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Mission Control Coworking Launches as West Houston's Premier Flexible Workspace, Rooted in Phoenicia Specialty Foods Legacy

A State-of-the-Art Facility Offering Premium Coworking, Private Offices, Recording Studio, and Event Spaces, Founded by Haig Tcholakian

[See press release announcing opening, 8/8/25.](#)

Strategically located just minutes from the Energy Corridor and Westchase District, Mission Control spans **over 12,000 square feet** and offers a diverse range of workspaces and amenities designed to foster productivity, creativity, and connection.



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Founded by **Haig Tcholakian**, son of Phoenicia Specialty Foods founders Zohrab and Arpi Tcholakian, Mission Control is deeply rooted in a legacy of hospitality, innovation, and community. Haig Tcholakian emphasized his goal to create a space that inspires productivity, creativity, and community, carrying forward the values of care, quality, and connection that shaped Phoenicia. His parents have always inspired him to believe in himself and work hard, much like they built Phoenicia Deli and Phoenicia Specialty Foods from scratch as immigrants.

About Mission Control Coworking

Mission Control is designed as a dynamic and inspiring place for entrepreneurs, project-based specialists, and professionals to work, connect, and grow. The philosophy behind Mission Control is to "create opportunity for all members in a welcoming, collaborative environment". This is achieved by the dedicated team eager to connect members through regular networking and social events, providing opportunities for interaction in several comfortable shared spaces. Haig Tcholakian's motivation is rooted in his upbringing and his desire to stay connected to the West Houston community he grew up in, witnessing its evolution through new business leaders and creatives.

A unique personal touch woven into the building's history is the inclusion of classic arcade games in the shared lounge. This is a nostalgic tribute to Haig Tcholakian's childhood memories of visiting a dollar cinema and arcade that once occupied the same site.

Target Audience: Mission Control is an ideal, modern, and welcoming space for any industry professional up to a moderate-sized business. It offers flexibility to fit the needs of freelancers, small businesses, or remote workers, including those from the many technology companies located conveniently in neighboring Houston's Energy Corridor within the Westchase District.

Boilerplate

Mission Control Coworking is a 12,000-square-foot workspace and event venue located just minutes from the Energy Corridor and Westchase District. Founded by **Haig Tcholakian**, son of Zohrab and Arpi Tcholakian of **Phoenicia Specialty Foods**, Mission Control offers coworking desks, private offices, A/V-equipped meeting rooms, a professional recording studio, and a café featuring fresh Phoenicia-prepared menu items. Designed for productivity and powered by hospitality, Mission Control serves freelancers, startups, remote workers, and teams seeking a dynamic and supportive place to work, gather, and grow. For more information, visit www.missioncontroltx.com and follow on Instagram at @missioncontroloffices.

Quick Facts



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- **Name:** Mission Control Coworking
- **Location:** 12121 Westheimer Rd. Ste. B #300 Houston, TX 77077
- **Phone:** 713.623.5900
- **Website:** www.missioncontroltx.com
- **Instagram:** @missioncontroloffices
- **LinkedIn:** Mission Control Coworking
- **Facebook:** Mission Control Coworking
- **Mission/Philosophy:** To create opportunity for all members in a welcoming, collaborative environment. Designed for productivity and powered by hospitality.
- **Founder:** Haig Tcholakian
- **Concept:** A dynamic and inspiring place to work, connect, and grow for entrepreneurs, project-based specialists, and professionals. Envisioned as a "launchpad for local innovation". Blends innovation, community spirit, and a touch of nostalgia. Rooted in the same pioneering energy of space exploration that defines Houston.
- **Services Offered:** Flexible coworking desks, private offices, meeting spaces, event spaces, virtual offices, recording studio.

