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# 10<sup>th</sup> Smart Workplaces Summit

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9-10 October 2025

Hotel Eurostars | Berlin, Germany

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# 10th Smart Workplaces Summit

9-10 October 2025

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**Register Now & Save €300**

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**Florent Duperrin**  
Associate Director – Interior  
Design Practice Area Leader  
AtkinsRealis



**Sonya Simmonds**  
Global Workplace Design  
and Solutions Lead  
ByteDance



## SPEAKER LINE-UP



**Frédéric Ciuntu**  
Real Estate Director  
L'Oréal



**Niall Starling**  
Global Office Design and  
Construction Manager  
Wolt



**Andreea Frum**  
Developed Markets Cluster  
& Hospitality Program Lead,  
Global Workplace Experience  
Pfizer



**Peter Baumann**  
COO Global Real  
Estate & Facilities  
SAP



**Alexander Danisch**  
Workplace and  
Property Director  
Ubisoft



**Silvia Fraser**  
Director of Workplace  
Strategy and  
Transformation  
Metrolinx



**Gavin Shorten**  
Vice President,  
Workplace Experience  
Mastercard



**Jason Oak**  
Director Workplace Design  
Global Engineering  
and Real Estate  
AstraZeneca



**Nicolaas Waaning**  
Global Head of Corporate  
Real Estate Management  
ING



**Nathan Dorney**  
Technology, Digital Core,  
Head of Site Technology Platforms  
and Workplace Transformation  
bp





# 10th Smart Workplaces Summit

9-10 October 2025

Hotel Eurostars | Berlin, Germany



**Register Now & Save €300**

We are pleased to announce the launch of the **10th Smart Workplaces Summit**, which will take place on the **9th-10th of October 2025 in Berlin, Germany**. Following the success of its nine previous editions, this event will delve into the future of workplace innovation, highlighting the latest in intelligent work technologies, immersive virtual experiences, smart retrofitting solutions, and the evolving role of AI in enhancing workplace productivity and collaboration. This edition will also focus on emerging trends in corporate design, the transformation of offices into sustainability hubs, and strategies for enhancing resource efficiency and workplace resilience. Through expert-led discussions, the summit will offer actionable insights on how to modernize operations to stay ahead in a rapidly changing business environment. Join industry leaders and experts for two days packed with networking opportunities, practical case studies, and hands-on workshops, and shape the next generation of smart workplaces.

## Key Practical Learning Points

- Accelerating the Evolution of Workspaces with Intelligent and Adaptive Technologies
- Restructuring Work Dynamics and Environments to Align with the Digital Age
- Exploring Practical Examples of Cost-Effective Smart Office Modernization
- Leveraging AI to Automate Workplace Operations and Improve Efficiency
- Building a Cyber-Resilient Workplace to Safeguard Operations
- Designing Next-Generation Offices with Metaverse 2.0 Technologies
- Upgrading Existing Offices for the Future Without Demolition
- Achieving Net-Zero Emissions by Integrating the Latest Design Practices
- Balancing Automation and Human Empowerment in the Modern Workspace
- Reducing Energy Consumption in the Office through Smart Solutions
- Finding Innovative Design Solutions for Intelligent and Fluid Workspaces

## Take A Look At Our Previous Edition



## Previous Attendees Include



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This agenda is not for public distribution

## Venue

**Hotel Eurostars Berlin**



## Gold Sponsor



## Who Should Attend

This summit is a must-attend event for senior-level professionals dealing with:

- Workplace Strategy & Planning
- Digital Workplace
- Workplace Technology Integration
- Workplace & Employee Experience
- Real Estate
- Smart Building Solutions
- Workplace Safety
- Workplace Resilience & Agility
- Inclusive Workplace Design
- Change Implementation
- Corporate Space Planning
- Workplace/Architectural Design
- Facility Management
- Business Transformation
- Digital Transformation
- Sustainability in the Workplace
- AI-Driven Workplace Innovation
- & Others

08:30 Check-In and Welcome Coffee 

09:00 Opening Address from the Chair

09:10 “Breaking the Ice” Speed Networking Session

Meet your colleagues, exchange business cards and have a maximum number of 1-on-1 talks in a short amount of time! Our Speed Networking session will help you to form those initial relationships early, find out who is facing the same challenges as you and get a nice preview of what a longer conversation could bring!

