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unity

**OVER CUBICLES. NO
QUESTIONS ASKED.**

coworking: where working solo brings creatives together



AS FOR THE BUILDING, IT'S PERFECT.

CO+HOOTS

825 N. 7th St., Phoenix
 incohoots.com + jenny@eekostudio.com
 Founder: Jenny Poon, founder, eeko studio

Tell us about your location. Is the part of town and/or physical location particularly conducive to the whole ideal of coworking?

The location and building is essential to everything CO+HOOTS stands for and what everyone in CO+HOOTS believes in. There is a thriving creative community in downtown Phoenix, one that we strive to cater to. Being central in the Valley, being accessible to every city in this urban sprawl, is also important.

As for the building, it's perfect. Being in a building with such historical significance to downtown Phoenix is more than a plus. Built in 1926 as one of the first downtown Phoenix grocery stores, the JB Bayless building has been restored by its long-time owner Joseph Lewis, earning National Historic accreditation. Wood-beam trusses,

stained concrete floors, concrete pillars and exposed red brick within soaring 15-foot ceilings create the surrounds. The environment exudes creative inspiration.

What word, quote or description best conveys your mission as a collaborative workspace?
 Community. The word. And the TV show.

Aside from a desk, WiFi, conference rooms and all the coffee you can drink, name some cool perks that come with working here.
 Every other Friday is Bring-Your-Pet-to-CO+HOOTS Day. We hold a variety of events, all of which are free and open to the public, ranging from Bring Your Own Design, where we critique each other's work; Cupcake Camp, where people bake cupcakes and we just eat them (awesome, right?); and Startup Weekend, an event we just held that included more than 100 people who spent an entire weekend creating a variety of startup companies from scratch. There is also the benefit of being



a part of a caring community that collaborates in business, as well as fun.

Name the most memorable thing, event or project to have happened at CO+HOOTS this year.
 Our grand opening event, which won AzTEC (Arizona Talent in Event Concepts) Awards for its presentation as well as its promotional gifts.

theHIVE

770 11th Ave., San Diego
241 14th St., San Diego

hivehaus.net + info@hivehaus.net

Founders: Graham Downes and Jason Harper, co-owners, BHAUSmedia.com

Tell us about your location. Is the part of town and/or physical location particularly conducive to the whole ideal of coworking?

theHIVE is located in one of San Diego's up-and-coming, urban neighborhoods, known as the East Village. Being in an urban city setting adds a great element to the lifestyle of coworking. Our building—which features exposed ceilings, concrete and brick walls—was designed by Graham Downes Architecture and has an open loft feel to it. When you place yourself in this type of working environment, you're more open to collaboration, which, in coworking, is a key component for smaller one-man shops. From the experience you get walking on the city streets, to the office environment, to internal lunch meetings, these all add to the experience of coworking.

What word, quote or description best conveys your mission as a collaborative workspace?

"Creativity is contagious. Pass it on."
– Albert Einstein

Aside from a desk, WiFi, conference rooms and all the coffee you can drink, name some cool perks that come with working here.

Networking to bounce ideas off, creating jobs or providing leads/opportunities and providing resources to help grow your company faster than from home. We have special events supporting the community's endeavors, such as art shows, fundraisers, happy hours, photo shoots and guest speakers. We also host a quarterly "think tank" workshop and have arrangements with other local companies that give HIVErs perks and discounts on products, services or memberships. We really try to support each other's businesses by utilizing collaboration.

Name the most memorable thing, event or project to have happened at theHIVE this year.

When we opened theHIVE last March, we brought Dylan Ousley on board as our graphic design intern. After a full year of interning with us, gaining momentum via collaboration and taking on clients from within theHIVE and around town, he decided it was time to move up. This month he got his own desk and is running his blog and graphic design website. He's now a permanent fixture. We like seeing young talent grow from being in theHIVE.



"CREATIVITY IS CONTAGIOUS. PASS IT ON." – ALBERT EINSTEIN

q&a | collaboratory | COWORKING WITH A TWIST

► **DESCRIBE THE CONCEPT OF COLLABORATORY. HOW DOES IT WORK?**

The Collaboratory office space is the daily creative environment for three companies: 525creative (KC Dunstan), Artletic (Matt Crest) and Limber Creative (Chris Arnold). Despite maintaining separate businesses and client rosters, the space has allowed us to facilitate quick critiques, brainstorm sessions and even a few for-profit collaborative projects.

Spawned from this daily concept, we decided to extend a similar invite that encouraged open-minded individuals to explore new design solutions and modern web development techniques through collaboration. Although we're primarily web designers, we've had a wide variety of collaborators in our space: photographers, illustrators, motion designers,

and more. We believe that meeting new creatives and sparking thoughtful conversation is a must. Encouraging knowledge sharing and different viewpoints is why Collaboratory exists in the first place.

The final Wednesday of each month, two creatives are invited to join us. Taking up "laptop space" on our conference table, we all have a typical business day in the morning: calls, e-mails and billable work. Grabbing a local lunch helps break the ice for new acquaintances, then an afternoon show-and-tell discussion leads into a planned evening at a local watering hole with a group of local colleagues.

