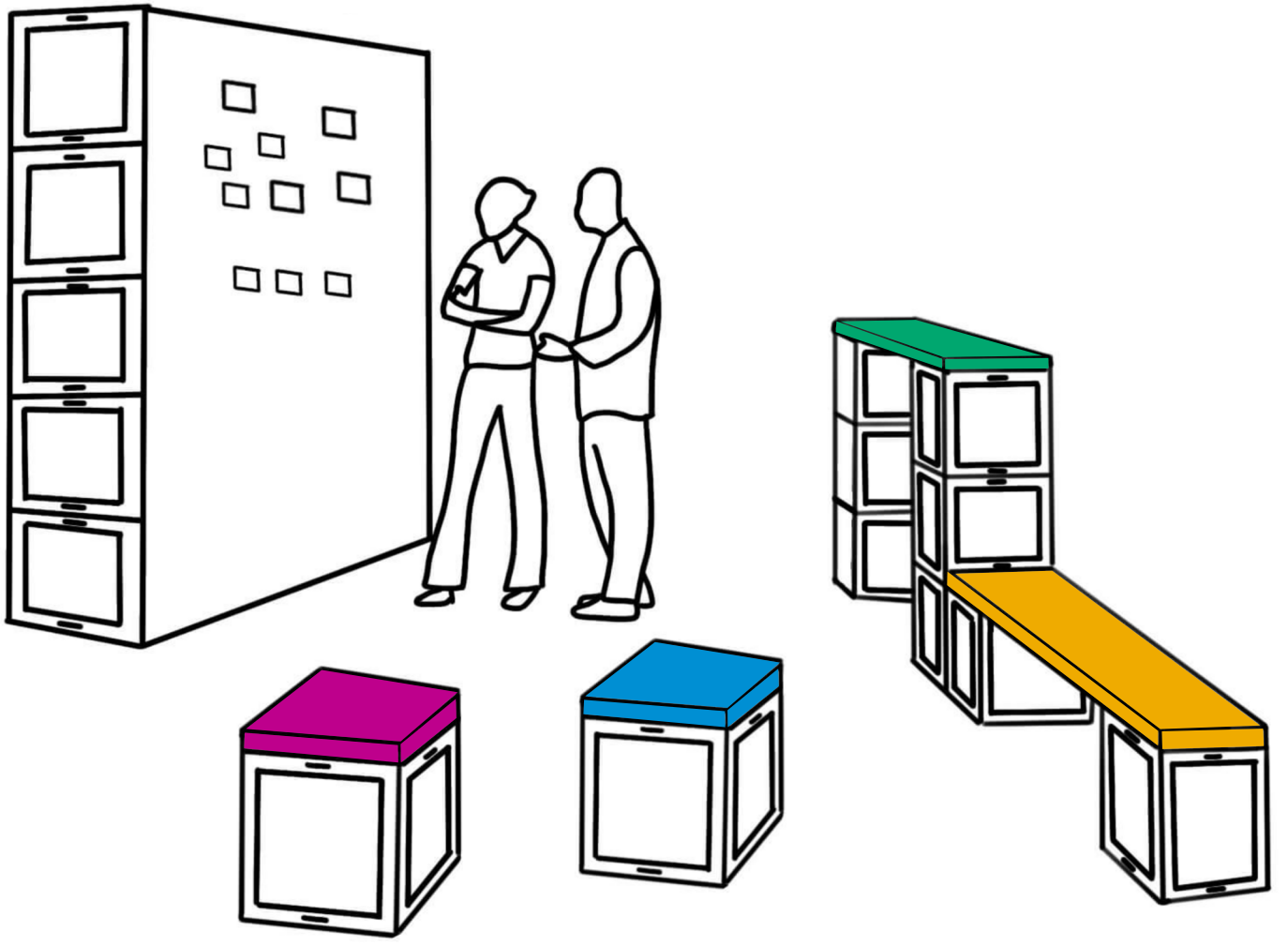


Brix

BUILD TOGETHER – CREATE TOGETHER!

1 Problems & Needs

Communication

Traditional workspaces are static, inflexible, and environmentally wasteful, negatively impacting worker engagement and productivity. These environments often fail to cater to diverse tasks, such as creative versus analytical work, leading to decreased efficiency and satisfaction. Additionally, fixed workspace designs contribute significantly to waste due to non-recyclable materials and frequent furniture replacement. Issues like paper waste, lack of integrated storage, and rigid furniture designs further increase these problems, highlighting the need for adaptable and sustainable solutions like BRIX (see page 3 and 4).

Research from sources like the Harvard Business Review and the Journal of Environmental Psychology underscores the critical role of workspace design in influencing employee productivity and psychological well-being.

Studies demonstrate that modular furniture supports various work tasks, leading to increased job satisfaction and efficiency. Ergonomic designs reduce physical strain, while environmentally conscious designs contribute to sustainability. For instance, flexible workspaces have been shown to improve worker engagement and output by allowing easy adaptation to different tasks, thereby creating a more dynamic and responsive work environment.

87%

of employees say the office is important for collaborating with team members and building relationship

(PwC's US Remote Work Survey)

BRIX will align with SDGs 9, 11, and 12, focusing on innovation, sustainable consumption, and enhancing urban workspaces through recycled materials and low-energy processes.

