



BEYOND•SPACE

FLEX OFFICE MARKET - ROMANIA

Q4/2025

A NEW LENS ON THE FUTURE OF WORK

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WHY THIS STUDY

What if the way we design, value, and use office space was about to change again?

This study is not just a collection of numbers. It's an invitation to explore a new perspective on how we work, meet, and create.

Beyond Space introduces the first in-depth mapping of Romania's flexible office market - a landscape where coworking is no longer a trend, but a transformation.

From global insights to local case studies, from design principles to business models, the following pages reveal how flexibility, community, and hospitality are reshaping real estate.

It's a story for everyone who builds or uses space: companies searching for agility, developers designing the next landmark, investors looking for resilient value, and the freelancers and startups driving this new economy.

The future of work has already begun, and this study shows where it's heading.

WHO WE ARE

Beyond Space is more than a consultancy - it's a mindset.

We stand at the intersection of real estate, design, and technology, helping companies, developers, and investors turn buildings into living ecosystems of work, hospitality, and innovation.

Our work spans from concept to operation: business strategy, design planning, project delivery, and activation.

We build environments that perform financially and resonate emotionally - where productivity meets belonging.



“We wanted to build a framework that helps companies, developers, and investors understand not only how much flex exists, but what kind of experience it delivers. This study is more than data - it is a new language for the workplace.”

Tudor Popp, Founder of Beyond Space

GLOBAL PERSPECTIVE

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Since its inception, the coworking market has evolved from niche creative hubs into a mainstream real estate segment, offering flexible, service-rich spaces for companies of all sizes.

40,000+ coworking spaces exist worldwide. Europe has ca. 6.000 coworking spaces, with a current annual growth rate of 4-5%. The global coworking market was valued at \$22 billion in 2024 and is expected to grow to \$82 billion by 2034, with a 14% annual growth rate.

The European coworking industry in 2024–2025 is characterized by resilience and evolution. Leading analysts from firms like CBRE, JLL, and Cushman & Wakefield all concur that hybrid work and the push for flexibility are permanently altering office markets.

Coworking and flex spaces have moved from an exotic alternative to a mainstream component of workplace strategy, used by freelancers and Fortune 500 companies alike.

The latest data show a market in expansion: more spaces opening, a slow but steady increase in flex's share of total office stock, and financial performance improving for top operators with many independent spaces in Europe still operating at low margins.

It's estimated that Millennials account for over 60% of all members, reflecting their strong generational preference for flexible work environments.

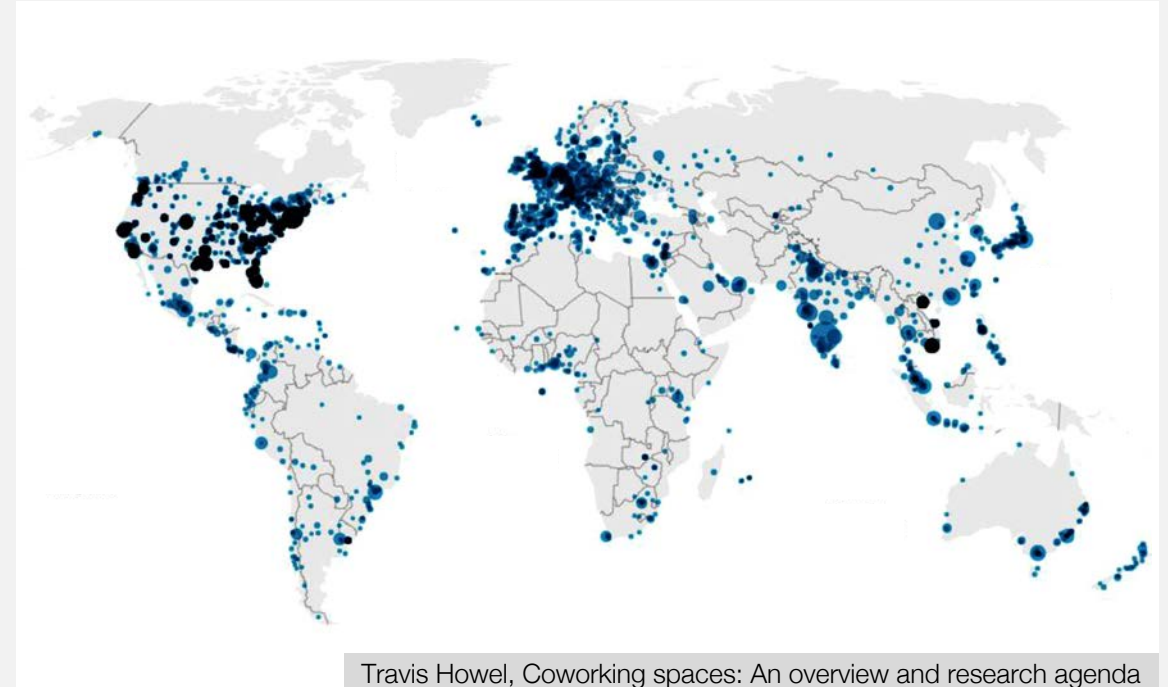
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<https://blog.cobot.me/20-years-of-coworking-growth-trends-and-the-future/>

<https://archieapp.co/blog/coworking-statistics/>



Monday, Barcelona



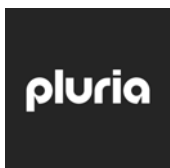
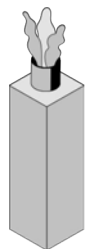
Work Better, Sofia

WHO IS COWORKING FOR?

FREELANCERS / INDIVIDUALS

For the independent professional, coworking provides structure without rigidity, community without bureaucracy, and visibility without the overhead.

It's the place where your laptop meets others' ideas; where you're not alone in a home office but also unbound by a long lease.



A special mention: Pluria's model - a networked subscription platform giving companies access to coworking, cafés and meeting rooms across Romania and beyond - is a compelling example of how the concept is being elevated for hybrid enterprise.

Pluria brilliantly transforms coworking into a corporate-grade, distributed HQ model – elegant, scalable and built for a flexible workforce.



START-UPS

For start-ups, coworking is both launchpad and laboratory.

Flexible terms, shared energy, and proximity to other founders turn ideas into businesses.

Many spaces now host **accelerators, mentoring programs, and investor meet-ups**, making the community itself part of the growth model.

CORPORATIONS

For established companies, coworking has become a **strategic extension of their real-estate strategy**.

In Romania, it works especially well for **large corporations with smaller local teams (up to 100 people)** or for **regional offices integrated instead of or beside traditional leased space**.

Through **white-labeled coworking**, companies can operate their own branded environment — fully managed, serviced, and community-driven — sometimes **replacing their headquarters**.



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THE ARGUMENT FOR FLEX **RATIONAL**

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PLUG & PLAY

All-inclusive setups mean members can move in immediately - desks, internet, meeting rooms, and services are ready from day one. This eliminates delays and accelerates productivity, especially valuable in fast-paced or uncertain markets.

FLEXIBILITY

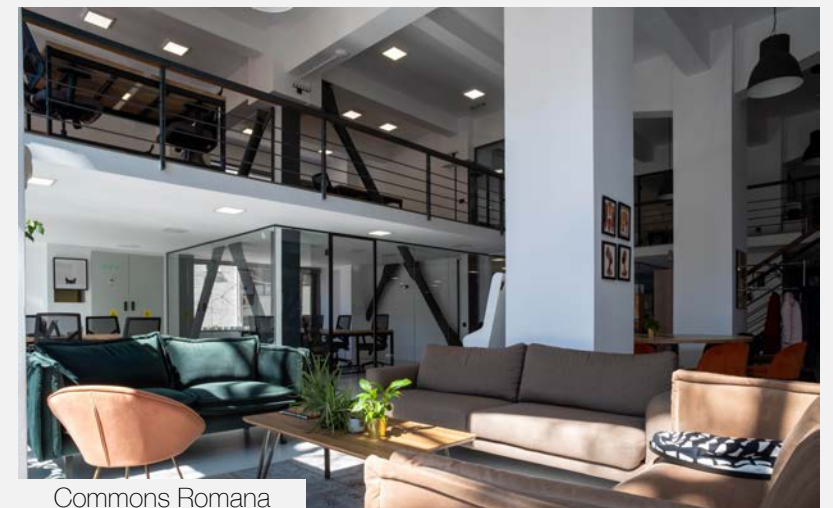
Flex offices offer adaptable lease durations - from 1 to 12 months - allowing companies to align workspace strategy with operational needs, seasonal fluctuations, or project-based growth. You are no longer locked into rigid 5 to 7 years commitments.

ROOM TO GROW

Whether you are a startup growing from 2 to 20, or a large company piloting a new market, flex models support expansion without relocation or renegotiation. Workspaces scale with your needs, so you only pay for what you use.

NO CAPEX

No financing, no upfront costs, no admin hassle – Furniture, fit-out, internet, cleaning, and utilities are included. No need to manage suppliers or contracts—just move in and start working.



