



# Virtual Tour

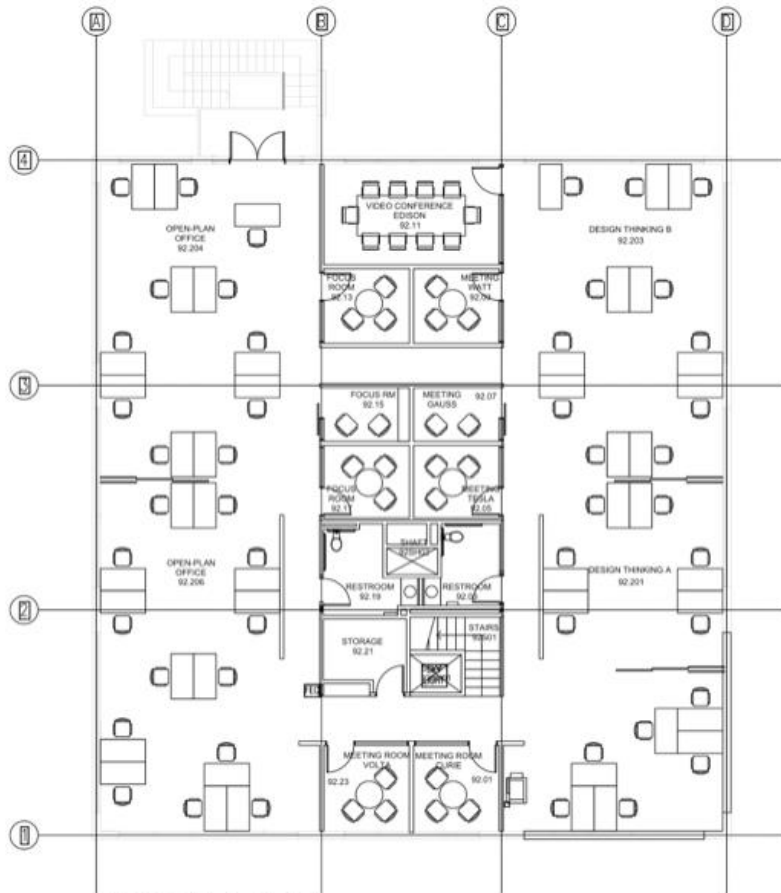
## SAP AppHaus Palo Alto

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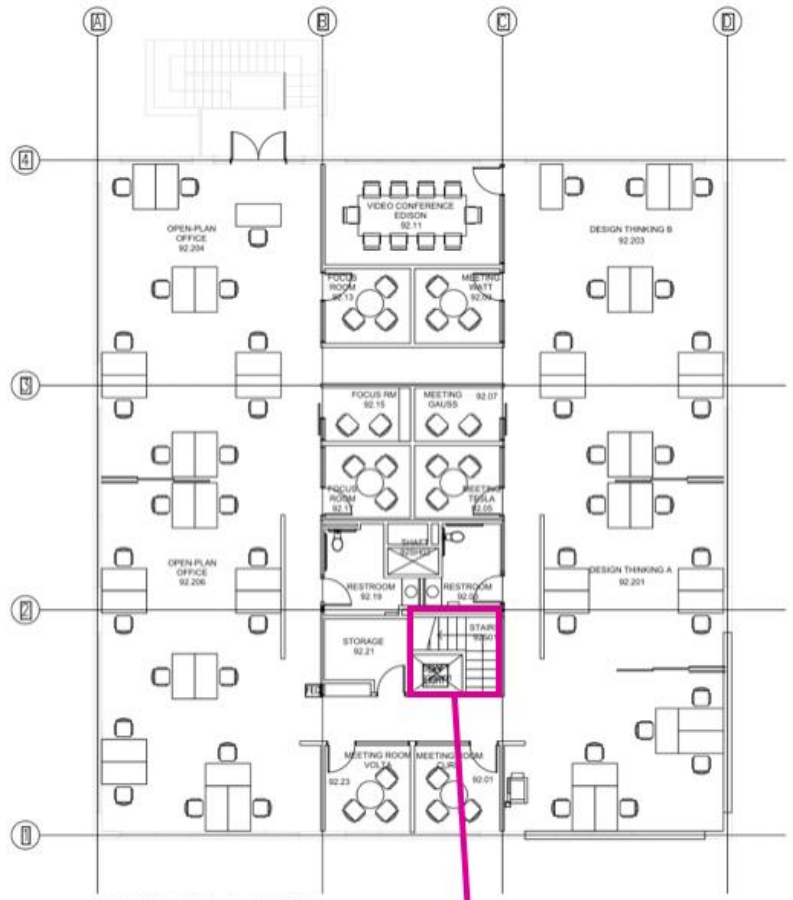


# Welcome to **SAP AppHaus Palo Alto!**

We're excited for you to virtually experience our space. Our team put a lot of thought into creating this space to be creative and collaborative, just like the work we do. In this walkthrough, we will guide you through all aspects of our space, starting from the staircase at the main entrance of our building. We hope you enjoy!



