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

- Office Tower
- "The Village"
- Mobile
- Park
- Coffee Shop
- Home

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

Urban Showroom: Volkswagen Dresden

It’s All About the Brand: Reebok Canton, Massachusetts
Evolution of the Workplace

FORMAL

Office Tower

“The Village”

INFORMAL

Industrial/Corporate Branding

Coffee Shop

Home

Mobile

Park
"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
Evolution of the Workplace

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FORMAL

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INFORMAL

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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.
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<th>Early Technology - Laptop and Cellphone</th>
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**INFORMAL**

**FORMAL**
| 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

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FORMAL → INFORMAL
The Open Space Office:
Bryant Park, New York
Evolution of the Workplace

Office Tower  "The Village"  Mobile  Park  Home
The New Commute

From Bedroom to Desk

The Home Office
Evolution of the Workplace

- **FORMAL**: Industrial/Corporate Branding
- **INFORMAL**: Mobile, Park

**FORMALIZATION OF THE INFORMAL**
- Office Tower
- "The Village"

**INFORMALIZATION OF THE FORMAL**
- Coffee Shop
- Home
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

<table>
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