Workspaces & Capacities

Mission Control offers a variety of workspace options:

- **Flexible coworking desks:** Approximately 120 seats are available across three lounge areas and the café/patio for coworking members.
- **Dedicated desks:** 6 dedicated desks are available.
- **Private offices:** 54 private offices are available, suitable for individuals, small teams, or remote business units. These offices vary in capacity:
 - 1 Desk Capacity: Offices 119, 120, 121, 123, 124, 125.
 - 2 Desk Capacity: Offices 106, 107, 108, 109, 111, 112, 113, 114, 201, 202, 203, 204, 205, 206, 208, 209, 210, 211, 212, 213, 219, 220, 223, 222.
 - 3 Desk Capacity: Offices 126, 127, 128, 129, 117, 116, 115, 214, 215, 216, 217, 218, 224, 225, 226, 227, 228.
 - 4 Desk Capacity: Offices 118, 101, 102, 103, 110.
 - Up to 8 Desk Capacity: Offices 207, 221.
- **Ergonomic standing desks** for members who prefer movement-friendly work options

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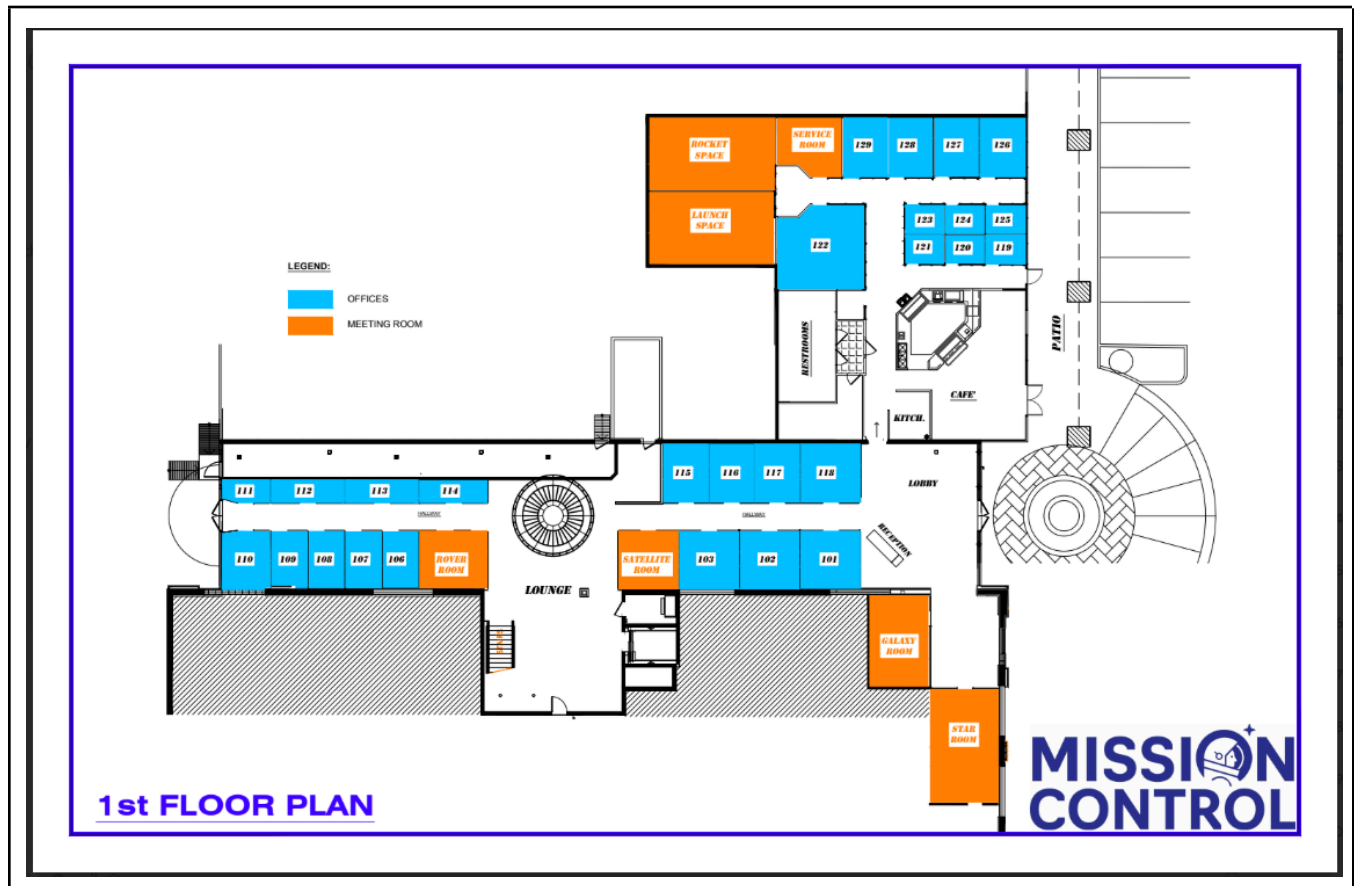
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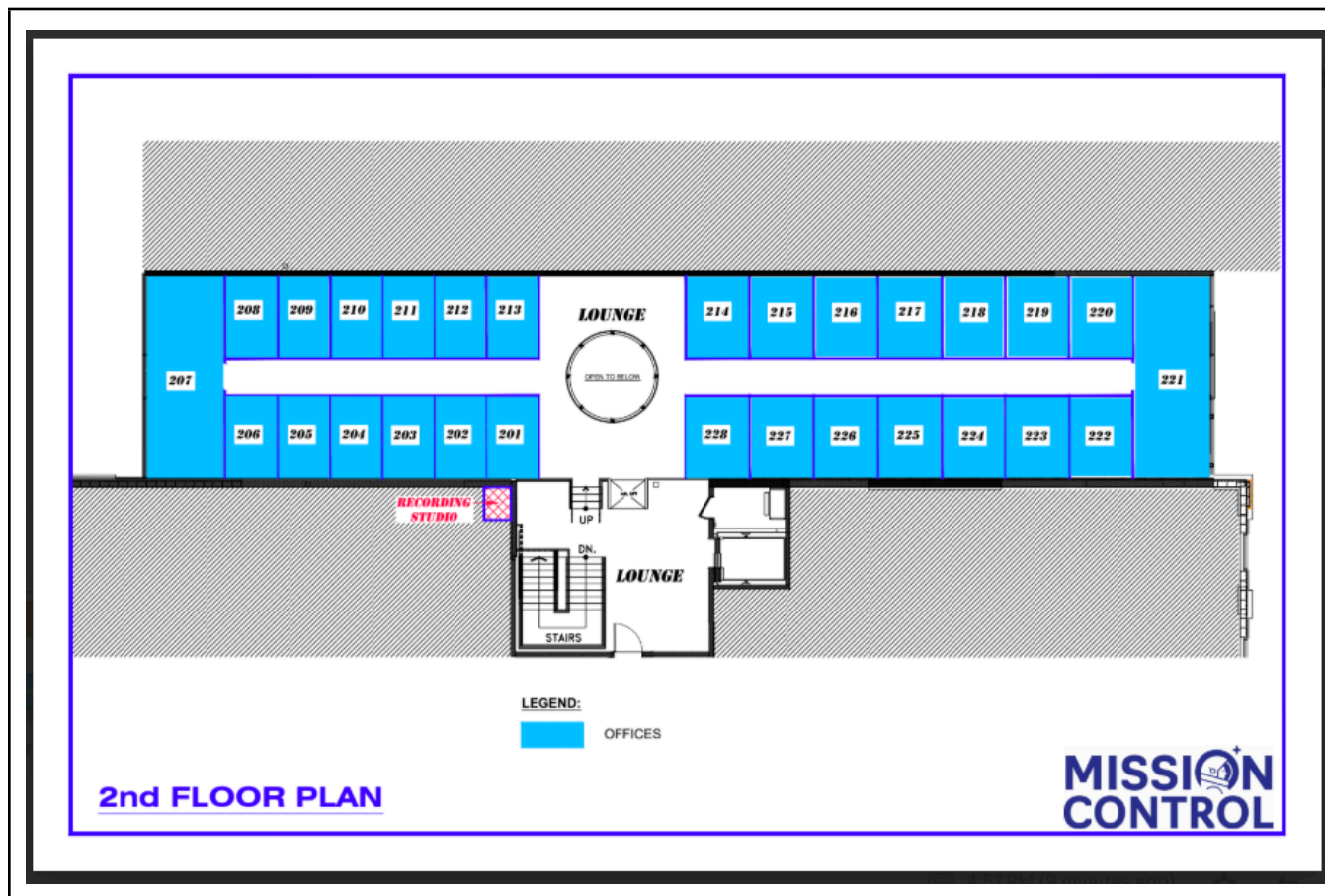
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Amenities & Perks

