

KNOWHERE
WANNA ONE
 plays with words
 and design to
 stimulate innovation
 in a futuristic
 business centre

ALICANTE – While many companies have been reaping the benefits of co-work environments for several years, in the Spanish region of Alicante it is new territory. The first of its kind, Knowhere by Wanna One is singular space born from the wordplay between 'knowledge' and 'nowhere': the two key terms identified in the design brief.

The client requested a futuristic atmosphere. Wanna One responded with a clean, white space; a minimalistic interior that feels almost ethereal. The 'anomaly' in the sterilised scenario takes the form of an electrifying peacock-blue box at the centre of the open-plan space – a 'fishbowl', as the designers describe it – with rails of cables flowing towards the desks like tubes that maintain workers 'hydrated with talent and excitement'.

Besides the blue cube (a meeting space for up-to six people) the 350 m² office provides 30 standardised workspaces, but is prepared to grow with a capacity of up-to 75 co-workers. Across two levels, the facility is occupied by multipurpose rooms furnished by Spanish specialized brands like Actiu (desks and conference chairs), Forma 5 (office chairs) and Setro (lockers). By maximising functionality, with a focus on creating a comfortable environment for innovation, Knowhere provides the region's first business centre. The space's visual identity looks to depict the centre's key value: 'knowledge is infinite. When you split it, it multiplies.'





1

An electrifying peacock-blue box at the centre of the open-plan space contrasts with white, sterilised scenario

2



- 1 Big, blue-coloured iconography makes it almost impossible not to think of the Mediterranean that is but a matter of minutes away.
- 2 Table-and-chair booths are laid out by the windows for informal chats, in an area that can also be set up for large-scale discussions in the form of a small lecture space.
- 3 Wanna One uses materials such as white Formica, metal, glass and textiles to establish a modern atmosphere that puts functionality at the forefront of the design, facilitating work without distracting from it.