SDG 9: By promoting innovative, modular workspace solutions, BRIX will support the development of resilient infrastructure and sustainable industrialization.

SDG 11: BRIX will mprove urban workspaces by making them more adaptable and efficient, especially in compact settings.

SDG 12: The use of recycled materials and low-energy production processes in BRIX will minimizes waste and resource use, contributing to more sustainable consumption patterns. These features will highlight BRIX's commitment to sustainable development and responsible production practices.

https://www.emerald.com/insight/content/doi/10.1108/F-03-2019-0041/full/html

https://www.emerald.com/insight/content/doi/10.1108/JCRE-03-2021-0012/full/html

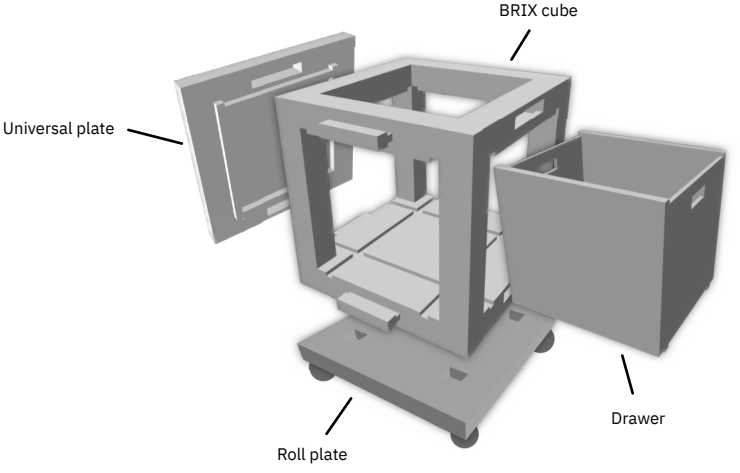
https://www.apa.org/pubs/reports/work-in-america/2023-workplace-health-well-being#:~:text=URL%3A%20https%3A%2F%2Fwww.apa.org%2Fpubs%2Freports%2Fwork,100

https://www.pwc.com/us/en/services/consulting/business-transformation/library/covid-19-us-remote-work-survey.html

2 What is BRIX?

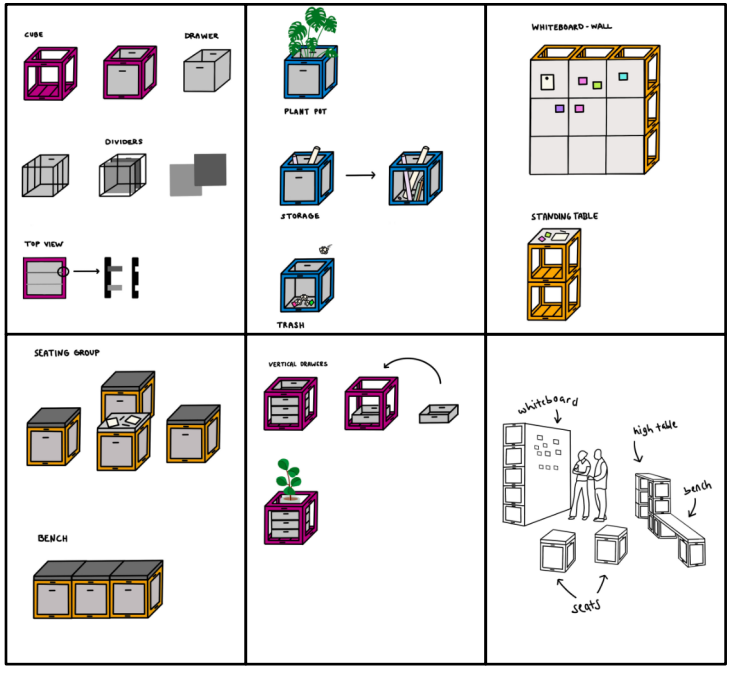
Design

BRIX is not just a piece of furniture; it is a revolution in workspace design, a modular cube system that transforms any space into a dynamic, adaptable environment. Created with the principles of sustainability and engagement at its core, BRIX invites users to "Build together - create together!" ensuring that the workspace can flexibly adapt to individual needs and collaborative endeavors.



At the heart of the BRIX system is the versatile cube, designed to be approximately 50cm in each dimension, providing a perfect balance between usability and spatial efficiency. Each cube integrates seamlessly with a range of attachable modules including mounts, rolls, drawers, and plates. This modularity allows users to effortlessly reconfigure their space to create seats, stands, shelves, walls, and whiteboards, catering to a variety of activities and enhancing the functionality of any room.

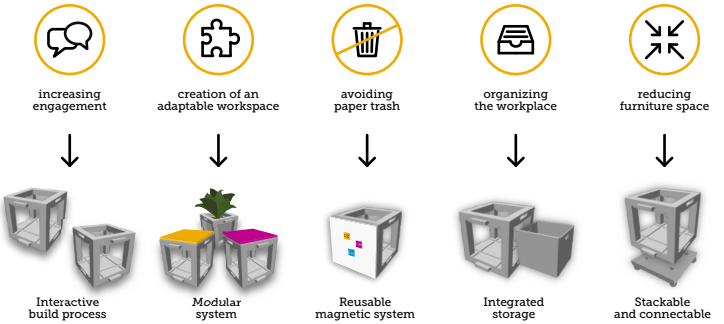
Sustainability is a key focus of the BRIX design. Each component is crafted from recycled materials that are not only durable but also fully recyclable, promoting circularity and reducing environmental impact. The system's design also emphasizes ease of repair, extending the lifecycle of each piece and minimizing waste.



