

The Future of Work

Marlon Aranda : Alice Savage : Oliver Sellers : Leo Shieh : Ajit Singh

Consider this...

- Only **20 years ago there were 50,000 computers** in the world; now that many are being installed daily. More than fifty percent of U.S. households now have a computer. (Don Tapscott, *The Digital Economy*)
- It has been estimated that 80 percent of the jobs available in the United States within 20 years will be cerebral, and only 20 percent manual, the exact opposite of the ratio in 1900. (Jennifer James, *Thinking in the Future Tense*)

Overview

Technological advances have been the main factor in changing the workplace of the future – allowing work to disconnect from the desk, and changing the nature of what type of work is done.

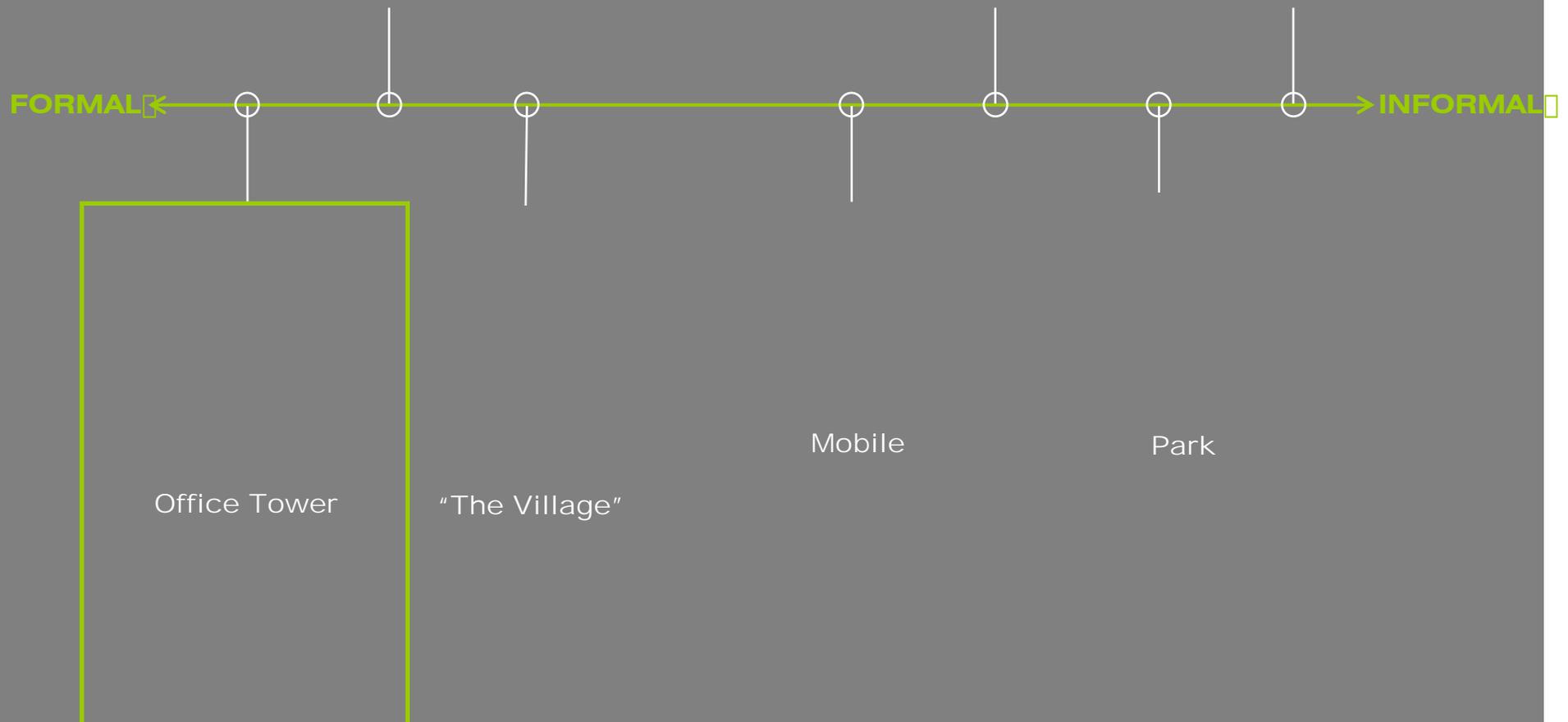
However, the increasing perception by management that informal interaction among employees is necessary to remain competitive in an **information-based economy** has also had a significant role in determining the form of new work environments.

