# BAR WORKS@Miami



IDEAL AND LARGE SITE IN THE HEART OF THE WYNWOOD

ART AND FASHION DISTRICTS AND TECH HUB

FLEXIBLE 7,500 SQ FT OF SPACE + PARKING

Refurb to include **Bulletproof Coffee** and **Pure Green** concessions — and customized **Graffiti!** 





























#### **Letter from the Chairman**

#### **Key Parties**

#### **Details of the Offer:**

Wealth Builder Program from Bar Works™ Inc. at 31 NW 23 Street, Wynwood, Miami, Florida.

#### Introduction:

- 1. Location details and plans for venue
- 2. Wynwood Art & Fashion Districts
- 3. Co-working demand and competition in Miami

#### **Background Information:**

- 1. Economy of Florida
- 2. Overview of Bar Works™ Inc.

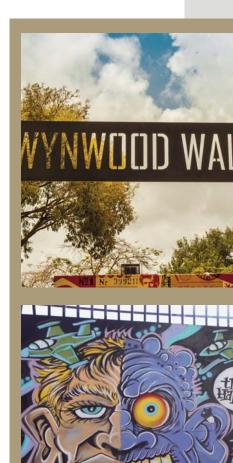
#### **Summary of Bar Works@Miami**

#### **Summary of this Offer**

#### **Applications Form**









#### LETTER FROM THE DIRECTORS



#### DEAR INVESTOR,

Bar Works™ Inc. continues its roll-out in the United States, and is pleased to announce the acquisition of a major site in Miami – right in the heart of the city's burgeoning tech hub and the well-known Wynwood Art and Fashion districts. It's an amazing site, with lots of space and adjacent to other major redevelopments.



Heading for the Sunshine State makes good sense for Bar Works – Florida's economic growth is outpacing the national average and there is much more going on there than tourism. The state has a high value manufacturing sector that includes aviation and medical sciences, which in turn attracts more business, and thriving financial community. Roughly 16 of the Fortune 500 list of companies have headquarters in Florida, with many of those in the Miami area.

Many more major US companies also operate their Latin America businesses from Florida, taking advantage of local Spanish-speaking skills and proximity to the region – for example, Caterpillar and Brightstar Corporation, the mobile phones and wireless devices distribution giant.



Tourism is, of course, a major aspect of the local economy, and the state gets close to 100 million visitors a year – mostly from the rest of the US – so having a Bar Works in Miami should have real appeal to our clientele. They will know that, whether travelling for business or leisure, there is a venue they can drop into and get the full Bar Works' package.

Our new venue has 7,500 square feet of space – enough to provide around 350 full-time work stations and plenty of social and event areas. And we believe our new alliances with **Bulletproof Coffee** and the **Pure Green** juice company will have wide appeal across the local area, bringing in new members and ad hoc customers.



With our 24/7 approach to co-working, we will also be one of the few co-working buildings open on Sundays in Miami.

Co-working developments are also relatively rare in Florida, so that Bar Works is stepping into an under-developed market in our view. All in all, we believe this is another exciting opportunity for our company and we hope for you too.



The

Jonathan Black, Chairman

## **KEY PARTIES** |

**Group Company Name:** Bar Works™ Inc.

47W 39th Street New York 10018 USA

Leasehold Company Name: Bar Works @Miami LLC,

47W 39th Street New York 10018 USA

Website of the Company: www.barworks.nyc

**Management Corporation:** Bar Works™ Management Inc.

41W 46th Street New York 10036 USA

**Property Attorney:** Reznick Law 900 Third Avenue,

17th Floor

New York, NY 10022 USA

**Bankers:** JP Morgan Chase

Columbus Circle

New York City New York USA

Auditor to the Company: ProTax Center 1312 Kings Highway

New York 11229 USA

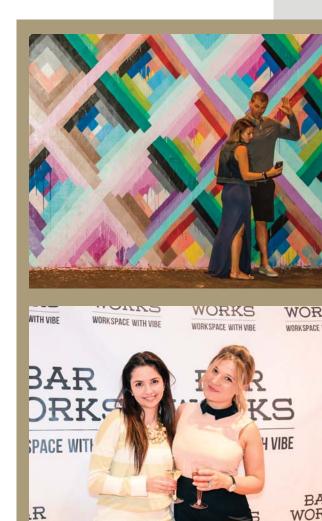
#### **Bar Works on the New York Subway**













