

FRAME

THE NEXT SPACE

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RETAIL — TAINMENT

HYBRID WORK
WUTOPIA LAB

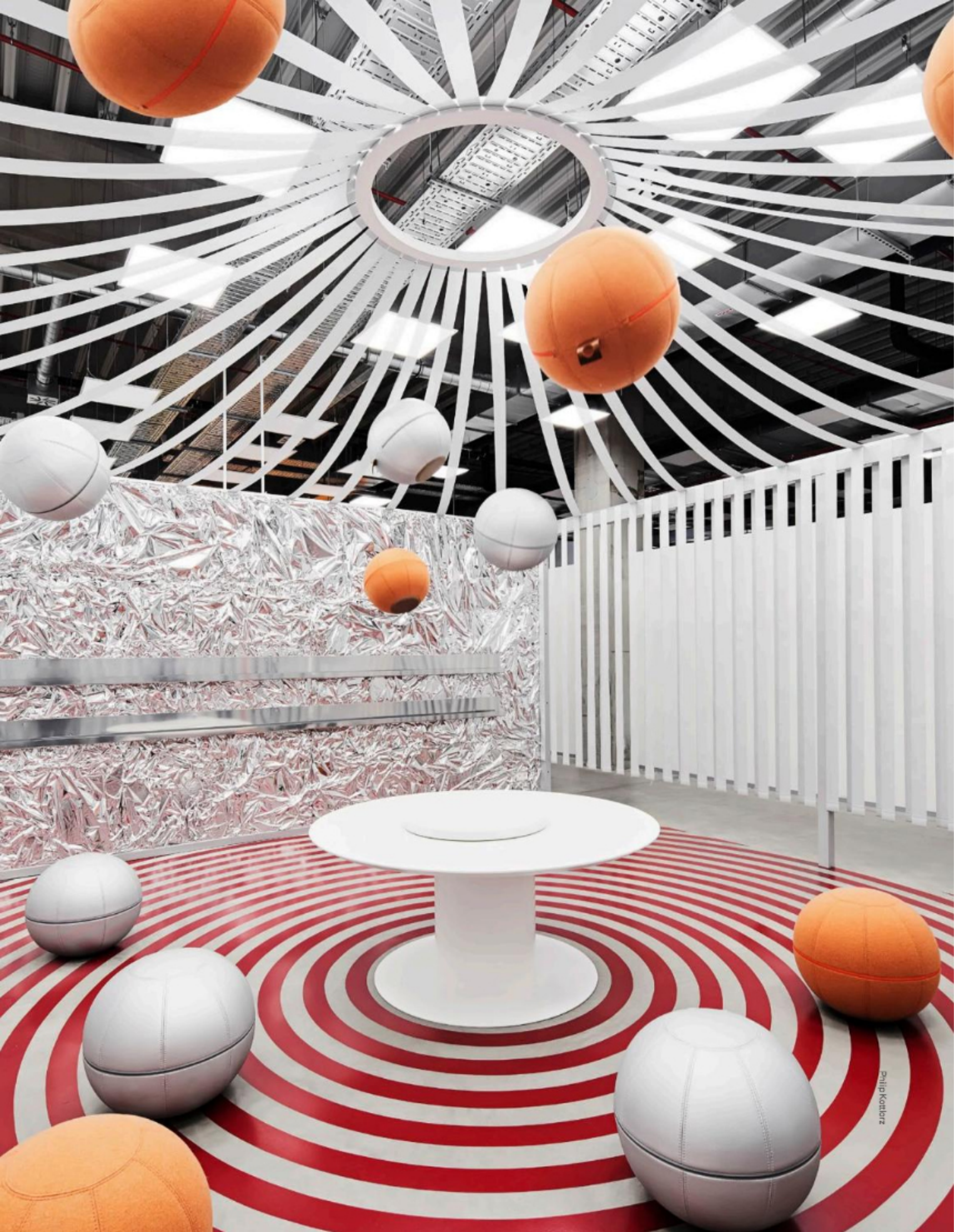
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HYBRID OFFICES

If we can work from anywhere, do we still need offices? The general consensus is that yes, we'll still require somewhere to come together, but that workplaces will be about more than just work.

Studio Alexander Fehre takes 'creative workspace' to the extreme with a circus-inspired interior for Breuninger that looks more like a photoshoot set - which, in fact, it also is.

When our contributing workspace editor Riya Patel explored how a number of tech giants were planning their office comebacks (see page 20), she found that many of their employees weren't planning to come back at all - or at least not full-time, anyway. Already at the start of the pandemic, Facebook CEO Mark Zuckerberg told his employees that around half of them could anticipate working from home permanently over the coming five to ten years. Google expects over half of its 140,000 employees to work part-time in the office, and another one-fifth to work from home permanently, a sentiment solidified with a tweet from CEO Sundar Pichai: 'The future of work at Google is flexibility.'

This phenomenon doesn't just apply to the tech sector, either. Kate Lister, president of Global Workplace Analytics, estimates that

25 to 30 per cent of the workforce will be working from home multiple days a week by the end of this year. It's therefore likely that less office space will be dedicated to desks, and that a company's HQ will be a different kind of home base, one where employees gather for meetings, events and social occasions. An employee perk, not a place purely for productivity. Somewhere to foster company culture and facilitate face-to-face time. These two last points can't be overlooked, as they're exactly what many employees lacked during lockdowns. In the UK, for instance, a March 2021 study of remote workers by intelligent workplace learning platform HowNow showed that despite the majority of respondents wanting to continue remote working in some capacity, more than two-thirds (67 per cent) felt disconnected from their colleagues. Just under half (49 per cent) »



Workspace +

Photo Studio

At the 4,500-m² logistics centre of fashion retailer Breuninger in Sachsenheim, Germany, Studio Alexander Fehre wanted to dramatically depart from conventional offices to give team members a strong sense of identity within the company. Described as a 'creative playground' meets 'highly functional office', the flexible space includes photo boxes. While these are designated for photoshoots, the idea is that the entire workspace can be used as a set for Breuninger's content creation, with materials such as reflective foil, corrugated profiles, wire mesh and PVC providing a variety of photography backdrops.

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Philip Kottler