2 What is BRIX?

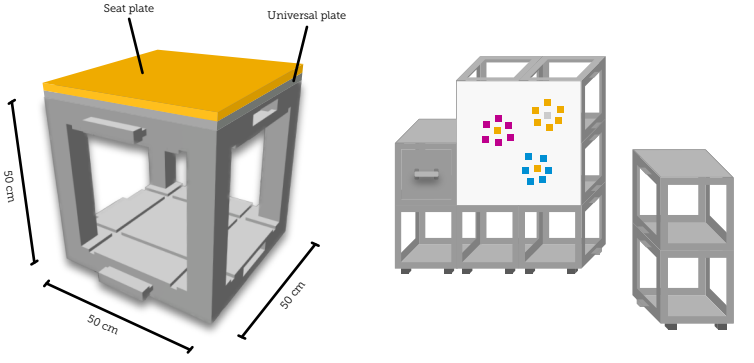
Design

The innovative design of BRIX includes built-in storage within the cube, allowing for a tidy and efficient use of space. The modules can be stored on and within the cube when not in use, ensuring a clutter-free environment. With its stackable and connectable features, BRIX cubes can be assembled like puzzle pieces, offering strong horizontal and vertical connections that make it easy to create stable, expansive configurations.



User engagement is enhanced through the cube's interactive features. The magnetic system and security clips ensure that modules can be securely attached and easily repositioned, encouraging users to interact with their environment and customize it to their changing needs. The universal plate serves multiple functions; it can be used as a seat, a tabletop, or even a whiteboard, depending on the orientation and configuration.

From educational settings to corporate workshops, BRIX is designed to foster an atmosphere of creativity and collaboration. Its adaptability makes it an ideal solution for spaces that need to serve multiple purposes or accommodate different group sizes and activities.



In summary, BRIX is more than just modular furniture – it is a comprehensive solution designed to enhance how individuals interact with their workspaces. By blending robust functionality with innovative sustainability practices, BRIX is set to redefine the experience of collaborative spaces, making them more flexible, engaging, and mindful of environmental impacts.

3 Design Matrix for Concepts

Communication & Design

Design as transformational potential

Concept: BRIX will redefine workspace environments through its modular cube design, providing a versatile and sustainable solution for modern workspaces.

Strategy: Collaboration with university (HNU), creative spaces (Innovation Space & Founders Space) and creative agencies to foster a collaborative workspace.

Program: Collaborate with HNU design students (e.g. IMUK, CDS, GPM) to test materials, prototypes in use, and ergonomics.

Design as experience

Form: The form of BRIX is a modular cube system that allows for various configurations, including seating, tables, shelves, and whiteboards.

Model: The model of BRIX includes prototypes build from LEGO and 3D-printed versions, used to test and refine the design.

Prototype: I will try to implement a pilot project rooms in the university, creative spaces and partner agencies to gather real-world feedback and performance data. A real-size prototype is intended but may not be possible in the third semester due to budget limitations.

Communication as transformational potential

Content: The communication strategy for BRIX should focus on storytelling that emphasizes its transformative impact on workspaces. It should highlight how BRIX enhances productivity, fosters collaboration, and supports sustainability.

Strategy: Organize a room in the HNU to showcase BRIX. A physical experience is the best way to demonstrate the product and engage with potential users, and gather feedback.

Agenda: Plan activities (showcase BRIX) around major events in the Innovation and Founders Space. This should increase visibility for BRIX.

Communication as experience

Form: I will develop content that educates the audience about the benefits of modular workspaces using BRIX. This will include how-to guides and campaigns that encourage user interaction and feedback, using polls, surveys, and interactive content to engage the audience and gather insights.

Media: I will create visually appealing content that showcases the flexibility and design of BRIX on a website, therefore I will capture high-quality images, videos, and maybe an interactive demo as well.

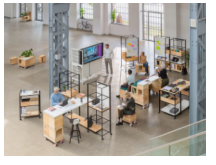
Tonality: The tone should be innovative, engaging, and relatable. I will use language that is clear and straightforward, while avoiding jargon. I will emphasize the practical benefits of BRIX while also highlighting its sustainability and design innovation.

4 Market Demand & Trends

Communication

Market trends reveal a growing demand for flexible and adaptable work environments, driven by the evolving needs of modern workforces.

Traditional office furniture solutions, which predominantly offer fixed designs, fail to address these dynamic requirements, creating a significant gap between market demand and what is currently available. Companies and employees are increasingly seeking customizable, ergonomic, and sustainable workspace solutions that traditional products do not provide. Traditional furniture solutions are also often optimized for specific circumstances, making them unsuitable for the dynamic and diverse needs of modern workplaces.