THE ARGUMENT FOR FLEX **EMOTIONAL**

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COMMUNITY & BELONGING

Flex spaces create vibrant communities, connecting like-minded professionals and fostering meaningful relationships. These interactions go beyond networking, forming genuine bonds and a sense of belonging that enriches the workplace experience.

SOCIAL INTERACTION

Designed to encourage interaction, flex offices facilitate spontaneous conversations, collaboration, and creativity. Shared spaces, lounges, and cafés make social encounters natural, enhancing motivation and reducing isolation.



WELLBEING

Thoughtfully designed environments prioritize employee wellbeing, integrating elements like natural lighting, greenery, ergonomic furniture, and quiet zones. This holistic approach reduces stress, boosts morale, and supports a healthy work-life balance.

ENGAGING EVENTS

Regularly curated events—workshops, talks, wellness activities, and social gatherings—bring energy and inspiration to the workspace. These activities build a dynamic culture, keeping members engaged, inspired, and satisfied.

KEY INSIGHTS

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CO-WORKING vs. COWORKING

When shared workspaces first appeared, people wrote co-working - simply “working together.”

But in 2005, Brad Neuberg's San Francisco experiment defined something new: a global culture of independence and community. He called it **coworking** - one word.

Today, the difference is more than grammar.

- Co-working means people cooperating.
- Coworking means a **worldwide industry** built on flexibility, community, and hospitality.

For any brand, using coworking signals belonging to this movement - **forward-thinking, human-centered, innovative.**

Like email replaced e-mail, coworking is the **language of the future of work.**



DO THE MAGIC

Spreadsheets measure rent, density, and ROI. But no Excel cell can capture the feeling when **a space just works** - when people stay longer, smile more, and ideas travel faster.

Hard facts tell you how much an office costs. The vibe tells you **whether it's worth it.**

Great workplaces balance both - **logic and emotion, data and atmosphere.**

The future of real estate will belong to those who can measure both the **numbers and the magic.**



FROM EXPENSE TO EXPERIENCE

For decades, companies measured offices by **cost per square meter**. Today, the real metric is **value per person**.

In the new economy, talent - not rent - defines **competitiveness**. A company can save 10 % on space and lose 50 % of creativity if people stop coming.

The real estate line in the balance sheet may be smaller, but the **human balance sheet becomes priceless.**

Flex offices shift the conversation from **expenses to experience** - from what space costs, to what it creates: **energy, innovation, belonging.**

Because when talent feels inspired, **space becomes an investment, not a cost.**

THE ART OF BALANCE

Designing Coworking Spaces

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DENSITY – THE INVISIBLE ART

The hardest part of coworking design isn't filling space - it's knowing **when to stop**. True mastery lies in **high efficiency without feeling crowded**. People need proximity for energy, but distance for focus.

Good planning finds that rhythm.

ERGONOMICS – THE REAL LUXURY

In coworking, comfort is the new status symbol:

Fresh air, natural light, sound insulation, acoustic balance, and ergonomically designed furniture define quality more than marble or glass.

DURABILITY – THINKING LONG TERM

Trends change; good design endures.

Materials, layouts, and furniture must age gracefully. The goal is **timeless quality**, not seasonal fashion - a space that looks as good in year five as on opening day.

SUSTAINABILITY – FROM GREEN TO GENUINE

Sustainability in the workplace is no longer a checkbox - it's a mindset.

A space is truly sustainable when it's **built to last, easy to adapt, and pleasant to occupy**.

Energy efficiency matters, but so does emotional efficiency - spaces people care for tend to live longer.

In the end, the **greenest office** is the one people **never want to leave**.

DIGITALIZATION – THE INVISIBLE LAYER

Behind every great coworking space lies a quiet orchestra of sensors, data, and remote control.

Smart systems now monitor **air quality, occupancy, temperature, and lighting**, adjusting them in real time.

Digitalization is not about gadgets - it's about **awareness and comfort**.

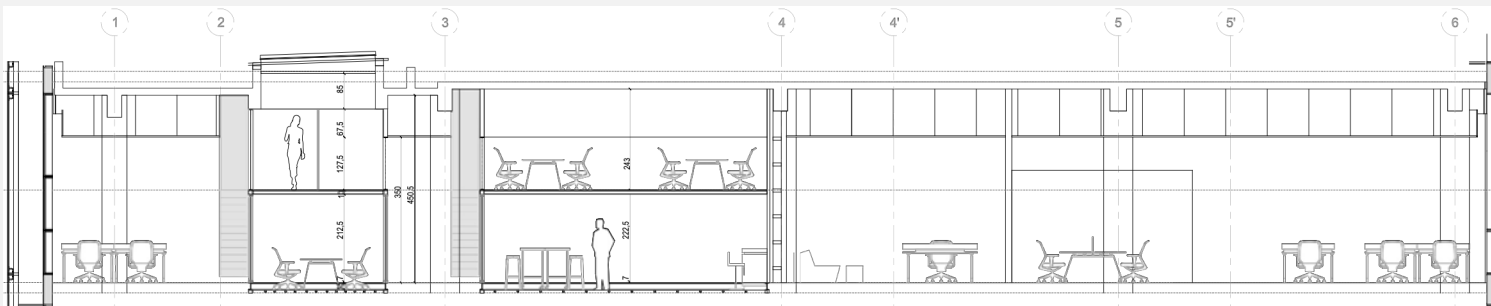


LIGHT – A HEALTHY BUSINESS

Natural light is more than design - it's biology.

Studies show it can **boost productivity by up to 15 %** and **reduce sick leave by up to 10 %**.

It regulates mood, focus, and energy. A bright workspace is literally a **healthier business**.





Flex space is increasingly becoming standard in new office buildings, as landlords not only look to diversify the tenant mix within a building but also improve the shared amenities which are often delivered by flex operators. There is increasingly evidence of flex operators now being among the first to lease space in properties still under construction. (1)

Increasingly, the deals that operators want to do typically involve management agreements or hybrid leases with landlords. With some notable exceptions, landlords are viewing this issue with caution. This is based on concerns around valuation impacts, operator performance, business continuity in downturns, and the uncertainty of transforming traditional office space to flex space, and hence relatively predictable long-term income streams into variable short-term ones. (2)

Offering self-managed, flexible office space is an attractive option for building owners looking to enhance their building offerings. The ability to provide a wider range of office options to prospective tenants gives owners a wider pool of potential tenants. (3)

Hospitality becomes the backbone of Coworking. Operators are prioritizing five-star experiences: think curated community events, concierge services, wellness perks, café bars, and hyper-personalized service. (4)

Corporate demand for coworking is accelerating—nearly 60 % of businesses plan to expand using coworking over the next two years. Alongside this, niche coworking markets are emerging (e.g., med-tech, legal, VC, creative), providing tailored environments (5)

A new wave of premium “work-clubs” is reshaping the upper end of the coworking market. These spaces merge the spirit of private members’ clubs with the functionality of flexible offices. They combine high-end design, curated community, concierge-level service, and cultural programming — appealing to founders, investors, and professionals seeking more than a workplace: a network and a lifestyle.

Flex-office is no longer isolated to office buildings or stand-alone historical venues - it is becoming part of larger hospitality and residential ecosystems. Mixed-use assets where hotel stays, student housing and coworking share common spaces may become a powerful model of tomorrow. This convergence of living + working + socialising offers landlords and investors a rich set of new income streams and utilisation strategies.

(1) Colliers- EMEA - Flexpansion – October 2024

(2) CBRE - EUROPEAN FLEX OFFICE MARKET UPDATE – H1 2024

(3) Cushman & Wakefield - 2025 FLEXIBLE OFFICE OUTLOOK

(4) (5) Allwork.space - The Top 10 2025 Coworking Megatrends: A Renaissance In The Making

CLASSIFICATION OF COWORKING SPACES

This typology brings structure to a fragmented market, capturing the full spectrum of workspace experiences — from casual creative hubs to ultra-exclusive business clubs this classification can be used for positioning, differentiation, and smarter decision making across markets.