Evolution of the Workplace

Industrial/Corporate Branding

Coffee Shop

Home



The “International Style” Office Tower

- The Seagram Building, by **Ludwig Mies van der Rohe** and **Philip Johnson**, was the most influential building of this style
- Low upfront-costs and maximum rentable space
- The office is a branding device

The “International Style” Office Tower

Deep, open floor plans reflect the intellectual and economic dominance of “universal space”

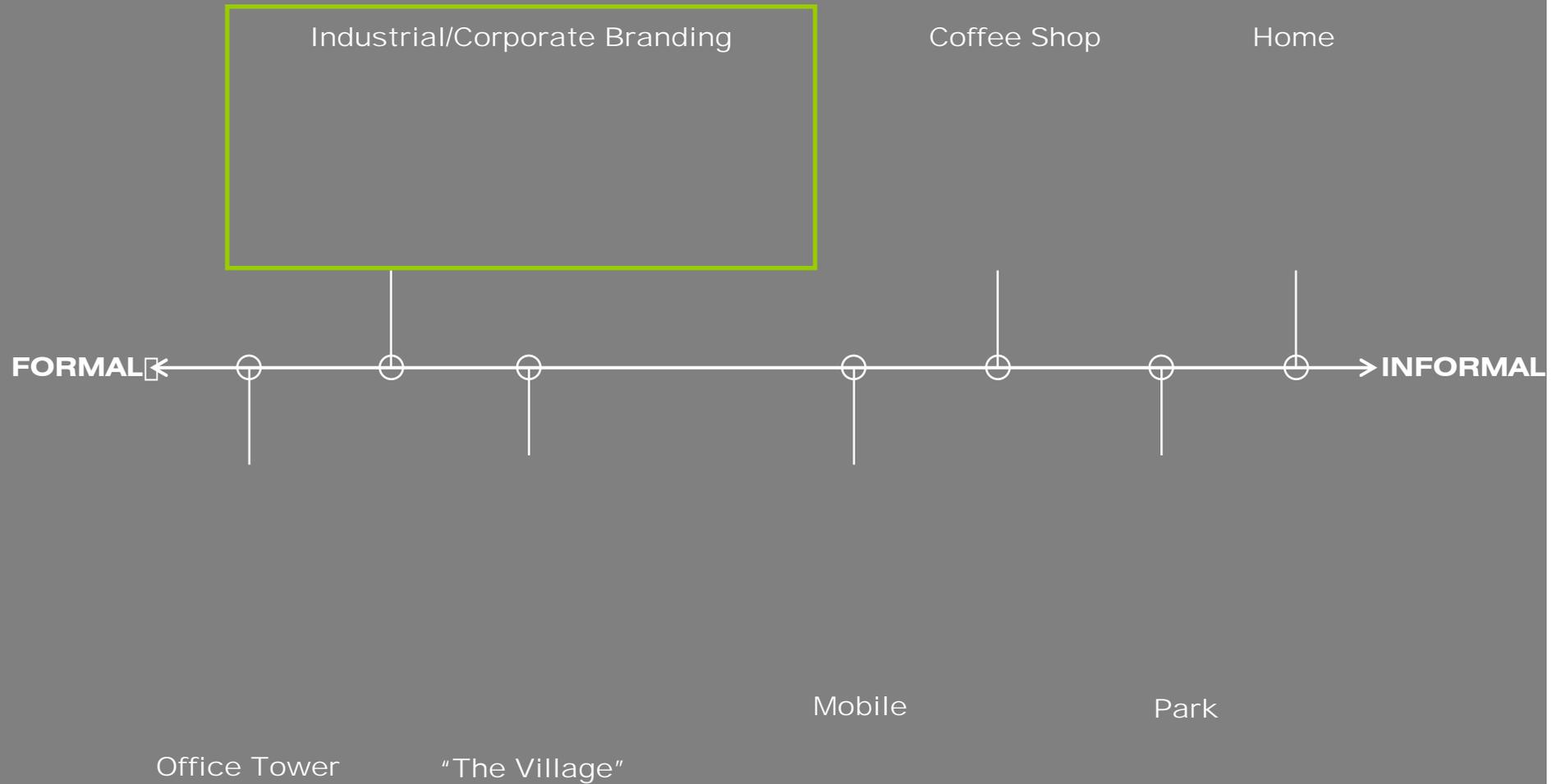
Vertical Urban Design: Reinventing the Skyscraper