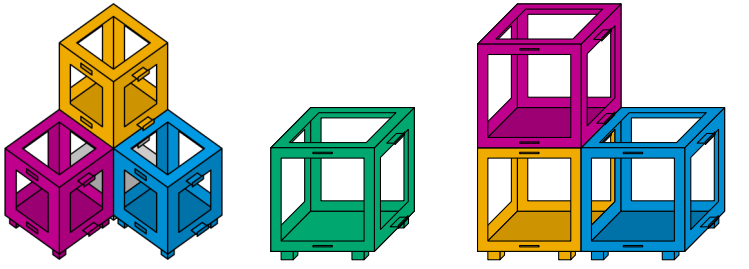

Moreover, existing solutions in the market are frequently prohibitively expensive and highly specialized, lacking the adaptability required for various team sizes and changing work conditions. High-quality, qualitative furniture that offers flexibility and sustainability is in high demand but is scarce in the current market landscape.

This scarcity presents an opportunity for BRIX, which stands out with its unique selling points of adaptability and sustainability.

BRIX will be ideally positioned to meet this demand. Its modular design allows for various configurations, making it suitable for a wide range of tasks and team sizes. The use of recycled materials and low-energy production processes will not only align with the increasing consumer demand for environmentally responsible products but will also enhance the product's appeal in a market that values sustainability. BRIX's will focus on creating adaptable, interactive, and engaging workspaces addresses the gap left by traditional fixed designs and expensive specialized solutions.

In summary, the increasing demand for flexible, customizable, and sustainable workspace solutions underscores the market potential for BRIX. Its unique combination of adaptability, sustainability, and ergonomic design will positions it as an attractive alternative in an underserved market segment.

As companies continue to seek solutions that enhance productivity and collaboration while reducing environmental impact, BRIX will be well-equipped to meet these needs and drive market growth.



5 Competition

Design

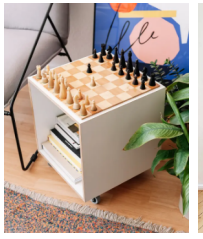
BRIX will face competition from several innovative brands in the modular furniture and workspace design industry. Here's a comparison with some key competitors:

Stocubo

Stocubo specializes in modular shelving systems that can be customized according to the user's needs.

Stocubo's products are known for their simplicity, ease of assembly, and high-quality materials. Their focus on modular storage solutions allows for flexibility in home and office settings.

Both BRIX and Stocubo emphasize modularity. However, BRIX will extend beyond storage solutions, offering a broader range of configurations including seating and workstations. BRIX will also place a stronger emphasis on creating interactive and engaging workspaces.


Pixel by Bene

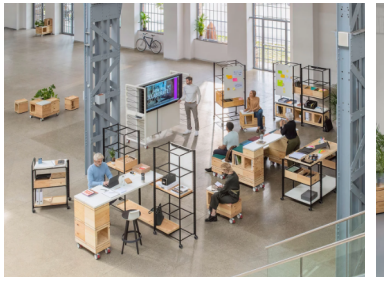
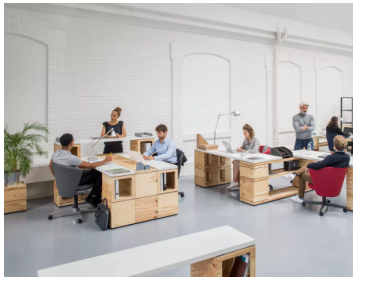
Pixel by Bene is a modular furniture system designed for dynamic and flexible workspaces.

Pixel focuses on providing versatile furniture that can be easily rearranged to suit different tasks and activities. Their products are lightweight and designed for easy handling.

Pixel and BRIX share similar goals in creating adaptable workspaces. However, BRIX will differentiate itself with its focus on sustainability and the use of recycled materials. BRIX will also offers integrated storage solutions and a more robust system for building various configurations.





https://www.stocubo.de/en/sample

https://bene.com/de/produkte/stauraum/pixel

5 Competition

Design

Xbrick

Xbrick is a multifunctional furniture piece designed to be used as a seat, table, or building block for various configurations. Xbrick is lightweight, durable, and highly versatile, making it suitable for both indoor and outdoor use. Xbrick and BRIX share a focus on versatility and adaptability. However, BRIX will offer a more comprehensive modular system with integrated storage and the ability to create more complex configurations. BRIX's commitment to sustainability will enhance its appeal compared to Xbrick.




Studio.Tools

Studio.Tools offers a range of modular furniture designed for creative professionals and dynamic work environments. The brand emphasizes sleek design and functionality, catering to creative industries with stylish and versatile solutions. While Studio.Tools focuses on aesthetics and functionality, BRIX will combine these elements with a strong commitment to sustainability. BRIX's modular system will be designed to be both practical and environmentally friendly, appealing to eco-conscious users.



System 180

System 180 provides modular furniture systems that are highly customizable and suitable for various applications, from offices to educational settings. Known for their precision engineering and robust construction, System 180's products are durable and versatile. System 180 offers a high level of customization and quality, similar to BRIX. However, BRIX's will emphasis on interactive design and engagement, along with its sustainable materials, this will set it apart as a more eco-friendly option.