WORKSPACE

KS

BAR WORKS™ @Wynwood

## **DETAILS OF THE OFFER**

# Wealth Builder Program from Bar Works<sup>™</sup> Inc. at 31 NW 23 Street, Wynwood, Miami, Florida

Bar Works@Miami is located between Miami Avenue and Second Avenue, close to the new Miami Arts Charter School (a tuition-free public charter school, focused on tech and creative and performance arts) and Wynwood Arcade.

Our new location is a former warehouse building that has already undergone a major and high grade renovation – to the extent that previous commercial tenants had to put up sign saying "We are not an art gallery"!

The district of Wynwood is famous as a hub for art and fashion, having been a former industrial area that artists and designers reconfigured over the past decade. In effect, Wynwood has become Miami's hipster neighborhood, and retains a high number of creative and innovative businesses and entrepreneurs. Tech innovators have also moved into the area in recent years, so that Wynwood is now home to Miami's expanding tech hub.

Wynwood is also well-known for its street art festival, and our new building already has a distinctive look, courtesy of earlier art fests. It is the intention of Bar Works to seek new external art to reflect our business and our commercial ethic, but local artist and graffiti-led!

There are a wealth of retailers and major Wynwood attractions all within close walking distance, and the building also comes with its own extensive parking facilities.

This location is adjacent to a restricted development zone recently proposed by the Miami City Commission. Under those proposals, the area will have additional new housing and open space, as well as commercial and retail developments. Height restrictions on new buildings are also proposed in order to retain the character of the neighborhood and prevent over-development.

Within the Bar Works™ Wealth Builder Program investors seeking income combined with capital appreciation now have the opportunity to purchase 10-year leases on up to 350 workspace units at **Bar Works @Miami**. These leases will also benefit from any future rent increases derived from each work space. That means your minimum income will grow as customer charges rise and returns will exceed the initial 14%-16% yield in the later years of the lease.

The work space units available under this lease scheme will be amongst those set aside for full-time and long-term members of Bar Works™ Inc. who will pay \$500 per month all-inclusive for their use, including free parking.

The cost of each work space lease is \$25,000, plus you receive a free lifetime worldwide membership to Bar Works™ Inc.

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	Premium	<b>Monthly Rent</b>	Minimum % return per year
Single Workspace	\$25,000	\$292	14%
Wealth Starter (2 workspaces)	\$50,000	\$625	15%
Wealth Accelerator (3 workspaces)	\$75,000	\$969	15.5%
Wealth Builder (5 workspaces)	\$125,000	\$1,667	16%

The Wealth Builder Program has been structured to maximize your income and capital.

We do not encourage the purchase of single units as by purchasing multiples your rental income and returns increase.

All income payments will be paid monthly from the point of investment – so you start receiving income just 14 days after taking up this offer. You will see a steady flow of income for the whole time you hold your lease.

Bar Works™ Inc. will repay your initial capital when your lease expires - i.e., 100% of your initial capital is repaid on the tenth annual anniversary. In addition, Bar Works™ Inc. will retain the right to buy back your lease at a minimum 125% of initial cost - \$31,250 - at any point after the second-year anniversary of investment and in the event of a change in group ownership or status.

Bar Works™ Inc. continues to offer a 'matched bargain' facility where leaseholders can sell their leased units at any time if required – or buy more.

# 1. Location details and plans for venue

# **◆**puregreen

Bar Works @Miami will have the capacity for up to 350 work stations, plus room for temporary stations and catering facilities, events and meeting rooms. There is an extensive mezzanine space (2,500 square feet) and high ceilings – up to 19 feet in most parts of the building – and lots of light.

This former warehouse was extensively remodeled within the last few years, and has all necessary permits and fire prevention facilities of a modern commercial space. Services for our members, including connectivity, will be of the highest standard.