- Post-industrial business requires formal space for informal interactions to take place
- Mixed uses in towers reduce financial risk and increase the number of spaces for people to mix and information to flow
- New technologies and design allow for natural ventilation and lighting to penetrate tall buildings

The New Office Tower

Comerzbank, by
Foster and
Partners

Evolution of the Workplace



Industry for Corporate Identity

Urban Showroom: Volkswagen Dresden

Like the VW factory in Dresden, the new *Times* building doubles as an advertisement.

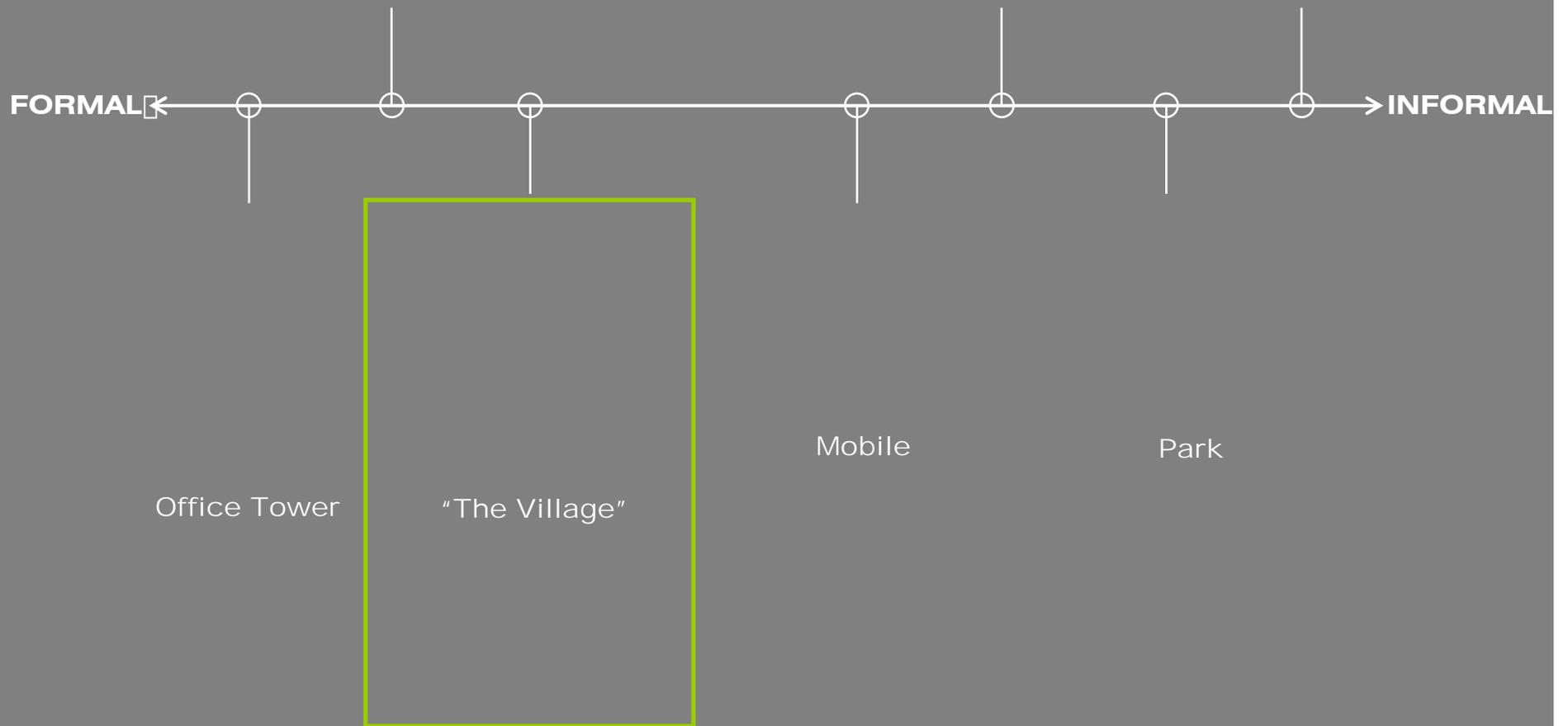
It's All About the Brand: Reebok Canton, Massachusetts