BRIX will stands out due to its unique combination of modular design, sustainability, and user engagement. Unlike traditional office furniture, BRIX will offers flexibility and adaptability, making it suitable for various tasks and environments. Its use of sustainable materials and commitment to reducing environmental impact will further strengthen its appeal to eco-conscious consumers and businesses.

https://www.xbrick.eu/en

https://studio.tools

https://www.system180.com/en/

6 Sustainability

Communication & Design

Sustainability will be at the core of BRIX's design and production philosophy. BRIX modular cubes should be crafted from recycled materials, significantly reducing the environmental footprint compared to traditional furniture. This commitment to using recycled materials not only minimizes waste but also promotes a circular economy where resources are reused and repurposed.

BRIX will also focus on low-energy production processes to further lessen environmental impact. By optimizing manufacturing techniques to be energy-efficient, BRIX ensures that its production is as green as possible. This includes selecting sustainable materials that are both durable and environmentally friendly, ensuring that the products have a long lifespan and do not need frequent replacement.

In addition to using sustainable materials and production methods, BRIX will implement comprehensive end-of-life recycling and upcycling initiatives. These programs will be designed to ensure that BRIX components can be easily recycled or repurposed at the end of their life cycle, preventing them from ending up in landfills. This not only conserves resources but also aligns with the growing consumer demand for sustainable and responsible products.

BRIX's approach to sustainability should extend beyond the product itself to include packaging and logistics. Eco-friendly packaging materials should be used and transportation emissions should be minimized by optimizing supply chain logistics. By doing so, BRIX will aim to reduce its overall carbon footprint and contribute positively to environmental conservation efforts.

BRIX should aligns with SDGs 9, 11, and 12, focusing on innovation, sustainable consumption, and enhancing urban workspaces through recycled materials and low-energy processes. (see page 2)

The commitment to sustainability should make BRIX an attractive option for eco-conscious consumers and businesses. As more organizations seek to implement green practices, BRIX will provide a practical and sustainable solution that supports environmental goals while also offering versatile and adaptable workspace solutions.

In summary, BRIX will integrate sustainability into every aspect of its design, production, and lifecycle management, making it a leading choice for those looking to minimize their environmental impact while enhancing their workspaces.

7 Features & Material

Design

BRIX will offer a range of features designed to meet the diverse needs of modern workspaces. Its modular cube system will provide unparalleled flexibility, allowing users to create various configurations such as seats, tables, shelves, and walls. Each cube can be connected and stacked, making it easy to customize the workspace according to specific tasks and team sizes. (see also page 3 and 4)

Sustainable Materials:

BRIX will places a strong emphasis on sustainability, incorporating eco-friendly materials and production processes throughout its design and manufacturing stages. The commitment to sustainability will be evident in several aspects:

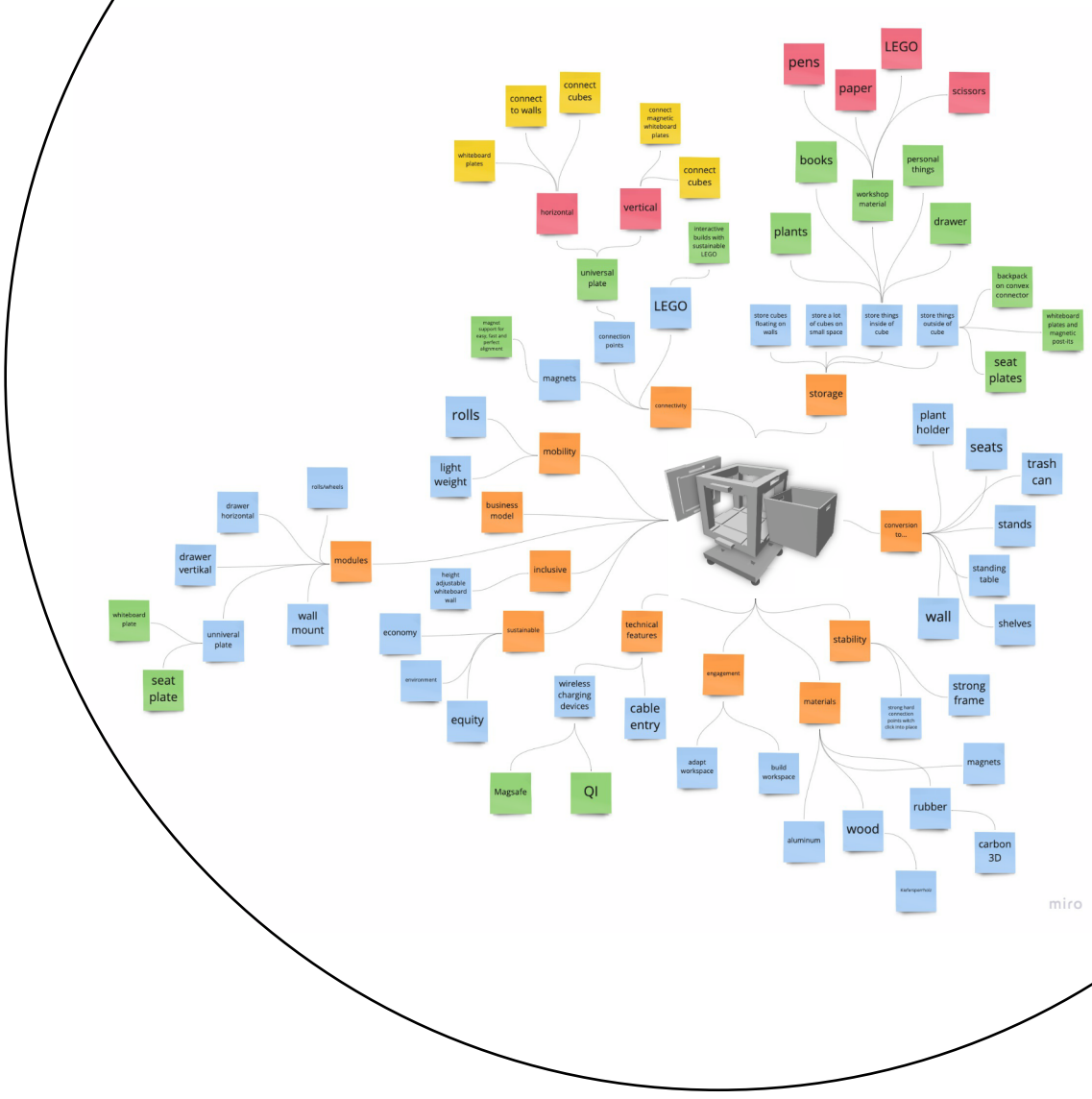
Recycled Materials: BRIX cubes will be made from high-quality recycled materials, reducing the demand for new raw materials and minimizing environmental impact. These materials will be carefully selected to ensure durability and longevity after prototype testing in the third semester.