Members at Mission Control enjoy an extensive range of all-inclusive amenities designed to support productivity and connection:

- **High-speed WiFi** and fiber ethernet.
- **Complimentary parking.**
- Access to a **community kitchenette** equipped with a microwave, refrigerator, and prep space.
- A **full-service café** offering freshly prepared items from **Phoenicia Specialty Foods**, including breakfast pastries, sandwiches, salads, and premium coffees and teas served by trained baristas.



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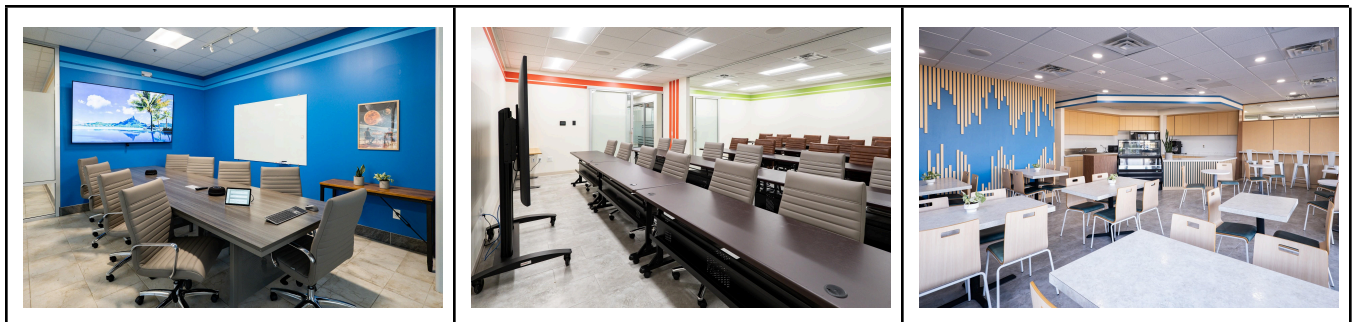
- **Professional mail services** and a business mailing address.
- **Complimentary notary and shredding services.**

Private Office Perks:

- **24/7 access** to the MC lounge and amenities.
- Utilities included.
- Furniture including electric sit/stand desks, ergonomic chairs, lockable filing cabinets, and trash cans.
- Cleaning service.
- Printing services available at an additional cost.
- Discounted rates on Right Move Storage spaces located next door.

Coworking Plan Perks:

- **Standard Coworking Plan:** Includes 2 hours of meeting room access per month.
- **Premium Coworking Plan:** Includes 3 hours of meeting room access monthly and 24/7 access to the MC lounge and amenities.



Meeting & Event Spaces

Mission Control is equipped with **professional A/V-enabled meeting and event spaces**, ideal for team offsites, client meetings, workshops, training seminars, private functions, and larger gatherings. All meeting spaces feature modern conveniences such as **Bluetooth connectivity, built-in laptop hookups,**

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oversized screens, and wireless microphones, as well as complimentary coffee.. Catering is readily available through Phoenicia Specialty Foods, located just steps away..

- **Rover Room and Satellite Room:** Accommodate 4–6 attendees. Ideal for intimate and functional small gatherings, one-on-one meetings, and focused discussions.
- **Galaxy Room and Star Room:** Accommodate up to 12 attendees. (The Star Room can accommodate meetings for up to 9 attendees.) Spacious and well-appointed conference rooms perfect for meetings, presentations, and collaborative discussions, with AV tools and whiteboard.
- **Launch Room and Rocket Room:** Accommodate up to 20 attendees. Spacious and impressive conference rooms ideal for large-scale meetings, presentations, and events, with top AV and a sophisticated vibe.
- **Rocket + Launch:** Combines the Rocket and Launch spaces to host up to 70 guests, with flexible seating, AV tools, and catering-ready space.
- **MC Café + Patio:** Accommodates up to 70–80 guests for larger gatherings, celebrations, or corporate events. This versatile event space with a covered patio is available after operating hours.

