

Keeping that garage feeling

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21/06/2018 New work spaces make the brand's culture and values more tangible.

Porsche is investing more than six billion euro in e-mobility by 2025. But that is not the only investment in the future; as part of its initiative to secure the future of its sites, Porsche is spending an additional billion on site development. A substantial part of this is intended for the conversion of existing buildings and areas. A good example of this is the Porsche Plant 4 in Zuffenhausen, which is the first industrial quarter to be awarded the German Sustainable Building Council's (DGNB) highest "platinum" certificate.

An especially sustainable industrial location is characterised in particular by the successful mix of existing buildings and new buildings, as well as the efficient use of space. Porsche is not chasing fads. Rather, the sports car manufacturer has been able to retain its garage feeling with office concepts that not only help to support its employees in their ways of working, but also inspire them and create an identity. The brand's culture and values need to be perceptible in the office design.

Work spaces are designed according to the working methods and types of employees in each area. In line with the “Intelligent Performance” philosophy, the goal is for work areas to have as flexible a design as possible. One reason for this is that even working methods are subject to constant change and can find applications in areas that you would not initially suspect. For example, the personnel department and the works council decided not to opt for traditional project management when developing an employment agreement for motorsport, adopting a dynamic approach instead. This was so successful that the duration of the project was halved from twelve to six weeks.

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