

E Spaces offers business rooms to rent in Nashville

The Tennessean - Nashville, Tenn.

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Date: Nov 2, 2010

Start Page: n/a

Section: DAVIDSON

Text Word Count: 427

Document Text

THE TENNESSEAN

Nashville entrepreneur Marc Fortune was looking for a place to hold meetings for his sales support group when he found what he considered a perfect home in E|SPACES.

"I walked in the place -- it was still being built out -- and I said this is exactly what my business needs for meeting space on a regular basis. We need private and break-out space and an open environment so we can have subgroups," said Fortune, who founded Force Five about the same time that the open office facility for mobile workers neared completion.

Phil Gibbs, former CEO of Encore Interactive and Executive Learning Inc., studied mobile workers and found that telecommuting centers in the suburbs of Washington, D.C., were empty because no one wanted to work in a dull, gray environment.

"But you look in Starbucks and you see laptops open and people being productive. People are using the coffee shop as a means to do business. Here you have a coffee shop with all the functionality of an office -- the capability of doing video conferencing, access to meeting rooms, copiers."

According to an International Data Corporation's Worldwide Mobile Worker Population 2009-2013 Forecast released earlier this year, more than 72 percent of the nation's workforce perform their work in multiple locations, such as customer sites, vendor offices, their homes or hotels. Some 120 million Americans are expected to work mobile in 2013, the study said.

Gibbs' solution for Nashville telecommuters was E|SPACES on the fourth floor of an office building in the Belle Meade Hill Center.

There, couches, high tables and a treadmill desk have replaced such old office niceties as cubicles and traditional suites.

E|SPACES attracts all sorts: start-up health-care companies, graduate students who prefer to study off campus, attorneys in private practice and owners of home-based businesses who want a place to meet clients every so often.

Monthly memberships begin at \$195 for 10 hours of access. An electric key fob gives members access to E|SPACES.

Members must bring their own laptops but have access to phones, a business address, video conferencing, meeting rooms, copy and fax machines. Visitors check in using an iPad with software that calls the business owner they want to visit.

"Because of all the mobile devices, knowledgeable workers can work from anywhere and have the capability to be on the move and meet clients," Gibbs said.

"But they miss the water cooler and being around other people. That is part of what ESPACES is about -- building that community."

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Abstract (Document Summary)

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