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FLOOR 02



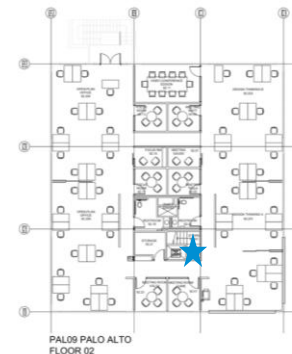
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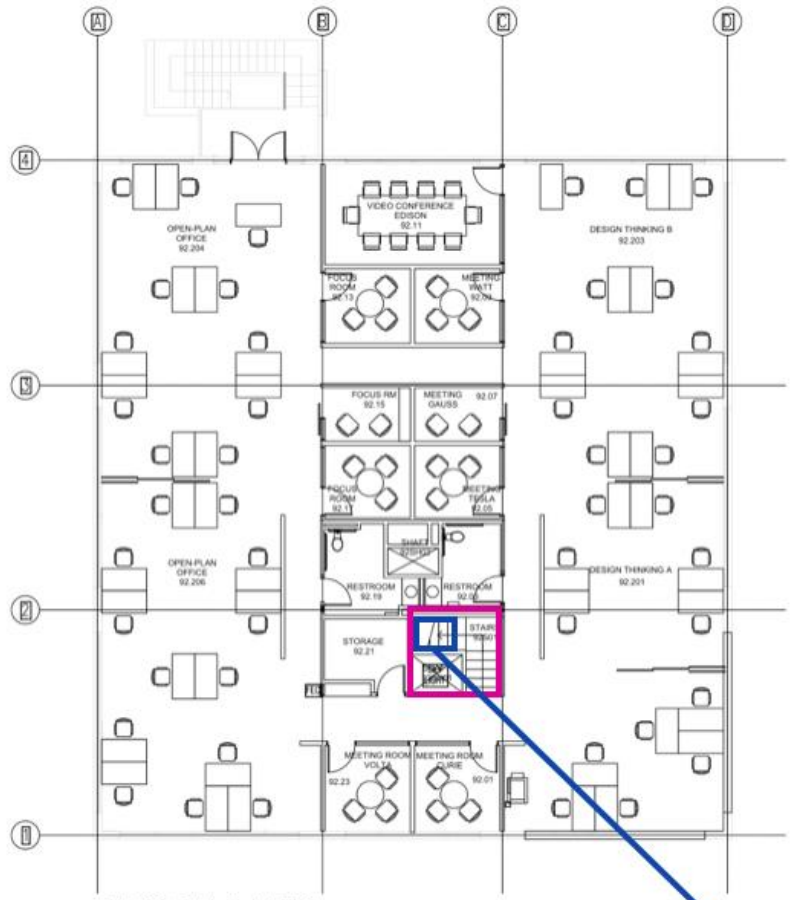




## Staircase

- The first AppHaus opened in Heidelberg, Germany as a customer-facing co-innovation space in 2013. AppHaus Palo Alto opened in 2016, and our other offices are located in Berlin, Seoul, and New York City.
- The staircase decal is filled with historical events related to design that occurred in Silicon Valley — an acknowledgement of our unique home.





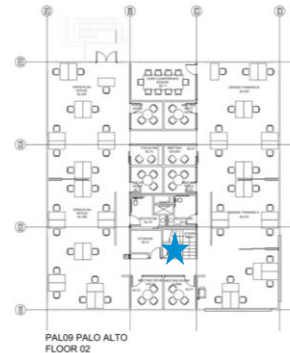
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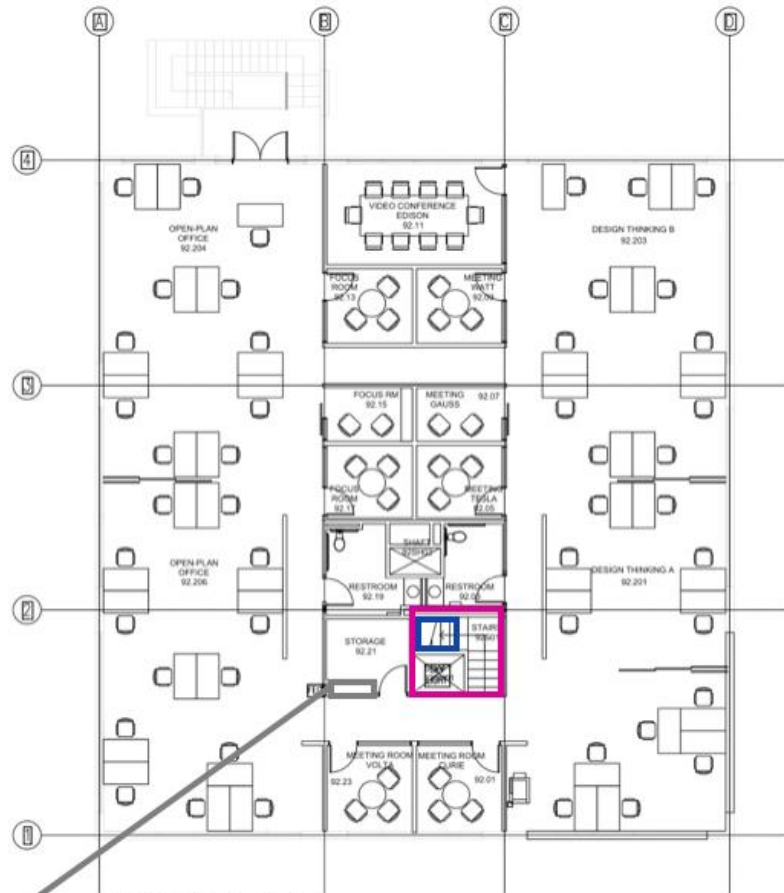




## Sculpture

- The Form Follows Function installation displays the practical quality of design.
- The name AppHaus was inspired by Bauhaus, the notable German art school in the 1900s. Bauhaus is famous for its theory, “Form follows function,” which states that the shape of a building or object should primarily be based upon its function or purpose. This installation, collaboratively created by the AppHaus Palo Alto team and designer Tom Cohlma, is a friendly nod to the origin of our name.





