

URBAN LIVING FESTIVAL 2022

THE COWORKING / MEMBERS CLUB CROSSOVER



Eloise Hanson
Editor, Boutique Hotel News

COWORKING

URBAN LIVING
NEWS



BHIVE launches India's largest coworking space

George Sell | June 17, 2022

India: Shared office space provider BHIVE Workspace has launched the country's largest coworking campus, in Bengaluru.

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Tom Dixon launches coliving and coworking brand

George Sell | May 25, 2022

Sweden: British designer Tom Dixon has launched the first in a series of experimental coliving and coworking spaces, under the brand name Unity.

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NeueHouse to open Miami property

George Sell | June 6, 2022

US: High-end coworking operator NeueHouse is set to open a Miami location.

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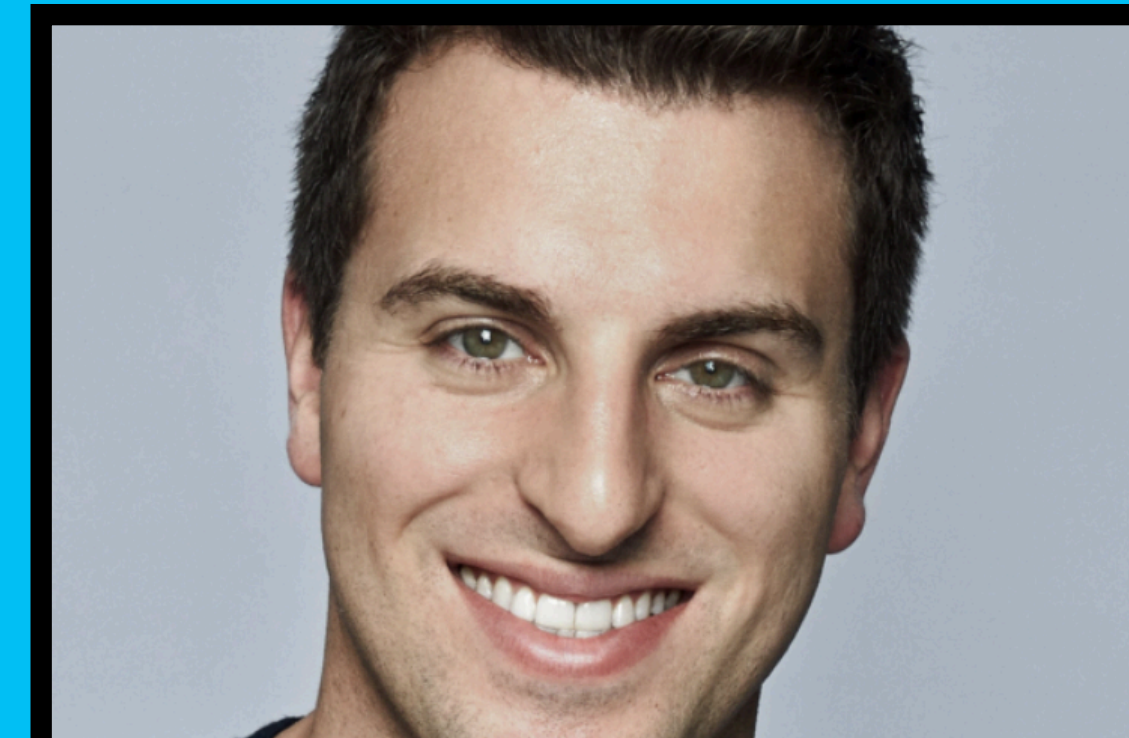


Tesco and IWG partner to offer workspace in supermarkets

George Sell | May 12, 2022

UK: Flexible workspace provider IWG has partnered with retail giant Tesco to convert excess space in Tesco stores in to offices.

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Airbnb boss: the office as we know it is 'over'

George Sell | May 12, 2022

US: Airbnb CEO and co-founder Brian Chesky says full-time office working is an anachronism, and said many hybrid working models aren't effective.

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MEMBERS CLUBS



Salt Hotels announces LA private members club



Plans for flexi-stay London residents' club revealed



Lifestyle hotel The Twenty Two opens in Mayfair

FT Financial Times

London's private clubs dig deep after Covid storm

ES Evening Standard

The Londoner: Scandal-hit women's club The Wing closes

 The Telegraph

Women-only members' club sinks further into the red

SUBSCRIPTIONS

- **THE GLOBAL MARKET VALUE OF THE SUBSCRIPTION ECONOMY WILL GROW TO \$275 BILLION THIS YEAR (JUNIPER RESEARCH)**

1. SERVICE

SUBSCRIBING TO DIGITAL OR
TRADITIONAL SERVICES
AVAILABLE AT PHYSICAL
POINTS

2. PRODUCT

SUBSCRIBING TO
CONSUMABLE PRODUCTS
WITH HOME DELIVERY ON A
REGULAR BASIS OR DURABLE
PRODUCTS ON A RENTAL /
LEASE BASIS

3. E-COMMERCE

GUARANTEED ACCESS TO VALUE-
ADDED SERVICES SUCH AS FREE
DELIVERY OR SPECIAL DISCOUNTS
FOR A FIXED UPFRONT FEE

“I JUST FEEL THAT AT SOME POINT, PEOPLE ARE OVERDOSING ON DIGITAL CONTENT AND COMMUNICATION. TO ME, I FEEL LIKE IT’S TOO MUCH - CONTENT IS BEING CREATED FOR THE SAKE OF CREATING CONTENT, NOT BECAUSE IT’S EXACTLY WHAT PEOPLE WANT.

“THERE’S A LEVEL THAT CAN BE CROSSED THAT’S INAUTHENTIC... EVEN IF PEOPLE HAVE A LOYALTY TO SOMETHING, THEY’RE QUICK TO BECOME DISLOYAL IF THEY LIKE SOMETHING ELSE. WITH YOUNGER GENERATIONS I THINK THERE’S LESS LOYALTY TO A BRAND.”

GUY IVESHA, MORTIMER HOUSE



“I JUST THOUGHT THAT [COWORKING] HAD NO DIFFERENTIATION; EVERYBODY WAS JUST SELLING SPACE. WE STARTED THE BUSINESS TO BE A TOOLBOX FOR EARLY AND GROWTH-STAGE COMPANIES TO BE SUCCESSFUL... WE’RE A LOT STICKIER THAN SOME OF OUR PEERS.”

JOHN WALLACE, WORKBOX



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IS THE RISE OF
COWORKING PLATFORMS
INFLUENCING THE FATE OF
MEMBERS CLUBS?