## BEYOND DIGITAL: THE NEXT ERA OF INTELLIGENT WORKPLACES

09:50 SPONSORSHIP SLOT



Case Study Presented by LumApps

Speaker TBC  
LumApps



10:30 Case Study: 

### House of Games Berlin: Practical Application of Current Workplace and Real Estate Trends

We'll take you inside House of Games Berlin, a forward-thinking workplace concept that brings today's real estate and workplace trends to life. From flexible space design and experiential environments to tech-enabled functionality and sustainability integration, this case study demonstrates how to translate global trends into tangible, business-aligned spaces. You'll gain practical insights into the planning, design, and execution processes, stakeholder collaboration, and how to create environments that boost engagement, innovation, and talent retention—all while keeping long-term scalability in mind.

Alexander Danisch

Workplace and Property Director  
Ubisoft



11:10 Morning Coffee and Networking Break 

11:40 Case Study: 

### Tech-Enabled Experience: Designing Workplaces That Think, Adapt, and Respond

Drawing on real-world insights from Mastercard's flagship Tech Hub in Dublin, we'll examine how technology can transform the workplace into a dynamic engine for collaboration, focus, and inclusion. Beyond convenience, these tools hold the potential to strengthen culture, improve decision-making, and foster environments where people and innovation thrive together. Attendees will leave with a practical understanding of what it takes to build workplaces that don't just house work—but actively enhance it.

Gavin Shorten

Vice President, Workplace Experience  
Mastercard



12:20 Case Study: 

### High-Tech, High-Impact: What Modern Workplaces Mean

We'll examine how smart tools influence productivity, engagement, trust, and well-being, and what leaders must do to ensure that technological advancement leads to meaningful human impact. Whether you're navigating hybrid models, scaling digital systems, or preparing for AI-integrated roles, this session will help you understand the evolving relationship between people and technology — and how to shape a future-ready workplace without losing the human core.

Jason Oak

Director Workplace Design  
Global Engineering and Real Estate  
AstraZeneca



13:00 Business Lunch 

## DESIGNING FOR RESILIENCE: ADAPTABLE WORKPLACE SOLUTIONS

14:00 FIRESIDE CHAT 

### Designing Together: How Co-Creation Is Shaping the Future of Smart Workplaces

This fireside chat will explore how companies are involving employees, designers, and technology leaders in the co-creation of workspaces that foster productivity, well-being, and innovation. We'll discuss real-world examples of collaborative design processes, the role of data and feedback in shaping decisions, and how co-creation leads to greater engagement and smarter use of space. Join us for an insightful conversation on building workplaces with people, not just for them.

Sonya Simmonds

Global Workplace Design and Solutions Lead  
ByteDance



14:40 Case Study: 

### Agility in Meeting Workplace Needs - Connecting the Home and Office

As a leading local commerce platform, Wolt has a mission to create technology that brings joy, simplicity and earnings to neighbourhoods worldwide. To support our ambitions, we believe our workplaces are talent magnets, where engagement in the workplace is preferred to mandates. With employees empowered to work from the office, from home or occasionally elsewhere, the workplace becomes one of several places to communicate, collaborate, or focus. In challenging what is the office, workplace design is pushed beyond gimmicks aimed at drawing people back, toward more thoughtful, purposeful spaces. By rethinking capacity models, Wolt embraces flexible, performance-driven solutions that bridge home and office, and offer solutions for an adaptive environment to suit individual and team needs.

Niall Starling

Global Office Design and Construction Manager  
Wolt



15:20 Afternoon Tea and Networking Break 

15:40 Case Study: 

### Beyond Square Meters: Reinventing the Workspace as a Destination

- Workspaces have outlived the post-COVID return-to-office narrative. What's next?
- Why "experience" and "destination" are more than buzzwords – and how to measure their impact.
- Lessons from global implementations: how to plan and operate flexible, meaningful spaces.
- A forward-looking view: blending physical, digital, and emotional layers of the workplace.