	TYPE A Casual Creative	TYPE B Boutique/Niche	TYPE C Professional	TYPE D Premium Coworking	TYPE E Ultra-Exclusive / Club
Amenities & Services	Basic (Wi-Fi, desks, coffee); eclectic furniture	Moderate (meeting rooms, coffee/tea, event support)	Full business services (reception, IT, meeting rooms)	Extensive amenities (espresso bars, lounges, concierge)	Luxury (fine dining, concierge, spa, bespoke design)
Design & Atmosphere	Bohemian, open-plan; informal seating (beanbags, shared tables).	Boutique-themed; cozy, often industry-specific aesthetics	Conservative, corporate design; quiet and private	Trendy, high-quality interiors; lively atmosphere	Private club feel; designer furniture, art, high privacy
Community & Events	Strong social vibe, casual networking; collaborative and fun	Curated by niche or mission; regular events, workshops	Minimal social events; formal and work-focused	Regular networking events, strong internal community	Curated, invite-only events with elite speakers
Privacy & Layout	Minimal privacy; mostly open seating	Open with some private offices / booths	High privacy; private offices and enclosed spaces	Mixed layout; glass offices, open coworking areas	Highly private; secluded lounges, private suites
Clientele	Freelancers, early-stage startups, students	Freelancers, SMEs, creatives, mission-driven groups	Corporate teams, lawyers, consultants, remote employees	Startups, creatives, enterprise teams	C-level execs, investors, creatives, family offices
Pricing & Membership	Low-cost, flexible (day passes)	Mid-tier (EUR 150–300/mo); often tiered by access level	Mid-high range (EUR 250–400/desk); structured contracts	High-end (EUR 300 – 500+/mo); structured contracts	Top-tier; often with initiation fees
Membership Model	Open to all; informal, walk-in registration	Open but aligned with community; informal vetting possible	Standard plans; no vetting, mostly formal agreements	Anyone can join; global passes often available, formal mid-term agreements	Application or invitation only; highly vetted, waitlisted
Local examples	Commons, Seneca Anticafe	Nod Makerspace, FOR	Regus, H Private, Aspace	Mindspace, Hotspot, Spaces	n.a.
European examples	Betahaus (Berlin), Café Craft, Puzl	Second Home, The Hearth, The Hub Brussels	Office Evolution, Work.Life, The Office Group	Talent Garden (current), Monday, Work Better, Deskopolitan	Soho Works, No18, Saint Urbain
Global Examples	Impact Hub (some cities), The Wing	Hera Hub, Makespace, The Coven	Regus, HQ, Serendipity Labs, BizSpace	WeWork, Industrious, Fora, The Executive Centre	NeueHouse, Chief, The Bureau, The Aster

OPERATIONAL MODELS

These are the operational models used in most flex spaces. The cases where the operator is the owner of the space is rather rare in Romania.

	Fixed Lease	Turnover Lease	Management Contract	Franchise
	The coworking operator rents the space on a fixed lease, with the landlord providing a one-time fit-out contribution and rent-free months to help with interior build-out; the operator fully controls and operates the business.	The coworking operator rents the space with a variable rent based on a percentage of revenue, paying no / low fixed rent. Receives no landlord fit-out contribution, sharing financial performance risk and reward with the LL.	The landlord owns and funds the coworking space but hires a specialized operator to manage and market it on their behalf for a management fee and/or profit share, with no lease involved.	The landlord or an independent investor becomes a franchisee of an established coworking brand, investing in and operating the business under the franchisor's model, paying royalties for brand and support.
LANDLORD PERSPECTIVE				
CAPEX (fit-out)	Contributes to fit-out; tenant pays difference	No contribution	Full CAPEX by landlord	Full CAPEX by landlord (if landlord is franchisee)
OPEX	No involvement, paid by operator	No involvement, paid by operator	Landlord covers via revenue	Landlord (if franchisee) covers all
Operational role	Passive, landlord is pure lessor	Passive, landlord is pure lessor but monitors revenue	Active, owns business but outsources ops	Fully active as franchisee, runs business with support
Income	Fixed rent	Variable rent, e.g. 10–20% of turnover	Revenue after paying management. fee, full profit upside	Profit after royalties paid to franchisor
Risk	Low — tenant pays rent no matter what as long as they survive	Medium — depends on operator performance	High — landlord owns risk of profit/loss	High — landlord or investor is franchisee, full business risk
Benefit	Limited to rent	Higher if coworking thrives	High profit share + asset value growth	High if occupancy and brand strong
Control	Only on lease terms	Only on revenue reporting	High strategic control, shares decisions with operator	Must follow franchisor rules strictly
Brand	Operator brand	Operator brand	Operator brand	Franchise brand
Strategic fit	Stable, preferred by investors / banks,	Flexible, aligned incentives	Entrepreneurial landlords with cash, preferred by international operators	Landlords with large stock, ready to operate & build network

OPERATIONAL MODELS – WHITE LABELED OFFICES

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White-labeled coworking is the next evolution of flexible workspace. A fully serviced office designed, operated, furnished and managed by a coworking provider, but carrying only the tenant company's brand. From the outside, it looks like a traditional headquarters. Behind the scenes, everything works like a high-end coworking: hospitality, maintenance, IT, reception, meeting rooms, cleaning, community support.

HOW IT WORKS

A company leases a full floor or large unit inside a coworking-operated building.

The operator

- designs the office (fit-out, furniture, layout)
- provides daily operations (reception, cleaning, maintenance, hospitality)
- manages meeting rooms, tech, access control
- offers additional shared amenities (lounge, café, events)

The company provides

- its brand
- its culture
- its teams

The space is presented to employees and visitors as: "Our company office." No coworking branding is visible.

WHY IT WORKS

Brand Ownership

- Perfect for firms that need identity, privacy or cultural coherence.

Zero Operational Burden

- The operator handles everything: cleaning, reception, meeting rooms, guest management, building tech, Wi-Fi, repairs, and even coffee.
- The company focuses on business only.

Enterprise-Level Service

- Coworking operators bring hospitality, user experience and high-quality community services that traditional landlords rarely deliver.

Perfect for teams of 20–200 people

- multinational companies with small teams
- fast-scaling companies that don't want to lock into long leases
- companies entering the market for the first time

GLOBAL EXAMPLES

WeWork - Headquarters by WeWork

WeWork pioneered enterprise solutions where entire floors are designed & operated by WeWork, but branded entirely as the client's HQ. Fortune 500 firms use this model for project teams, expansion markets or temporary HQs.

Industrious - Private Label Offices

Industrious runs company-branded suites worldwide - their specialty is making the space feel like a dedicated corporate HQ while delivering five-star hospitality behind the scenes.

Knotel (historic model before acquisition)

Positioned itself as "headquarters as a service," creating custom-made branded spaces for mid-sized and large companies, flexible and private.

Spaces / IWG - Enterprise Suites

IWG develops custom-branded office suites inside their centers for large corporations, with dedicated entrances and minimal visibility of the operator brand.

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ROMANIAN MARKET

EVOLUTION OF FLEX IN ROMANIA

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The story of flex offices in Romania begins in the early 2000s, when Regus introduced serviced offices to Bucharest—offering corporate clients flexible leases and plug-and-play solutions long before “coworking” was a buzzword. In 2012, a new spirit arrived with Impact Hub, the first true coworking community: open-plan spaces, shared purpose, and a constant stream of events. It became the launchpad for social entrepreneurs and creative professionals.

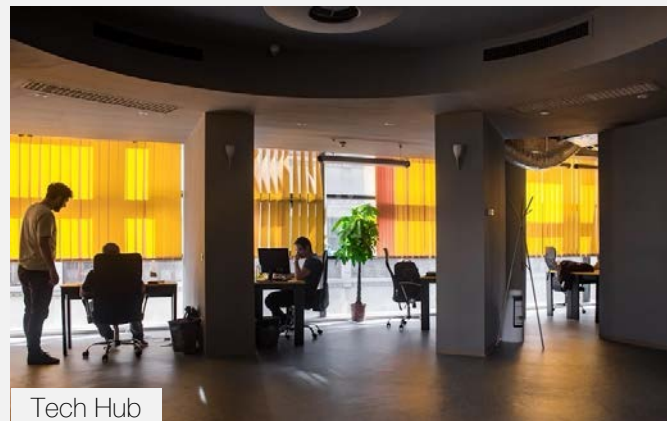
By 2018–2019, the market shifted. Mindspace brought a premium, design-driven model tailored to tech and creative industries, followed closely by Commons, a stylish local operator that combined boutique interiors with strong community vibes.

The market reached maturity in 2019 and 2020, when Spaces, IWG’s upscale coworking brand, launched its Bucharest flagship in Campus 6, introducing large-format hubs with enterprise appeal and Hotspot opened its first location in The Mark building—a bold, high-tech space built for hybrid work and business-grade hospitality. Meanwhile, COS - a leading workspace consultancy - launched its own niche offerings: Stables Office in Cluj (2020) and MASIA in Bucharest (2023), combining coworking, R&D, and design under a boutique, curated model.

In 2025, the market entered a new phase as Vastint partnered with IWG to open a Spaces location inside Business Garden Bucharest, marking the rise of campus-integrated flex spaces managed by real estate developers.

Beyond Bucharest, Cluj-Napoca quickly became the second nucleus of the Romanian flex movement. Early pioneers like ClujHub and Xponential created strong local communities around technology, education, and creativity, laying the foundation for today’s regional ecosystem. The opening of Stables Office in 2020 marked a new chapter — blending heritage architecture with sustainable, design-led coworking for a more mature audience.

In Timișoara, the story took a creative turn. Spaces such as FOR Coworking transformed former industrial buildings into vibrant hubs for architects, designers, and makers — proving that coworking can drive urban regeneration as much as it supports business growth.