Evolution of the Workplace

Industrial/Corporate Branding

Coffee Shop

Home



Supporting a Lifestyle

"The challenge of the suburbs is that they're dull. This is the anti-dull."

Bringing the City to the Office

Legacy Town Center in Plano, Texas

“The idea that suburban office parks and corporate campuses can be more than just places where people work ...is fueled by an economy that relies on skilled and creative professionals — many of them young, single people who don't want to feel like they're in a corporate Guantanamo Bay” –
USA Today

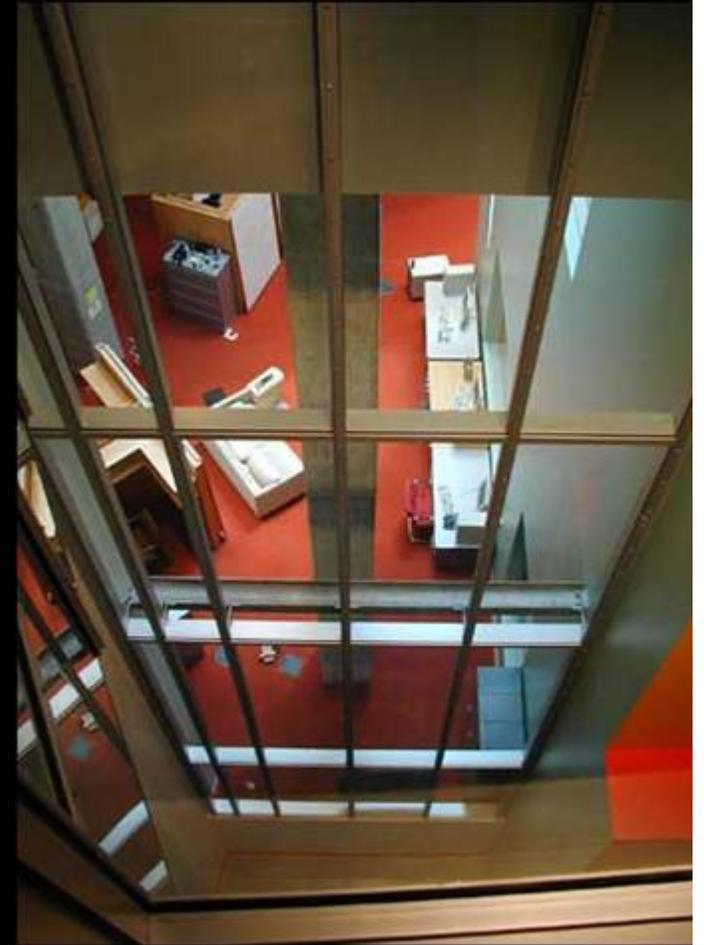
The Informal Workplace: TWBA\Chiat\Day Offices

Main Street Stata Center, MIT



- Office
- Open-Plan
- Segregated Lab
- Common
- Client Circulation
- Public Circulation