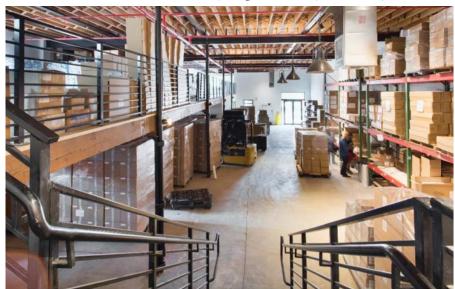
The exterior of the building is enhanced by recent street art − produced in the course of one of the local street art festivals – and Bar Works™ Inc. intends to hire a local artist to rework the exterior to suit our business and style.

There are multiple car park spaces adjacent to the building (and part of our property), plus close access to other large parking facilities within easy walking distance. Only this past summer, East End Capital, for example, put the finishing touches on Wynwood Arcade, a retail and restaurant development off North Miami Avenue and 24th Street. (Interestingly, those finishing touches included a new set of murals by Japanese artists Hitotzuki in the atrium plus Tristan Eaton's vibrant murals on the exterior.)

Within our new building we will keep up the high standards of the local area, and will also be offering a full range of catering facilities to include both **Bulletproof Coffee** and a **Pure Green** juice bar.

**Bulletproof Coffee** is a luxury branded coffee drink that has become increasingly fashionable and sought after. It consists of "upgraded" black

#### 31 NW 23 Street, Wynwood, Miami, Florida





coffee blended with grass-fed butter and "Brain Octane oil", an extract of coconut oil that improves brain function and supports ketosis (burning off fat throughout the body). For health and function reasons, many people are now including **Bulletproof Coffee** in their daily diet — especially hard-working freelancers and entrepreneurs, who are exactly our client base.

**Pure Green** juices and smoothies is another high-end brand for the health and nutrition conscious. Founded in New York, **Pure Green** uses a 'cold press' process that preserves all the live enzymes, vitamins and minerals from the fresh fruit and vegetables to "flood your body with pure nourishment". Again, these products are in strong demand from exactly the clientele Bar Works targets. And they will be available to Bar Works' members at a discount to retail prices.

Gaining these two top brands as part of the Bar Works' offer is a major endorsement, we believe, of Bar Works itself and the ethos that drives us.

BAR WORKS™ @Wynwood

## **INTRODUCTION:**

# 2. Wynwood Art & Fashion Districts

The Wynword area of Miami lies to the north of Downtown Miami and Overtown, and adjacent to the Edgewater district. Wynwood has two major sub-districts, the Wynwood Art District in northern Wynwood, and the Wynwood Fashion District along West 5th Avenue. Wynwood is roughly divided by North 20th Street to the south, I-195 to the north, I-95 to the west and the Florida East Coast Railway to the east.

In the last century, Wynwood was long referred to as "Little San Juan", and commonly known as "El Barrio" because of the many Puerto Ricans who migrated to the neighborhood from the island and Northern cities in the 1950s. Puerto Rican-owned restaurants, shops, markets and other businesses line the streets of Wynwood.

In the current century, the neighborhood has been gentrified to some extent, with large investments and developments. For example, construction of the Midtown Miami development began in 2005 between North 29th and 36th Street and Miami Avenue and the Florida East Coast Railway (FEC), on what was historically an FEC rail yard. This brought renewed attention to the area, and previously abandoned warehouses began to be occupied by artists, restaurants, cafés, and lounges.

Property developer Tony Goldman also assisted Wynwood's growth by creating a mecca out of the already present graffiti. Some 30 artists travelled to the district from around the world to create what is now the Wynwood Walls. This led to a huge increase in other street art in the surrounding area, and effectively turned the whole district into Miami's hipster neighborhood.

Currently, the Wynwood Art District contains over 70 galleries, museums and art collections. The second Saturday night of every month is known as "ArtWalk in Wynwood", and the galleries and studios open their doors to the public for viewing. This arts' area

is roughly bounded by North 36th Street (north), North 20th Street (south), I-95 (west) and Northeast First Avenue (east).

Wynwood is also home to Wynwood Walls, an outdoor mural permanent exhibit featuring some of the worlds most renowned street artists.

Additionally, there are hundreds of other 'street art' and graffiti murals around the district, curated yearly by Primary Flight making it one of the biggest street art districts in the world. Wynwood is also home to The Armory Studios, a major modern recording studio and event space.

