

Building Culture and Community: How Digital Start-Up RebelDot Reimagined its Workspace

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RebelDot, a fast-growing digital start-up in Cluj, Romania, partnered with Steelcase to create a flexible, community-driven office that supports growth, collaboration, and sustainability.

As hybrid work evolves, RebelDot – a digital solutions start-up – has invested in its workspace as a strategic asset. With strong values around sustainability and community, RebelDot worked with Steelcase to design and furnish an extension of its headquarters, creating an environment that brings people together, supports multiple work modes, and reflects the company's unique culture.

For RebelDot, the office is more than just a place to work; it's a hub for collaboration, creativity, and belonging.

A Distinctive Culture

Founded in 2018, RebelDot quickly established itself as a leader in digital solutions, expanding across Romania and into Denmark and London. Despite rapid growth, the company remains deeply committed to its core values: togetherness, care, fun, and fulfillment.

"We were growing, but we wanted to preserve our start-up vibe and stay close to people," explains Roxana Turos, Chief People Officer.

"Our goal was to create a space that feels personal and welcoming, while meeting the needs of a growing business."

ROXANA TUROS, CHIEF PEOPLE OFFICER OF REBELDOT

The challenge: expand the workspace without losing the sense of community and flexibility that defined RebelDot's culture.

Growth, Flexibility, and Identity

"We wanted the new space to feel like ours – personal, vibrant, and flexible," says Roxana. "It had to support quiet areas for focus, dynamic zones for teamwork, and places where people can connect and feel they belong."

From the entrance, a wall of caricatures celebrates every team member. "It's a fun way to show who we are and create a sense of belonging from the moment you walk in," notes Roxana.

RebelDot has 43 employee-driven clubs, and themed rooms reflect their passions, from gaming and travel to art and music. “Our most active clubs inspired the themed spaces,” says Alex Stingu, Digital Marketing Specialist. “The travel room is decorated with magnets and photos from colleagues’ trips, while the museum showcases artwork and 3D-printed pieces created by our team.”

This high table at the entrance invites colleagues to gather, connect, and spark spontaneous conversations at the heart of the office.

The terrace offers a welcoming space where RebelDot employees can connect, relax, and build community through shared moments and events.

Designing for Community and Sustainability

Steelcase worked closely with RebelDot to translate these ideas into a functional, inspiring environment. “The Steelcase team helped us shape the vision for our space,” says Roxana. “They listened, adapted, and even invited us to their Cluj office to experience different layouts and solutions.”

“What stood out in this project was RebelDot’s openness to new ideas and their trust in the design process,” says Iulia Galinescu, Dealer Business Manager at Steelcase. “We worked together to introduce flexible layouts, vibrant colors from their brand palette, and a variety of spaces that encourage both teamwork and individual focus.”

The new floor is divided into informal areas for club activities, versatile meeting rooms, and an outdoor terrace. “We even have a grill for after-work meetups or client evenings, which adds a welcoming, dynamic touch,” Roxana explains.

Modular furniture allows teams to reconfigure spaces for different events and work modes. “We created a mix of typologies, and flex elements like whiteboards and media carts give the team freedom to adapt,” explains Iulia.

This focus on adaptability goes hand-in-hand with RebelDot’s commitment to sustainability. “Steelcase offered carbon-neutral chairs and furniture made from recycled materials, helping us create a workspace that aligns with our sustainability goals while supporting employee wellbeing,” says Miana Florian, Sustainability Officer.

“Flexibility isn’t just about function: it’s about shaping a workspace that grows responsibly with us.”

MIANA FLORIAN, SUSTAINABILITY OFFICE OF REBELDOT

“Working with Steelcase helped us strengthen our Ecovadis rating, which evaluates environmental and social responsibility,” Miana adds.

Chosen for its responsible design and breakthrough comfort, Steelcase Karman supports RebelDot's sustainability goals while delivering ergonomic support.

A rejuvenation zone that celebrates employees' passions, where playful elements like gaming connect creativity and fun.

Measuring the Impact

The results speak for themselves: the new floor is always buzzing with activity, and visitors are consistently impressed.

"For recruitment, the space is a game-changer. The moment candidates step inside, they instantly get a glimpse of who we are."

ROXANA TUROS, CHIEF PEOPLE OFFICER OF REBELDOT

For RebelDot, the space is more than overhead – it's a strategic asset that drives culture, collaboration, and growth. It demonstrates how design can be leveraged to support an organization's values and ambitions.

A Blueprint for Small and Medium Businesses

RebelDot's story shows that small and mid-sized businesses can think big about their workspace. They created an environment that fosters community, supports multiple work modes, and advances sustainability. The result is a vibrant, flexible space that reflects the company's identity and helps attract and retain talent.

At a Glance

RebelDot Headquarters Extension

Industry

Digital Solutions Start-Up

Location

Cluj, Romania

Number of employees

250

Sustainability

Carbon-neutral chairs, recycled materials, flexible pods

Project Goals

Preserve culture, support collaboration, enable flexibility, advance sustainability