

“At that time, the new was not considered a domain of trendsetters and tramps; At that time the poets knew that the latest news can only come from a long memory.”

Raoul Schrott



#INTRO



alTRAN
Service By
Customer Solutions



“Pioneering spirit is not about new ideas, pioneering spirit is about fighting old ways of thinking. Each time we are absolutely certain of something we have to change the angel of view”

Betrand Piccard

#LINK TO MY MISSION

We are in a vast hall filled with products in Weil am Rhein, the location which Vitra has made a place of pilgrimage for architecture aficionados. Since the development studio is out of bounds, Eckart Maise, Vitra's Chief Design Officer and Raphael Gielgen, Head Research & Trend Scouting, are sitting on a sofa in the alcove. They could be described as the firm's natural polar opposites. Maise, formally dressed, makes use of precise himself in precise terms, as if aligning parts of an algorithm in logical order, while Gielgen flings images into the air like confetti. He serves as the company's radar for the outside world. Last year alone, the spry Rhinelander travelled to 20 countries and held countless interviews on the lookout for the movers and shakers of our time.

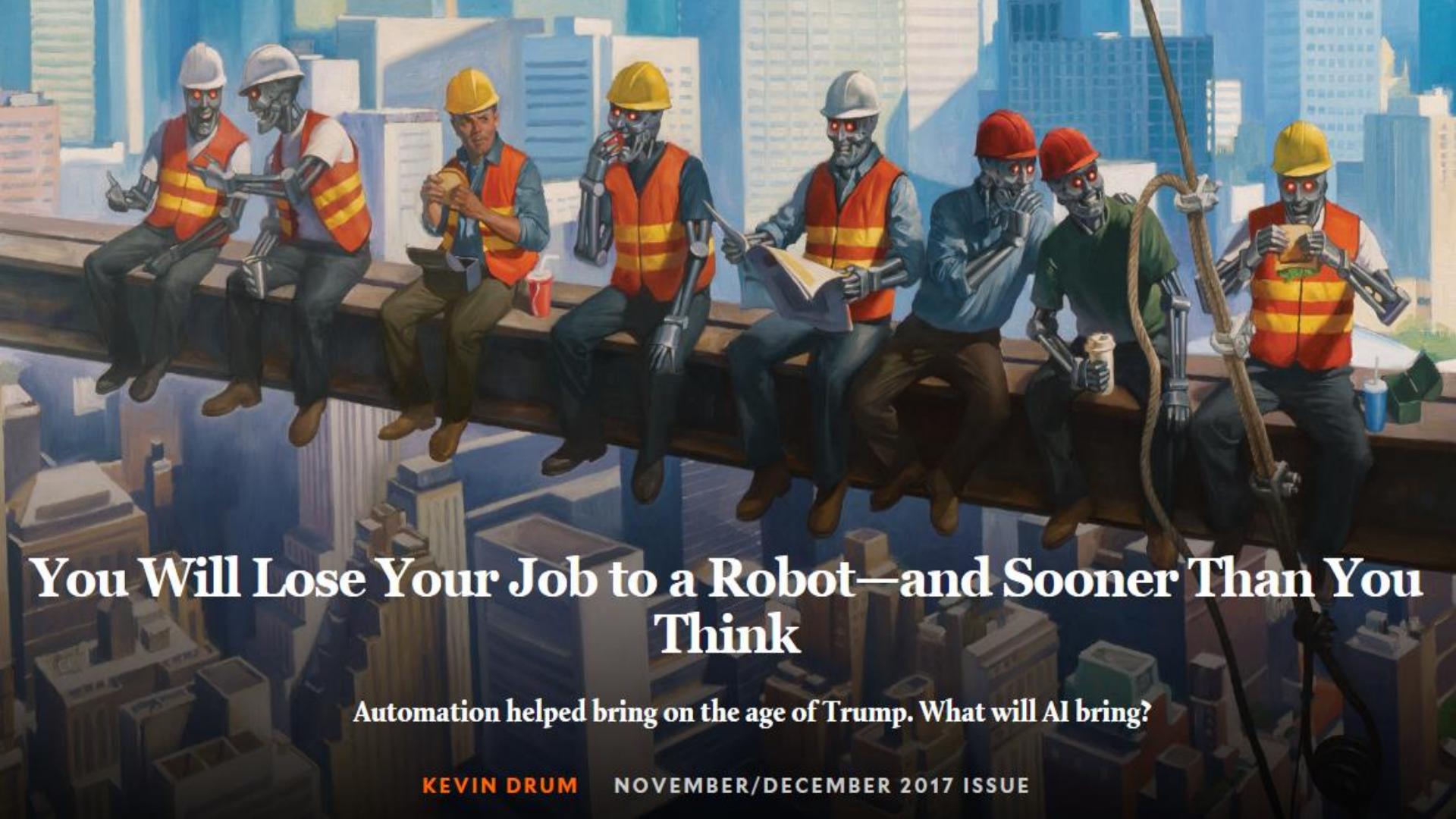
MORE
FEATURES
FROM

$\frac{n}{3}$

COLLIER &
MATERIAL LIBRARY



SEARCH



You Will Lose Your Job to a Robot—and Sooner Than You Think

Automation helped bring on the age of Trump. What will AI bring?

KEVIN DRUM

NOVEMBER/DECEMBER 2017 ISSUE

**“A desk is a dangerous
place from which to view
the world”**

John le Carre

UNDERSTAND



GÜDEL

GÜDEL

Z+

Z+

CREATE



プレゼン
テーション

CONNECT
TOWN
HALL

セミナー

グループ
ワーク

フィッシュ
ボール

Workplace flows with empathy

CONNECT



ROKIN

Fax Department

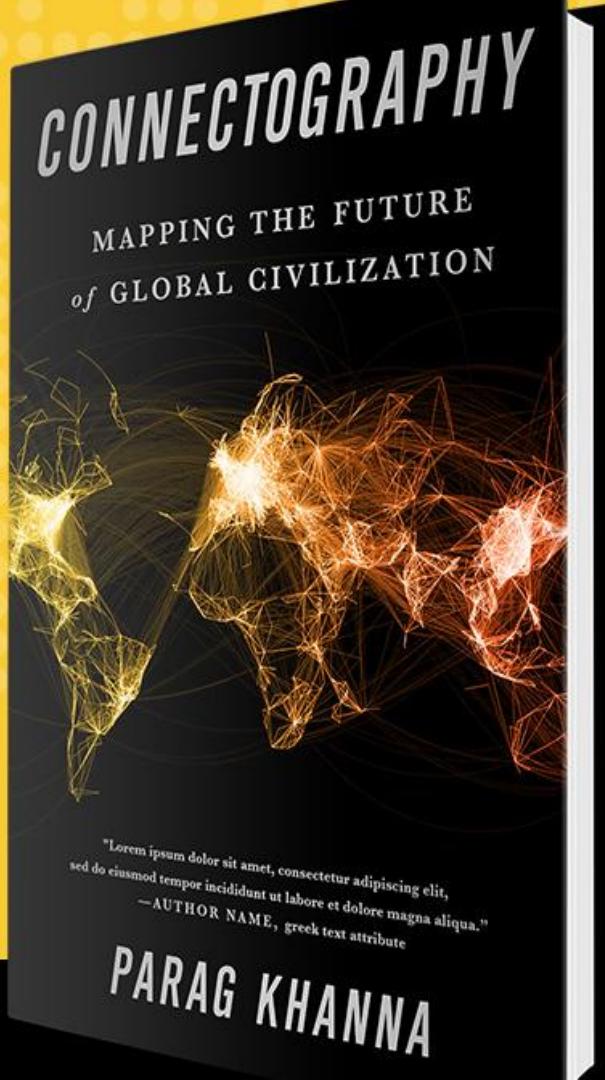
MAP YOUR FUTURE



TIME TO THINK OUTSIDE THE LINES

CONNECTOGRAPHY AVAILABLE APRIL 19

PARAG KHANNA



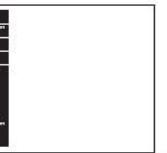
“We need to ask ‘what’s next? and be proactive, not just react to what’s already happened. And we need to do this whether we’re considering the short- or longer-term future”

Jyrki Mäki-Kala

THE OFFICE WILL TRANSFORM MORE RADICALLY IN THE NEXT 5 YEARS THAN IT HAS IN THE LAST 50.

