



# I ISTORY OF WORKPLACE DESIGN-

#### TAYLORISM (1904)

Credited as one of the first to design an office space, Frederick Taylor was fixated on

efficiency and supervision. His office designs mimicked that of a mass-producing factory floor.

- Open plan with workers lined up in rows
- Production-line nature allowed uninterrupted flow of work
- Bosses kept a close visual on workers from private offices

#### **BÜROLANDSCHAFT (1960)**

The German "office landscape" brought the socialist values of Europe's 1950s to the workplace.

- Executive suites no longer sheltered management from employees
- Side-by-side workstations for clerks
- Pinwheel arrangements for designers made collaborating easier
- Workspace layout remained undivided

#### **ACTION OFFICE (1968)**

Bürolandschaft inspired Herman Miller to create a product based on the new European workplace philosophy. He designed the first modular business furniture know as the Action Office system. Criticizing the traditional, complacent office design of fixed forms, the Action concept fit the way people truly worked.

- Low dividers
- Flexible work surfaces
- Components combine and recombine to adjust to a transitioning workplace
- Today, commonly known by its more

#### **CUBE FARM (1980)**

As the ranks of middle managers grew, a new class of employee was created: too important for a mere desk but too subordinate for a window seat. Facilities managers accommodated their new class of employees in the cheapest way possible, with modular walls.

- Partially enclosed workstations separated by 5-6 foot partitions
- Isolates workers from open-workplace distractions
- Act as a visual and acoustical barrier between neighboring employees



### **VIRTUAL OFFICE (1994)**

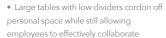
Ad agency TBWA\Chiat\Day's Los Angeles headquarters was a Frank Gehry success. But the Company's CEO designed an interior workplace that was a fiasco. With no personal desks; employees had to grab a laptop in the morning and scramble to claim a seat.

- Productivity quickly plummeted
- Prevents employees from having a sense of place and belonging in their workplace

#### **NETWORKING (PRESENT)**

Attempting to part ways with the sea of cubicles, furniture designers have tried to encourage sociability without going to the extreme. Recently created systems separate work areas without the use of harsh dividers.

- Privacy is suggested if not realized
- Movable, semi-enclosed pods and connected desks







Increase electrical flexibility and options, to provides many options of interchangeable designs and panels to fit the style of the

Can be open or more private, made to meet the needs of many workplaces.

With offices becoming more mobile than ever, furniture designers believe that the workspaces should follow. Chairs, stools, and standing height tables are fashioned

Aware of the health effect of prolonged sitting, employers for all employees to work comfortably

#### NO MORE GREY

Bold and bright colors added to upholstery and accent walls are giving the boring and drab grey office a facelift. Splashes of color not only add interest but colors like red and orange

#### **OUTDOORS IN**

Employees work better when they don't feel confined inside all day. Greenery and plants allow for a fresh and lively workplace atmosphere.

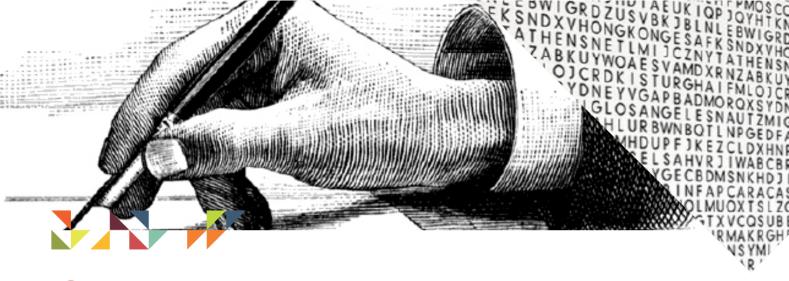
#### **OPEN SPACES**

Cubicles are becoming a thing of the past, as

Gives employees the space to move around and work

Lounge seating areas enable employees to meet and





# CLIENT PROFILE & PROGRAMMING

#### ABOUT:

Publisher of Richmond, Virginian digital media company and news satire organization.

Plan to Co-work within the workspace with a company that specializes in edgy and sometimes controversial product design.

Workspace will provide collaboration opportunities between the two companies to enhance one another's creative licenses.

#### **REQUESTS:**

Open office design with prominant collaborative lounges and group work environments

Private pods or stations available for all employees along with private offices for Executives

Interactive white boards for quick and loose brainstorming.

# PROGRAM **SUMMARY**

### Designworks

#### Summar

Personnel Totals Per Department	Personnel Totals		Personnel				Support	Total	Circulation	Carpetable
	Current	Future	Sq. Feet	Computer	Printer	Fax	Sq. Feet	Sq. Feet		Sq. Feet
Executive	2	7	220	z	1		530	760	1,54	1,155
Administration	2	4	290	4	1	-	160	440	1.54	678
Account Admin	12	7	646	24	3	3	246	913	1.54	1,406
Creative Services	4	60	2,160	7	1		540	2,720	1.54	4,189
Support	-	-	-	-	- 1	-	1,800	1,800	1.54	2,772
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Personnel Totals:					/////220				0





Interviewes: Interview Dates Revision Dates Harris

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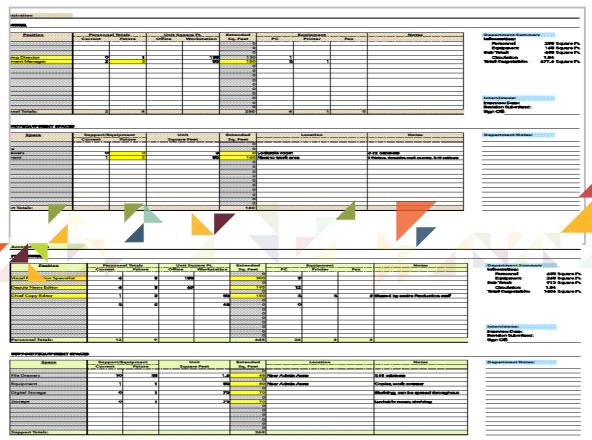






## PROGRAM ADMINISTRATION

# Managing Director Assignment Editor



Visual Production Specialist Deputy News Editor Chief Copy Editor Copy Editor Sub Editors Photo Editors Resident Editors Senior Reporter City Reporter Bureau Reporter

# PROGRAM CREATIVE SERVICES

Designworks

Position	Personn	al Totals	Unit Sc	Unit Square Pt. Office Workstation		CONTROL Equipment CONTROL			Notes
	Current	Future	Office	Workstation	Sq. Feet	PC	Printer	######################################	
	88				0				
Editora	1	45		36	1620	2	1		
	88								
Reporters	. 5	15		36	540	1			
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	99				0				
Personnel Totals:		60		mmmm.	2160	mmmn 3	mmmn.	0	

Department Summary
Information:
Personnel 2149 Square F
Equipment 549 Square F
Equipment 3729 Square F
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#### PERFORMANCE STATE

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Storage	9	1	-	80	Name to Tribulk Area	Suite
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	5					
Support Totals:				560		







### PROCRAM STIPPORT



# Walls Walls

- Expression, ideas, and brainstorming are hastly scribbled onto white walls
  - Inspiring
  - Playful
  - Urban style of artistic expression
    - Illustrative line drawings





