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10th Smart Workplaces Summit

9-10 October 2025

Hotel Eurostars | Berlin, Germany

www.luxatiainternational.com

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Register Now & Save €300

CHAIRMAN



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



Luis Morejon
Head of Global
Workplace Operations
Uber



Tony Löf
Director, Head of Workplace
Experience & Support
Spotify



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



Thierry Tournassat
Property Director
Vodafone



Carlos Valera
Director, Global Real
Estate & Workplace
Indeed.com



Patrick Groth
Regional Director Facilities EMEA
Smith & Nephew



10th Smart Workplaces Summit

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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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Venue

Hotel Eurostars Berlin




Friedrichstraße 99, 10117 Berlin, Germany
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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

BEYOND DIGITAL: THE NEXT ERA OF INTELLIGENT WORKPLACES

09:50 SPONSORSHIP SLOT



The Next Generation of AI Assistants & Digital Coworkers

As AI rapidly evolves, the workplace is moving beyond simple chatbots to intelligent digital coworkers that support decision-making, automate complex workflows, and enhance productivity across functions. This session explores the next generation of AI assistants—systems that not only respond, but proactively collaborate with teams, learn from context, and integrate seamlessly into enterprise platforms. From scheduling and task management to project execution and knowledge retrieval, discover how these AI-driven tools are reshaping the employee experience, driving efficiency, and unlocking new levels of innovation. Join us to explore use cases, risks, and the strategic implications of AI-powered workplace transformation.

10:30 Case Study:

Building the Next-Gen Headquarters: Smart, Modular & Made for Humans

As the role of the office continues to evolve, the modern headquarters must become more than a place to work—it must be a dynamic environment that empowers people, adapts to change, and reflects company culture. This session explores the transformation of Uber's San Francisco HQ into a next-generation workplace that blends smart technology, modular design, and human-centered thinking. Learn how Uber redefined its space to support flexibility, innovation, and post-pandemic expectations—while aligning real estate strategy with business agility, sustainability, and employee experience. A must-attend for leaders reimagining the purpose of their HQ.

Luis Morejon

Head of Global Workplace Operations
Uber



11:00 Morning Coffee and Networking Break

11:30 Case Study:

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

In this session, 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



12:00 Case Study:

The Metaverse Office 2.0: Redefining Collaboration, Productivity, and Workplace Innovation

As the lines between physical and virtual workspaces blur, Vodafone is redefining collaboration through the Metaverse Office 2.0. This session will explore how technologies like AR/VR are integrated into smart workplace design, using Vodafone's new #FUTUREFLOOR in Düsseldorf as a real-world example. Discover how immersive, co-creative spaces are driving innovation, productivity, and a new reason to connect on campus.

Thierry Tournassat

Property Director
Vodafone



12:30 Case Study:

Adaptive by Design: How Smart Technologies Are Powering the Hybrid Office

At Indeed.com, the hybrid work model is more than a policy—it's a design principle. The story behind the company's ambitious office redesign, where movable walls, motion-activated sensors, and QR-enabled workstations come together to create a space that's flexible, intuitive, and human-centered. From rethinking space utilization to integrating real-time data for smarter workplace decisions, this talk highlights how technology is enabling agility, sustainability, and personalization in the post-pandemic office. Attendees will gain insights into how Indeed is aligning physical environments with the evolving needs of a dynamic workforce—and what it takes to build an office that adapts as quickly as the people who use it.

Carlos Valera

Director, Global Real Estate & Workplace
Indeed.com



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

14:30 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



15:00 Afternoon Tea and Networking Break

15:20 Case Study:

Beyond the Desk: Intelligent, Fluid Workspaces Designed for the Future *

At Spotify's global headquarters in Stockholm, the workplace is more than a space—it's a living ecosystem built around flexibility, culture, and experience. Explore how Spotify integrates intelligent design, digital tools, and service-led support to create adaptive, human-centric spaces that foster creativity, belonging, and connection. From modular layouts to seamless hybrid collaboration, this session offers actionable insights into how workplace teams can lead the shift toward more fluid, responsive environments that evolve with people—not just processes.