Professional Recording Studio





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The facility includes a **soundproofed professional recording studio**. It features a premium recording setup with **multiple microphones and cameras**, engineered for **high-quality podcasting, livestreaming, and video content creation**. This is a key offering for Houston's growing creative economy.

Membership

Mission Control offers various membership tiers:

- **Standard Coworking:**
- **Coworking Plus**
- **Dedicated Desk**
- **Private Offices** Discounts may apply for 6-month or longer terms
- **Virtual Office Basic**
- **Virtual Office Standard**
- **Virtual Office Premium** Virtual Office memberships include one month free when signing up for 6 months or more.

Setup fees: A setup fee applies for onboarding and administrative charges. An office setup fee per office may also apply.

Community Focus & Partnerships

Mission Control is deeply committed to fostering business connections and building quality community relationships between all members. The space regularly partners with the **West Houston Chamber of Commerce** to host "Elevate Business Lunch" events monthly. These events are designed to connect professionals, entrepreneurs, and community leaders across various industries.

Other partnerships include:

- Greater Houston Women's Chamber of Commerce
- Payments Gallery B2B Referral Lunches



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About the Founder, Haig Tcholakian

Haig Tcholakian, the founder of Mission Control Coworking, brings a rich background in business and a deep connection to Houston's entrepreneurial spirit.

- **Education:** Haig Tcholakian attended The University of Texas at Austin, graduating from The Red McCombs School of Business with a Bachelor's of Business Administration in Finance between 1997 and 2001.
- **Previous Professional Experience:**
 - **Senior Associate at Moody's Investors Service** (Jan 2004 - Apr 2006): Worked in the Corporate Finance group, supporting research of the Energy Sector.
 - **Risk Analyst at Reliant Resources, Inc.** (Aug 2001 - Jun 2003): Worked with traders to ensure compliance with company safeguards in portfolio management.
- **Role at Phoenicia Specialty Foods:** Haig has been an Owner/Operator at Phoenicia Specialty Foods since April 2006. His duties included purchasing, management, advertising, and public relations. He was also involved in monitoring financials/operational costs, deciding on new business channels, expanding the online web store platform, and defining goals for various members of Phoenicia's management team. His father and he worked on the build-out, branding, and vision together for Mission Control going back to 2021.



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Key Messages / Talking Points

- **Local Roots & Family Legacy:** Founder Haig Tcholakian comes from the family behind Phoenicia Specialty Foods, applying that entrepreneurial spirit to coworking. His motivation is deeply rooted in his upbringing and parents' hard work. Planning has been a "family affair" with Haig and his father planning the vision, buildout and branding together since 2021.
- **Connecting with the West Houston Community:** Mission Control is a way for Haig to stay connected to the West Houston community where he grew up and witness its evolution.
- **More Than Just Space:** The mission is about people and creating opportunities in a welcoming, collaborative environment. It's a place to work, connect, and achieve.
- **Inspired by Houston's Spirit:** The space is rooted in the pioneering energy of space exploration that defines Houston.
- **A Touch of Nostalgia:** The location holds personal history for Haig, being where a dollar cinema and arcade he visited as a kid once stood, with arcade games still available in the lounge.
- **Comprehensive Offerings:** Provides diverse options from flexible desks to private offices, plus numerous meeting and event spaces, and a unique pro-grade recording studio for podcast sessions and vloggers.

Grand Opening Promotions

To celebrate its opening, Mission Control is offering:

- **50% off the first month of membership** for any 6-month term or longer, valid through **August 31, 2025**.
- An **Open House from August 11–15**, in observance of International Coworking Day, providing **free coworking day passes and complimentary refreshments** for all visitors