



## JACK SALLABANK

Jack Sallabank, founder of Future Places Studio, joined us at the IE NextGen program for a discussion entitled: "Understanding a Place's Past, Present and Potential." Jack talked about his entrepreneurial journey and his company's innovative and holistic approach to real estate project design.

Future Places Studio is a London-based research and strategy studio that works with the built environment sector. They help companies embark on new projects from a strategic research perspective, examining macro and micro elements and using that insight to create better places.

### IDENTIFYING NEEDS AND BRINGING A FRESH POINT OF VIEW

Jack Sallabank's first contact with real estate was unplanned. When the public company he was working for became a private commercial business, he realized they would need a new building. Jack was in charge of overseeing the design and construction of a 60,000-square-foot innovation hub. Far from creating a typical office building, he and his colleagues collaborated with architects, project managers, letting agents and developers to create an innovative model, an incubator that would allow companies to come together in a different way.

Jack had identified a need. He realized that the model they designed was based on the way offices should function: fluidly and organically. Jack began to explore how real estate can contribute to societal problems by being more innovative, dynamic and inclusive. This inspired him to create his own research and strategy studio.

He now runs Future Places Studio, a company that designs projects focused on communities, well-being and purpose. Their research-driven work helps companies and organizations incorporate both macro factors (e.g. what their work will look like in five years) and micro factors (e.g. what that will look like in a specific part of Madrid) to set a vision for a place.

Clients of Future Places Studio range from startups that advocate for child literacy to educational campuses, the London Cancer Hub, and government-based organizations that tackle societal problems. Jack's goal has always been to create a business that is relevant to society as a whole, not just to the property industry.