► **HOW DOES THE SELECTION PROCESS WORK?**

We use a proprietary, in-house algorithm to determine the eventual roster on a monthly



**WORKING
HOW YOU'VE
ALWAYS
WANTED TO.**

Reno Collective

250 Bell St., Reno
renocollective.com +
colin@renocollective.com
 Founder: Colin Loretz, co-founder,
 Lively Labs

Tell us about your location. Is the part of town and/or physical location particularly conducive to the whole ideal of coworking?

We're currently in the building we opened the Reno Collective in last January. It's the most artistically inspiring building I've seen in Reno, with dramatic colors, textures and lighting. Cathexes, the architecture firm that converted the building from an old warehouse, is a wildly innovative bunch that inhabits the top floor and has given us a lot of guidance starting our company and growing our network. We plan on bringing the same sense of creativity and expression

to our new space, which, at nearly three times the square footage, will allow us to build a much larger community of freelancers and independents.

What word, quote or description best conveys your mission as a collaborative workspace?

"Working how you've always wanted to."

Businesses that currently call Reno Collective home.

Lively Labs, Social Chorus, Liz Bartlett Video Portraiture, Apex Performance Solutions, Calvert Photography, Think Kindness, Nevada Advocates of Planned Parenthood Affiliates and Reno Passport are the regulars. We also average about 15 various drop-ins a week for individuals who need space on a less regular basis.

Aside from a desk, WiFi, access to conference rooms and all the coffee

you can drink, name some cool perks that come with working here.

In addition to the typical benefits of coworking, we are the hub for all things tech in the Reno area including developer meetups, classes and our inspiring Creative Buzz event, which features breakfast and a TED talk. We are also the hosts for Ignite Reno and Reno-Tahoe WordCamp.

Name the most memorable thing, event or project to have happened at Reno Collective this year.

Our Reno-Tahoe WordCamp pre-party was quite a blast. We had techies from all over Nevada and California come together to talk about the web and we got to hang out with Merlin Mann, the keynote for the event and host of the party. We're looking forward to expanding and growing into your new, larger building at the end of December.

basis. We've dubbed this process "first-come, first-served."

▶ WHAT IS THE DESIRED END RESULT FOR THIS PROJECT?

Our primary goal for the Collaboratory is to meet new and exciting creative faces. Where we otherwise may not have met these great people, a day of collaboration opens up new opportunities for everyone involved. It also allows those that are tied to a home or coffee shop office to get out of their standard routines and work in a different environment for a change of pace.

▶ WHAT'S ONE OF THE BEST THINGS ABOUT WORKING AT COLLABORATORY?

People watching is often at its finest on our small downtown strip. In fact, during a single week, we not only witnessed a local resident



walking their pig down the street—squealing with excitement—but also watched as patrons of an old hair salon played bumper cars while parallel parking in front of our space. Never a dull moment for guest collaborators.

Collaboratory
 5366 W. 25th Ave., Edgewater | Denver, CO
letscollob.org





“ HUMANITY HAS ADVANCED WHEN IT HAS ADVANCED, NOT BECAUSE IT HAS BEEN SOBER, RESPONSIBLE AND CAUTIOUS, BUT BECAUSE IT HAS BEEN **PLAYFUL, REBELLIOUS AND IMMATURE.**” – TOM ROBBINS

Gangplank

260 S. Arizona Ave., Chandler
 gangplankhq.com +
 info@gangplankhq.com

Founders: Derek Neighbors and Jade Meskill, principals, Integrum

Tell us about your location. Is the part of town and/or physical location particularly conducive to the whole ideal of coworking?

We are located in downtown Chandler in a historic building built in the late 1940s by the Thomas family who ran a meat locker that serviced the entire southeast valley at the time. It is an historic brick building with wood trusses in one building and metal trusses in the second building. It is conducive to collaborative working because it has character. It has wide-open spaces and high ceilings. It has history. It is located in the heart of the city so is very pedestrian and public transit friendly.

What word, quote or description best conveys your mission as a collaborative workspace?

“Humanity has advanced when it has advanced, not because it has been sober,

responsible and cautious, but because it has been playful, rebellious and immature.”
 – Tom Robbins

Aside from a desk, WiFi, conference rooms and all the coffee you can drink, name some cool perks that come with working here.

You never know what’s going to happen on any given day. A rock band might set up a half stack on the stage and start playing, while energy drink sponsors might send scantily clad models to drop off fuel. A startup may spontaneously be created in the middle of a conversation or kids might be running the place for the day teaching you how to program robots to perform complex tasks. The improvisation and unknown is the best amenity. Add a full recording studio, podcast studio, performance stage, hacker space and unlimited Amp energy drinks and it’s just gravy.

Name the most memorable thing, event or project to have happened at Gangplank this year.

More than 300 people showed up to Desert Bloom 2: Beats and Brushes to participate in public murals and listen to fantastic music. Jay Rogers of Local Motors also spoke to a

packed house about his innovative idea for an open source car company. And on one day, four different ASU student capstone projects went on at Gangplank, ranging from business, to architecture, to urban planning.