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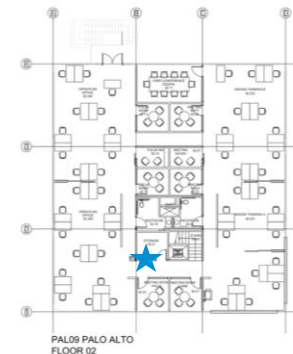


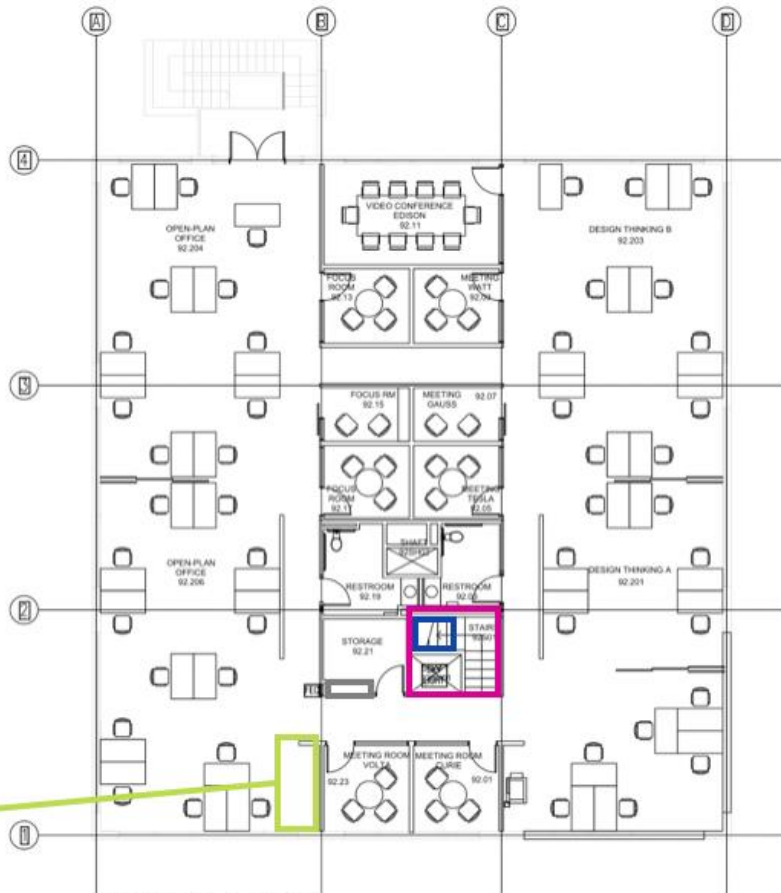




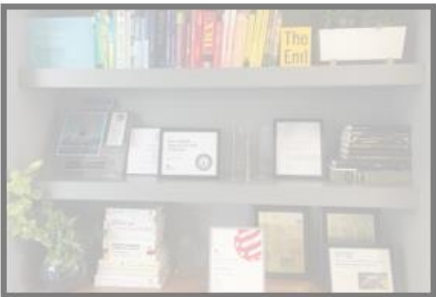
## Trophy Shelf

- The AppHaus won 4 German Innovation awards in 2020. Our Innovation Culture Toolkit received the German Innovation Gold Award in the category of “Excellence in B2B Office Solutions” and a German Innovation Winner award in the category “Design Thinking.”
- The AppHaus has also previously received the prestigious Red Dot Award and the Core 77 Design Award.





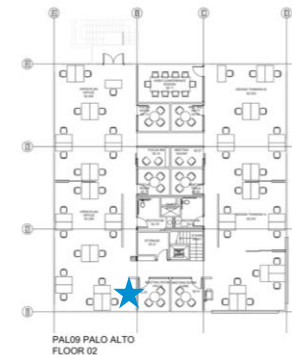
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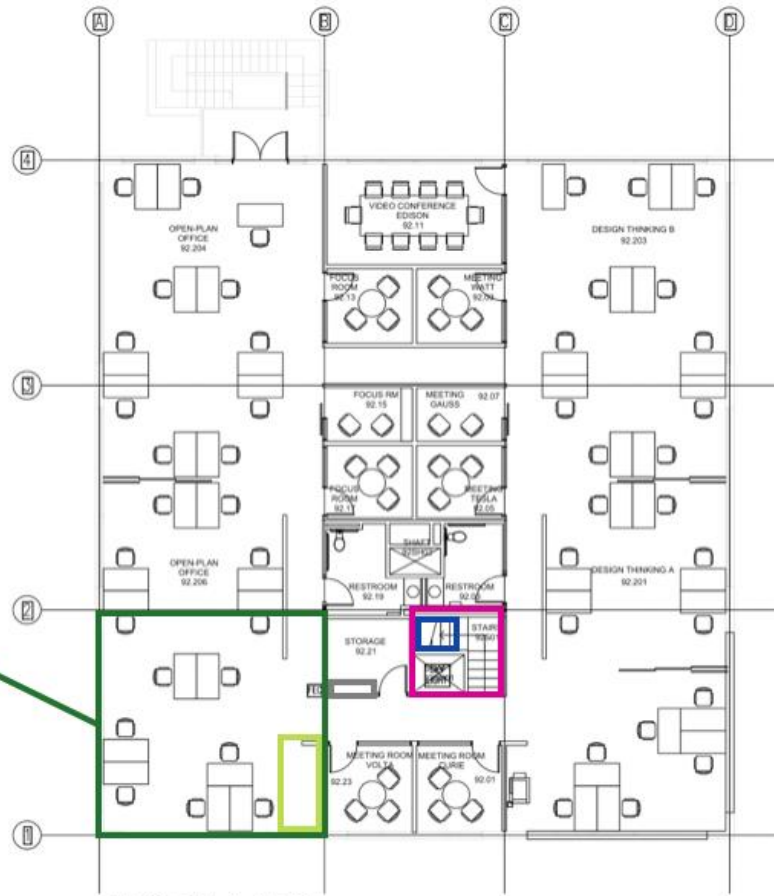
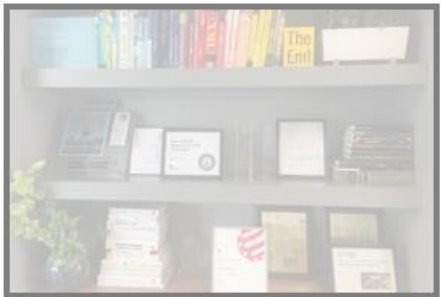


