their work and have time to themselves. The IDEA WALL forms the centre of the communication area, enabling digital meetings, brainstorming sessions and visual presentations, while also serving as a tool to support learning processes. The innovative setting makes it possible to work in a way that actively integrates every participant.

The 21st century is about constant learning. To make this possible, we need spaces that actively support learning processes.

---

NETZKERN: 
SPACE FOR IDEAS.

netzkern AG believes in team spirit. This company does not want competing individuals or strict hierarchies but rather cooperation and communication. The company’s office has been completely renovated in Wuppertal. With its new office, it proves that internet agencies are not only at home in a virtual space. Since 2013, the company has provided its employees with an inspiring environment that gives ideas wings and encourages the search for innovative solutions. The agency’s slogan is ‘invisible technology, visible creativity’ and this is clearly reflected in the office, where an IDEA WALL forms the centrepiece of brainstorming sessions and workshops.

By combining the wall with functional work spaces, Think Tanks, Eureka elements and transparent glass walls, the company has created an office space that gives ideas room to develop.
“WHAT IS FAILURE?”

Josef Zotter knows what he is doing. And when. And above all, why.

INTERVIEW ZOTTER.

What is failure? Not every idea has to work, even from ideas and products that weren’t as successful. That just means that we stop making them. The important thing is that we tried them out. It’s no good complaining that nothing ever works out, just because one thing failed. You need to dust yourself off and carry on!

How do you think about test rounds? We always test something new. If we have a few ideas, we test them out. Sometimes we have to be innovative. Which isn’t always easy. And sometimes you have to pull people back on track. Which isn’t always pleasant, but does mean that you’re less scared.

Up until now, all your children have become part of the company. Will anyone who doesn’t participate be disinherited? No, of course not! I’m happy that our two older children want to continue living according to our ideas and values. But if they want to do something different, I won’t even comment. If it works out, great. If it doesn’t, it’s no problem. The important thing is that they are happy with their ideas and values. Even if they are different from ours.

How sustainable can chocolate production be? It’s a while ago now but Plastic Planet and We Feed The World made a big impression on me. No one is taking any plastic out of the atmosphere. But it’s better than nothing. Our vehicles are almost entirely powered by our own electricity. So our energy is pretty clean! The EMAS certification rated our sustainability very positively.

How far do you want to be American? I loved my cafes. And now chocolate is so cheap, it’s not sure what we need to. It’s important to live in the here and now and make the most of the current situation.

Is what you create after failing worth more than being successful in the first attempt? I loved my cafes. And now chocolate is so cheap, it’s not sure what we need to. It’s important to live in the here and now and make the most of the current situation.
I AM BENE.

We plan and design spaces for people to feel good and enjoy work. Our product portfolio comprises furniture for all sections and areas of the modern office.

We develop integrated concepts for our clients that respond to the changing challenges of the working world. We love design. Our high standards in functionality, quality, and design become tangible in each of our products.

We are proud to be present in more than 40 countries worldwide as an international brand rooted in Austria. In the future, as we have over the past 225 years, we will rely on the power of innovation to continue our role as a leading provider of inspiring work environments.

www.bene.com