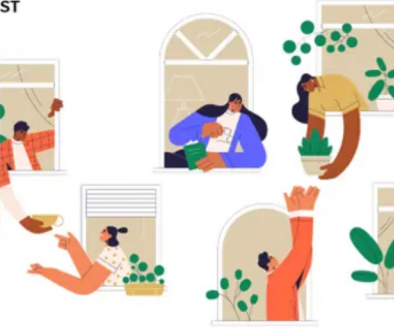


Sept 21st, 6pm CEST
Online



IRENE TRUJILLO
Spain Director
at DOVEVIVO



**THE "COLIVING"
PHENOMENON**

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IRENE TRUJILLO

DOVEVIVO AND THE COLIVING PHENOMENON: REDEFINING HOW PEOPLE LIVE AND WORK

In the online event "The Coliving Phenomenon," the latest in the IE NextGen Programme, DoveVivo's Spain Director and IE Business School alum Irene Trujillo joined us to talk about a fast-growing phenomenon: coliving. Coliving has grown out of students' and young professionals' frustration with inaccessible urban accommodation, but it's about much more than money. DoveVivo has leveraged coliving's benefits—community, services and combined live and work spaces—to quickly become profitable, scale their business and provide a fundamental human need across Italy, France and Spain.

COMMUNITY AND CONNECTION—IRENE TRUJILLO ON THE BENEFITS OF COLIVING

Founded in Italy in 2007, DoveVivo's customer-oriented approach to providing living as a service quickly made them profitable. Now offering shared accommodation in French, Spanish and Italian cities characterized by large populations of students, young professionals and short- or medium-term residents, Irene told us that DoveVivo has redefined how people live, connect and share spaces.

Irene had worked in Spain, Australia and China in a career where she "didn't want to work for a five-star architect." She returned from very different and "amazing" cultural experiences with her mind opened to the idea of coliving. Irene started her own company, Oh My Place!, as "a laboratory of ideas." It was bought by DoveVivo within a year.

With long-term plans to lead the sector, Irene explained that DoveVivo moved away from the traditional, three-dimensional model of living spaces by adding a fourth one: management and professional services. They provide everything from clean towels and bedding to high-speed internet, customer services and the ability to move to another city seamlessly if necessary.

According to Irene, DoveVivo's coliving model is a triangulation of the best parts of staying in a hotel, sharing a flat, and student accommodation. As she put it, the community experience of coliving, with shared spaces for socializing or working, helps people feel more "wrapped up and less alone." This model works for digital nomads, students of all ages, workers displaced by their employers, or anybody who likes the positive aspects of community living but wants the negative aspects solved for them.

And it's a model, Irene concluded, that's here to stay and likely evolve into specializations such as communities of students, work colleagues, athletes or even gamers. DoveVivo is planning to expand into the UK and Portugal but, wherever you're coliving, "The important thing," said Irene, "is to share your time and space with people close to you. Laboratory of ideas." It was bought by DoveVivo within a year.