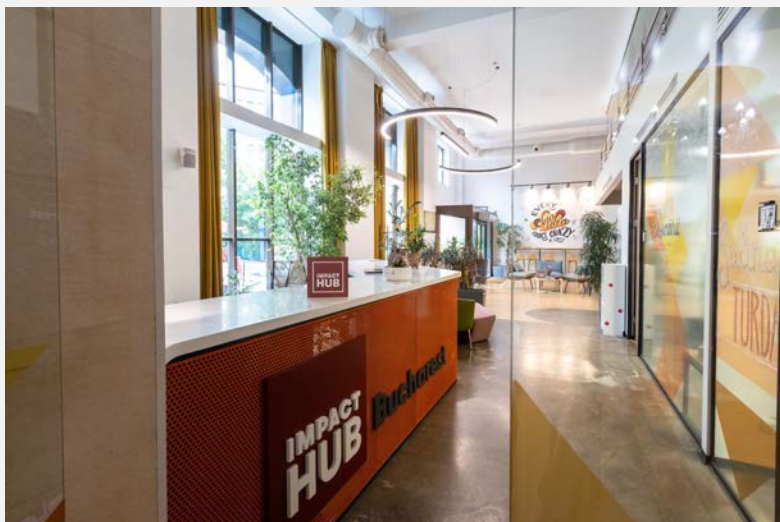


CASE STUDY

**IMPACT
HUB**

Bucharest

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Impact Hub Bucharest opened in 2012, becoming the first non-IWG coworking space in Romania and a true pioneer of the local flex office movement. From the very beginning, it championed community, collaboration, and purpose-driven entrepreneurship — long before these became industry buzzwords.

Founded by Vlad Craioveanu, Oana Paun, and Alexandra Pode, The Hub brought together diverse backgrounds in social innovation, business, and the creative industries. Ilinca Păun, a well-known real estate executive, later joined as investor and strategic advisor during the scaling phase, following the 3House merger.

The first location near Unirii quickly became a launchpad for changemakers and early-stage ventures. Over time, Impact Hub Bucharest established itself as a trusted brand for coworking and entrepreneurial development — hosting thousands of members, events, and startup programs.

Today, Impact Hub operates from its flagship space In Universitate, right in the heart of Bucharest. The space combines curated design, flexibility, and a strong mission-driven community, continuing to attract freelancers, startups, local companies, and branches of international businesses looking for a steppingstone while scaling up in Romania.

Beyond its coworking offering, Impact Hub Bucharest has evolved into a national platform for entrepreneurship and innovation, providing access to mentoring, funding, training, and networking opportunities. Over more than a decade of activity, it has supported over 3,300 members and developed programs that empower entrepreneurs to grow their businesses sustainably.



Oana (Paun) Craioveanu and Vlad Craioveanu

CASE STUDY

FOR

FOR Coworking Timisoara is one of the most original coworking spaces in Romania — a hybrid between creative studio, makerspace, and professional workspace, founded by a team of architects and designers. It's located in a repurposed industrial building on the shore of the Bega River, with its own vaporetto (water bus) stop, adding a unique layer of connectivity and character.

The space is part of a broader urban regeneration project that is breathing new life into the city's old industrial zone — transforming warehouses, factories, and rail infrastructure into cultural and entrepreneurial destinations.

FOR includes flexible desks, private offices, meeting rooms, event spaces, and a fully equipped fabrication workshop — supporting architecture, product design, and prototyping. It attracts a mix of creatives, tech startups, architects, and design-driven founders who seek not only functionality, but also inspiration and purpose in the spaces they use.

Rather than mimic corporate coworking, FOR cultivates authenticity, community, and creativity, becoming both a workplace and a cultural node in the evolving identity of Timișoara.

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Pictures: Pluria

CASE STUDY

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Stables Cluj, created by Corporate Office Solutions (COS) and launched in 2020, is situated in a meticulously restored 19th-century stable within Cluj's Record Park district— a major urban regeneration development led by Speedwell .

The design—among the earliest art-deco inspired coworking interiors in Romania— was led by COS's architecture team (notably Laura Dragomir, along with Valentin Meleş, Marius Mârza, and others), blending original masonry, cast-iron pillars, wooden beams, and contemporary daylight-filled layouts.

Stables achieved BREEAM Excellent certification, reflecting COS's early integration of sustainability principles: material reuse, energy-efficient systems, indoor air quality, ergonomic furnishing, and user well-being features aligned with WELL and Fitwel standards



Pictures: Speedwell, Stables



The Brewprint is one of the most interesting new hybrids in Bucharest's flex ecosystem: a work cafe in Dorobanti where specialty coffee, Italian design furniture and a carefully curated professional community share the same long, spectacular UniFor table.

Located on Calea Dorobantilor, in the semi-basement of the Molteni&C flagship building, The Brewprint sits literally under a temple of Italian design. From the street, a window reveals the entire interior – a bright, warm space that feels more like a design gallery than a classic cafe. Above, Molteni&C showcases living and dining icons; below, The Brewprint translates that same design culture into an everyday workspace.

The Brewprint becomes the “work” piece of a larger design ecosystem: an everyday cafe that is also a live showcase of Italian furniture. Communication around the space explicitly links Brewprint, Molteni&C, Salvatori stone and UniFor, underlining how coffee culture and design inspiration meet in one curated environment.



PUTTING ROMANIA IN THE CONTEXT

Despite having a relatively mature office market, Bucharest lags behind other European cities in coworking space penetration. With just 1.75% of total office stock dedicated to coworking and only 0.029 sqm per capita, the city is well below the European average — and far behind leaders like London or Barcelona. This indicates significant untapped potential, especially given the shift toward hybrid work and flexible space demand. As new formats and operators enter the Romanian market, Bucharest could see rapid growth in coworking over the next 3–5 years.

City	Total Metro Population	Modern Office Stock (m²)	Total Office Stock (m²)	Coworking Stock (m²) estimated	Modern Office m² per Capita	Total Office m² per Capita	Coworking space m² per Capita	Coworking space % of Office Stock
London	15,000,000	28,000,000	39,000,000	2,000,000	1.867	2.600	0.133	5.13%
Paris	11,100,000	15,000,000	42,000,000	840,000	1.351	3.784	0.076	2.00%
Warsaw	3,100,000	6,300,000	7,500,000	200,000	2.032	2.419	0.065	2.67%
Milan	4,200,000	6,500,000	8,500,000	250,000	1.548	2.024	0.060	2.94%
Berlin	6,200,000	7,500,000	22,000,000	350,000	1.210	3.548	0.056	1.59%
Barcelona	5,500,000	4,200,000	6,600,000	250,000	0.764	1.200	0.045	3.79%
Vienna	2,900,000	6,070,827	11,650,000	130,000	2.093	4.017	0.045	1.12%
Munich	6,000,000	8,000,000	18,000,000	242,000	1.333	3.000	0.040	1.34%
Budapest	3,100,000	4,200,000	5,000,000	120,000	1.355	1.613	0.039	2.40%
Bucharest	2,400,000	3,300,000	4,000,000	80,000	1.375	1.667	0.033	2.00%
Istanbul	15,800,000	5,300,000	7,200,000	310,000	0.335	0.456	0.020	4.31%



Xponential Cluj

All info is based on estimations and compilations of various sources. The data is for overview purposes only.

In Romania's secondary cities, the coworking market is still in its early stages. With limited modern office stock and even lower per capita availability of flexible space, cities like Cluj-Napoca, Timișoara, and Iași remain underserved despite growing demand from tech firms, startups, and remote workers. As the shift toward decentralization continues, these cities present attractive opportunities for coworking operators and landlords looking to diversify their tenant mix.

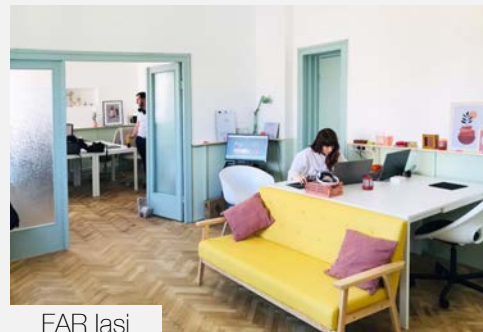
ROMANIAN MARKET OVERVIEW

Market size

City	Population Metro	Flexible Office Stock (sqm)	Active Coworking Spaces	Market Maturity	flex office sqm per capita
Bucharest	2,400,000	80,000	40 - 50	Mature	0.033
Cluj-Napoca	425,000	15,000	15 - 20	Developing	0.035
Timișoara	350,000	8,000	8 - 12	Growing	0.023
Iași	500,000	5,000	10 - 12	Emerging	0.010



COWORK Timisoara



FAR Iași



Impact Hub



V7 Studio

Figures for secondary cities are estimations and include smaller hybrid/flex formats.

Market size data and price information are based upon internal research and estimations.

