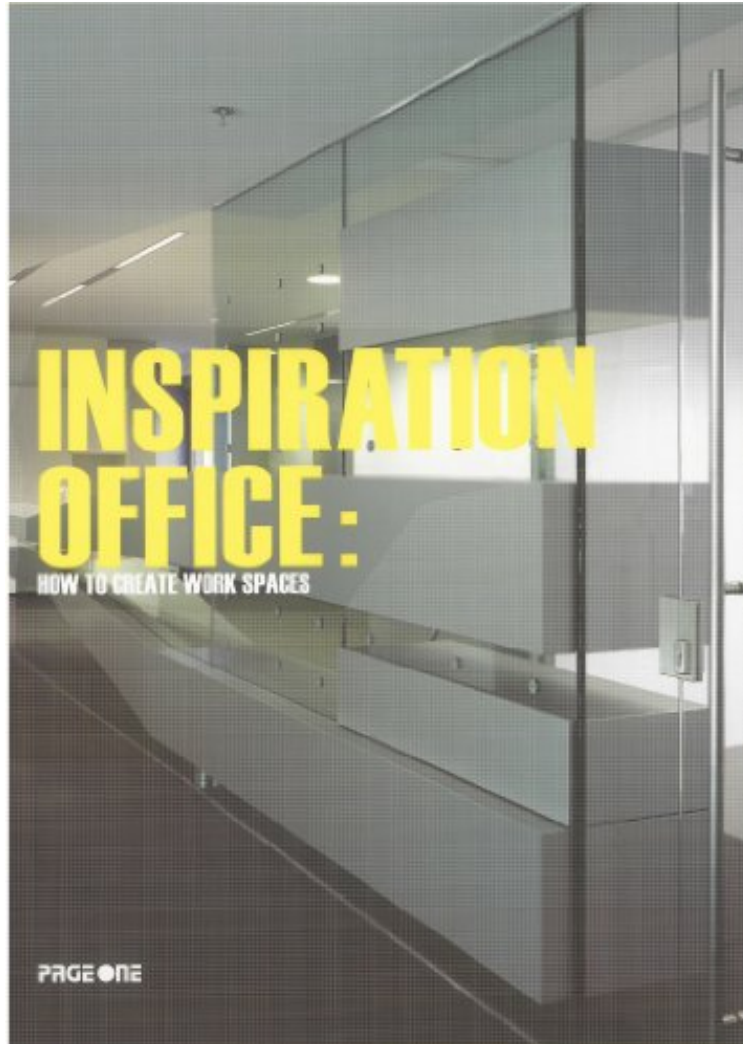


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## Inspiration Office: How Create Work Spaces

*Daniela Pogade*

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Individuality has become of paramount importance in the design of the working world and the 'unique selling point' the elixir of life of every good marketing strategy. In addition, more and more employers allow their employees many and varied possibilities of self-expression in the office. Both these trends meet in the increasingly nuanced concept of 'corporate identity'. This level of identification not only requires a certain inner company ethos, but also a winning

outward aesthetic. In this illustrated book, 30 projects by renowned German architects show how this aim can be realised - given the starting point their solutions tend to be unconventional and rich in startling ideas.