Peter Baumann

COO Global Real Estate & Facilities  
SAP



16:20 PANEL DISCUSSION 

### Beyond AI Hype: Balancing Automation & Human Empowerment

This panel brings together cross-industry leaders to explore the real-world impact of AI adoption—beyond the buzzwords. We'll discuss where automation delivers the most value, how to avoid over-automation pitfalls, and what it takes to design systems that augment rather than replace human potential. Topics include responsible AI deployment, workforce reskilling, digital ethics, and maintaining trust in AI-powered environments. Join us for a balanced, thought-provoking conversation on building workplaces where technology enhances, not overshadows, people.

17:00 Chair's Closing Remarks and End of Day One

18:00 Networking Dinner 

08:30 Check-In and Welcome Coffee 

09:00 Day Two Opening Remarks from the Chair

## THE FUTURE OF EFFECTIVE AND SUSTAINABLE OFFICE DESIGN

09:10 AVAILABLE SPONSORSHIP SLOT



### Eco-Intelligence: How AI Is Revolutionizing Sustainable Office Strategy

From smart energy management and real-time occupancy analytics to predictive maintenance and carbon footprint tracking, AI is enabling facility and real estate teams to make faster, greener decisions at scale. Discover how AI-powered solutions are helping businesses reduce environmental impact, cut operational costs, and create workplaces that are not only efficient—but regenerative by design. Join us to learn how leading innovators are applying eco-intelligence to build the sustainable office of tomorrow.

09:50 Case Study: 

### Greener by Design: How L'Oréal's Paris Office Champions Workplace Sustainability

Discover how L'Oréal's Paris campus exemplifies low-impact design, energy efficiency, and employee wellbeing, while aligning with the company's global environmental goals. From green building certifications and smart systems to material selection and long-term resilience planning, this case study explores what it truly means to design a workplace that reflects both brand values and environmental responsibility.

Attendees will gain practical insights into how to embed sustainability across the real estate lifecycle—delivering spaces that are not only efficient and responsible, but built to inspire.

**Frédéric Ciuntu**

Real Estate Director  
L'Oréal



10:30 Morning Coffee and Networking Break 

11:00 Case Study: 

### Achieving Net-Zero Emissions: Reducing Carbon Footprints in Office Spaces

Reaching net-zero emissions in office operations requires a careful balance of environmental goals, energy performance, and cost efficiency. Real estate and workplace teams are rethinking how offices are designed, powered, and maintained to reduce carbon output without compromising functionality. Key strategies include integrating smart energy systems, leveraging renewable sources, and optimizing building operations to cut energy use and expenses. With the right data, technologies, and cross-functional alignment, office environments can become powerful drivers of both sustainability and long-term cost savings.

**Nicolaas Waaning**

Global Head of Corporate  
Real Estate Management  
ING



11:40 Case Study: 

### Governance as the Cornerstone: Enabling Effective and Sustainable Workplace Strategies

This keynote presentation will explore why robust governance is essential for the successful development and implementation of modern workplace strategies—and how its absence can derail even the most visionary plans. Attendees will gain insights into:

- Designing governance models that bridge corporate real estate, IT, HR, and operations
- Embedding accountability, transparency, and adaptability into workplace transformation programs
- Using governance to support complex decision-making in a hybrid and decentralized environment
- Accelerating results through strategic alignment, policy integration, and stakeholder buy-in

**Silvia Fraser**

Director of Workplace Strategy  
and Transformation  
Metrolinx



12:20 WORKSHOP 

### Operational Efficiency Meets UX: Building Workspaces that Work

This hands-on workshop explores how to align operational performance with employee experience to create smarter, more responsive workplaces. Through practical exercises and real-world examples, participants will:

- Identify key pain points in workspace usability
- Map employee journeys to operational needs
- Discover simple, scalable solutions that improve both efficiency and satisfaction

Leave with actionable tools to optimize your workspace—where function and experience go hand in hand.