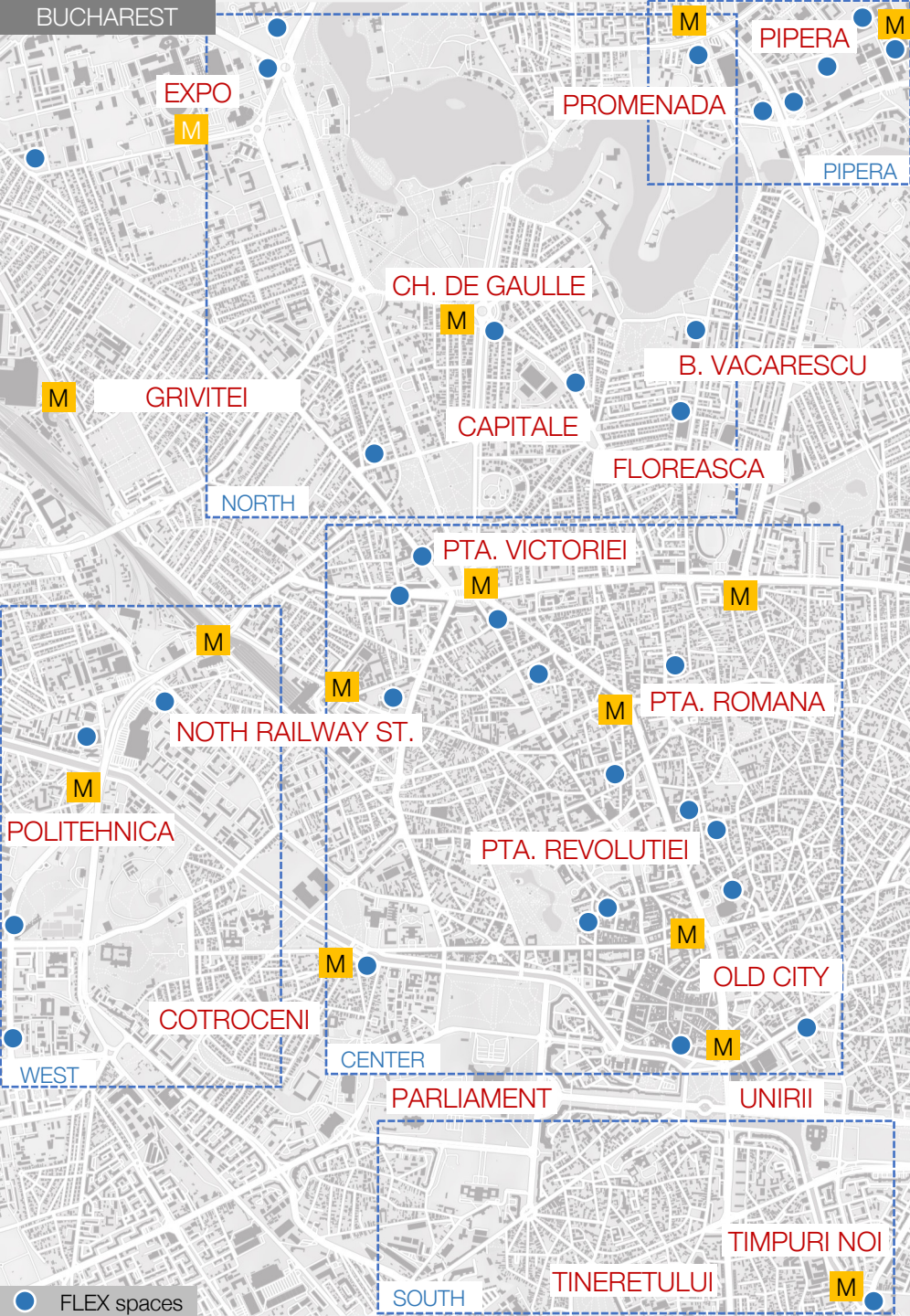
Average fees

City	Day Pass		Hot Desk		Private Office Small (2WS)		Private Office Medium (6WS)		Private Office Large (12 WS)	
	min	max	min	max	min	max	min	max	min	max
Bucharest	€ 12	€ 30	€ 140	€ 300	€ 350	€ 1,200	€ 900	€ 3,000	€ 1,800	€ 5,400
Cluj-Napoca	€ 10	€ 20	€ 120	€ 200	€ 300	€ 1,000	€ 720	€ 2,100	€ 1,440	€ 4,200
Timișoara	€ 15	€ 20	€ 100	€ 180	€ 250	€ 600	€ 720	€ 1,500	€ 1,440	€ 3,600
Iași	€ 10	€ 30	€ 90	€ 150	€ 200	€ 600	€ 720	€ 1,800	€ 1,200	€ 3,600

Prices in EUR excl. VAT

ROMANIAN CITIES OVERVIEW





BUCHAREST

BEYOND SPACE

Bucharest has developed into one of CEE's strongest office markets, with over 3,3 million sqm of modern stock. Key submarkets include the CBD, Center-West, Floreasca – Barbu Vacarescu, and Pipera. Demand is shifting toward central, transit-connected locations with ESG-certified, amenity-rich buildings.

Post-pandemic, companies are consolidating and optimizing space, with a clear move toward hybrid-friendly layouts and green-certified buildings. Tech firms remain active, though more selective. Vacancy is polarized — newer buildings outperform older stock significantly.

Prime rents in central areas hold steady at €16–22/sqm/month, though incentives are widespread. ESG, wellness, and flexibility now define value more than size or location alone.

COWORKING

The flex office segment is gaining traction, driven by demand for agility and premium ready-to-use spaces. Strong brands like Mindspace, Hotspot, and Regus serve startups and corporates alike, offering shorter term leases, curated design, and vibrant communities.

Flex is no longer a niche — it's a strategic solution for companies navigating uncertainty, scaling, or hybrid models. While still emerging in Romania, the market is set for long-term growth.



MINDSPACE

betahaus

SPACES.



Supertree
workspaces & more

Commons
WORK WONDERS



HOTSPOT



FLEX BRANDS IN BUCHAREST (EXCERPT)

IWG

In Bucharest, IWG covers two key segments of the flexible office market: Regus targets the traditional demand for functional spaces, while Spaces addresses the growing interest in design-led, community-oriented coworking environments, appealing mostly to corporate clients and smaller companies.

IMPACT HUB

Impact Hub Bucharest is a dynamic coworking space designed for freelancers, startups, local companies, and branches of international businesses that need a stepping stone in scaling up in Romania. As the oldest non-IWG provider on the market, it combines flexibility, experience, and a vibrant community that fosters innovation and growth.

MINDSPACE

Mindspace Bucharest offers two premium coworking locations - one in the CBD Victoriei area and another in Pipera - combining design, service, and a vibrant international community under the international brand.

HOTSPOT

Hotspot is a premium Romanian coworking brand offering two upscale locations in Bucharest - Hotspot Workhub near Piața Victoriei and Hotspot Skyhub in Orhideea Towers. It's known for top-tier office standards, advanced tech infrastructure, and a strong professional community tailored for corporate teams and innovators.

ASPACE

aSpace stands out as a mid-range serviced office provider with multiple locations and varied products - from hot desks to private suites chain in Bucharest.

V7 STUDIO

V7 Startup Studio is a boutique coworking brand based in Bucharest, operating from an office building near Piața Amzei. It is aimed at startups, freelancers, and creative professionals looking for flexible workspace options in a central urban location.

NOD MAKERSPACE

Nod Makerspace is a vibrant community in Bucharest where creatives, entrepreneurs, and makers come together to build ideas, share tools, and bring projects to life.

COMMONS

Typical coworking with a nice atmosphere and strong community. Concept aimed at freelancers or smaller companies, similar to Impact Hub. Two locations in Bucharest (Unirii and Romana).

BETAHAUS

Betahaus Bucharest is a coworking space inspired by its roots in Berlin and Sofia, bringing a European creative and entrepreneurial spirit to Romania's capital. It blends the minimalist aesthetics and community vibe of its German and Bulgarian siblings with a local twist.

SUPERTREE

As the newest entry on the market, Supertree Workspaces blends coworking, tailor-made private offices and a mentorship ecosystem under one roof in Pipera - offering freelancers, start-ups and growing companies a fully serviced base where flexibility meets ambition.

