



Interview to:

Martín López Sampedro

Sales Director at Ofita



Today we interview Martín López Sampedro, Sales Director at Ofita. Ofita is a furniture company specialized in designing and outfitting workspaces and one of the sponsors for CIFMers 2016.

1. At Ofita you are specialists in workspace, what do you think is the relationship between furniture and new ways of working?

An office for us is a very valuable instrument. Companies acknowledge that their workspace helps them put into practice their strategies, communicate their brand and promote their culture more efficiently. The key lies in designing workspaces thinking about the people, their physical and emotional needs.

Through good design and the use of different elements, particularly furniture, we can achieve our strategic goals, attitudes, values, etc. more easily. Several studies show that, actually, a properly designed office makes productivity increase over 20%.

Office furniture is a facilitator for work dynamics at a company; if its design is customized and adapted to a company's culture and organization, it helps individual and group activities to develop more efficiently. This helps taking care of the people and in addition it provides the level of connectivity and technology the employees need to develop their activity.

We understand workspace also as an emotional element that has an impact on staff's engagement, motivation and wellbeing.

2. Ofita has a Research and Development Department, what are the main subjects you are currently working on?

We are constantly working on innovation to develop solutions that help companies in the current context characterized by constant change, digital revolution and the incorporation of new generations to their workforce. We are witnessing a true revolution in the work models and they need totally different workspaces: informal, flexible, creative, versatile, shared... and there is where Ofita is. We have just launched MMET UP!, a wide range of innovative furniture (sofas, tables, accessories...) thought for informal workspaces, for group activities or for focused work. And soon we will surprise the market with a new operating system, very functional and with a very high design component.

3. You work in Europa and America, what are the main trends in those markets?

Nowadays companies are global and their internationalization is blurring more and more the lines that made markets different.

Offices are a very important brand display, both outwards and inwards, so big companies want to keep a common design at all their offices all over the world. Therefore, it is more and more usual that ways of working and office concepts get replicated all over the world. Office equipment depends a lot on the market's maturity and there are different preferences regarding finishes, design lines, among many examples. But not so much regarding trends.

Actually, we have just attended NeoCon in Chicago and there we could see how the biggest macro-trends that exist in the American market are the same we can find in Europe: increase of shared space; technology, with all kind of devices integrated in tables and accessories to help the user to be connected all the time; height-adjustable standing desk; environment issues...

4. How do you think CIFMers 2016 can contribute to the sector?

In a changing context like the one we are living in, CIFMers will allow us know where we are going, with first-hand experience and best practices from the best experts in Property and Real Estate, workplace, service management and technology, in addition to getting to know the last trends of the discipline at a global level. The international atmosphere at the event is one of its appealing features.