The Miami Fashion District is a subdistrict of Wynwood, and is bounded by North 30th Street to the north, I-95 to the west, North 23rd Street to the south, and West 2nd Avenue to the east. Its primary artery is along Northwest Fifth Avenue, where a lot of the major clothing retailers and distributors are located.



Unique outdoor destination featuring huge, colorful street murals by artists from around the globe

# 3. Co-working demand and competition in Miami

The Kaufman Foundation said that the Miami-Fort Lauderdale metropolitan area ranks number two on America's list of start-up activity hotspots

Miami is in the top five US cities in terms of growth of the gig-economy – places where temporary positions are common and organizations contract with independent workers for short-term engagements. Alongside that, probably one of the most significant statistics for Miami – in relation to demand for co-working space – is that latest estimates show the number of "independent workers" in the city grew by 15% last year (2015).

Another key piece of information on the local area comes from a study by the Kaufman Foundation. Last year the Kansas-based non-profit organization said that the Miami-Fort Lauderdale metropolitan area ranks number two on America's list of start-up activity hotspots (2014 figures).

With economic and corporate activity in and around Miami still growing faster than the US national average, it seems unlikely that either start-up activity or growth in the number of independent workers has slowed. More likely is that figures for 2016 will show yet more significant growth for Florida's main business hub both in terms of businesses created and workers attracted.

Provision of co-working space has picked up strongly alongside this growth since 2011, with global giant WeWork opening in Miami just a year ago. WeWork's 40,000 square feet venue at the ocean end of Lincoln Road is small compared to its venues elsewhere, but considerably larger than other competitors in Miami. WeWork now has three venues in the metropolitan area, all of similar size.

Available space for conversion to coworking use does appear to be limited. This is expected to change as planned new developments and redevelopments in and around Miami get underway, but these are still years if not decades away.

Also, much of the existing co-working provision is geared to specific industry groups – particularly in art/design and tech. Wynwood's most well-known coworking space is probably The LAB Miami, which has been part-funded by the Knight Foundation (which invests in journalism and the arts) and focuses on creative, tech and social enterprises.

BÜro is another leading space provider, with four locations across the Miami area, and would probably be Bar Works' closest competitor in terms of location size, some amenities and broad commercial appeal. BÜro has expanded steadily over the past 2-3 years, and is now pitching at start-ups that wish to grow – i.e., if one of the SMEs takes on staff, BÜro will find space to accommodate that growth.

However, one aspect of all the established co-working venues is that access times are restricted – certainly in comparison to spaces in other cities around the world. BÜro's venues, for example, are closed after 7pm, only open for six hours on Saturdays and closed Sundays.

The LAB stays open until 8pm, but does not open on Sundays and is only available between 11am and 5pm on Saturdays. And WeWork venues close around 6pm on weekdays, and do not appear to offer much weekend access at all.

Indeed, few of Miami's co-working locations open on Sundays, so Bar Works will be bringing pretty much 24/7 provision, as well as extra events and networking opportunities, compared to these leading venues.

Whilst our all-inclusive full-time membership of \$500 a month looks high compared to published basic tariffs at WeWorks and elsewhere (which average around \$400 for a 'dedicated desk'), we believe the extras available at Bar Works – totally all-inclusive of connectivity and office bills, 7-days a week access, free parking and discounted catering services – makes our total offering very competitive in Miami.

## **BACKGROUND INFORMATION –**

# 1. Economy of Florida

Florida's economy is expected to accelerate at a faster pace than the US as a whole for the next four years, becoming a \$1 trillion economy by 2018, in a forecast earlier this summer from Sean Snaith, an economist at the University of Central Florida. The economy of Florida will expand at an average annual rate of 2.9% through 2019, he predicts.

According to Snaith, Florida is expected to break the \$1 trillion mark in 2018 and climb to \$1.074 trillion in 2019. That would make Florida's economy the 16th largest in the world, according to rankings by the World Bank.

It would also mean a significant rise from the state's gross domestic product of \$902 billion posted for the last quarter of 2015 by the US Bureau of Economic Analysis.