Main Street Stata Center, MIT

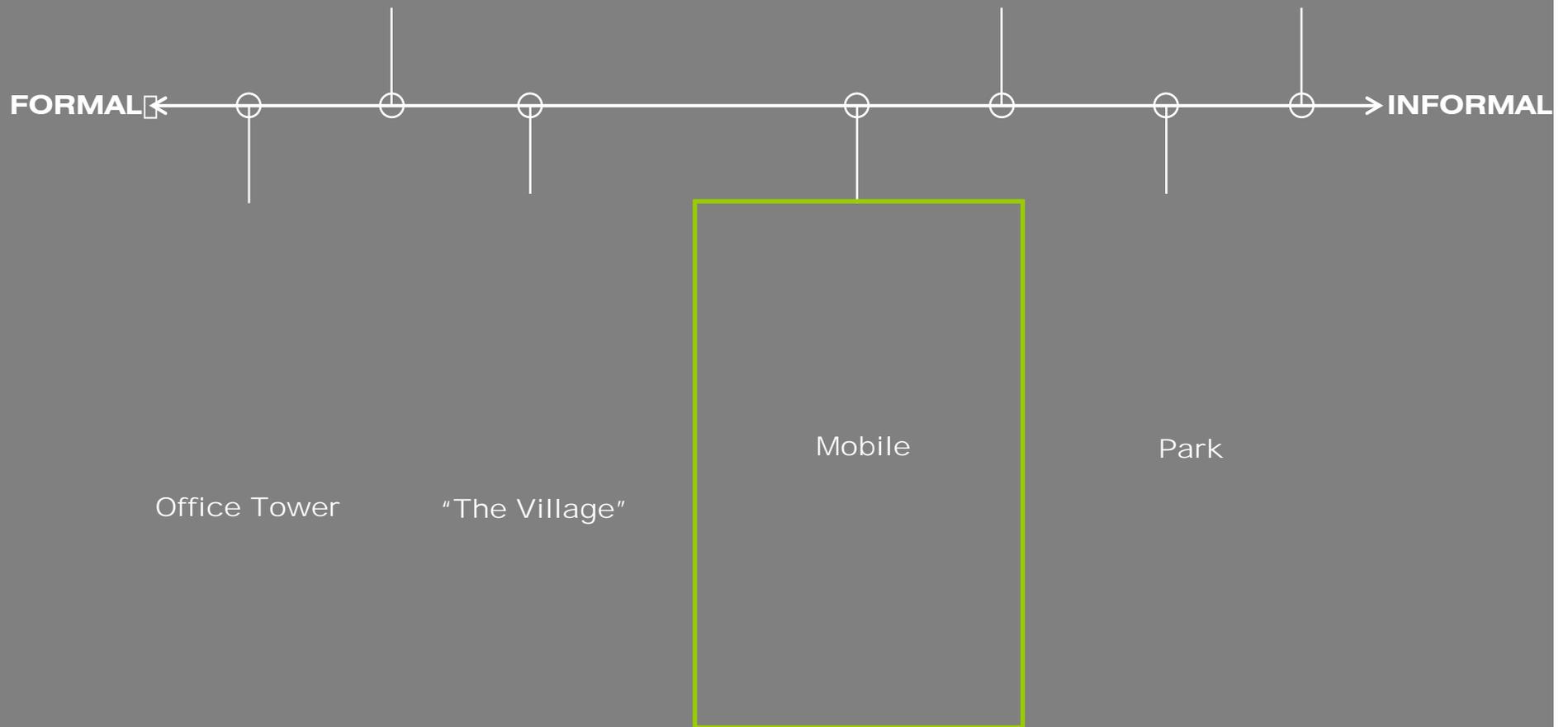


Evolution of the Workplace

Industrial/Corporate Branding

Coffee Shop

Home



A generation ago the average person had a 100,000-hour working life -- 40 hours a week, 50 weeks a year, for 50 years.

Today, we can do everything that person did in 10,000 hours. In the next generation, people will be able to do it in 1,000 hours.

