



CoreNet Global Making Headlines

Office with a view — of the future

‘A showcase for where the American workplace is headed’

By Douglas Sams, Real Estate Beat Writer

The 30th floor of [Georgia-Pacific](#) Center is the new headquarters of CoreNet Global — and probably the future of the American office.

There are no workers hunched over computers behind the walls of 5-foot cubicles, referred to derisively as “cube farms.” Gone are assigned desks for employees, replaced instead by common work areas.

Also missing from the scene is the typical closed-door meeting, and all the negative associations that go with it — employees speculating about what their bosses are talking about, and worrying it might be them.

Secrecy is more difficult when the doors are made of glass, as they are here and in a growing number of new American offices.

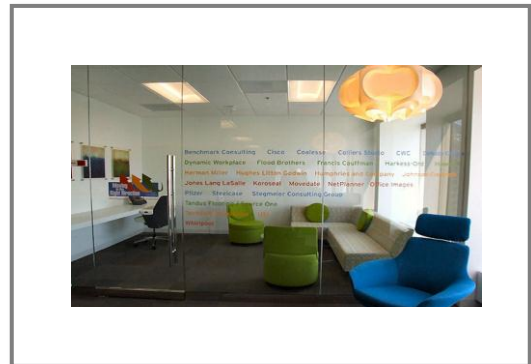
The desired effect of this greater openness — greater communication.

CoreNet Global, a professional association for corporate real estate and workplace professionals, uses its office as a showcase for where the American workplace is headed.

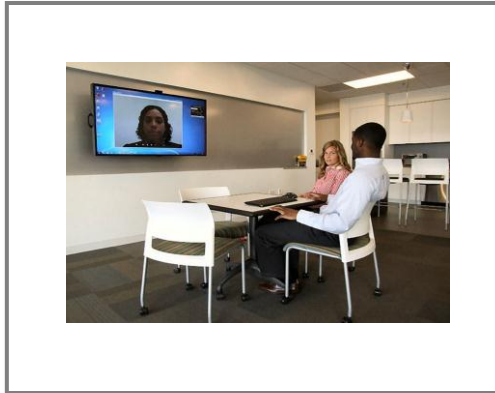
CoreNet leadership extolled many of the virtues of the new office, but until this summer, “We were lagging on our own promises,” said spokesman **Richard Kadzis**.

CoreNet moved in July from 260 Peachtree Street to the 51-story Georgia-Pacific tower overlooking downtown Atlanta. It reduced the size of the office to 9,000 square feet and the amount of space used per employee to 1 per 225 square feet.

CoreNet includes the real estate directors of some of the world’s biggest companies.



And, the new office underscores several trends those companies are seeing, including the convergence of technology and mobility.



The growing use of such devices as smart phones and iPads have allowed workers to trade their desktops for laptops and their cubicles for corner cafés.

They can be productive from almost anywhere — hence the advent of common work space. A catchall phrase for the trend is distributed work, or jobs spread among teams at different locations, at different times.

CoreNet has reduced the operating expenses of its Atlanta office by \$36,000 a year. That reflects the broader trend of consolidations across the Atlanta market, as companies dramatically cut their real estate expenses.

As less space is needed to equip the American office, the pressure will mount on building owners to adapt.

By 2020, as tenants continue to reduce their space, some CoreNet projections put the American and European vacancy rate for commercial real estate at roughly 40 percent.