

Trend Forecast Workspaces

This trend forecast on the future of workspaces clearly outlines that the new office has all the potential to start a social revolution.

When rooted in autonomy, equality, empathy, inclusivity and attention for personal needs and sensibilities, it can become the womb for a better society.

But it needs work.

After the pandemic, work and lifestyle are merging

LIFE / WORK STYLE

Nº1

The pandemic demonstrated that the office and work are not necessarily dependent on each other. Through the possibility of working from anywhere, being it from home or even the beach, we realise that work is compatible with better quality of life.

The surge of job quitting made us reconsider the office's old role, to bring it more in line with our lifestyle. Now we are starting to appreciate qualities like: autonomy, comfort, leisure, playfulness, tailored solutions, ownership and high environmental quality.

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From a place to work to a place to socialize

EATING STRUCTURE FOR BREAKFAST

Nº2

One of the disadvantages of working remotely is the loss of sociality. In the new office, work culture will take over work structure, becoming a place to interact and socialise. This creates new opportunities for companies to re-build their new culture around the sharing of rituals.

Rituals make us feel a sense of belonging to a place and a community. They connect people to space and to other people.

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Importance of aesthetics in the work environment

WORK FOLLOWS AESTHETICS

Nº3

An ugly office has no success anymore and production-oriented design has become obsolete. People now have a different relationship with spaces. They are more sensible to its quality, so we must be able to create environments where they want to work, otherwise they will just quit their job.

Design has to work more on aesthetics rather than on functionality.

The new office must be richer: it has to offer high environmental qualities, leisure, cosiness, playfulness, variation, and, especially, emotional stimuli and aesthetic pleasure.

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Space for neurodiversity

GETTING OFF PEOPLE'S NERVES

Nº4

People have different neurologic identities, such as their circadian rhythm, personality (e.g. extroverted vs. introverted) and possibly their psychological diagnoses (e.g. dyslexia, adhd, autism, asperger syndrome).

To retain the best talents, companies have to ensure the psychological well-being of each individual by tailoring work processes and environments to their neurologic needs. Environmental psychology is becoming an important factor in spatial design. At the same time the office must give space for intuition, emotions and spirituality.

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Work meets other activities

FUTURE OFFICE IS BLENDED

Nº5

The traditionally confined, protective concept of the office is broken. Mono-functional environments are a waste of space and money and must become public or semi-public venues, including the right features to generate new opportunities, such as experiential marketing, osmosis and business serendipity.

Offices are becoming community hubs, much like clubs, where people meet and blend and perform different activities at the same time. A variegated ecosystem, open to external influences, made of several companies and even competitors, who share the same values, employees, clients and complementary networks.

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Rethinking space management of the office

THEATRE FOR NEW NARRATIVES

Nº6

The pandemic broke the traditional narrative of the office. By stripping off the narrative of the office, the task-based layouts are now obsolete and we need to free the space from specific and constraining functions. Therefore, design is called to support and facilitate a new use of the space.

The office becomes like a theatre, a set, a fuzzy, malleable space that transforms continuously during the day and stays open to each person's different interpretations. A landscape where everybody can find their preferred work environment depending on their mood, task and liking.

Why say 'meeting table' if it's just a table? Let's make pizza on it!

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Disappearance of the office

OFFICE WITHOUT THE OFFICE

Nº7

The office as a physical place is disappearing, as many companies don't need a fixed, owned office anymore where every employee has to go.

They will instead buy employees memberships for dedicated services in work, leisure and lifestyle, such as a convenient location for meeting with a team, a quiet room, an occasion to socialise, an outdoor space, leisure activities, sport classes, etc. The access could be guaranteed by a membership card and the new working space could be anywhere, tailor-made based on employees' roles and needs.

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Trend Forecast Workspaces

As a creative studio of thought leaders and design pioneers, we are dedicated to radically impacting the world around us. Leading with creative integrity and entrepreneurial spirit, we create meaningful spaces and moments.

Let us know if you have any questions by sending an email or giving us a call.

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