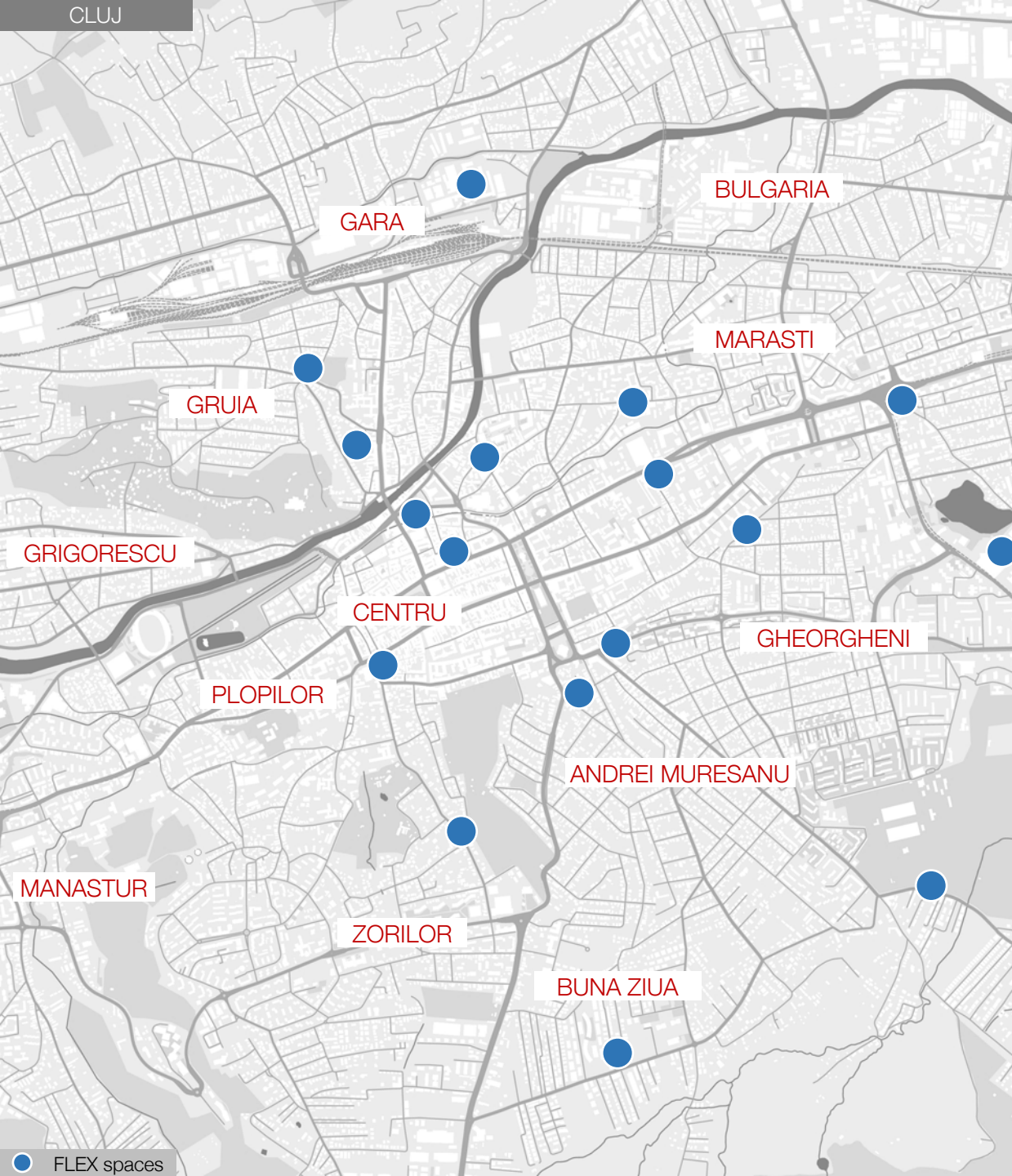
MYHIVE

The landlord-run flexible office concept myhive, inherited by CPI from Immofinanz, is also present on the market in the S-Park building.

H PRIVATE

A landlord operated serviced offices concept offering individual offices in a recently refurbished building.

Smaller concepts are available throughout the city, offering services ranging from coworking areas to private offices and event spaces.



CLUJ

Cluj-Napoca is Romania's second-largest office market after Bucharest, with an estimated modern stock of ~330,000–350,000 m². Development has been focused around The Office, Record Park, and Hexagon Offices, offering Grade A space in central and semi-central areas.

The market is tenant-driven, with IT & software companies dominating demand, followed by BPO/SSC, creative industries, and education/edtech. Major tenants include Endava, NTT Data, Accenture, Emerson, Bosch, and Genpact, many of whom operate large hubs or R&D centers in the city.

COWORKING

Cluj hosts a diverse mix of ca. 12 coworking spaces, mostly independent operators like ClujHub, Cluj Cowork, and Rocket Space, alongside 2 Regus locations.

The market is mid-maturity, driven by freelancers and startups. Spaces range from 200 to 1,200 m², offering flexible desks, small offices, and community access — typically at Level 2–3 quality.

Adoption by corporates remains limited, but the ecosystem is active and growing steadily.

FLEX OPERATORS IN CLUJ

BEYOND•SPACE

REGUS

Operates 2 franchised centers in Iulius Business Center and Central Business Plaza; offers private offices, meeting rooms, and corporate-style amenities. Serviced office standard, international operator, scalable and corporate-ready.

CLUJ HUB

One of the city's largest and most established coworking spaces, located in central Cluj. Offers open space desks, private offices, and frequent events. Functional infrastructure, community-driven, semi-professional environment.

XPONENTIAL CLUJ

Xponential Transylvania is a full-service coworking space in central Cluj, offering flexible workspace options and well-equipped meeting and conference rooms. It is community-driven - ideal for freelancers, startups, SMEs, and remote teams seeking both productivity and a collaborative vibe.

STABLES

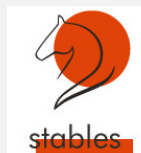
Stables Office is a premium coworking space in Cluj-Napoca, set in a beautifully restored 200-year-old stable within the Record Park complex. Combining historic charm with modern design, it offers hot desks, dedicated desks, and private offices across two floors, alongside meeting rooms, event spaces, and top-tier amenities.

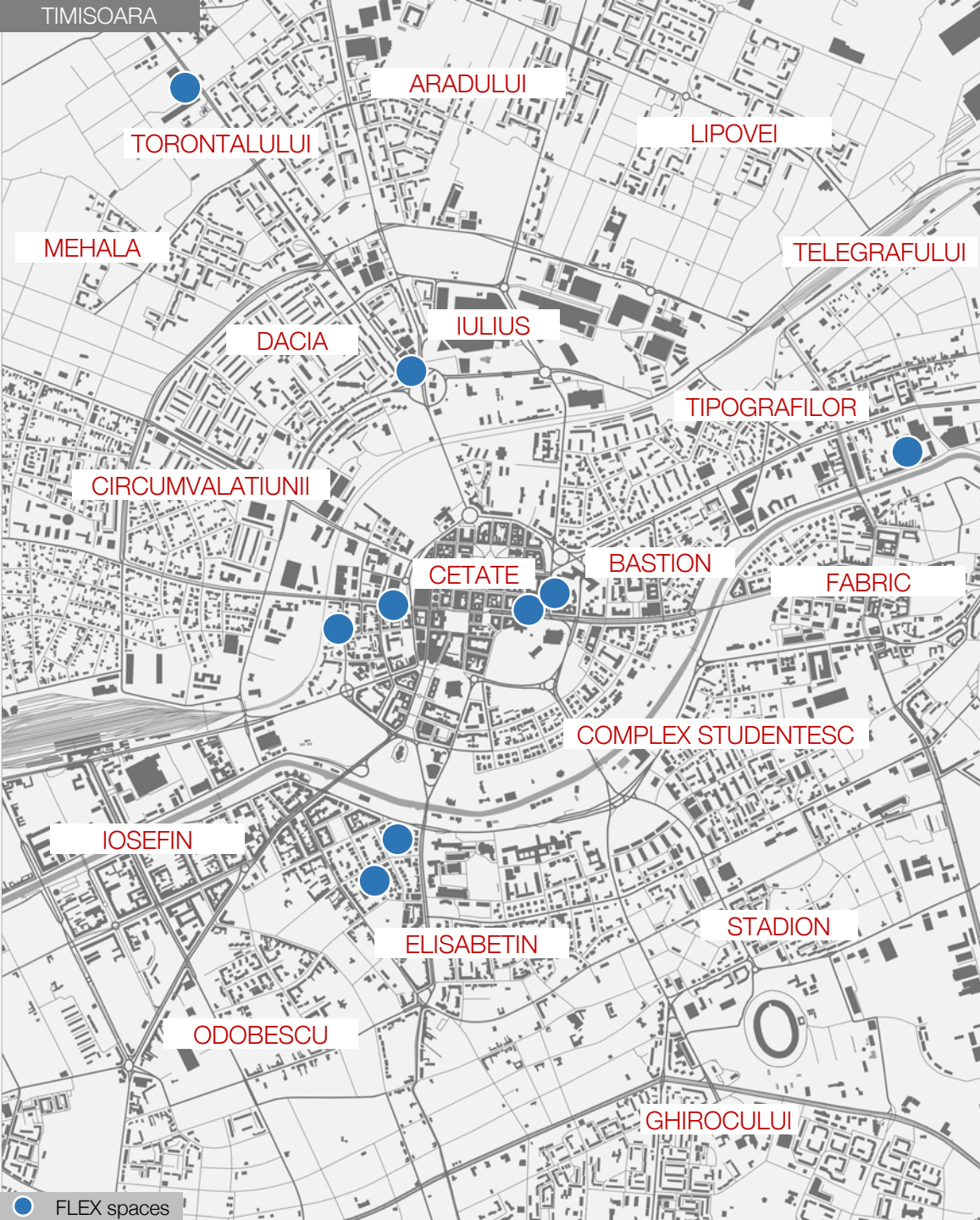
OFFICE PARK CLUJ

Office Park Cluj is a well-equipped, flexible business center ideal for startups, SMEs, and remote teams. With a mix of private and coworking spaces, professional conference facilities, virtual office options, and 24/7 secure access, it provides a complete, turnkey solution in a prime central location.

