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Bicycles, biophilia and business innovation Fora completes new workspace in Cambridge, Europe's leading innovation ecosystem

Station Road, Cambridge



Fora Station Road, Cambridge is designed to embrace nature, with abundant greenery throughout – including the top floor Garden Room, which looks out across the Cambridge cityscape. Image by Toby Mitchell.

On 8 June, forward-thinking flexible-workspace provider Fora opened a brand new six-storey space on Station Road, Cambridge, a leading hub of technological and business innovation which is home to the likes of Apple, Microsoft, Amazon and Spotify.

Set just a moments' walk from Cambridge Station, on the direct line to London, Fora's first foray north of London and Reading comprises 26 private workspaces, including five with more than 40 desks, ideal for large organisations.

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“Cambridge has been on our radar from day one and we are proud to be opening our first workspace here. The historic city is home to a thriving business community and has a rich history of innovation, excellence and entrepreneurship – which aligns with our own culture and ethos.

Every element of our new space will be constructed to optimise the customer experience. With its striking design, wide-range of amenities and central location, we believe it will be somewhere people will enjoy, and actively choose to be day to day. We are perfectly positioned to meet Cambridge’s growing demand for flexible space and look forward to being part of the community.”

– Enrico Sanna, CEO, The Office Group



Moments from Cambridge Station, Fora’s newest workspace stands at the heart of the city’s burgeoning innovation hub. Image by Toby Mitchell.

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Designed to belong

From a base build delivered by developer Brookgate, Fora has overseen the layout and interior design entirely in-house – for the first time in the company’s history. The design pays subtle homage to Cambridge’s architectural vernacular and cultural history.

Warm sandy tones are found throughout, with tactile, natural materials that give depth and texture to the interiors.



Designed exclusively in-house by Fora, the interiors are bold, welcoming and flexible, including colourful accents, locally sourced crafts, and custom-patterned rugs. Image by Toby Mitchell.

City of greenery

The nearby Cambridge University Botanic Gardens were a significant reference point for the design. An abundance of living plants that are represented in the gardens are woven into the building, creating pockets of biophilia that clean the air and create a calming connection to nature. The experience of the gardens is brought to life in the workspace, with enticing glimpses through the foliage of the next area on the journey, via semi-transparent joinery features that cultivate curiosity and intrigue.

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City of cycling

Fora's interior design reflects the city's celebrated culture of cycling. The woven detailing of the classic bike basket is represented in the rattan of the tables and chairs, and in the patterns of perforation in the decorative joinery that adorns communal spaces such as the welcome space and level-five Garden Room. Faux leather strap detailing is featured in light fittings and the mustard-yellow banquette upholstery, nodding to the cyclist's satchel of the archetypal academic.



The perforated wooden panelling that adorns the front desk was inspired by the classic bike basket – a nod to Cambridge's status as a cycling city. Image by Toby Mitchell.

City of learning

The workspaces are also influenced by Cambridge's world-renowned academic heritage. There are nods to the calm, erudite atmosphere of the college library in the abundance of private and shared study spaces, as well as booth spaces conducive to collaboration and sociable areas designed to inspire creative conversation.

City of craft

Fora-designed bespoke rugs in geometric patterns reference the building's linear exterior architecture while enriching the Cambridge-rooted colour palette with vibrant, head-turning hues.

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Sharing space with the carefully selected books on the custom wooden shelving fitted throughout, colourful original ceramics sourced from Cambridge Contemporary Crafts pay eye-catching homage to the city's creative culture.

The triangular form of the bookcases echoes a motif visible throughout, notably on the tessellating triangle tiling found on the floors. Evoking classical mosaics while being unmistakably contemporary, the tiles shift in shade from floor to floor, ranging from earthy terracotta to a soft teal – with both colours mirrored in the Garden Room's terrazzo worktops.

Flexible space for the new world of work

As well as contemporary office spaces which can all be configured to meet the needs of the client, Cambridge, Station Road is replete with additional features designed to enrich the experience of work and meet the needs of modern professionals.



Workspaces include breakout areas and kitchen facilities, which teams can use for downtime, informal meetings, or simply a change of scene. Image by Toby Mitchell.

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An elegantly relaxed café-bar awaits residents as they step through the doors. The lower-ground floor houses a spacious wellness studio, with access to a personal trainer and luxurious shower facilities on hand. There is extensive secure cycle storage and car parking, including 10 electric charging points.

On the top floor, the Garden Room offers all building residents a place for relaxation, collaboration and focused solo work with both a lounge and kitchen area. The wrap-around terrace offers sweeping views across the city.

Sustainable and energy-efficient

Beginning with the BREEAM 'Excellent' rating awarded to the base build, Fora has ensured sustainable thinking is embedded throughout the project. The building is topped with a brown roof, left to self-vegetate naturally. An additional green roof, fitted with bug hotels, encourages biodiversity.

Solar panels are intended to provide up to 20% of the building's power, with all electricity derived from REGO-certified renewable sources. Heat pumps minimise carbon emissions and low-flow water systems reduce daily usage. Rainwater collectors on the roof are linked to Cambridge Water's treatment systems, maximising the amount of water available for reuse. Fora is targeting AirScore 'Gold' certification to guarantee excellent indoor air quality.

Fora's new Cambridge, Station Road space opened 8 June, and workspaces ranging from 16 to 160 desks are available now.

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Notes for editors

For more information about the Station Road building and The Office Group workspace portfolio, contact tog@zetteler.co.uk.

The Office Group

In September 2022, TOG and Fora merged under the parent company The Office Group. The combined group comprises 73 premier locations totalling over 3.1 million sq ft across London and in Cambridge, Oxford, Reading, Bristol, Leeds, Berlin, Frankfurt, and Hamburg. Current TOG and Fora tenants include bp, GSK, Ocado, British Fashion Council and Peloton, among many others.

Fora was founded by Enrico Sanna and Katrina Larkin in 2015 with the aim of reimagining the workspace experience by bringing together the best elements of modern offices, hotels, member clubs and flexible workspaces under one roof.

TOG was founded in 2003 by co-founders Charlie Green and Olly Olsen, fuelled by their desire to reimagine, shape, and improve the way people work. The first flexible workspace by TOG was located on City Road and opened to members in 2004.

Blackstone and Brockton Capital have a majority interest in the group. For more information on The Office Group, visit www.theofficegroup.com / www.foraspace.com