## Maker Space

- The Maker Space is a place where we can create physical products. We have a 3D printer and other tools needed for building here.
- The wooden table is also used as our snack table.



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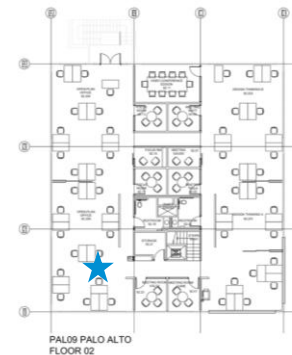
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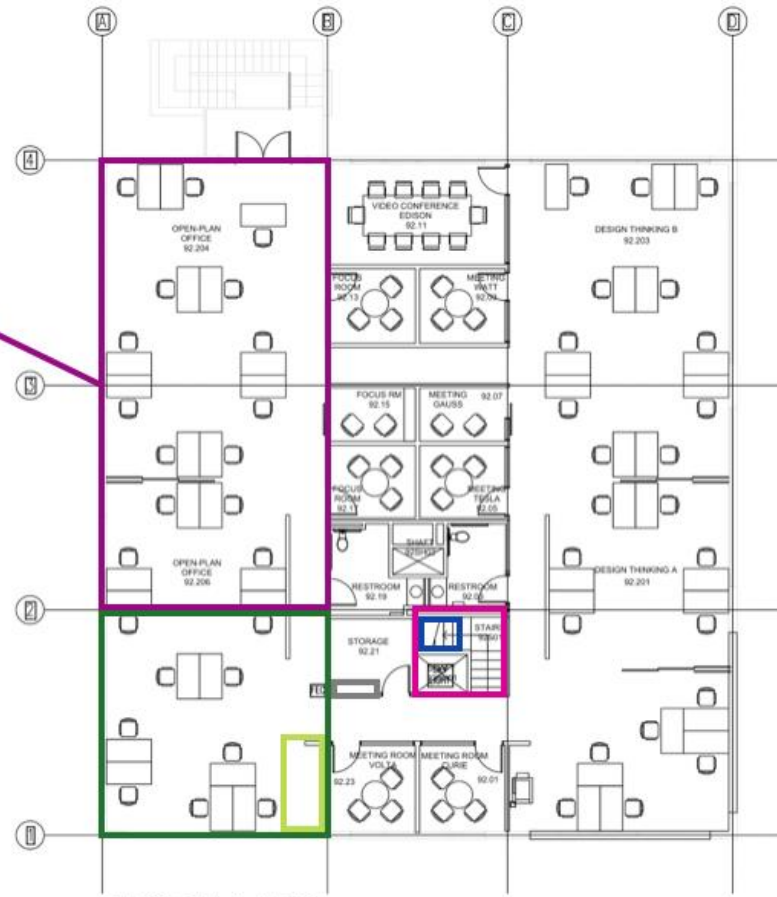
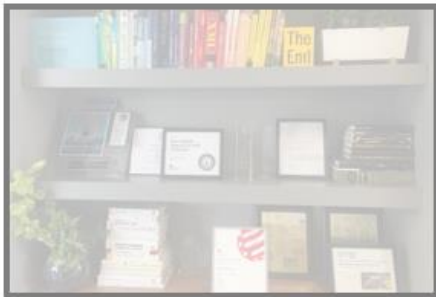




## Pop-Up Library

- Design is built on good thinking, which includes thorough research and industry knowledge. Our Pop-Up Library helps us foster a growth mindset and to stay relevant and constantly discover new knowledge.