Tony Löf

Director, Head of Workplace Experience & Support 
Spotify

15:50 Case Study:

Designing for Agility: How to Future-Proof Workplace Projects in a Rapidly Changing World

As organizations face constant shifts in work patterns, business models, and employee expectations, the ability to design agile, future-ready workplaces has become a strategic imperative. This session explores how architecture, design management, and workplace strategy can be integrated to create spaces that are not only aesthetically appealing, but also highly adaptive and resilient.

Niall Starling

Global Office Design and Construction Manager
Wolt



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

*TBC

08:30 Check-In and Welcome Coffee 

09:00 Day Two Opening Remarks from the Chair

CUTTING-EDGE PRACTICES FOR ECO-FRIENDLY WORKPLACES

09:10 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

L'ORÉAL

10:30 Morning Coffee and Networking Break 

11:00 Case Study: 

Real Estate's Role in Net Zero: ESG Execution in Global Operations

This session flips the script on how we view corporate real estate, showing how physical spaces can become active drivers of environmental and social progress. From boardroom ambition to boots-on-the-ground execution, we'll explore what it takes to make ESG real—where sustainability isn't a checkbox, but a design principle, an operational standard, and a cultural driver.

- Turning building performance data into climate intelligence
- Embedding ESG into design guidelines, supplier strategies, and fit-out decisions
- Building internal ESG task forces that unite sustainability, real estate, finance, and operations
- Scaling environmental and social impact across diverse regions, without losing sight of local nuance

Peter Baumann
COO Global Real Estate & Facilities
SAP



11:40 Case Study: 

Revitalizing Offices for a Sustainable Future: The Power of Adaptive Reuse and Cost-Effective Upgrades *

As organizations strive to meet sustainability goals while managing real estate costs, adaptive reuse and targeted upgrades have emerged as powerful strategies for transforming outdated offices into future-ready spaces. This session explores how companies can revitalize existing buildings through smart, cost-effective interventions that extend asset life, reduce environmental impact, and enhance workplace functionality. From repurposing underused areas to integrating energy-efficient systems and flexible layouts, the speaker will share practical insights and case examples that demonstrate how sustainability and cost-efficiency can go hand in hand. Discover how to unlock hidden value in your real estate portfolio—without starting from scratch.

Patrick Groth
Regional Director Facilities EMEA
Smith & Nephew



THE FUTURE OF OFFICE DESIGN & OPERATIONS

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: 

Workplace Super Apps: Integrating Multiple Tools into a Single Digital Experience

As workplace tech stacks grow more complex, super apps are emerging as a game-changing solution—bringing communication, booking, support, and collaboration tools into one seamless platform. This session explores how integrated digital ecosystems enhance employee experience, streamline operations, and boost workplace engagement. Learn how leading organizations are simplifying the digital journey with one app to rule them all.

Speaker TBC

14:40 Case Study: 

Operational Excellence Meets Employee Experience *

In today's fast-paced and hybrid work environments, the role of workplace experience has evolved beyond facilities management to become a key driver of productivity, culture, and employee satisfaction. In this session, Bolt's Workplace Experience Manager shares how operational excellence and logistics expertise are leveraged to create seamless, people-centric workplaces across regions like Malta and Cyprus. From managing cross-site office operations to enhancing daily employee touchpoints, this talk explores practical strategies for aligning backend efficiency with front-end experience—turning everyday operations into a competitive advantage.

Lara Micallef
Workplace Experience Manager Level 2
Bolt



15:20 Chair's Closing Remarks and End of Day One

*TBC

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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.

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Registration Form

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

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

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by **May 23rd**

Promo Code

SMART300

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- Interactive Focus Sessions
- Discussions with Industry Experts and Peers
- Complimentary Networking Dinner
- Post-Conference Documentation Package
- Delegate List

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- Interactive Focus Sessions
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- Virtual Networking Opportunities
- Access to the Entire Event from the Comfort of your Home
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Position:

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