

# 01 Status Report – Overview

Communication

Website

Room-Showcase

Interactive experience

Interviews & Feedback

## Showcase

BRIX system and modules in action

## Start

Website setup  
[www.bymerlin.de/brix](http://www.bymerlin.de/brix)

## Benefits

Unique benefits of the BRIX modular system

## Content creation

Images, Videos, How-To-Guide,  
Configurator, Competitor  
Comparison

## Problems of traditional workspaces

Static, inflexible & environmentally  
wasteful

## Transformational potential

Enhanced productivity,  
collaboration, sustainability

## Use Cases

Corporate offices, educational  
institutions & creative spaces

## Goal

brand awareness and  
engaged stakeholders

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### Innovation

BRIX is a modular, sustainable furniture system designed to create adaptable workspaces. Its innovation lies in its flexibility, use of recycled materials, and integration of built-in storage, offering an eco-friendly, customizable solution.

### Vision

Reimagine workspaces by making them more flexible, collaborative, and sustainable, fostering environments that evolve with modern needs.

### Key messages

Reimagine BRIX transforms traditional workspaces into dynamic, eco-friendly environments that boost productivity.

Focus Areas: Modular design, use of recycled materials, low energy production, and durable joining workspaces flexibility to increased job satisfaction.

### Change & Goals

Change: Promote the adoption of adaptable, sustainable workspaces.

SMART Goals: e.g. Increase awareness by 25% in 6 months, implement 3 pilot projects (Hotel + Retail + Creative Agency) within the first year.

### Sustainable Future

BRIX supports a circular economy by using recycled materials and reducing waste, positioning it as an environmentally responsible alternative to traditional furniture.

### Positioning

BRIX stands out by combining sustainability with modularity, offering more flexibility and eco-consciousness compared to competitors like Flexa and Discrete.

### Target Audience

Primary: Corporate decision-makers, facility managers.  
Secondary: Designers, eco-conscious consumers.

### Stakeholder engagement strategies

Collaborations with universities for pilot projects, engagement with creative agencies for user feedback, and partnerships with sustainability organizations (Globe Blue) for eco-technology for third-party validation.

# 02 Status Report – Overview

Communication

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## Bene Reports

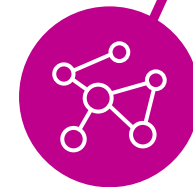
Showcasing collaboration benefits

Tasks, e.g.: Build a Brainstorm Zone; suggestion cards; Ice-Breaker cards

QR-code linked videos or AR experiences

Gamification & Fun

Scenarios



## Behaviorial nudges


setup should encourage movement, play, and interaction, subtly "nudging" teams into more open, collaborative mindsets

## Website

Showcasing use cases, components and the whole concept (also Design-Part)

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# 03 Status Report – (1) Research Report

Communication

(3,500 - 6,000 words, mainly covers the WHAT)

## 1. Introduction

- 1.1 History of studying on-campus at universities
- 1.2 Current study environment at HNU
- 1.3 Comparison to agile and creative team workspaces

## 2. Problem

- 2.1 Issues with traditional workspaces
- 2.2 Evidence-based research on workspace needs

## 3. Overview of existing solutions in creative environments

- 3.1 Expensive nature of current modular solutions
- 3.2 Overview of existing offerings in modular furniture
- 3.3 Highly specific use cases and limited adaptability
- 3.4 Gaps in the market

## 4. Sustainable design solution: BRIX

- 4.1 What is BRIX?
- 4.2 Overview of BRIX's innovative features
- 4.3 Detailed description of BRIX and components
- 4.4 Alignment with SDGs (9, 11, 12)
- 4.5 How BRIX addresses current challenges
- 4.6 Desired change and goals
- 4.7 Need for modular sustainable solutions
- 4.8 Use cases

## 5. Positioning

- 5.1 Key messages
- 5.2 Proof points and supporting evidence
- 5.3 Real-world use cases
- 5.4 Unique selling proposition & Emotional Selling Proposition
- 5.5 Comparison to existing solutions
- 5.6 Target audiences

## 6. Development

- 6.1 Research process
- 6.2 Prototyping stages and iterative design processes
- 6.3 Stakeholder feedback and collaboration

## 7. Challenges and risks of implementation

- 7.1 Material and production challenges
- 7.2 Market adoption risks
- 7.3 Environmental and regulatory risks

## 8. Vision, impact and transformation potential

- 8.1 Contribution to the transition to a sustainable future
- 8.2 Impact of workspace design on productivity and well-being
- 8.3 Sustainability analysis (social, economic and environmental impact)
- 8.4 Nudging behavior toward agile collaboration
- 8.5 Promoting innovation and creativity
- 8.6 Future research and development directions



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