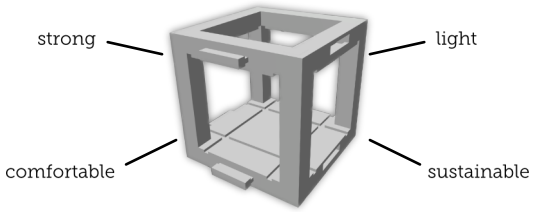
Low-Energy Production: The manufacturing process will be optimized to be energy-efficient, further reducing the environmental footprint of BRIX products. This includes using sustainable energy sources and implementing energy-saving practices in the production facilities.

End-of-Life Recycling: BRIX will ensure that components can be easily recycled or upcycled at the end of their lifecycle. This commitment to a circular economy helps conserve resources and reduce waste.

Non-Toxic Finishes: All finishes and coatings used on BRIX products will be non-toxic and environmentally friendly, ensuring that they do not release harmful chemicals into the environment or pose health risks to users.

Sustainable Packaging: The packaging materials for BRIX products will also be chosen with sustainability in mind. Eco-friendly packaging options help reduce waste and environmental impact during the distribution process.





8 Key Messages

Communication

The key messages for BRIX will emphasize its transformative impact on workspaces:

(1) BRIX transforms traditional workspaces into dynamic, sustainable environments

(2) BRIX's modular design meets the diverse needs of modern workforces, enhancing productivity and satisfaction

(3) BRIX supports environmental sustainability through its use of recycled materials and energy-efficient production

(4) The easy reconfiguration of BRIX promotes continuous innovation and adaptation to changing needs

(5) BRIX fosters a collaborative and creative environment, essential for modern workplaces.

BRIX will transform workspaces into dynamic, sustainable environments, meet diverse needs with modular design, support environmental sustainability, promote innovation and adaptation, and foster collaboration and creativity.

For each key message, real-world data will be collected in the pilot phase which will illustrate the effectiveness and benefits of BRIX:

(1) Data from pilot projects and user testimonials will hopefully highlight BRIX's ability to reduce waste and increase engagement.

(2) Comparison between a modular workspace design and a traditional work environment will probably show improved efficiency and satisfaction.

(3) A lifecycle assessments could confirm the sustainability of BRIX, showcasing its lower environmental impact compared to traditional furniture.

(4) User reviews and expert endorsements could attest to the ease of adaptation and reconfiguration offered by BRIX.

(5) Testimonials from creative teams and innovation departments will emphasize BRIX's role in enhancing collaboration and creativity.

The transformative vision for BRIX is to shift the workspace design industry from static, inflexible environments to dynamic, adaptable ones. This change involves emphasizing the innovative and sustainable aspects of BRIX, which allow workspaces to be easily reconfigured to meet the diverse and evolving needs of modern workforces.

9 Communication Roadmap

Communication

The communication roadmap for BRIX will be designed to build brand awareness, engage stakeholders, and highlight the unique benefits of the BRIX modular system. This comprehensive plan includes several key tactics to ensure effective communication and visibility.

Collaborative Projects:

Partnering with design institutes for collaborative projects will enhance BRIX's credibility and visibility. These partnerships will facilitate the exchange of ideas and expertise, allowing BRIX to leverage the creative and technical skills of design students and professionals. Collaborative projects can include joint research initiatives, design competitions, and pilot testing phases where BRIX is implemented in real-world settings. These collaborations will not only improve the product but also generate valuable content and case studies for communication purposes.

Website Creation:

A key component of the communication strategy will be the creation of a dedicated website for BRIX. This website will serve as the central hub for all communication activities and will include the following elements:

Showcase of BRIX and Features: Detailed descriptions and visual representations of BRIX modules and their various configurations.

