**NEWS ARTICLE**

Navigating uncertain times through innovative workspace design

**21 September 2023:** In 2023, the workplace landscape has undergone a profound transformation in response to the rise of the hybrid work environment. **Dorethe Swiegers**, Operations Manager at [Trend Group](http://www.trendgroup.co.za), a leading interior design and build specialist, emphasizes that employers now prioritize efficiency, flexibility, and adaptability in their office designs. The modern office has evolved into a dynamic hub for meetings, interactions, and collaborations, necessitating a high degree of flexibility in its layout. However, this flexibility should also be aligned with space optimisation to ensure that companies make the most of their office spaces while prioritising employee well-being.

One of the key criteria in modern office design is functionality. Redundant spaces or underutilised amenities are to be avoided at all costs. The main aim is to craft an office environment that serves as a catalyst for productivity. Dorethe notes that there has been a significant shift among companies in perceiving their workspaces as an extension of their corporate culture. This shift fosters a shared space that complements their unique work style, making employees feel genuinely connected to the company culture.

**Derek Weimer**, Director and Co-Owner of Trend Group, underlines the company's pivotal role in facilitating the integration of new technology required for hybrid work settings. He emphasises the importance of thoughtful design integration across all facets of the workplace, ensuring the highest standards of technology, ergonomics, and end-user comfort to enhance overall staff satisfaction. Derek asserts that Trend Group takes pride in recommending solutions that align with the client's budget and corporate design guidelines, focusing on creating efficient, comfortable, and aesthetically appealing workspaces.

In an era marked by disruptive trends like hybrid work, companies are grappling to define their cultures and values. While remote work has become commonplace, the need for a sense of belonging remains paramount. “Now more than ever, people want to be part of their company culture,” observes Derek.

Interestingly, the trend of downsizing, which was initially spurred by the pandemic-induced rise of hybrid work, has plateaued. Derek believes that companies are reevaluating their cultures and recognising the pivotal role that the office plays in shaping them. On the other end of the spectrum, companies that have thrived post-pandemic are expanding their office spaces. Instead of merely calculating space requirements per employee, the focus is now on creating a workspace that caters to everyone’s needs.

However, downsizing may not be the most cost-effective option for all companies, as it entails additional expenses such as new technology and flexible furniture. Trend Group specialises in managing and optimising this transition, guiding clients through its complexities and budgetary challenges. Derek stresses the importance of conducting a thorough workplace strategy survey to gather empirical data that informs the design process. This step helps identify areas for improvement and enhance what is already working.

The data gathered is then used to create a 3D representation of the design, providing clients with a visual understanding of how their operational requirements and culture are incorporated into the design. To further engage clients, Trend Group invites them to visit The Design Colab at their Johannesburg or Cape Town offices, where a wide range of furniture, fittings, and finishes are showcased for selection and testing.

Dorethe highlights that The Design Colab is the culmination of a 15-year journey during which Trend Group streamlined its business to be as adaptable as possible. Every solution offered is bespoke, providing clients with confidence that their vision will be executed to the finest detail. The interactive process includes change management, guiding clients from concept to fitout, and fostering solid and enduring relationships.

Amidst the backdrop of social and political uncertainty, both locally and globally, and perennial challenges like loadshedding and infrastructure strains, Trend Group offers a reassuring anchor. “We remove the uncertainty from the equation, creating the best possible office environment in an uncertain world,” concludes Derek.

***Ends***

**Notes to the Editor**To download hi-res images for this release, please visit <http://media.ngage.co.za> and click the Trend Group link to view the company’s press office.

**About Trend Group**Trend Group specialises in office interior design and refurbishments in the commercial sectors. We are a comprehensive, solutions-driven company that operates on a turnkey basis. We offer a streamlined approach to design, procurement, and construction delivery, covering all aspects of the project solution. We are a proud Level 1 B-BBEE accredited company.

**Trend Group Contacts**

Cayleigh Zeidler

Marketing Manager

Phone: (010) 596 5956

Email: cayleigh@trendgroup.co.za

Web: [www.trendgroup.co.za](http://www.trendgroup.co.za)

Gavin Dickinson

Business Development Director

Email: info@trendgroup.co.za

Web: www.trendgroup.co.za

Phone: (010) 596 5956

**Media Contact**

Andile Mbethe

Account Executive
NGAGE Public Relations
Phone: (011) 867-7763
Cell: 073 565 6536
Email: andile@ngage.co.za
Web: [www.ngage.co.za](http://www.ngage.co.za/)

Browse the **NGAGE Media Zone** for more client news articles and photographs at <http://media.ngage.co.za>