13:00 Business Lunch 

14:00 Case Study: 

### Harnessing the Power of Flexible & Multi-Functional Designs Integrating a Human Centred Approach

- Dynamic Zones: Create adaptable areas that can easily transform from collaborative spaces to quiet zones, ensuring flexibility and comfort
- Tech-Infused Furniture: Integrate smart furniture with last technology on the market
- Nature-Inspired Designs: Incorporate biophilic. A workspace that connects with nature can significantly improve employee satisfaction and health
- Interactive Workstations: This human-centered approach ensures that every team member has the tools they need to succeed

**Andreea Frum**

Developed Markets Cluster & Hospitality  
Program Lead, Global Workplace Experience  
Pfizer



14:40 Case Study: 

### From Static Offices to Smart Workspaces: Engineering the Future of Work \*

Workspaces are evolving from fixed locations into dynamic ecosystems shaped by technology and data. Forward-thinking companies are redesigning physical environments to be intelligent, connected, and responsive. With advancements in AI, IoT, and workplace platforms, offices can now adapt in real time to support how, when, and where people work. The focus is shifting toward flexibility, user-centric design, and systems that enhance collaboration and performance. By aligning workplace transformation with digital core strategies, organizations can unlock both operational efficiency and a superior employee experience.

**Nathan Dorney**

Technology, Digital Core, Head of Site Technology  
Platforms and Workplace Transformation  
bp



15:20 Chair's Closing Remarks and End of Summit

\*TBC

### Sponsorship, Exhibition & Speaking Opportunities

Partnering with Luxatia International means more than making the right contacts – it means being an insider, connected to the right people with the right level of influence, and being allied with a globally respected organization and leader within your industry.

To learn more about the benefits of sponsorship, exhibition and speaking opportunities and how to become more involved, please contact us [info@luxatiaiinternational.com](mailto:info@luxatiaiinternational.com)



# Spotlight On Our Speakers

10th Smart Workplaces Summit | 9-10 October 2025 | Berlin, Germany



**Florent Duperrin**  
Associate Director  
– Interior Design Practice Area Leader  
**AtkinsRealis**

Florent is AtkinsRealis National Interior Design Lead for the UK. He believes good design is about improving people's lives and developing solutions for clients and users. Florent is committed to creating a better environment by design through connecting communities, reinforcing innovation, and promoting wellness. He believes the world is changing fast, and the future holds the potential to create inspiring and creative design that changes mindsets. We can create spaces and settings that inspire, motivate, and educate people. By understanding our client's past achievements and their future needs and aspirations, we can spread awareness through our work. By using inclusive design concepts, sustainable materials, and innovative ideas we can contribute to a movement of change. Florent thinks a good designer can view the world through other people's lenses and shape their environment to suit their needs.



**Andreea Frum**  
Developed Markets Cluster & Hospitality  
Program Lead, Global Workplace Experience  
**Pfizer**

Hi, I'm Andreea Frum, a detail-oriented and teamwork-driven business leader based in Switzerland. I currently serve as the Workplace Experience Cluster Lead for Developed Markets at Pfizer. With a strong educational background in Hospitality Management, I bring a unique blend of skills in Business Planning, CRM, Leadership, and Negotiation to my role. I'm passionate about enhancing customer and employee experiences, driving continual performance, and maintaining high-quality standards across a diverse portfolio. Outside of work, I love exploring the beautiful landscapes of Switzerland, skiing and connecting with people from diverse backgrounds. I'm dedicated to fostering teamwork and excellence, and I'm committed to achieving exceptional results and create a better workplace world!



**Sonya Simmonds**  
Global Workplace Design and Solutions Lead  
**ByteDance**

Sonya Simmonds is a Workplace Strategist and Interior Architect with over 20 years of international experience reimagining and optimizing global workplace portfolios for multinational organizations. Her expertise lies in aligning workplace strategy with company culture and brand—translating vision into physical space to drive innovation, well-being, and sustainable transformation.

Sonya specializes in co-creating and implementing flexible, future-forward environments that support diverse ways of working. A recognized thought leader in the field, she regularly speaks at industry events and has been featured in numerous articles and publications focused on strategic workplace design, distributed work, and the evolving nature of the workplace.

Earlier in her career, Sonya worked with architectural firms in London and Stockholm, delivering complex office design projects for international clients including Schroders, Bloomberg, Discovery Channel, and DICE EA Games. Her work has consistently bridged creative vision with technical execution, collaborating closely with multidisciplinary teams across global contexts.