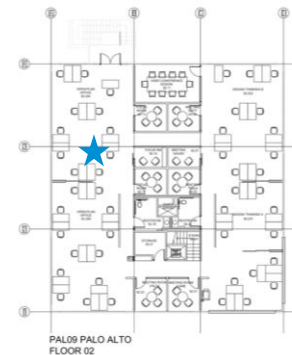
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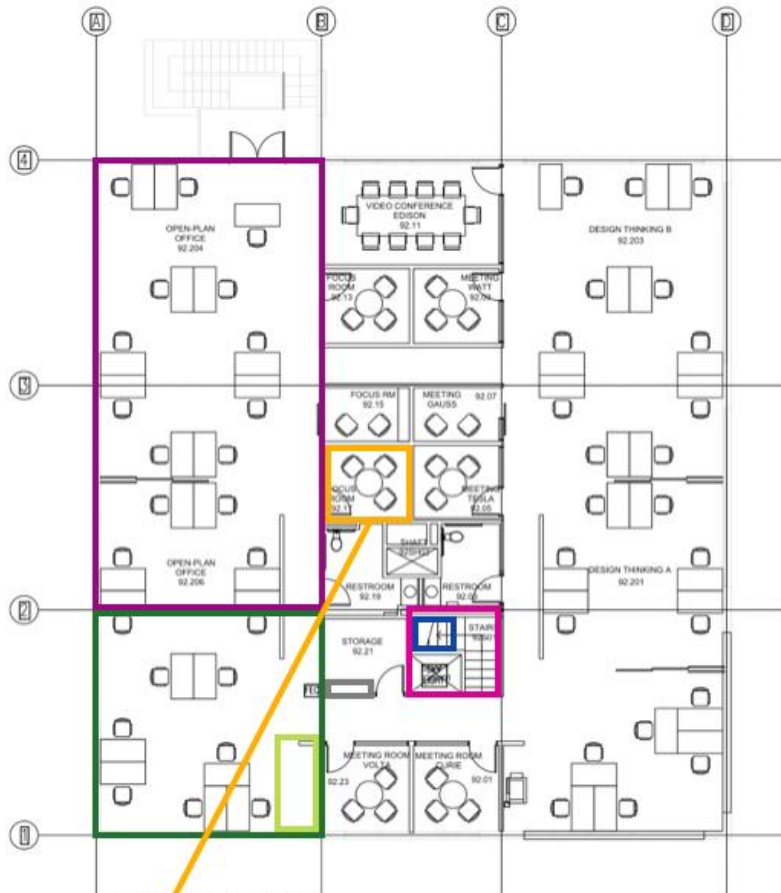
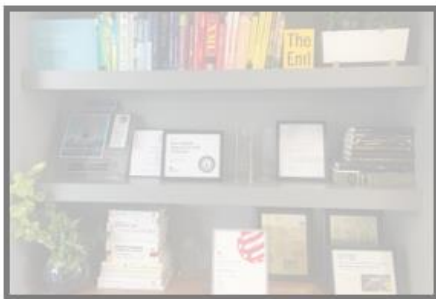




## Workspace

- Rather than having siloed cubicles, our workspace is very open and nonhierarchical. This fosters collaboration within the team. We also use plants and color to liven the space.





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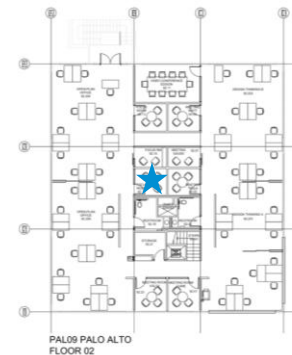


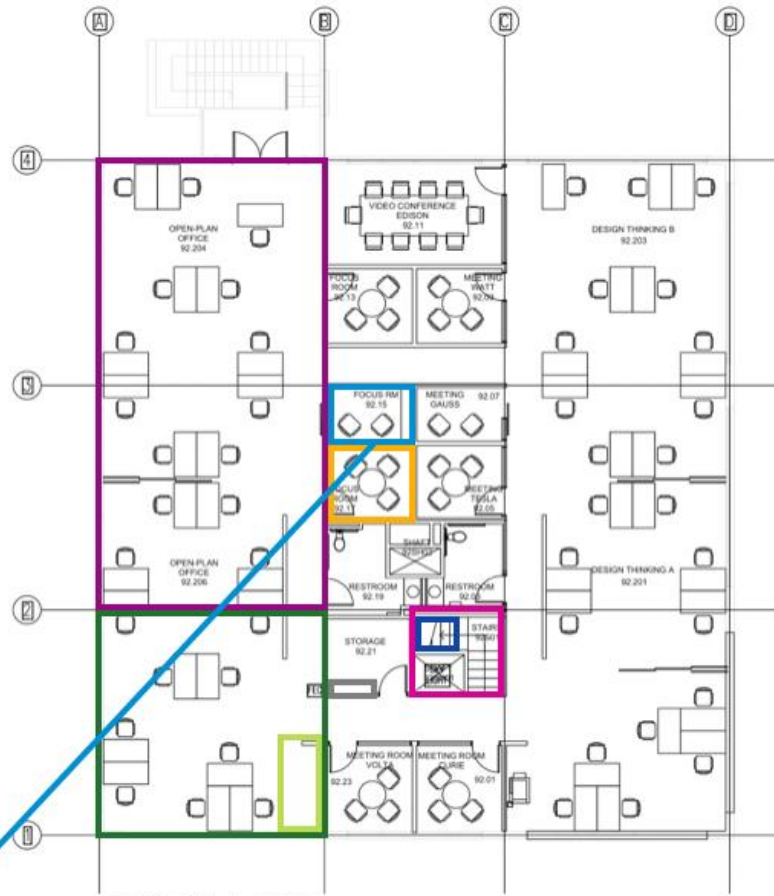
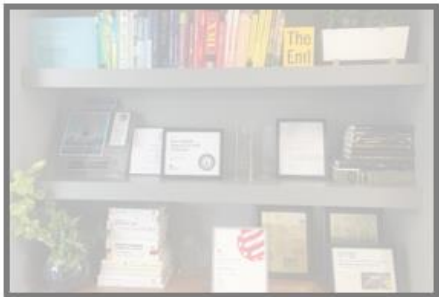




## Motion Room

- Incorporating motion into design opens a new dimension of adding personality to a product. Not only that, animations and micro-interactions also improve user experience by providing affordance and context.
- This room is where we often edit videos and interact with the motion light panels installed on the back wall.



