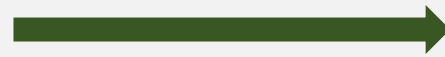


Third Place

Ray Oldenburg is a sociologist who coined the term, "third place." This term refers to places where people spend time between home (first place) and work (second place). Third places can be anything from coffee shops and gyms to Facebook and group messages.

<https://www.youtube.com/watch?v=G-XmCOFHWEo>

Uses



- ❖ Building Communities – People from all social classes and backgrounds
- ❖ Increases employee moral (employee lounge areas)
- ❖ Promotes Diversity
- ❖ Bridges age gaps



Generations

Traditional

Basic Information

- ❖ 1922-1945
- ❖ Also known as Veterans, the Silent Generation and the Greatest Generation
- ❖ Rules of conduct, respect for authority and following directions are all very important for this generation
- ❖ Jazz, Swing, Frank Sinatra, Gone with The Wind and Mickey Mouse generation

Third Places

- ❖ Country Clubs
- ❖ Casinos
- ❖ Churches
- ❖ Amenities Centers (Bingo)
- ❖ YMCA

Furnishings

- ❖ Rugs - non-skid rug liner or double-sided tape can be used to keep them in place
- ❖ All furniture should be easy to get in and out of
- ❖ Round tables
- ❖ Appropriate height
- ❖ Avoid glass-top tables
- ❖ Using more cool light, such as halogen bulbs and cooler fluorescent bulbs, can help add to the ability of older eyes to distinguish colors
- ❖ Grab bars in bathrooms



Baby Boomers

Basic Information

- ❖ 1945-1964
- ❖ Strong work ethic, resourceful, disciplined, independent, self-assured
- ❖ The civil rights movement, space race, JFK, The Beatles, Woodstock generation

Third Places

- ❖ Coffee Houses
- ❖ Diners
- ❖ Bars
- ❖ Restaurants

Furnishings

- ❖ More lighting
- ❖ Comfy chairs
- ❖ Sleek design
- ❖ Open floor plans
- ❖ Pet friendly (Dogs replace children)



Generation X

Basic Information

- ❖ 1966-1976
- ❖ People from this generation are known to be hard workers
- ❖ Strong leadership roles, highly independent and better educated
- ❖ 56% of Gen Xers are Tech savvy
- ❖ Appreciate plenty of interaction to stimulate creativity instead of simply getting lost in the internet and stuck behind computer screens

Third Places

- ❖ Drive ins
- ❖ Book stores
- ❖ Coffee shops
- ❖ Bars

Furnishings

- ❖ Hardwood floors
- ❖ Outdoor spaces
- ❖ Area rugs
- ❖ Conversation areas



Millennial Generation

Basic information

- ❖ 1977-1994
- ❖ Ages 15-24 make up 20% of the world's population.
- ❖ They also account for 15% of the world's workforce, in America they make up 5% of the workforce
- ❖ The most diverse generation in American History

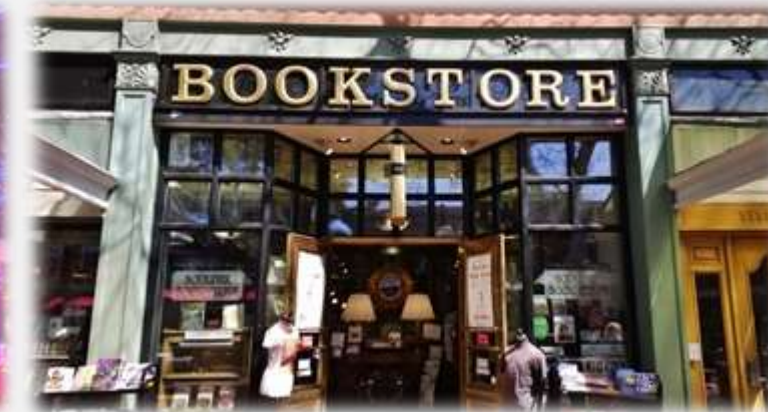
Third Places

- ❖ Coffee shops
- ❖ Bars
- ❖ Night Clubs
- ❖ Restaurants
- ❖ Libraries

Furnishings

- ❖ Dim or comfortable lighting
- ❖ Affordable and convenient
- ❖ Clean lines
- ❖ Minimalism
- ❖ Materials include: wood, metal, and glass
- ❖ Colors range from neutral to bold
- ❖ Wifi
- ❖ Outlets

<https://youtu.be/OR2fcxPYbzQ>



Generation Z

Basic Information

- ❖ 1995-2012...
- ❖ Sometimes "post millennial" or the "igen"
- ❖ Make up more than one fifth of U.S population
- ❖ 70% of the gen Z population directly influences their families spending habits
- ❖ The oldest portion are starting college, while the youngest portion are still in grade school or heading towards middle school

Third Places

- ❖ Like every other kid, tween or teen before them: Shopping Malls
- ❖ Coffee shops
- ❖ Parks
- ❖ Facebook (any social media outlet that allows communication between people)

Furnishings

- ❖ Comfortable and simple
- ❖ Lighting not important
- ❖ Blankets
- ❖ Televisions
- ❖ Wifi
- ❖ Outlets