**Alexander Danisch**  
Workplace and Property Director  
**Ubisoft**

Alexander is the Director for Infrastructure and Workplace Design, responsible for overseeing these areas across Ubisoft's German locations. His mission is to create a memorable studio and work experience, address the infrastructure needs of development teams, and optimize spaces through automation, flexibility, and a strong service orientation.



**Silvia Fraser**  
Director of Workplace  
Strategy and Transformation  
**Metrolinx**

Silvia Fraser is an award-winning public sector leader with over two decades of experience driving transformation across municipal and provincial government. Currently serving as the Director of Workplace Strategy & Transformation at Metrolinx, Silvia leads enterprise-wide modernization efforts that align people, place, and purpose and enhance organizational performance.

Silvia's unique journey began in front-line municipal security and evolved through key leadership roles in social development, corporate real estate management, and strategic transformation. She is widely recognized for her ability to lead complex, people-centered change while championing equity, diversity, and inclusion.

A passionate advocate for women in leadership, Silvia co-led the Toronto Public Service Women's Network and served on its Advisory Board. She also hosts the Leadership Trademarked podcast, amplifying voices that inspire positive change across sectors.

Silvia's leadership is defined by her resilience, authenticity, and unshakable belief in the power of purpose-driven work.



**Nicolaas Waaning**  
Global Head of Corporate Real Estate Management  
**ING**

20+ years of management consulting and real estate experience. Head of Global Corporate Real Estate Management with ING. Previously at JP Morgan Chase, MetLife, Buck Consultants International and Dynamis. Experience across a wide range of industries and functions on all continents. Masters degree in International Economics from Utrecht University and MBA-degree from Nyenrode Business University. Entrepreneurial leader and team builder, excellent communicator, with strong research & consultancy skills.



**Peter Baumann**  
COO Global Real Estate & Facilities  
**SAP**

Peter Baumann is the COO Global Real Estate & Facilities at a leading global software company. With over 24 years of international experience across real estate, workplace strategy, and sustainability, he leads complex transformation programs that shape the future of workspaces. Trained as a stonemason and holding a Master of Corporate Real Estate, Peter combines craftsmanship, pragmatism, and strategic foresight. His passion lies in creating environments that enable people and performance – locally grounded, globally scalable.



**Niall Starling**  
Global Office Design and Construction Manager  
**Wolt**

Niall is a British/New Zealand architect based in Berlin. His 25 years of international experience includes designing offices and public spaces, spanning large-scale public developments involving transportation, commercial, and urban regeneration initiatives. His passion is for user-centric designed commercial developments, helping global companies achieve the best spaces for workplace productivity. Previously at Zalando SE (online fashion retailer), he played a key role in shaping their Berlin campus, deepening his passion for designing workplaces that reflect culture and support people. At Wolt (e-commerce tech company), he drives the design and construction of new office spaces across 30+ markets, with focus on translating their unique culture into the workspace. By achieving the best office spaces for employees, Wolt's aspirations and culture is showcased through design.

# Registration Form

10th Smart Workplaces Summit | 9-10 October 2025 | Berlin, Germany

## ☐ Delegate Pass

- 2-Days Summit + Workshop
- Interactive Focus Sessions
- Discussions with Industry Experts and Peers
- Complimentary Networking Dinner
- Post-Conference Documentation Package
- Delegate List

~~1595 euro~~

**1295 euro**

For registration completed  
by **July 18th**

Promo Code

**SMART300**

## ☐ Group Pass

- 2-Days Summit + Workshop
- Interactive Focus Sessions
- Discussions with Industry Experts and Peers
- Complimentary Networking Dinner
- Post-Conference Documentation Package
- Delegate List

~~1595 euro~~

**1195 euro**

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by **July 18th**

Promo Code

**SMART400**

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- Interactive Focus Sessions
- Discussions with Industry Experts and Peers
- Virtual Networking Opportunities
- Access to the Entire Event from the Comfort of your Home
- Possibility to Share Branded Materials with the Audience
- Post-Conference Documentation Package
- Delegate List

**699 euro**

## ☐ Branding Package

- 1 Delegate Pass
- 2-Day Access to all Summit Sessions
- Branded roll up display
- Discussions with Industry Experts and Peers
- Complimentary Networking Dinner
- Post-Conference Documentation Package
- Delegate List

Limited availability

**3499 euro**

## DELEGATES

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