

Co-working space opens to the public with desks, shopping and food



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[WeWork](#) has launched a new combination co-working space with retail and food called [Made By We](#). It is located in New York City's Flatiron neighbourhood. It is open to the public and anyone can [book a desk or meeting space](#). There are nearly 100 seats available that can be booked on-demand or by pre-booking via the [website](#). Made By We also offers meeting spaces for groups of four to 10 people.

Made By We doubles as a shop, which sells clothes, snacks, and other products made by members of the "We community." There's also a cafe. The idea, according to the company, is to be not just a workplace but also a community.

Takeaway: Co-working spaces are growing in popularity as people look for cost effective ways to handle office space. Shared work spaces also offer opportunities for socialising and networking. WeWork is clearly capitalising on these trends. Retailers surely will welcome this combination shared office and sales space concept. WeWork currently has [603 open or coming soon locations](#) in 100 cities around the world. That is an attractive captive audience. In the summer of 2018, the company [announced WeMRKT](#), a retail space to sell products from 10 WeWork member companies — all of whom competed to sell company-branded apparel, office supplies and food.

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