OPTIMAL OFFICE

Optimal Office blends a contemporary workspace with hotel-style service in a prime location. With flexible memberships, full amenities, and attractive pricing, it's ideal for freelancers, startups, and teams seeking professionalism with a personal touch.





TIMISOARA

BEYOND SPACE

The city's office stock has grown significantly in the last 15 years, with multiple Class A business centres developed. Below is an overview of the major modern office buildings in Timișoara:

- City Business Centre
- Iulius Town
- Bega Business Park
- ISHO Offices
- Vox Technology Park
- Optica Business Park
- Fructus Plaza

Among the largest tenants in Timisoara we find Nokia, Bosch, Accenture, Continental, Deloitte and KPMG

The **coworking and flexible office market** in Timișoara remains small and underdeveloped, with a limited number of providers and offerings concentrated mostly around central and tech-oriented areas, serving a niche rather than mainstream demand.

Regus

DevPlant
//cowork

TE
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CO -work Timisoara

FLEX BRANDS IN TIMISOARA

BEYOND•SPACE

Regus

Regus recently opened a franchised serviced office center in Timișoara, located at Calea Torontalului 69 (Vox Technology Park). The center offers fully furnished private offices, virtual office services, and meeting rooms on flexible terms.

Cowork Timișoara

Multiple Locations. This is the city's largest plug-and-play workspace, offering open-plan hot desks, dedicated desks, private offices, meeting rooms, and event spaces

DevPlant Cowork

In the heart of downtown. This is a 1,000 m² coworking space built by a tech company, offering a mix of hot desks, dedicated desks, private offices and event areas

TeMiriCe Coworking

A newer boutique coworking space branding itself as “the hottest co-working space in town” and located right in the city center. It offers a cozy shared and focuses on a tight-knit community vibe.

Workify

A centrally located coworking space that also provides private offices and a meeting room.

FOR Co-working and Makerspace

The former industrial building was transformed by a team of architects, combining a coworking space with an architecture and product design studio offering flexible desks, dedicated workstations, meeting rooms, event space, outdoor terraces and a fabrication workshop. Ideal for creatives, tech teams, and design-driven startups.

MicroSpace Park

A premium boutique coworking studio in a quiet, green setting. It's a small, focused space (offers ~6 hot desks, 2 private offices, 2 meeting rooms) suited for “intensive tasks or individual-focused work”



FOR Coworking Timisoara



IASI



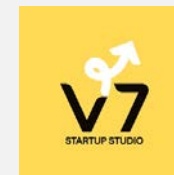
The largest tenants in Iasi - Amazon, Microsoft, AMD, Cognizant, Visma, Allianz and Hella etc. – are mostly concentrated in the largest Class A Office buildings:

- Palas Campus
- United Business Center (UBC)
- Silk District
- Moldova Center

Other notable office buildings include National Office Center (NOC), Egros (Egros) and Unique Office Building (Formens Group)

COWORKING

The **coworking and flexible office market** in Iasi is still small and underdeveloped with mostly local brands.



FLEX OPERATORS IN IASI

BEYOND•SPACE

Fab Lab Iași (3 locations)

The largest coworking network in Iași, developed with strong ties to the tech and university ecosystem. Spread across three locations (Morarilor, Palas, and Sf. Lazăr), Fab Lab offers open spaces, maker access, private offices, and event zones. Innovation-driven, multifunctional, with growing professionalization.

V7 Startup Studio Palas

A boutique coworking space in the Palas complex, focused on startups, curated events, and community. Offers a stylish, smaller-scale alternative for early-stage founders and digital professionals. Well-designed and comfortable.

FAR Coworking

A cozy, café-style coworking space set in a historic villa, known for its relaxed atmosphere and creative garden. Popular among remote workers and freelancers. Informal, character-rich, but limited in capacity and services.

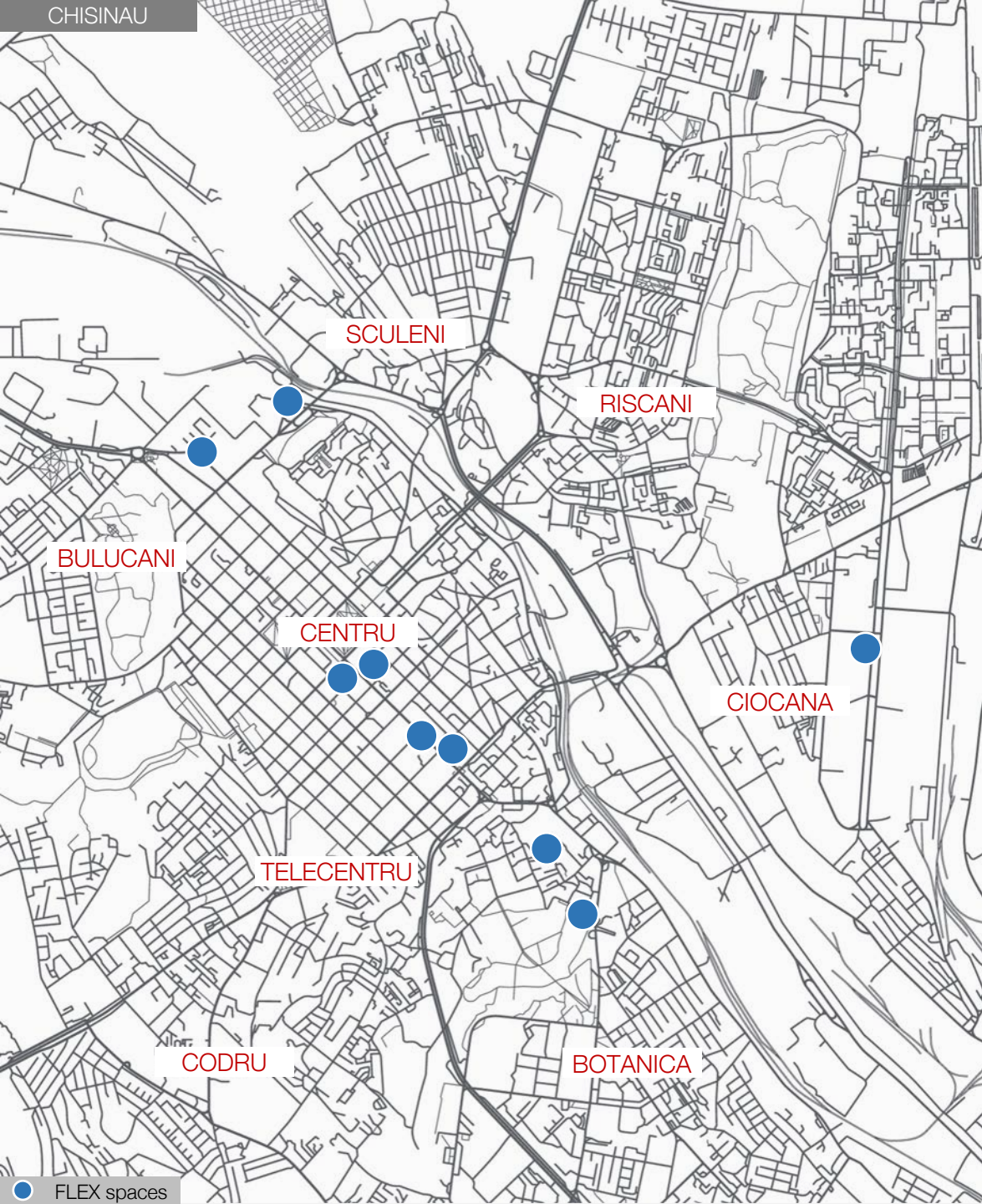
Ideatic Space

Located near the university campus, this flexible space offers affordable access to students and early-stage projects. Entry-level, educationally embedded.

Coworking la Etaj (Acaju Cafe)

Small upstairs coworking in one of Iași's well-known cafés. Offers a casual and intimate vibe for solo workers. Minimal setup, mostly suitable for occasional use.





CHISINAU

BEYOND•SPACE

Chisinau is the capital and economic centre of the Republic of Moldova, with an estimated modern office stock of 120.000–150.000 sqm. Prime rents in central locations range between €12–15/sqm/month, with OPEX of approximately €2.2–4/sqm/month.

Demand is driven primarily by the Moldova Innovation Technology Park (MITP) ecosystem — the first fully virtual IT park in Europe — which attracted 2,725 companies from 44 countries in 2025 and employs over 25,000 specialists at an average salary of €2,500/month. The 7% flat tax regime is guaranteed until 2035.

COWORKING

Chisinau has ca.8-10 active coworking and flex spaces with an estimated stock of 3.000 – 5.000 sqm — equivalent to just 0.005 sqm per capita, well below Bucharest (0.033) and other regional peers. All operators are local; no international flex brand has entered the market.

The market is first-generation: functional and community-driven, but thin on hospitality and experience. Premium and corporate-grade flex product is entirely absent — a clear white space.

