

A Bold Leap Into The Future Of Work

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Guoco Midtown's Network Hub is designed to meet the evolving office needs of today's workforce.



Guoco Midtown's office tower
GuocoLand

In the heart of Singapore's bustling cityscape lies Guoco Midtown, a pioneering development by GuocoLand that is reimagining the concept of workspaces with a unique business and recreational facility for tenants known as the Network Hub.

Directly linked to Guoco Midtown's 30-story office tower, the innovative space aims to meet the diverse needs of today's businesses and professionals, combining workplace facilities such as hot-desking areas, tech-enabled meeting rooms, as well as soundproof pods for smaller group discussions or individual work. Its modular design can be further configured to accommodate a wide range of uses.

The hub also offers a range of recreational and wellness amenities, such as a 40-meter swimming pool and pool deck with a private dining room. It seamlessly connects to the Mid-Levels Garden on Level 7 of the office tower, which houses a jogging track, exercise corners

and a pavilion with a BBQ pit. Visitors can also enjoy the Workspace Grains + Café on the ground floor, which is open to the public.

“We envision the future of workspace as one characterized by flexibility, collaboration and a holistic approach to work-life balance. Hence, the Network Hub’s objective is to create a space that transcends the traditional office setup, blending professionals’ needs with lifestyle and wellness elements,” says Valerie Wong, Managing Director, Asset Management at GuocoLand.

Flexible Solutions

As hybrid work arrangements move into the mainstream, there is a growing demand for flexible workspaces and meeting areas that facilitate collaboration. The Network Hub addresses such needs with its multi-functional spaces, flexible short-term office suites and smart meeting rooms designed for in-person and virtual audiences. The larger conference facilities that can accommodate up to 160 people are ideal for town hall meetings, product launches and other corporate events.



The 160-seater conference room on the second floor.

GuocoLand

“The space at Network Hub is versatile, with areas that can be adapted for private, focused work or transformed into collaborative, communal spaces for team projects and networking events. It is a prime example of how modern meeting spaces are evolving to support the needs of hybrid audiences,” says Wong.

The Network Hub is also designed to accommodate the expansion needs of its tenants, offering them solutions such as short-term leasing options and swing spaces to support their growth. For instance, a business with a primary office in the office tower can lease fully furnished office suites on a short-term basis when their workforce expands.

This allows team members from both sites to connect easily, boosting a collaborative workplace culture while promoting efficient resource sharing, such as IT systems. Conversely, tenants can lease short-term office suites as an interim solution before moving into a core office space.

“This flexibility is essential for companies in a dynamic business environment, allowing them to scale up or down as required without the constraints of traditional long-term leases,” says Wong.

Promoting Sustainability

Similar to Guoco Midtown’s office tower, the Network Hub prioritizes environmental responsibility as well as the health and well-being of its users by incorporating sustainability and technology into its spaces. For instance, its HVAC (heating, ventilation and air conditioning) system is equipped with high-performance air filters to ensure a safe and healthy environment. Guoco Midtown is also certified with the BCA Green Mark Platinum, reflecting the high standards of sustainability achieved through energy and water conservation features.

“In terms of technology, GuocoLand is actively integrating smart building solutions and robotics to maintain the health and hygiene of the building,” says Wong. “These technologies are not just about efficiency; they also play a crucial role in ensuring a safe and healthy environment for occupants.”

The design of Guoco Midtown incorporates green elements that aim to connect tenants to nature. This approach not only contributes to the aesthetic appeal of the space but also promotes a healthier, more natural setting for the occupants.

As the world of work continues to evolve, GuocoLand’s Guoco Midtown is leading the way in meeting the diverse needs of today’s modern workforce and is set to be a benchmark for future workspaces.



The private dining room and 40m lap pool on the rooftop of the Network Hub.
GuocoLand

Designed For The Hybrid Workforce

- **Technology-Enhanced Meeting Rooms:** The meeting rooms in the Network Hub are equipped with state-of-the-art technology, including two screens in each room to support flexi meetings and virtual conferencing. This setup allows for efficient communication and collaboration between on-site participants and remote attendees.
- **Modular and Versatile Design:** The design of the meeting spaces at the Network Hub is inherently modular, allowing for easy adaptation to various event types and sizes. This flexibility is crucial for hosting a range of activities, from business-focused meetings to more casual social gatherings.
- **Focused Work:** Recognizing the need for smaller, more intimate spaces, the Network Hub offers numerous Focus Pods ideal for small group discussions or individual-focused work. These rooms cater to the needs of teams engaging in hybrid meetings, providing private and quiet areas for in-depth conversations or individual tasks.