

Construction City by Construction City Eiendom

● Glasshallen | 1st floor | 12:35–12:45 | 

Part of Real Estate Innovator Finalists: Teknostallen, Spinn & Construction City



Hege Skjelbred Hatlemark
Commercial Director, OBOS Eiendom

Construction City uses curation and shared spaces to make tenants collaborate

Hege Skjelbred Hatlemark of OBOS Eiendom presented Construction City as property used as an arena for innovation. Since 2019 its vision has been to become the leading destination for value-creating collaboration in construction, civil engineering and real estate: more than a building, a gathering place for the industry. As developer, the owner made four choices. It held on to the vision in difficult times, built its own coworking and community arena, Kollektivet, for startups and flexibility, offered services that put the whole building to use, and curated tenants and their placement so like-minded companies meet in shared spaces. The slides showed results: an AI project at Betonmast, HØFY and Fagskolen Oslo moving in, industry events and the Construction City Cluster. She closed with the doubts the project has faced and said the answer lies in the 2019 vision.

KEY TAKEAWAYS

- The 2019 vision: the leading destination for value-creating collaboration in construction, civil engineering and real estate.
- Running its own coworking arena, Kollektivet, gave the owner control of the concept and an entry for all.
- Curating tenants and where they sit lets like-minded companies meet in the shared spaces.
- The open day for tenth graders drew over 600 pupils last year and expects about 1 000 this year.