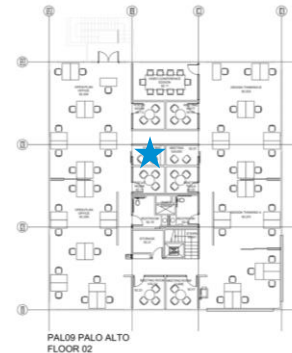


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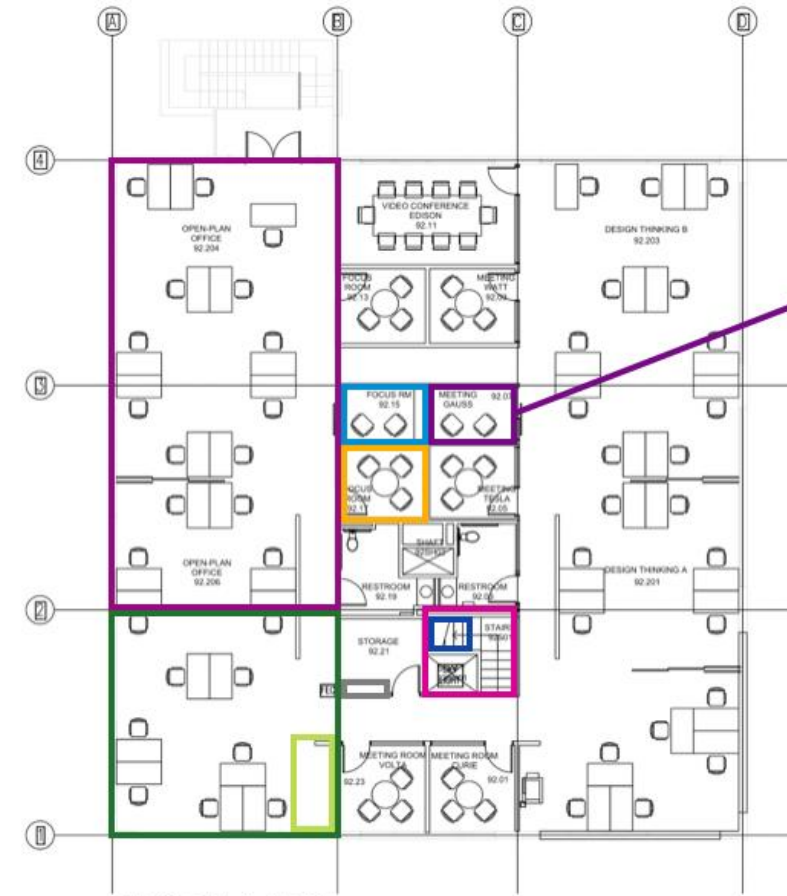
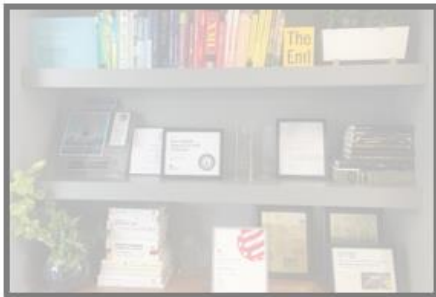


## Color Room

- The importance of color in design stems from the significance of color to the human mind. Color creates ideas, expresses messages, sparks interest, and generates emotions. By intentionally using colors within a design, different emotions can be inspired and make the design impactful.
- We use this room to have small meetings or conference calls.



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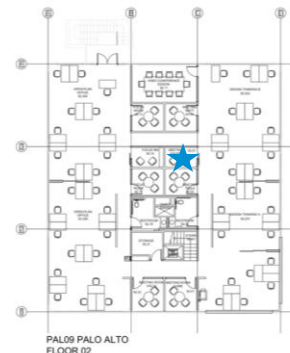


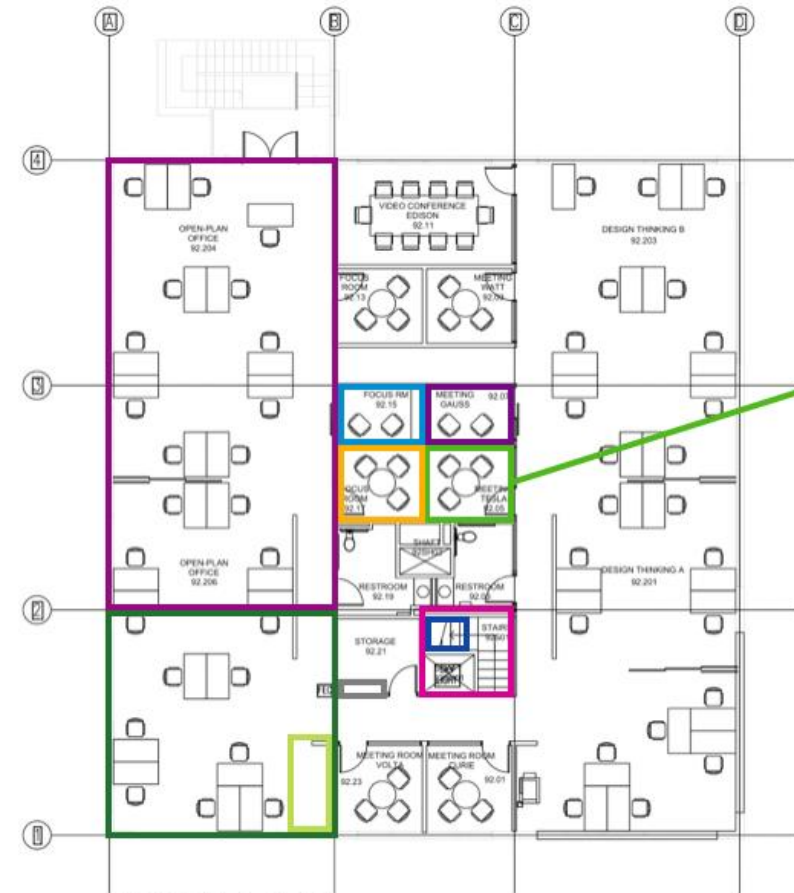
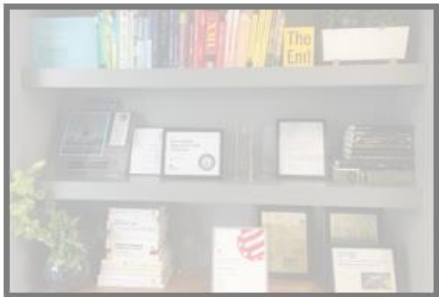
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# Typography Room