Day Pass
€6 – €11

Hot Desk
€130 – €260

Private Office 2WS
€200 – €400

Private Office 6WS
€400 – €800

FLEX OPERATORS IN CHISINAU

iHub

The most centrally located coworking in Chisinau. Focused on IT startups, freelancers and entrepreneurs. Offers standard and green coworking formats, conference rooms for up to 40, call booths, barista coffee, and a rooftop terrace. Strong startup community and access to investor network.

Artcor Creative Hub

1,000+ sqm multifunctional space positioned for creative and design professionals. Mix of coworking, private offices, event venues (auditorium up to 100, standing 200), workshop rooms, bistro, and outdoor terrace. The highest-rated and most architecturally distinctive space in the city.

Digital Park

The largest campus-style coworking in Moldova, developed by telecoms company StarNet with a \$35M total investment. Multi-building complex with 24/7 access, event spaces, outdoor areas and a Silicon Valley-inspired layout. Positioned as the IT community's physical hub.

Generator Hub

Moldova's first coworking space (est. 2015), oriented toward startups and the tech ecosystem. Capacity for 80 people, 24/7, with training programs, hackathons, mentoring events and Startup Europe Week participation. From €6/day.

Tekwill Hub

National IT development center with a coworking and conferencing offer. Strong government and EU partnership backing. Extensive event programming, virtual office services, and training programs.

Totem Coworking

The newest and most hospitality-oriented space in Chisinau. 24/7 access, private offices, dedicated desks, hot desks, 6 meeting rooms, cafeteria, phone booths, showers, and lockers. Closest to a Type D (Premium) experience in the market. From €9.5/day.

DreamUps Innovation Campus

Early-stage startup and innovation campus. Community of young entrepreneurs with a focus on mentoring, accelerator programming, and startup events. More ecosystem platform than pure coworking — a launchpad for Moldova's next generation of tech founders.



GLOSSARY OF TERMS

Anchor Tenant – A major, long-term tenant whose presence increases the value and appeal of the space or building for others.

Bespoke – Custom-designed or tailored workspace solutions created to meet a specific client's branding, layout, or workflow needs.

BREEAM (Building Research Establishment Environmental Assessment Method) – A widely used European certification for sustainable building design and performance.

CapEx (Capital Expenditure) – Investment in fixed assets like fit-out, furniture, or technology infrastructure, usually one-time upfront.

Community Manager – A person responsible for curating the experience in a coworking space, including events, onboarding, and fostering connections.

Coworking – A shared workspace model allowing individuals or teams to rent desks or offices on a flexible basis with access to shared amenities.

Day Pass – A short-term pass giving access to a flex office for a single day without a recurring membership.

Daylight – Natural light entering a workspace, contributing to employee health, comfort, and productivity.

Dedicated Desk – A desk that is permanently assigned to one user, often in an open-plan setting.

Desk (Hot / Dedicated) –

Hot Desk: A desk used on a first-come, first-served basis.

Dedicated Desk: Reserved for one user on an ongoing basis.

Ergonomics – The design of tools, furniture, and layouts to support human comfort, health, and performance in the workplace.

F&B (Food & Beverage) – On-site food services, including cafés, snack bars, and catering, often used to enhance hospitality in flex spaces.

Facility Manager (FM) – The person or company responsible for the daily physical operation of a building, including maintenance, cleaning, and utilities.

Fit-Out – The process of furnishing and equipping an interior office space, including walls, finishes, MEP systems, and furniture.

Flex Office / Flexible Office – Office spaces available on short-term, scalable contracts with shared infrastructure and amenities.

Franchise – A flex office business model where an independent operator runs a location under a larger brand's systems, name, and standards.

Green Building – A structure designed to minimize environmental impact through sustainable materials, energy efficiency, and health-focused systems.

Hospitality (Office Hospitality) – The integration of hotel-style service in the workplace, emphasizing user comfort, personalized support, and a welcoming atmosphere.

Hot Desk – A non-assigned desk used by different people at different times, typically in shared areas.

Hybrid Work – A flexible work model combining remote and in-office work.

HVAC (Heating, Ventilation, and Air Conditioning) – Systems that regulate the indoor climate, temperature, airflow, and air quality.

Landlord – The legal owner of a property who leases space to tenants or operators.

Lease – Service Contract vs. Sublease –

Service Contract: Access to workspace and services without a traditional lease; often more flexible and easier to cancel.

Sublease: A legal lease of physical space from the operator; more rigid and subject to real estate regulations.

Lease Models – Various ways operators structure agreements with landlords: fixed lease, turnover lease, management contract, or franchise.

LEED (Leadership in Energy and Environmental Design) – A globally recognized green building certification focused on energy, water, and indoor environmental quality.

GLOSSARY OF TERMS

LUX – A unit of illuminance, measuring how much light falls on a surface; office tasks typically require 300–500 lux depending on the type of work.

Membership Model – How users access the flex office: open membership, monthly contracts, or invite-only access.

No CapEx – Refers to spaces that require no upfront investment from tenants, as all infrastructure and furnishing are provided.

Noise Level – The background sound in a workspace, measured in decibels (dB), which affects focus and acoustic comfort.

OpEx (Operational Expenditure) – Recurring costs of running an office, such as utilities, cleaning, internet, and staffing.

Plug & Play Office – A turnkey office setup that is ready for immediate use with no configuration required by the user.

Private Office – An enclosed, lockable office space for individuals or teams within a coworking or flexible workspace.

Property Manager (PM) – The person or company responsible for overseeing the commercial and financial operations of a building.

Serviced Office – A private, fully equipped office provided with shared services (internet, reception, utilities) managed by the operator.

Shared Amenities – Facilities available to all users, including kitchens, lounges, meeting rooms, phone booths, and event areas.

Sound Insulation – Building materials or systems designed to reduce noise transmission between rooms or zones.

Turnkey Office – A fully finished and furnished space that requires no additional setup by the tenant. Similar to Plug & Play

Utilization Rate – The percentage of time a given space or asset (like a desk or meeting room) is actively used.

Vacancy – The portion of a building's rentable area or of a specific space that is currently unoccupied and available for lease.

WELL Building Standard – A certification emphasizing health and well-being of occupants through criteria like air, light, fitness, and nutrition.

Workplace (WP) / Workstation (WS) – A unit of space assigned to a single employee, typically consisting of a desk and chair and sometimes a personal storage unit.

Zoning – Local regulations that determine the permitted uses of a property (e.g., office, residential, mixed-use).



Nest City Lab Barcelona

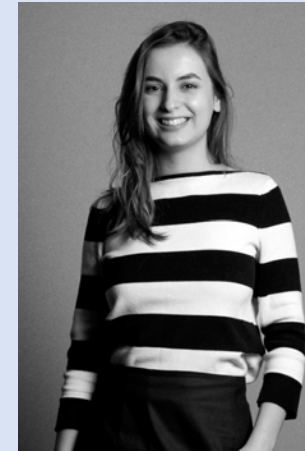
THE TEAM

BEYOND•SPACE



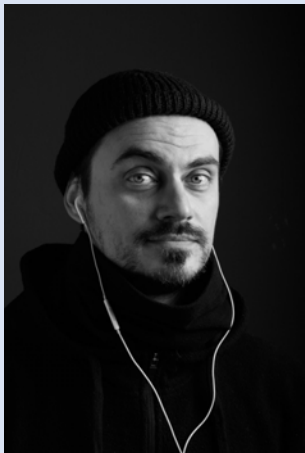
Pauline Roussel is a specialist in coworking strategy and community-driven workspace design. As co-founder and CEO of TwoFifty Coworking Consulting, she works worldwide with operators from first-time founders to established brands, to design sustainable, community-led coworking spaces.

Starting in 2014 while managing a 2,000m² Berlin workspace, Pauline has since visited over 500 spaces across 67 cities, interviewing 1,000+ operators and community managers to build a rich understanding of global best practices



Ana Stanciu is a community-focused professional with experience in coworking, civic engagement, and neighbourhood-level community development. After managing community and events, she developed a strong passion for designing meaningful encounters and building environments where people connect with purpose.

Driven by an interest in participatory communities, urban belonging, and the stories that tie people together, she is committed to creating spaces that inspire involvement and responsibility.



Dimitar Inchev is an expert in coworking operations, branding, and community architecture. As co-founder and CTO of TwoFifty, he helps workspace teams build scalable, engaging, and intentional environments

Dimitar has personally explored over 500 coworking sites across 67 cities.

With a blend of technical insight and community intuition, Dimitar enables coworking operators and internal teams to scale, adapt, and build ecosystems that thrive long-term.



Tudor Popp is a workplace strategist and entrepreneur transforming how people experience the office.

Active in office planning and consulting since 1994, he helps businesses reimagine their work environments.

In 2020, he launched HOTSPOT in Bucharest, a BREEAM and WELL-certified coworking brand built on hospitality and user-centred design. Tudor champions the idea that offices should be tools, not costs, creating spaces that inspire, connect, and empower people.

BEYOND•SPACE

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