



Martí Batalla

Director of Hive Five

«In a while it will be possible to differentiate a coworking space from an office with tables and chairs for rent»

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Martí Batalla is a 52-year-old entrepreneur and director of Hive Five by BOMOSA. For more than 20 years he led an international sports textile project based in the Pyrenees. Since 2015 he has been the owner of a small coworking space in La Seu d'Urgell, a collaborator of Cowoca-Rural and promoter of various business initiatives. Since 2020 he has been director of Hive Five, the Coworking space promoted by the BOMOSA Universe.

-As the creator and manager of one of the coworking spaces installed in the Principality, how do you see this sector currently?

-Just three years ago it was something quite exceptional in the country. Now, the offer is quite wide. It is a sector that has grown rapidly in a few years. But like everything that grows fast, you need to know how to separate the wheat from the chaff. I think that in a while it will be possible to clearly differentiate the coworking offer from the businesses that simply rent tables and chairs to work.

-Every time new spaces are emerging and, therefore, competition for you, how do you manage to differentiate yourself?

-Our bet has always been based on support when landing in the country and on the creation of an entrepreneurial community as an element that makes our space special. «Let things happen!» is our informal slogan and that's why we put all the ingredients to make it happen. When a group of coworkers stay to go cycling together or drink a beer, when one «Winter» gives another a job, when two coworkers decide to start a company together... the goal that we have as a project: Create a living ecosystem and help strengthen the entrepreneurial community in Andorra.

-How do coworking spaces work?

-Coworking spaces are, by definition, flexible spaces to be able to work comfortably, very often collaboratively, with the focus on your project and without having to think about the management of the space (look for space, rent long-term period, the high-speed Wi-Fi connection, the copier sheets, the office insurance, maintenance,

cleaning...). From this premise, you can find people who work from home and who have rented a room for two hours to hold a meeting with clients, to the company that decides to locate its business there and work permanently from here. Our first coworker, in July 2020, was a digital nomad from Madrid who worked for a big data company and decided to come to work for a week from Andorra. In the mornings I worked at the coworking and in the afternoon I took my bike and went for kilometers in the mountains... Flexibility and comfort are elements that explain well how a coworking works.

-Before, many companies took small offices and now opt for coworking spaces. Why do you think there has been this change in customs?

-Structural costs are always important for small businesses, especially if they want to have their own office or premises. Coworking spaces give them the opportunity to work in a professional and central environment at lower costs.

-What are the advantages of working in a coworking space compa-

red to working in an office?

-Apart from reducing structural expenses, which we have already mentioned, for me the main advantage is the network of personal and professional relationships you establish. Working surrounded by professionals and entrepreneurs from everywhere always has a positive impact on your personal growth and on your business because, whether consciously or from a coffee conversation, you can find answers or tools to solve challenges you have in your project.

-In addition, there is also the possibility of building synergies with other entrepreneurs, isn't there?

-Beyond the informal spaces for relationships between entrepreneurs, such as the cafeteria area or the other open areas, it is important to schedule training and leisure activities that help the users of the space to get to know each other, a fundamental step for establish good synergies.

-You have been installed in the Principality for three years now. Why did you decide to set up a space here in the country?

-Hive Five is part of the BOMOSA Universe, an Andorran project, which aims to promote business and philanthropic activities that have a positive impact on the country. Creating a coworking space in the center of Andorra la Vella wanted to help add talent and mature the country's entrepreneurial ecosystem, at a time of economic diversification. We are happy with the contribution and the path taken so far.

-What do you think is the future of these spaces?

-As I said at the beginning of the interview, after this rapid growth, it will be necessary to separate the wheat from the chaff. The users themselves will prioritize the spaces that give them added value beyond an office, a table or a chair.

-What type of companies are the ones that use these spaces the most?

-Coworkings have everything! From flyers to companies with a strong track record. The most common profile, however, are freelance entrepreneurs or small businesses. ≡

SOCIETY

Competition of national musicians to set the scene for the fountain show

The winning piece can be heard during the Christmas campaign, from November 24th

From September 11th, one of the songs will be changed to 'Viva la Vida' by Coldplay

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The Municipality of Andorra la Vella has called a competition for Andorran musicians «to add new music to the spectacle of the fountains». Likewise, the junior consul of Andorra la Vella, Miquel Canturri, communicated this to the media yesterday. Another of the novelties announced by Canturri is that from September 11th there will only be one pass at 8.30pm on Fridays, Saturdays and public holidays. In addition, the first of the songs playing now, Pachelbel's 'Canon', will be replaced by Coldplay's 'Viva la Vida'.

Musicians of Andorran nationality or with legal residence in the country can participate in the call, individually or collectively, and they must be over 18 years of age, whether they are professionals or not. The winning project is endowed with 3,000 euros. The piece they present must be a maximum of three and a half minutes long and without lyrics. The deadline to present the songs is from August 10th to October 11th. As Canturri reported, those in charge of choosing the winning piece will be «municipal councilors from both the majority and the minority, two professors from the Music Institute and a professional musician». The winning song can be heard during the Christmas campaign, between November 24th and March 10th. The rights to this piece will belong to the Municipalities, as detailed by the minor consul. As mentioned at the beginning, it is planned that from September 11th the new autumn-winter timetable will be launched, which includes a single pass at 8.30 pm on Fridays, Saturdays and holidays. The minor consul recalled that this time change was already in mind when the fountains were inaugurated, since «the show must be done when it gets dark», and from next month around this time it is already night. The fact of reducing it to three days, from the Municipality we believe that it is enough and Canturri added that «by changing the schedule, it will help calm everything down a little», referring to complaints that have been received



► Place from where the show of the fountain of lights and colors takes place.

by a neighbor. From September 11th, it will also be when Pachelbel's 'Canon' will be replaced by the music of Coldplay. Now the Municipality of Andorra la Vella is analyzing with

a law firm specialized in copyright that will have to be paid even though the junior consul emphasized that «it is not a very high cost». The company that manages the fountains,

Fluidra, will make the adaptations so that the lights and water are adapted to the new music to offer «a completely new show». Although they have not quantified the total number of people who have been able to enjoy the show, Canturri commented that the one that summons the most people is the one at 10:00 p.m., with an average of 400 people per day.

Finally, and already in the run-up to Christmas, it is planned that apart from the winning piece, you can also listen to a Christmas theme. In this sense, the minor consul recalled that the intention of the municipal corporation is to make changes periodically and that those made this winter will remain until Easter. ≡



MIQUEL CANTURRI
MINOR CONSUL OF ANDORRA LA VELLA

«The councilors, two music teachers and a professional musician will be in charge of choosing the piece»

«You have to do the show when it gets dark [...] The fact of changing the schedule will help calm everything down a bit»

timetable

spring-autumn

Fridays, Saturdays and holidays with a single pass at 8.30pm.

summer

Every day with two daily passes, the first at 10:00 p.m. and the next at 10:45 p.m.

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