- Typography is not just about legibility. It is a blending of art and science and can serve a functional purpose. The skilled use of typography brings attention, communicates ideas, and motivates viewers to take action.
- In one study, researchers found that when good typography is used, people frown less and perform creative, cognitive tasks better afterwards. (Source: Larson, Hazlett, Chaparro, and Picard. "Measuring the aesthetics of reading." 2006.)
- We use this room to have small meetings or conference calls.





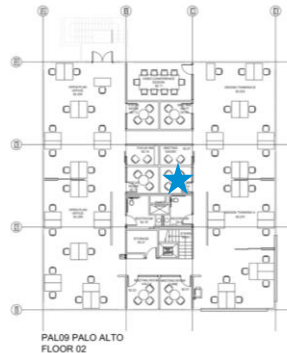
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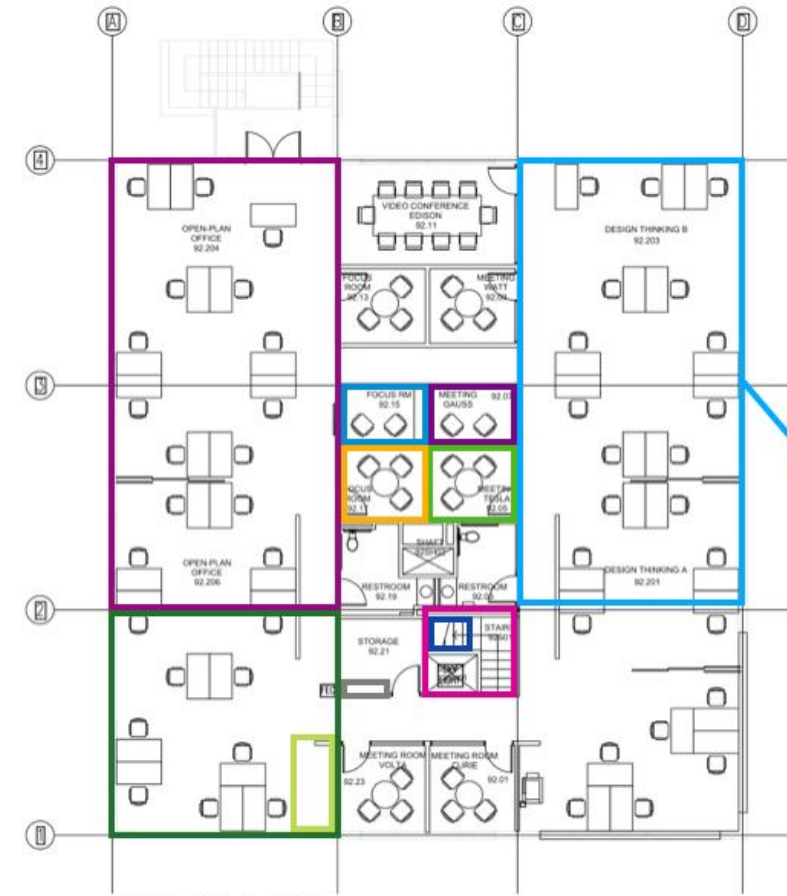
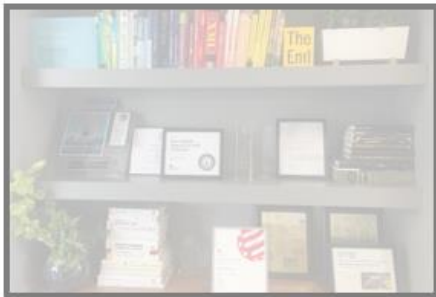




## Green Forest Room

- A well-designed experience is mentally and emotionally satisfying. It is similar to how people interact with nature, feeling alive and calm at the same time. The Green Forest Room's imagery is from an early morning spruce tree forest from Germany. This room reminds us that experience design needs to go the extra mile to improve people's well-being.
- We use this room for relaxation amidst a hectic day.