The economist has attributed Florida's growth to continued strength in the

housing market and its job creation outperforming the US labor market. Snaith has also said that the region's workers can expect wage growth of 3.6% this year over 2015, pushing the state up the US average salary league. Metropolitan areas of Florida already enjoy average annual salaries that would put them into the leading dozen on a state-by-state basis.

Florida's labor market recovery is expected to continue to exceed the national job market recovery through 2019, with the labor force growing at an average of 2% from 2016 to 2019. Payroll job growth is expected to average 3.9% this year, then slow to 2.4% in 2017, 1.1% in 2018, and 0.8% in 2019.

In housing, Florida's median existing home price has risen to \$213,000, compared with \$122,200 during the housing crisis and financial collapse. However, there is now a shortage of

affordable homes in key parts of the state. Many district authorities have plans in place to address this, including the authority with oversight for Wynwood.

A booming economy would bring yet more new businesses, jobs, housing, more consumer spending and other economic benefits to a state that already boasts a broad ranging economy and a strong proportion of high skills people. Whilst many might still associate Florida with tourism and oranges, over half of Florida's workforce is aged over 25 and with at least a Batchelor's Degree.

This latter statistic speaks to the large number of people employed in tech and innovation, high value manufacturing and finance. Out of a total of 9.1 million in employment in the state in 2015, just under eight million were employed in non-farm jobs and 6.9 million in private industry work.



**Bar Works Miami** 

# 2. Overview of Bar Works<sup>™</sup> Inc.

Bar Works™ Inc. focuses on accessibility, flexibility and price — and on bringing real vibrancy and energy to the co-working environment. And our new tie-ups with Bulletproof Coffee and the Pure Green juice company demonstrate our commitment to giving our members the latest and the best. Bulletproof Coffee, for example, is now being endorsed by "Billboard-topping recording artists, world champion athletes and some of the world's top executives because of its massive impact on energy and cognitive function".

The likes of Regus and WeWorks are attempting to catch up, but marrying their property-focused business model to the dynamics of the co-working economy is a slow process, and Bar Works believes it retains a defined edge over such established competition.

Bar Works' work spaces have a unique energized atmosphere, based on people rather than simply architecture or location, making these venues ideal for events and networking. Bar Works has already held a number of successful Meet Ups (www.meetup.com) at its current Manhattan venues, which, even though charging a fee, ensure a regular flow of new people who subsequently take up membership.

Few, if any, of the current work space providers' offer ease of access, their premises usually requiring pre-booking – and in some cities, not open in the evenings or at weekends.

In major cities, and particularly in New York, facilities are almost always booked up for at least a month or more in advance. Not at Bar Works – at our venues, you can walk in and access a work station for a day, a week or a month without paying a deposit or committing to a long-term agreement. And we keep a proportion of our work spaces available for such 'passing trade'.

Costs of using space with all other operators are also not limited to a monthly rent. Phone, internet and other services are generally extra costs with other space providers, and can raise the monthly bill by as much as 50% or more. But Bar Works offers a fixed-price, all-inclusive deal to members (whether full or part-time) and to ad hoc users.

In addition, competing work space locations do not have full catering and alcohol licenses, so that users are forced to eat and entertain elsewhere. The Bar Works model means that members can use the premises for all their business-related needs, and network much more effectively in comfort and in contact with their data and resources.

This inviting 'open door' style is replicated wherever Bar Works™ Inc. operates in the world, and is much closer to the variable needs of an increasingly flexible workforce.

Additionally, Bar Works aims at all commercial/creative/entrepreneurial activity rather than purely at the Tech Startup or creative markets, thus opening up the target membership to a bigger broader spectrum, and we are now offering a bigger, broader network for members. This new venue in Miami

follows our seven Bar Works so far in New York City, and Bar Works in San Francisco, London and Dublin are set to open in the weeks and months ahead.

Services available for each monthly or daily membership payment include the following:

- Free internet
- Free photocopying
- Free phone connection and national calls
- Free fax
- ree meeting room use (subject to pre-booking and availability)
- Free networking
- No notice period
- No deposit
- Free coffee
- Discounted alcoholic drinks (where we have beer and wine licenses)
- Discounted Bulletproof Coffee and Pure Green juices
- Free subscription to The Search tech scene quarterly
- Free parking at Miami location
- Free technical support

Bar Works offers Limited or Full Membership, and a Virtual Office option.