Early Technology - Laptop and Cellphone

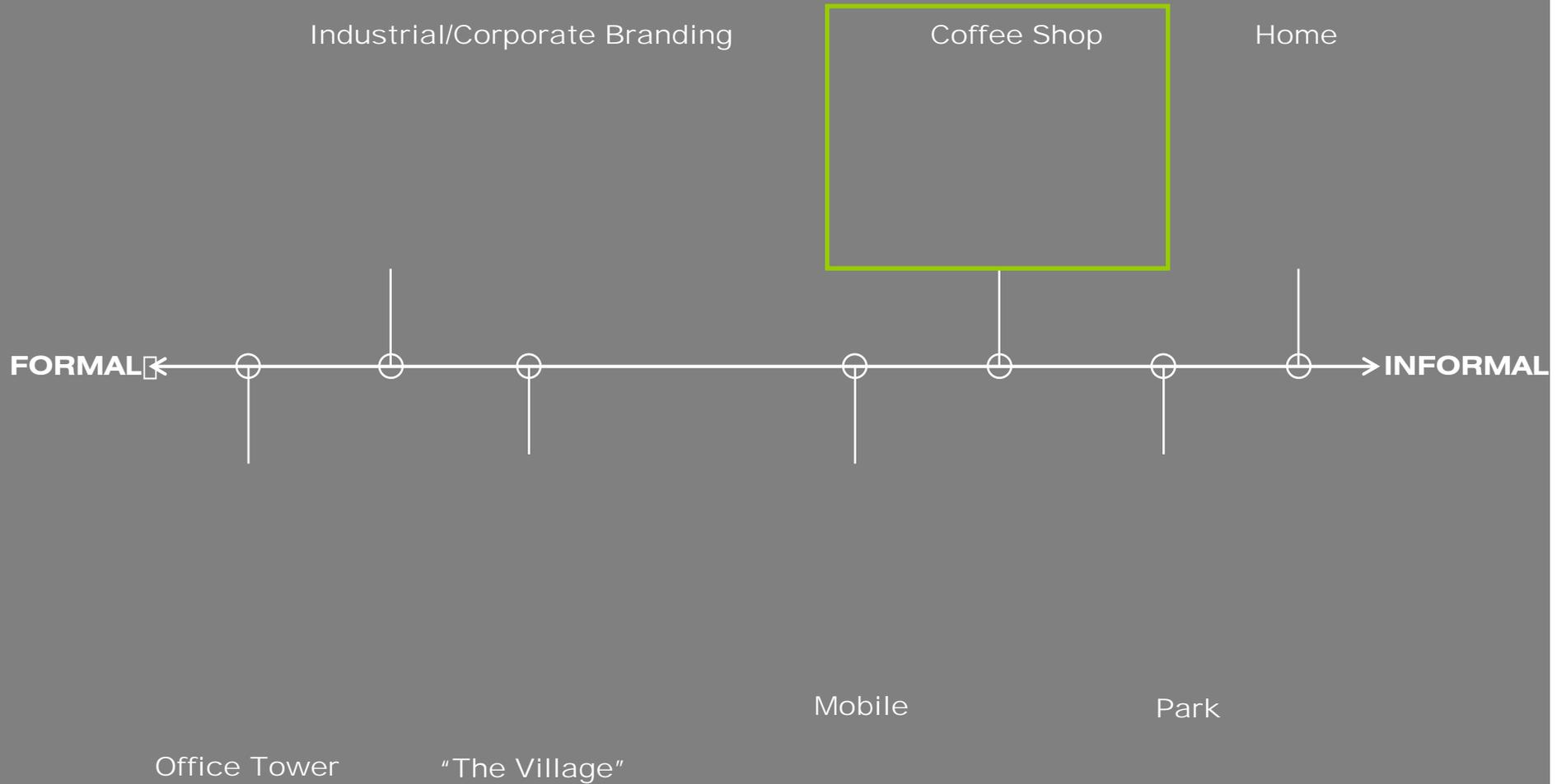
The Mobile Office:
Holiday Inn and the Acela Train