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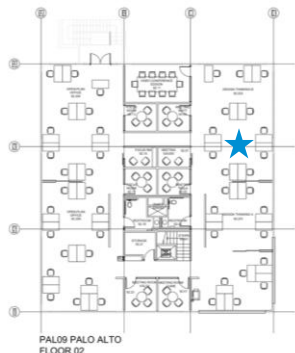


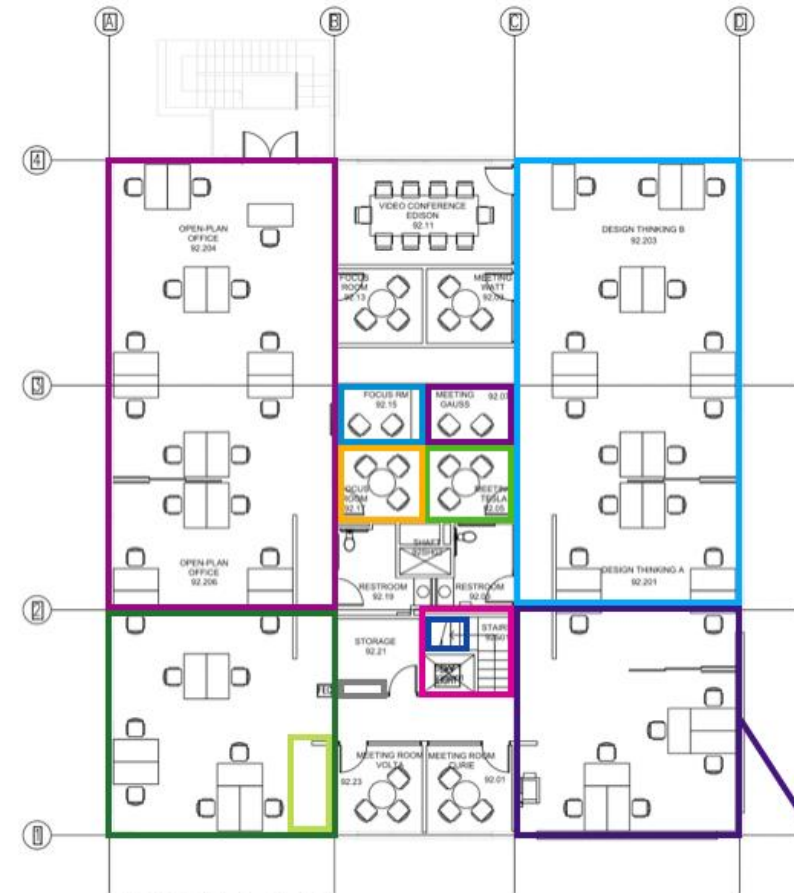
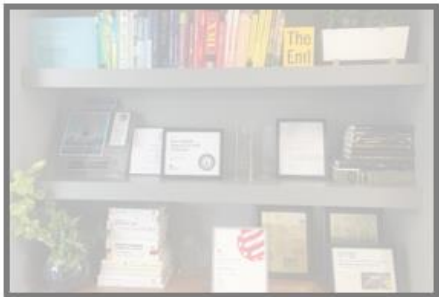




# Workshop Space

- Customers come here to participate in design thinking workshops. When we facilitate, we focus on their design needs.
- For a lot of customers, attending a workshop with us is their very first design thinking experience. We use design methods to socialize technology breakthroughs and innovations, finding the wow use-cases for the technology. We call it design-led innovation because we enter the innovation cycle using design methods that begin with user centricity.





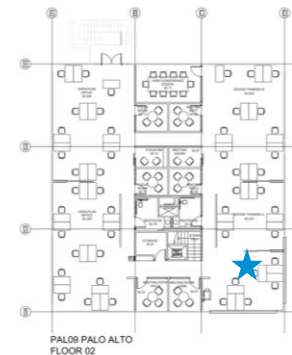
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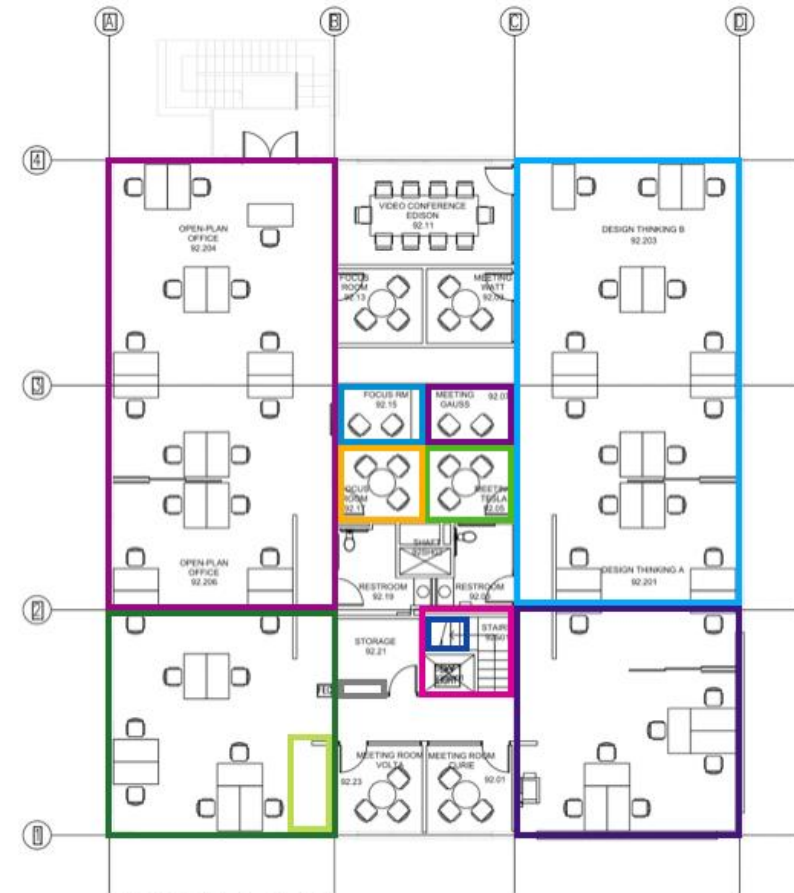




## Lounge

- Our team made the lights that are here; we were involved in designing every aspect of our space. Here we have presentations, project reviews, or even brunch.





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# Thank you.

Contact information:

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