



Architectural Digest

THE REPORT

An Exclusive Look at WeWork's First Paris Location

The company's newest space offers a glam take on the 1920s in the city's ninth arrondissement

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WeWork's LaFayette space in Paris, opened earlier this year.



With start-up capital pouring into France at record speed, it should go without saying that the entrepreneurs, developers, and creatives behind such innovation need somewhere to rest their MacBooks. WeWork, the New York-based company that brokers in high-design co-working spaces, has set its sights on the City of Light, opening its first Parisian space in the ninth arrondissement.

WeWork LaFayette, which occupies a historic atrium just a stone's throw away from Paris's famous Grands Magasins, is a nod to the city's bohemian splendors of yore, particularly the culturally and aesthetically rich 1920s.



Colorful banquettes offer cheery workspaces for members.

"Our design team saw an opportunity to transform this space into an *Années Folles*-type space," explained Brittney Hart, head of interior design at WeWork. "The design pays homage to the emerging Art Deco style with a slightly updated approach, and provides members and guests with a grand space that fosters cultural, social, and artistic collaboration."

The glam 1920s motif, created in collaboration with local firm *Axel Schoener* *Architectes*, is present throughout, with metallic details and sumptuous textiles playing off of the building's *Beaux-Arts* bones. The central glass-ceilinged atrium (whose original glass blocks remain intact) offers WeWork members abundant natural light and ample space to work, play, and congregate. Workers looking for quiet corners can find them in the space's jeweled-toned banquettes and nooks that line the upper floors.



The design motif highlights original architectural details, like this iron staircase.

"We love the idea of incorporating the building's Art Deco influence and its original details into the design of the space," explained Hart. "Our design team wanted to create a collected and layered experience for our members—one that would feel slightly modern but ultimately classic and timeless." If that sounds appealing, you're in luck: The space is now open and accepting membership applications.

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