Sustainability Efforts: Information about the sustainable materials and low-energy production processes used in BRIX, highlighting the product's environmental benefits.

Intention and Vision: A section dedicated to the vision behind BRIX, explaining the motivation and goals driving the project.

Components and Benefits: Comprehensive details about each component of the BRIX system, including their benefits and how they contribute to a flexible and adaptable workspace.

Comparison to Competitors: A comparison section that highlights how BRIX stands out against competitors in terms of modularity, sustainability, and user engagement.

Use Cases: Real-world examples and case studies showcasing how BRIX can be used in various settings, such as corporate offices, educational institutions, and creative spaces. These use cases will provide potential customers with a clear understanding of BRIX's versatility and practical applications.

Events and Webinars:

Organizing and participating in events, trade shows, and webinars will provide me opportunities to showcase BRIX to my target audience. These events will enable direct interaction with potential customers and partners, allowing for demonstrations of the product and collection of valuable feedback.

Engagement and Feedback:

Creating a dedicated group of students at HNU who actively use and test BRIX will be instrumental in fostering engagement and gathering valuable feedback. This community will serve as a think tank, sharing innovative ideas, providing detailed insights, and contributing to the continuous improvement of BRIX. By involving students in the development process, BRIX can benefit from fresh perspectives and creative solutions tailored to real-world applications.

10 Feasibility Study

Communication & Design

The feasibility study for BRIX should encompass several critical elements:

Market Analysis: The current market demand should be assessed and competitive landscape for modular workspace solutions should be defined.

Financial Projections: Detailed financial projections should be defined to evaluate the potential profitability and return on investment for BRIX.

Resource Availability: The availability of necessary resources, including materials, technology, and human capital should be analysed.

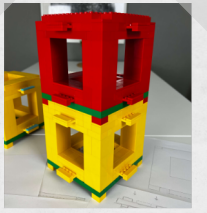
Technical Feasibility: The technical feasibility of producing and scaling BRIX's modular components should be evaluated.

Potential Barriers: Solutions for potential barriers, such as regulatory challenges or supply chain issues should be identified and proposed.

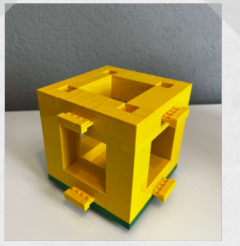
Challenges: Potential challenges could include production scalability, supply chain disruptions, and market competition.

Mitigative Actions: Mitigative actions may involve securing reliable suppliers, developing contingency plans for supply chain disruptions, and continuously innovating to stay ahead of competitors.

The feasibility of BRIX also heavily depends on the pilot phase and prototype testing in the third semester. These stages are crucial for validating the design, functionality, and user acceptance of BRIX. By addressing these challenges proactively and thoroughly evaluating the outcomes of the pilot phase and prototype tests, the implementation plan can be deemed feasible, offering a critical but hopeful outlook on BRIX's potential for successful market entry and growth.

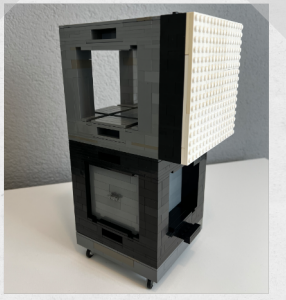


Early LEGO prototype



Early LEGO prototype

Advanced LEGO prototype



LEGO prototype with universal plate, whiteboard plate, drawer & rolls

11 Collaborations

Communication

Strategic partnerships are essential for the success of BRIX, providing access to advanced technology, innovative materials, and real-world testing environments. Collaborating with creative spaces, universities, creative agencies, and sustainability organizations will significantly enhance BRIX's development.

Universities:

Partnerships with universities, particularly HNU and other educational institutions, will support in-depth research into innovative materials and, use scenarios and sustainable production methods. These collaborations can facilitate pilot projects and real-world testing, providing valuable feedback and data to refine the design of BRIX. Academic institutions can offer access to specialized research facilities and expertise in materials science, ergonomics, and sustainability.

Creative Agencies:

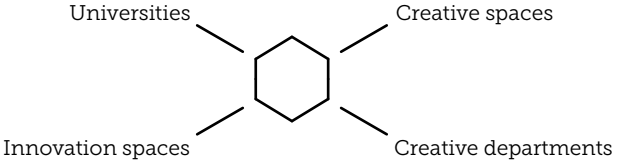
Working with creative agencies will give me the opportunity to undergo real-world testing and gather critical user feedback. These agencies can provide insights into the practical applications of BRIX in various settings, helping to identify any design or functionality issues that I need to work on in the third semester. Additionally, creative agencies can contribute to the aesthetic and ergonomic aspects of BRIX, ensuring that the products are not only functional but also visually appealing and comfortable to use.

Sustainability Organizations:

Collaborating with sustainability organizations will enhance and promote the environmental aspects of BRIX. These partnerships can assist in developing and implementing sustainable practices throughout the production and lifecycle of BRIX products. Sustainability organizations can also help me in certifying BRIX's as eco-friendly and provide third-party validation that can boost market trust and appeal. Furthermore, they can support initiatives for end-of-life recycling and upcycling of BRIX components, contributing to a circular economy and reducing environmental impact.

