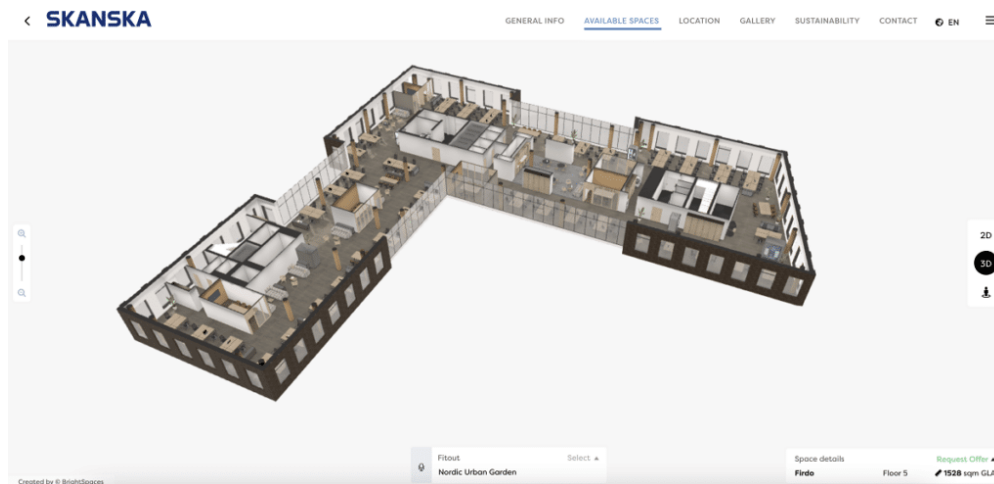


# Bright Spaces makes Nordic debut, showcasing the Firdo building in 3D Digital Twin

1 year ago



Bright Spaces is expanding its client portfolio to the Nordics through its latest collaboration with Skanska CDF. **Firdo**, an upcoming business location in Pasila, Helsinki, is available for digital showcasing and leasing through the Bright Spaces web platform, customised to the developer's needs, presenting the spaces in a 3D digital twin.

Proptech startup **Bright Spaces**, after a successful long-term partnership with Skanska Romania and the **Equilibrium project**, has started collaborating with Skanska CDF in Finland to present a virtual representation of Firdo and its future available spaces to potential tenants. By leveraging advanced visualisation tools and real-time data integration, Bright Spaces empowers potential tenants to explore every aspect of the office spaces remotely, streamlining decision-making and expediting the leasing journey.

Firdo, located in the heart of Pasila, is a hub for forward-thinking companies prioritising well-being and environmental sustainability. With a commitment to minimising carbon emissions and providing top-notch facilities, Firdo ensures a strategic advantage for companies in the new business district of Helsinki. Offering three distinct interior styles, Firdo features 15,300 m<sup>2</sup> of flexible office space across 14 floors, with eco-friendly amenities like ~200 bicycle parking spaces and 69 parking spaces equipped with charging points.

Bright Spaces' **3D digital twin technology** brings Firdo to life, offering a virtual tour of the building's interior styles and sustainable features. Prospective tenants can now immerse themselves in a 3D exploration, tailoring their experience by filtering available spaces based on specific criteria such as surface area or occupancy. With the flexibility to choose from three distinct fit-out options, tenants can delve into the technical characteristics of the Firdo building, explore the surrounding area, and seamlessly request offers

directly from the platform.

Tuomas Heiska, Project Manager Skanska CDF, said: "Firdo puts future first, thus piloting new innovations and digital, smart solutions in the project has been in the focus. We at Skanska CDF strive for continuous development and innovation to support our customers in the best way possible. The 3D model is an example of how we aim to enhance customer experience and provide smart services from the very beginning of a leasing process."

Catalin Dragutoiu, Director & Head of Growth EU at Bright Spaces, said: "We are excited to continue our long-lasting partnership with Skanska. The new collaboration with Skanska CDF is set to enhance the leasing experience for Firdo through our 3D digital twin technology. It reflects our joint commitment to responsible solutions, innovative digital experiences and addressing the evolving needs of clients. The digital replica of Firdo signifies a step forward in the way we visualise and present sustainable business spaces."

Bright Spaces' technology revolutionises the presentation of the Firdo building, allowing for the showcasing of the ongoing phases of its construction. This digital platform simplifies leasing processes, enabling clients to make rapid and well-informed decisions, regardless of their location. With every detail just a click away, this digital solution sets a new standard for presenting and leasing spaces within the Firdo building.