Capacity at **Bar Works @Miami** will be limited to a maximum of 350 work stations with accompanying free parking.

Our whole philosophy at Bar Works™ Inc. is to facilitate an energized and progressive environment for entrepreneurs, freelancers and travelling business people in the 21st Century world of work at all our venues, large and small.

This inviting 'open door' style is replicated wherever Bar Works™ Inc. operates in the world

# **Summary of**

# Summary of Bar Works@Miami

This latest acquisition by Bar Works Inc. represents a major step into one of America's most vibrant and fastest-growing economies, with a location right at the heart of Miami's tech hub and renowned Wynwood Art and Fashion districts.

On two levels – ground and mezzanine – the building offers 7,500 square feet of space, with high ceilings, lots of light, a fully modernized and refitted interior and its own private parking lots Full-time members will have free use of the latter. The space is sufficient and ideal to provide up to 350 permanent work stations plus meeting rooms, social and catering areas.

Concessions from **Bulletproof Coffee** and **Pure Green** will add to this venue's attractions, both for Bar Works' members and ad hoc customers.

Members will get these products at a discount to retail prices.

The site is adjacent to the newlyopened Wynwood Arcade, a retail and restaurant development off North Miami Avenue and 24th Street -"tailored to the urban community of artists, designers, and edgy professionals, the Arcade is fused with independent retailers, specialty shops and eateries."

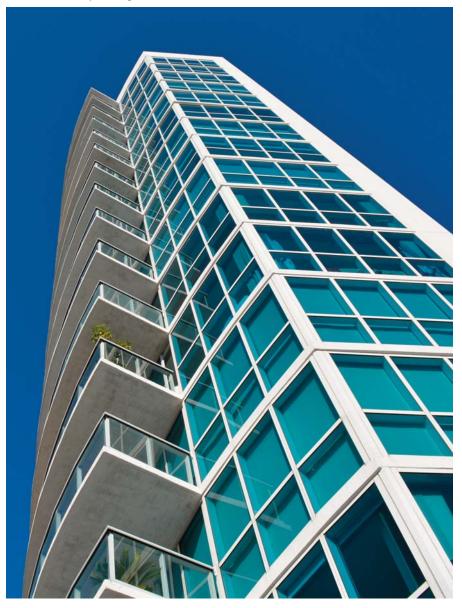
The new Bar Works is also within easy walking distance of Wynwood's many galleries, cinemas, restaurants and shops, as well as to the locations of several major corporations and leading businesses, including VICE Media, David The Agency, LAB Miami, Red Bull North America, LightBox Theatre and Red Digital Cinema.

"As Miami's hottest real estate submarket, Wynwood is home to an ever-expanding list of trendsetting retailers, such as Warby Parker, Shinola, Le Labo, Aesop, Italia Independent and Marine Layer and some of Miami's hippest food and beverage hotspots."

The economy of Florida continues to outpace the growth in the national economy, and several new development and redevelopment plans are in place in Miami and its environs.

The economy is expected to see further boosts in the years ahead should the President-Elect follow through on his promises on infrastructure spending and the rumored return to a nationally funded space program. Florida retains many high value jobs and businesses allied to aviation and space exploration, as well as being home to Cape Canaveral and the Kennedy Space Center.

Property values have doubled from their post-financial crash lows, and new build housing programs are underway across the state – largely targeting the middle and low income markets.



# **Summary of this Offer**

At this location Bar Works™ Inc. envisages up to 350 full-time work spaces, alongside spacious social and networking areas and work stations for use by temporary and part-time members. Some 2,500 square feet of the available space is at mezzanine level, and all areas have high ceilings and a bright and airy ambience.

Within the Bar Works™ Wealth Builder Program investors seeking income combined with capital appreciation now have the opportunity to purchase 10-year leases on up to 350 workspace units at **Bar Works @Miami**. These leases will also benefit from any future rent increases derived from each work space. That means your minimum income will grow as customer charges rise and returns will exceed the initial 14%-16% yield in the later years of the lease.

