



EASY DOES IT MUNICH

Preface: The office of graphic-design agency Bureau Mirko Borsche, which has clients ranging from major newspapers to theatres, is a relaxed space that also serves as a home. That easy-going charm also reflects its founder’s adaptable approach to business.

Company: Bureau Mirko Borsche
Location: Munich
Founded: 2007
Number of employees when founded: 1
Number of employees now: 8 at the office, plus freelancers

Award-winning graphic designer Mirko Borsche believes in fast, flexible companies – not least his own. The three members at the core of his team are based at his studio, the rest he has placed temporarily at his clients. Those include weekly quality newspaper *Die Zeit* – for which Borsche acts as a remote creative director, looking at layouts on his laptop and visiting the headquarters only every few weeks – as well as the renowned Thalia theatre in Hamburg, fashion designer Kostas Murkudis and industrial designer Stefan Diez. Other clients include the Bavarian State Opera, *Super Paper* magazine and record label Gomma.

Borsche has worked as art director for high-profile magazines such as *Jetzt*, *Neon* and *SZ-Magazin* after spending his early years in advertising. He started his firm with only two old computers and some Ikea furniture in a small wooden kiosk that cost him €450 rent a month. Soon Borsche moved to his 210 sq m office space with attached apartment and a terrace, on which he grows vegetables and frequently hosts barbecues for collaborators. Although technology often makes it possible for people to work from wherever they want, Borsche has created a pleasant home for those that stay a while. His bureau is a great example of the contemporary structure

of today’s creative companies: based on a loose network of professionals, a non-hierarchical structure and mobile, flexible work schedules.

Sitting on his terrace stroking Felipe the cat, he admits he is regularly approached by big advertising agencies asking to acquire his business but he always turns them down, preferring to do things his own way.

Borsche has learned to only do what he loves. He cooks for staff and provides a relaxed atmosphere in the office. “I want to grow old with what I do. In my business this cannot be taken for granted. I want to decide where my career goes and not have other people decide.” — (M)

Why it works:
A design practice should interpret the successful portfolio of the team working there as well as its founder’s personality – happily, Bureau Mirko Borsche achieves both.



01 Mirko Borsche’s workers enjoying natural light from the terrace
02 The team’s work stations and shift patterns are flexible
03 Storage boxes – and the way to reach them
04 Quiet area with inspiration close at hand