Your Car

Your Airstream

The Office at the Mall:
IoD/London

Evolution of the Workplace



Formal Work in Informal Environments

Increase in people working outside the office in coffee shops such as Starbucks

Greatly facilitated by the proliferation of wireless technology

Employment Trends

Freelancers,
consultants,
and part-time
workers

Workers
outside the
core business

Case Study: Zoka Coffee Shop, Seattle

Delicious Monster's
four main employees
come to Zoka every
day



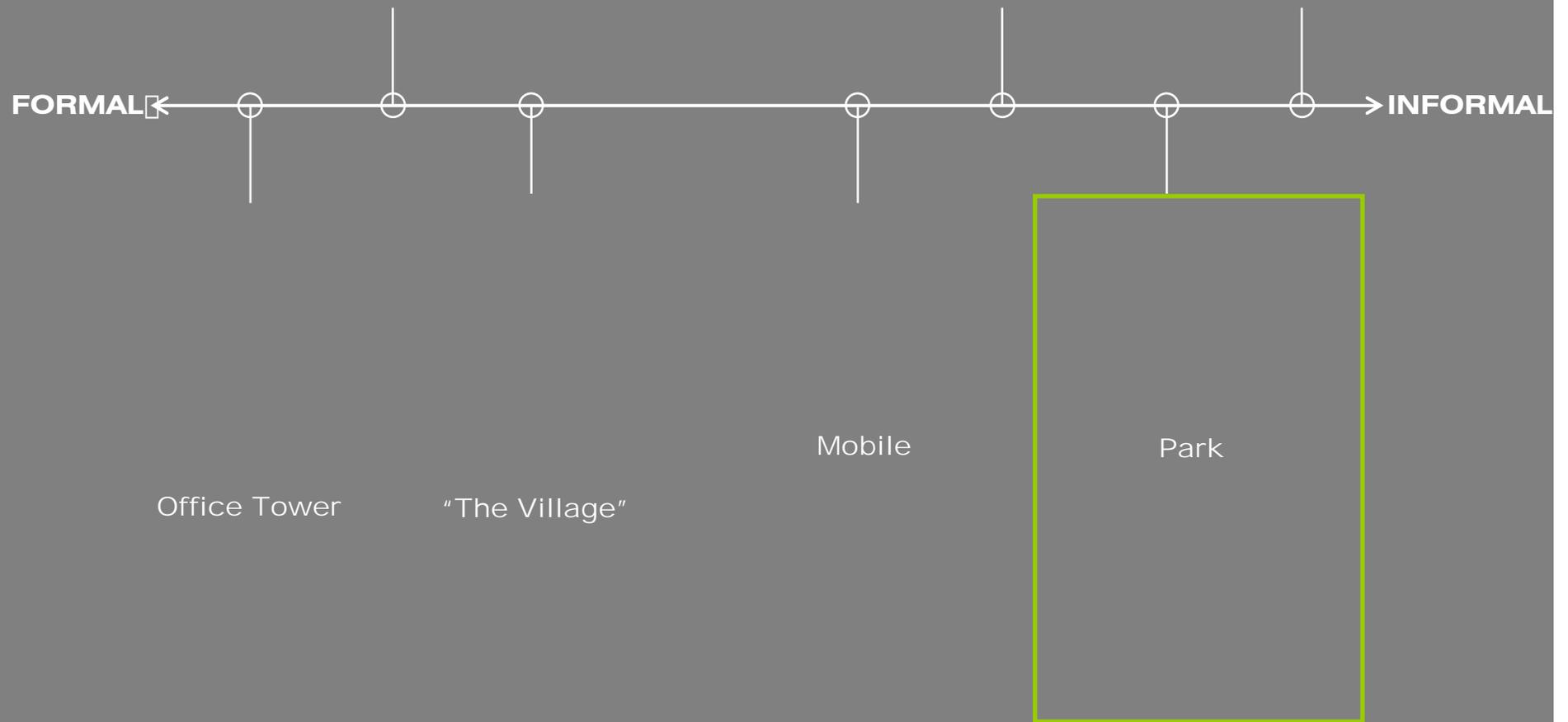
“It’s cheap rent and a
fun environment.”

