

Bright Spaces and iO Partners Join Forces to Transform Workplace Consultancy Through 3D Technology

11 months ago



Bright Spaces and **iO Partners** have teamed up to elevate workplace consultancy by integrating Custom 3D Space Planning technology into iO Partners' services. This partnership enables clients to visualise and plan their office spaces through immersive 3D virtual tours, offering a more engaging and informed approach to workplace strategy.

Bright Spaces, a leading 3D Digital Twin company, is excited to announce its latest partnership with iO Partners, a JLL Preferred Partner known for their bespoke real estate consultancy services. This collaboration brings together Bright Spaces' innovative 3D technology with iO Partners' extensive market knowledge to revolutionise workplace consultancy, offering clients an interactive, data-driven and customised experience.

iO Partners, real estate experts and a JLL Preferred Partner with over 30 years of experience in the CEE region, offers consultancy with a difference, focusing on smart solutions. By achieving a perfect blend of global knowledge and deep local expertise infused with a state-of-the-art innovation spirit, they are leveraging data for a smarter, more collaborative and responsive service. Their service portfolio includes workplace advisory services that help businesses of all sizes develop effective location strategies, ensuring they find the right space to accommodate their needs.

Bright Spaces is at the forefront of digital transformation in real estate, providing 3D Digital Twin solutions that enable stakeholders to plan, repurpose, and lease spaces in today's uncertain built world. Their technology offers data-driven insights that enhance decision-making, reduce costs, and provide a deeper understanding of spaces. With over 2 million square meters of digital twins generated across office,

residential, logistics, and retail sectors, Bright Spaces is redefining how space planning and leasing are approached.

The collaboration centres around Bright Spaces' flagship product, [Custom 3D Space Planning](#). Launched in 2022 and further refined in 2023, this product has already been implemented across 12 countries and four continents. Custom 3D Space Planning allows users to create 3D virtual tours of space plans, integrate tech and ESG features directly into the plans, and showcase highly realistic CGI renderings. This powerful tool not only enhances space visualisation but also supports stakeholders in making informed decisions by simulating various design and refurbishing scenarios.

By integrating Bright Spaces' Custom 3D Space Planning into their consultancy services, iO Partners will be able to offer their clients a more engaging and personalised experience. This product complements iO Partners' market expertise, providing them with a competitive edge in delivering immersive 3D virtual tours and realistic renderings. Clients can now visualise their future office spaces from multiple angles, allowing for a clearer understanding of design possibilities and spatial dynamics.

This innovative tool is particularly beneficial for tenants looking to relocate or redesign their office spaces. Key features include scenario simulation, enabling users to compare different refurbishing options, and design customization at the furniture level, allowing for easy exploration of various design concepts. Additionally, stakeholders can engage more effectively through guided virtual tours, enhancing their interaction with the space and streamlining the decision-making process.

"As real estate continues to evolve alongside technology at a rapid pace, our clients are becoming more sophisticated, expecting more complex, tech-driven solutions. At iO Partners, we pride ourselves on meeting those expectations by delivering innovative, tailored services that address their unique needs. This partnership with Bright Spaces allows us to take that commitment to the next level, integrating cutting-edge 3D technology into our consultancy offerings. We're excited to collaborate with them and look forward to providing our clients with a more immersive, interactive, and informed approach to space planning." – Maria Florea, Head of Office Advisory iO Partners.

"At iO Partners, we make it our mission to continuously explore new perspectives to stay ahead of the game and deliver forward-thinking solutions to our clients. The integration of Bright Spaces' 3D technology reinforces our commitment to staying at the forefront of the industry, ensuring we continue to set trends and offer the most innovative services available on the market." – Marius Muresan, Head of Project and Development Services iO Partners.

"We are excited to partner with iO Partners, a company that shares our commitment to innovation and excellence in workplace consultancy. At Bright Spaces, we believe that the future of real estate lies in harnessing the power of technology to create more immersive, data-driven experiences for all stakeholders. Through our Custom 3D Space Planning solution, we are not only enhancing how spaces are visualised and planned but also empowering businesses to make more informed and strategic decisions about their work environments. This collaboration with iO Partners allows us to bring our 3D technology to a wider audience, helping companies reimagine their workplaces and optimise their space in ways that were previously unimaginable." – Catalin Dragutoiu, Director & Head of Growth EU at Bright Spaces.