

# Working well at The Work Well

Caldwell Companies open coworking space



Miranda Hadamik

BY BRANDI SMITH

Just as the well was a gathering point in pioneer towns, longtime Houston firm Caldwell Companies hopes its new coworking enterprise, The Work Well, can bring people and ideas together.



"We want this to be the well where ideas are launched and your business takes flight," says Miranda Hadamik, Caldwell's vice president of investments.

The name came to William Hatfield, The Work Well's community and workstyle director, in a kind of light bulb moment. It neatly wraps up all Caldwell hoped to convey: a connection to the company, how people will interact and a visual cue of a meeting place.

"We want you to work well, we want you to be productive and we want your business to grow into bigger and better things," Hadamik says.

The Work Well celebrated its official grand opening at the corner of Highway 290 and FM 1960 in early March after softly opening in December 2017. It offers 71 private offices on the top floor in a Class-A, LEED-silver building. The facility, which is fully furnished, boasts a list of amenities such as a coworking lounge catered by Katz Coffee, several community areas, four meeting rooms and onsite concierge.

"Leasing is ahead of schedule," says Hadamik. "We have brand new people walk in the door every day, just thrilled to have this type of product in the Cypress area."

The decision to launch a coworking space wasn't something Caldwell took lightly. Hadamik says the fully integrated real estate firm, which specializes in development, investment, brokerage services and property management, spent years researching the concept.

"Caldwell's always looking for the latest design trends to stay relevant and serve our community, so we keep an eye on the latest technology and everything else," Hadamik says. "We heard from a lot of clients who are looking for this type

of product. Opening The Work Well really was answering a need, rather than simply jumping into something new."

The space, which is geared to be flexible for whatever members need, is one where almost anyone could work, though entrepreneurs, telecommuters, freelance professionals and creative digital marketers are part of the focus.

"We are targeting anyone who needs their own space," says Hadamik. "Everybody knows somebody who needs an office, a meeting room, an event space or just a professional address. We offer all those services."

She adds that The Work Well is eager to work with end users and brokers who have space-challenged clients.

"This could be a really good fit for them because, especially in our market, you can't find 500 square feet or that small office that you need," Hadamik says.

Another possibility she suggests is for a company with its own facility to use The Work Well as a kind of off-site project area. Teams tasked with anything from a creative project to a research effort can work independently away from the typical office, returning to the corporate office to present their findings.

The possibilities within The Work Well, says Hadamik, are endless.

"This is a place where people of a variety of backgrounds can come together and create something better. Instead of being siloed off by themselves, they can come here and have that community they are looking for."

For more information about The Work Well, visit [TheWorkWell.com](http://TheWorkWell.com). ■