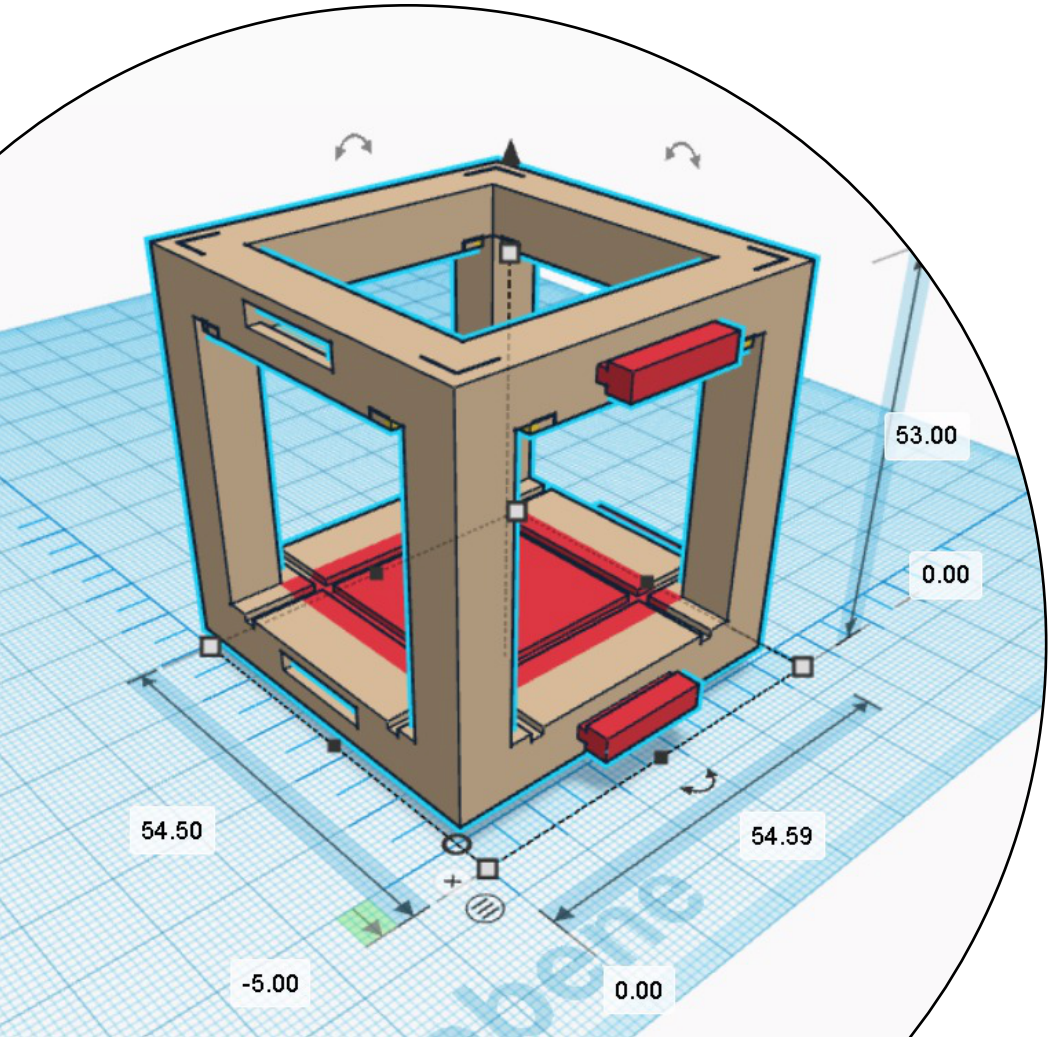
Innovation Spaces:

Collaborations with innovation spaces such as Innovation Space & Founders Space can foster a collaborative environment for the development and refinement of BRIX. These spaces provide a dynamic setting for testing prototypes, experimenting with new configurations, and gathering feedback from a community of innovators and entrepreneurs. This iterative process will help in continuously improving BRIX's design and functionality.



12 Implementation

Communication & Design



Leveraging the resources of HNU will be pivotal for advancing BRIX's development in the third semester. The Innovation Space at HNU can provide critical support in prototype development, offering expertise in materials science, manufacturing processes, and ergonomic design.

In the third semester, my focus will include the following key activities:

Prototype Development: I will continue to develop and refine larger LEGO prototypes and potentially create real-size prototypes. This will involve iterative testing and improvements to ensure functionality and usability.

Pilot Testing: I will aim to conduct a pilot testing phase with several real-size prototypes in a designated room at HNU. This will enable the collection of valuable user feedback and insights for further enhancements.

Website Creation: I want to develop a comprehensive website to market and showcase the BRIX system. The site will feature detailed information, visual representations, and promotional materials to attract potential customers and partners.

Branding and CI Development: I will enhance the corporate identity of BRIX by improving the logo, creating a cohesive color scheme, and developing branding elements such as icons and consistent wording. This will ensure a professional and appealing brand presence.

Marketing Strategies: I will start drafting marketing strategies, to build brand awareness and generate interest in BRIX.

By focusing on these activities, I aim to make significant progress in the development and market readiness of BRIX, setting the stage for successful implementation and growth.