

# BASF: Redesign For a New Way of Working

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BASF, the world's leading chemical company, recently unveiled a redesigned office for its regional headquarters in Hong Kong, that not only reveals new layouts and furniture, but also as the core driver of the redesign, supports a new way of working. The new allocation of space between permanent and flexible seating, together with a sharp reduction in the number of enclosed offices, helps to optimize the use of real estate. As leaders of the change, the majority of management now use a hot-desking set-up. Collaboration has been further enhanced with the introduction of rooms with media:scape technology on each floor to facilitate desktop sharing, boost innovation, and enhance productivity.

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