

Creative Workplace Design



FRAME

CREATIVE WORKPLACE DESIGN

THE OTHER OFFICE 3

FRAME

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IN THE BEGINNING THERE WAS CHANGE

The way offices are designed is changing: adapting to evolving technologies, integrating modern methods of working, and reacting to entirely new jobs and industries. When analysing the evolution of workplace design in recent years, a map of words reveals itself: transience, agility, flexibility, connectivity, happiness, transparency, wellbeing, mobility, balance, diversity... and the list goes on. These broad, often co-related, terms appear to emerge from a common trend: the growing want and need for the workplace to be not only an environment for productivity and creativity, but also a marketing and talent-recruitment asset.

By focusing on the needs of employees, studying work patterns, and understanding the impact of new technologies on workplace processes, companies and designers are continuously developing solutions for the workplace of tomorrow that are more social and innovative than ever before. What follows is a curated collection of some of the latest and greatest such examples of creative workplace design. Page after page, the reader will delve into nearly 100 projects developed by 86 international studios in the past three years: getting acquainted with the factors that drove their designs, learning how specific challenges were overcome, and drawing inspiration from exceptional interpretations of the contemporary workplace.

The book is divided into three chapters. **AN OFFICE IS A COMPANY IS A BRAND** delves into projects that successfully translate the core values and goals of a company into its workspace design, and by doing so, help to establish or reaffirm its brand identity and more efficiently transmit its vision to staff and clients alike. **HOME SWEET OFFICE** explores human-centric designs that look to increase employees' sense of happiness and wellbeing by bringing the comfort of home to the workplace. Finally, **PLANTING CREATIVITY** recognises those designs which apply innovative solutions such as the playful exploration of office furniture and the seamless fusion of digital and analogue elements to make the office the ultimate headspring of inspiration.

Before reading on, it is worth noting that despite the aforementioned chapter division, the majority of the following designs do strive — and succeed — to be all three: a physical representation of the company, a second home for employees, and a source of stimulus and inspiration. After all, design excellence often lies in all-encompassing solutions towards a larger goal: namely, the improvement of people's lives.

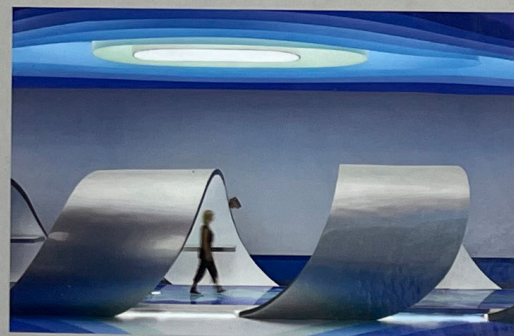


AN OFFICE IS A COMPANY IS A BRAND

The office as a reflection and extension of a
company's core values and goals

THE OTHER OFFICE 3 comprises a curated collection of some of the latest and greatest examples of creative workplace design. Nearly 100 projects by 86 international studios are organised into three chapters, each of which offers insight into the main factors driving contemporary office design: the role of the workplace as a brand asset, the growing concern for employee wellbeing, and the need to create inspiring and energising workspaces.

As the industry continues to tackle questions regarding the office of the future – what it will look like, how it will work – THE OTHER OFFICE 3 is a testimony to today's myriad, outstanding creative interpretations that support our continuously evolving methods of working.



Cloud DCS by Arboit Limited



Joolz by Space Encounters



MVRDV House by MVRDV

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FRAME

Creative Workplace Design



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THE TEXTILE LIBRARY

SLOWSTUDIO expands the definition of the workplace to tackle the potential of the textile industry



AN OFFICE IS A COMPANY IS A BRAND



HANGZHOU – Conceived as a cross between workplace, exhibition and warehouse, the industrial venue for textile trader Masa-Tex combines the company's four primary programmes into one 'dynamic entity that brings together creatives, manufacturers and merchants to explore the possibilities of the industry,' Shanghai-based atelier Slowstudio explains. Built to inspire designers, manufacturers and clients alike, the multifunctional nature of the creative office explores the collaboration between corporate and commercial disciplines.

The key programmes – office, exhibition, workshop and storage – are spatially organised at the building's core with a non-hierarchical agenda that allows the four departments to co-exist, each with as much importance as the next. This approach sets the stage for an expansion strategy that focuses on all aspects of the company equally. By housing the company's full range of facilities under one roof, Masa-Tex ensures that both employees and clients are able to gauge a broader understanding of the textile industry and how it might change in future years.

Although the interior has an industry ambience to match its factory-like setting, the architects have consciously maximised the amount of light that reaches the core space by avoiding partition walls around the perimeter of the building. This way, 40 desks, eight exhibition spaces and a textile library that currently holds around 1800 rolls of fabric are illuminated by a ribbon of windows that unifies the 1400 m² space.

- 1 With space for up to 3000 fabric rolls, the new storage solution replaces traditional stock-room methods for a more visual and interactive system that invites exploration.
- 2 By arranging the facility's core functions at the centre of the space, the windows at the perimeter remain unobstructed and ample natural daylight is able to flood the interior.
- 3 Circulation channels keep the entire floor space open so that no particular area is closed off from any other. This way, the entire office is involved in every aspect of company life.



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THE OTHER OFFICE 3

AN OFFICE IS A COMPANY IS A BRAND



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The multifunctional nature of the office explores the collaboration between corporate and commercial disciplines

SLOWSTUDIO

THE TEXTILE LIBRARY

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