The work space units available under this lease scheme will be amongst those set aside for full-time and long-term members of Bar Works™ Inc. who will pay \$500 per month all-inclusive for their use, including free parking.

The cost of each work space lease is \$25,000, plus you receive a free lifetime worldwide membership to Bar Works™ Inc.

#### Table of Returns

	Premium	<b>Monthly Rent</b>	Minimum % return per year
Single Workspace	\$25,000	\$292	14%
Wealth Starter (2 workspaces)	\$50,000	\$625	15%
Wealth Accelerator (3 workspaces)	\$75,000	\$969	15.5%
Wealth Builder (5 workspaces)	\$125,000	\$1,667	16%

FLORIDA'S ECONOMY IS EXPECTED TO ACCELERATE AT A FASTER PACE THAN THE REST OF THE US OVR THE NEXT FOUR YEARS, ACCORDING TO FORECASTS FROM THE UNIVERSITY OF CENTRAL FLORIDA.

AS THE STATE'S MAIN BUSINESS, COMMERCIAL AND ENTREPRENEURIAL HUB, MIAMI IS A KEY LOCATION FOR BAR WORKS AND ITS INVESTORS. WE LOOK FORWARD TO SEEING YOU IN THE SUNSHINE STATE.

Our whole philosophy at Bar Works™ Inc. is to facilitate an energized and progressive environment for entrepreneurs, freelancers and travelling business people in the 21st Century world of work at all our venues, large and small

# **Application form**

#### **HOW TO APPLY**

You are required to complete the application form. In addition you will also be sent two agreements which will require signing once there are cleared funds. The first is the Lease Purchase Agreement which is your purchase of a sublease from Bar Works Miami LLC. The second is the lease agreement you have with Bar Works Management, Inc. (a wholly owned subsidiary of Bar Works, Inc.) which is the company that will enter a lease with the investor and manage the workspace and pay the rentals.

PLEASE RETURN COMPLETED DOCUMENTS TO:
Bar Works Inc.

47W 39th St New York 10018 USA

## PLEASE SEND YOUR WIRE TRANSFER

Bank Name: JPMorgan Chase Bank

Bank Address:

Broadway & 61st, New York, New York, 10023, USA Account Name: Bar Works Inc. Account Number: 790961622

SWIFT: CHASUS33

Routing Number: **021000021** Address: **Lincoln Center, New York,** 

New York, 10023, USA.

#### **BAR WORKS INC. – PURCHASE SUMMARY**

Wealthbuilder Program options:

Minimum Investment - \$25,000

Wealth Starter - \$50,000

Wealth Accelerator - \$75,000

Wealth Builder - \$125,000

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Select Option:
Total \$ amount to be remitted:
INCOME PAYMENT DETAILS – payments direct to:
Bank:
Sort Code/SWIFT:
Account Number/IBAN:
Routing No (US):
Or by check to:
CLIENT INFORMATION
Name:
Address:
Telephone:
Email:

Signature: .....

## **Bar Works in the Media**

# **FORTUNE**

#### This U.S. Firm Is Revamping Britain's Iconic Red Phone Booths Into Mini-Offices

There's also free coffee involved.

A former venture capitalist is planning to restore the former glory of Britain's famous red telephone boxes by turning some of them into mini-offices for onthe-go workers.

Jonathan Black, chief executive of New York City-based Bar Works, said his company was refitting phone booths in five British cities with 25-inch screens, scanners, printers, a wireless mouse, and Wi-Fi connection—as well as free coffee.

"It's an alternative to, say, Starbucks but obviously it provides you with total privacy," said Black, a Brit who lives in New York.

Privately-owned Bar Works launched in Manhattan last year, offering barthemed workspaces in popular locations. Users pay a monthly subscription in return for access to the premises and unlimited use of office facilities.



Telephone boxes outside the General Post Office in Blackpool Lancashire

#### **REUTERS PW**

# U.S. firm to turn Britain's red phone boxes into mini-offices

A former venture capitalist is planning to restore the former glory of Britain's famous red telephone boxes by turning some of them into minioffices for on-the-go workers.

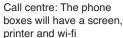
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"It's an alternative to, say, Starbucks but obviously it provides you with total privacy," said Black, a Brit who lives in New York.