Evolution of the Workplace

Industrial/Corporate Branding

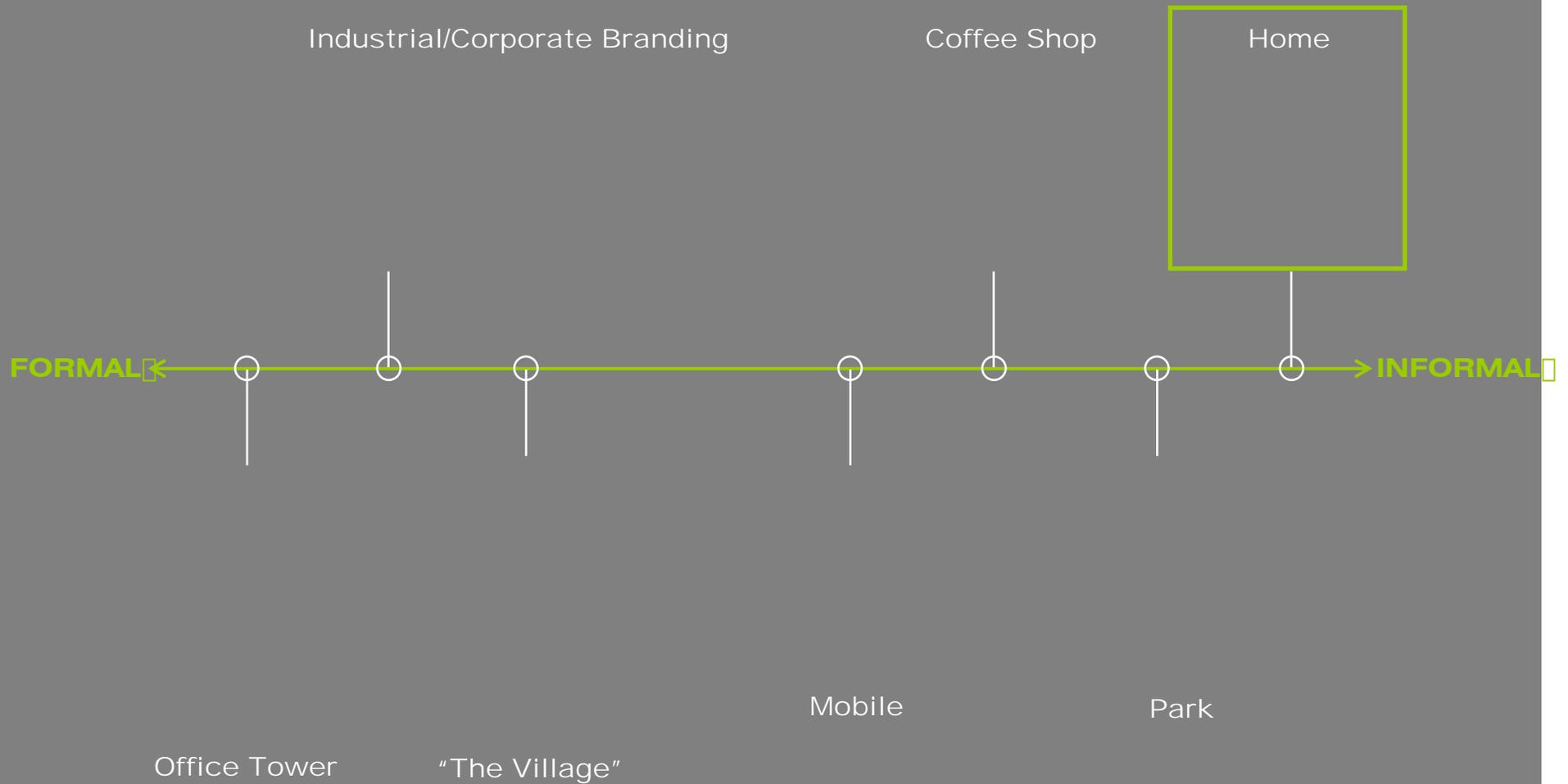
Coffee Shop

Home



The Open Space Office: Bryant Park, New York

Evolution of the Workplace



The New Commute

From Bedroom to Desk

The Home Office

Evolution of the Workplace

Industrial/Corporate Branding

Coffee Shop

Home

FORMAL ← → INFORMAL

Office Tower

"The Village"

Mobile

Park

THE FORMALIZATION OF THE INFORMAL

THE INFORMALIZATION OF THE FORMAL

A City of Stata Centers and Bryant Parks?



Questions

Are we working too much?

If we are...what is the city's future?

Are we living in a **Wired** Agile City?

Effect on Urban Form

Homogenized
facades on
major chains

Death of the
home-office?