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Flywheel: 24/7 Co-Working

There is surely a lot of buzz taking place in the changing-by-the-day Innovation Quarter area in downtown Winston-Salem. A fair share of that buzz is being generated by one of its most recent inhabitants: Flywheel.

Flywheel is bringing a popular concept to the heart of downtown: that of a co-working space or "work hotel." It is a modern, open, airy, uncluttered space that breeds focus, ideas and innovation. Those interested in joining the Flywheel culture choose a membership level and go from there. You can visit the space under a daily plan if you just need a desk space and WiFi access for a day, rent a private office for up to six people for months at a time, take advantage of the state-of-the-art conference rooms for an off-site company meeting during the afternoon and a wide variety of options in between.

This idea is the result of the work of three companies that came together to make this space a reality: Workplace Strategies, Storr Office and Wildfire. Flywheel is open twenty-four hours a day, seven days a week.

One of the core ideas behind Flywheel is that of the knowledge-sharing that takes place between those who use it. Whether it is a top-level business executive striking up conversation with the fledging young graphic artist at the desk next to him or a tossed together crew throwing darts or playing HORSE on the quarter-size basketball court, Flywheel offers many, many chances for interaction and connection between its members. They may casually run into each other at the cafe inside or meet more intentionally at one of the many member events that Flywheel hosts on a regular basis.

"We like the idea of accelerated serendipity," says Brad Bennett of Wildfire. "Providing an environment where people can connect and ideas can take shape is something we are excited about."

Be sure to visit Flywheel for yourself soon. Ride your bike if you'd like - you can hang it on one of the walls before you take a call in one of the glass-walled "phone booths" or jump into a quick game of pool before get settled in.