# Welcome a bit of York fi

# **Mail**Online

Welcome to the office – it's a bit of a squeeze: New York firm to transform iconic red phone boxes into mini work stations



Some of Britain's iconic red phone boxes are set to be given an unusual makeover by a New York co-working space firm.

Bar Works is to launch Pod Works in locations including London, Leeds and Edinburgh using old BT phone boxes as mini-work stations for those on the move.

# San Francisco Chronicle Jack's site to be a co-working space

One of San Francisco's most historic downtown restaurants has been sold. But instead of becoming a new eating place, the former Jack's will live again as a new-age, tech-centric office space from Bar Works, a company that operates three such venues in New York City.

"It's important for us as a company to be out there," said Bar

Works managing director Frank-lin Kinard from NewYork. "If you're not going to go in the San Francisco market, you're just not serious.



After decades as Jack's, the restaurant reopened in 2002 as a French bistro named Jeanty at Jack's

The Norwich phone box in Tombland which could

so be converted into a miniature office for

travelling businessmen.

# International Business Times

#### Britain's red telephone boxes to be turned into mini-offices for workers on the go

Red telephone booths across Britain to be revived as mini-offices Getty Images With advanced communication technologies making the iconic British red telephone boxes expendable, a US firm is all set to bring them

back to use. Call boxes would be converted into min-offices for workers on-the-go.

Bar Works Inc's chief executive Jonathan Black, a Briton living in New York, said that his company will refurbish telephone kiosks with fully functional printers, scanners, 25-inch screens and Wi-Fi.



#### **Eastern Daily Press**

Box office: The phone booth which could become Norwich's newest - and smallest - workplace

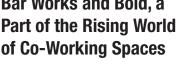
In a telephone-box transformation worthy of Superman himself, one of

Tombland's red phone booths is to become Norwich's newest shared office.

The project is the idea of New York-based Bar Works Inc, which has snapped up more than a dozen of the boxes across the country and wants to refurbish them for the use of entrepreneurs.

It says the location of the boxes makes them ideal for business people looking for affordable workspace in attractive locations.



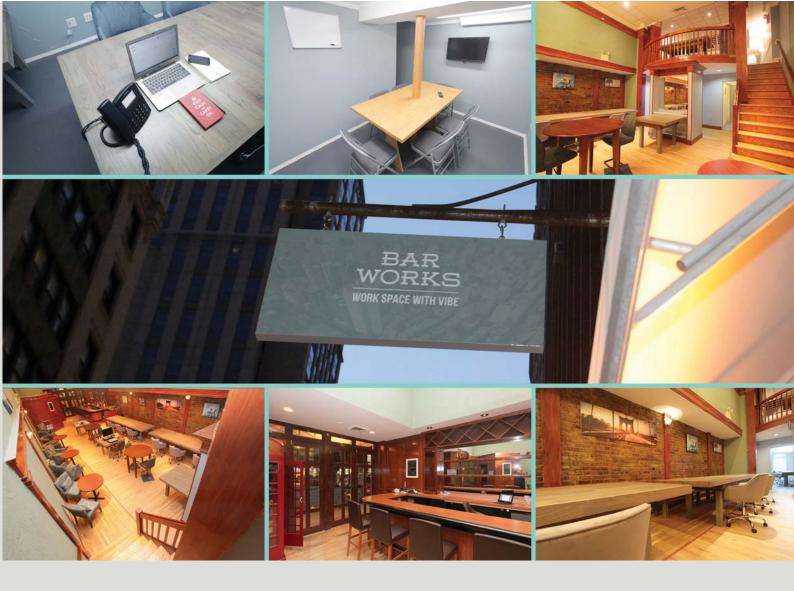


Co-working spaces are a fast-growing part of New York City real estate, and Bar Works, headquarters of Bold Media, is part of that growth. The space is a former Italian restaurant turned office space that (hence the



HAPPY HOURS: Zoe Miller repurposed an old restaurant to give her co-working space Bar Works a shot

name) kept the bar. The spot is located in Midtown and led by Jonathan Black and Zoe Miller. The atmosphere of the space is more relaxed than your typical office, with long tables and benches and comfortable seating in the former dining area instead of standard desks with swivel chairs.





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