

History of Glowfish

Founded by the mind behind Kuppadeli and Ad Lib hotel, Gavin Vongkusolkrit, Glowfish Offices first opened its doors at Asoke Tower in 2010. Its concept of Work, Play Grow set the standard for modern offices, using innovative design to increase productivity and creativity, to support business growth, as well as to support customers' lifestyle choices. The majority of our customers include high-performance local and international start-up companies that are rapidly expanding and whom share a modern, millennial mentality in conducting business. Glowfish offers serviced offices that are ready-to-use, creatively designed meeting rooms that can be rented hourly as well as event spaces for holding seminars or a diverse selection of leisurely activities.

The company aims to provide a solution to people's varying *work styles* in order to promote business success of its customers by the following principles:

Flexibility: our facilities are able to adapt according to the versatility and size of businesses, enabling customers to choose a timeframe for renting meeting rooms as well as the type of meeting rooms offered.

Work Environment: our space was designed for the *working introvert* or *working extrovert* which offers quiet zones or collaborative spaces, in line with the 'modern' nature of work.

Connectivity: we are located in the hub of activity, surrounded by department stores or transportation systems (BTS & MRT) for maximum convenience.

Work-Life Balance: our facilities support the idea of a balanced lifestyle with different food and beverages zones, nap rooms and communal areas. We also hold various activities on a regular basis for our customers to participate in order to build a thriving community among like-minded individuals.

Community Partners: Glowfish is home to a number of high-performance companies and individual talent, therefore providing an ideal environment as an incubator of creativity.

Glowfish currently occupies office spaces in Asoke and Siam, covering an area of 1523 sqm and 760 sqm respectively, and has plans to expand its modern workstyle and creativity to Sathorn in mid-2017, covering over 4000 sqm of office space. Still incorporating the main concept of Work, Play, Grow, Glowfish Sathorn will also introduce a new concept of Lifestyle Integration through partnering with various restaurants, gyms as well as building new creative meeting spaces and event halls in order to promote business success for Glowfish's customers.

Glowfish Identity

Having successfully set up office spaces at Asoke and Siam, Glowfish offices opened its doors at Sathorn Thani building with the purpose of curating the best lifestyle services across Bangkok. At this new and exciting location, Glowfish has collaborated with a diverse selection of partners to support the company's philosophy of creating an office environment that not only boosts productivity, but also emphasizing the importance of getting the right balance between work and lifestyle.

Previously, conventional offices were designed solely for its ergonomic function as well as the seating capacity. Offices were mere spaces for people to work collaboratively for a fixed amount of time within a day, and the workplace was seen as a place of seriousness. As soon as the office worker steps out of his/her place of work at the end of their shift, they are either tired or in some cases, cheering and hurrying to end their day of work because it's the end of the workweek. Office blocks used to exist for one purpose only which was to provide a place where employees within the same company come together to work in the same space.

In recent years, there is an increasing amount of people who are now realizing that success was not based on income, but rather overall general happiness at the workplace. Success is now seen as having a balance between work and play, hence Glowfish's motto, Work, Play, Grow, rather than focusing on saving up and spending your life's earnings just to pay the bills. For example, many successful business people are now exercising on a daily basis, putting as much importance on a healthy diet and lifestyle as work. Not only is this way of thinking seen as a factor of success, but many also associate this with increased productivity as well. Being able to balance your work lifestyle such as exercising in the morning has shown to improve focus and mental energy throughout the day. An ideal balanced lifestyle is arguably hard to achieve and is different for every person, but Glowfish aims to promote this work/play balance in order to inspire creativity and productivity in the workplace.

At Glowfish, we believe that talent and potential can be unlocked and developed through building a strong and stable network that continually inspires and stimulates. Productivity can be increased through others, in this case the community that share the same level of passion and motivation.

The Meaning of Work-style

Different people have different preferences regarding the way the work, that is why Glowfish makes you question yourself whether you are more productive sitting at your personal desk alone, or more productive when you are bouncing and sharing ideas between yourself and your colleagues. There are many aspects to one's work life, thus we take this concept of balancing your work life very seriously when designing the 'ideal' office that is able to provide a cosy corner or a sizeable stage tailored for anyone. We feel that the term Workstyle perfectly sums up this concept.

Why Glowfish Matters

How does one fish make a big enough impact in an ocean of opportunities?

In order to achieve this, that fish needs to swim in a large group that is continuously shifting and changing shapes, in order to adapt to its environment and to overcome any obstacle that may be thrown in its way. Alone, this single organism is barely noticed, but as a part of a group that has the same direction and vision and goals, the ocean can be conquered. Similar to the business world, a company has the chance to make an impact, when they take the connectivity aspect into serious consideration.