WHAT WE BELIEVE HOW YOU DO BUSINESS IN THE AGE OF UNCERTAINTY

IRON IN SHOT TO NOW WE HAVE RESEARCHED, ANALYZED AND DISCUSSED THE FUTURE OFFICE SPACE WHERE VARIOUS FIRM FROM DIFFERENT INDUSTRIES ARE LOCATED. THESE INCLUDES ADIDAS, AMAZON, AUTODESK, BETA HAUS, BLOOMBERG, CARREFOUR, CERN, CISCO, ETH, FIFI, FRANKEHOFER, GUTENBERG CITY & GENSLER, GOOGLE, HASSEL, HENN, HSG HSU, IMPACT HUB, KINZO, LUMI, MAKER SINCE MASS, MASS CHALLENGE, MICROSOFT, MIT, SAMSUNG, SWISSNEX, UBS, WEWORK — TO BE CONTINUED



HUMAN CORE

Focus on the human being. Environments are emotional and comfortable, supporting well-being and performance physically and psychologically, individually and collectively.

Comfort / Well-being / Emotion / Biophilia / Health / Activity

INDIVIDUAL AUTHENTICITY

Self-conception and engagement, diversity, creativity and knowledge as basic drivers of individual evolution. Work and life become one.

Purpose / Experience / Lifestyle / Diversity / Accountability / Self-Reliance / Happiness / Prosumer

NEW CORPORATIVISM

Holistic corporate identities, where work style, community and space are flexible and tailored, attracting select individuals

Tribe / Team / Network / Project / Experience / Talent / Entrepreneurship

TALENT FRONT

Talent – a curious, creative attitude that goes beyond mere skills – is valued and shines through, both in the corporate model and short-term, project-based businesses and networks. Talented individuals bond over and serve collective goals.

Value / Purpose / Happiness / Work Life Balance / Estimation / Experience / Learning / Know-Why

INNOVATION OUTLOOK

The will to innovate, experience and trial innovation needs a balance between product and people.

Radical / Knowledge / Collaboration / Trial Accelerator / Startups

The office should become a more humane workplace.



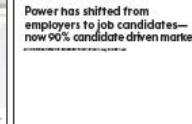
(...) all these inhuman extensions only further reinforce the name human.



Das Hobby geht in die Arbeit über, das Spielerische in das Notwendige.



The growth of the ‘human cloud’ – a vast global pool of freelancers who are available to work on demand from remote locations on a mind-boggling array of digital tasks.



They just... and some fits together



If you want to run, run. When you want to walk fast, just do as you want. Nobody cares. If you don't want to walk, just lay back and enjoy your break. Whatever you do, Samsung will guarantee you the basic necessities of life like clothing, food and a place to live.

LEE JAE-HYUN, THE NEW MANAGEMENT PRINCIPLE, SAMUNG, 1991



“A Intuition is less about suddenly “knowing” the right answer and more about instinctively understanding what information is unimportant and can thus be discarded“

Gerd Gigerenzer Max Planck

#WEATHER FORECAST

WHERE WE COME FROM



WHERE WE MOVE



“The biggest challenge is developing the future while dealing with the past. It’s like trying to repair a leaky house as the same time as installing new solar panels”

Rob Brigge CHRO Aviva Insurance

THE SIMULTANEOUSNESS BETWEEN EVOLUTION AND REVOLUTION



#new leadership

sheryl sandberg & dieter zetsche







gariboldi

THE DUTY OF SPACE

Airbnb Gave Hospitality a Wake-Up Call. What Will the Industry Do Next?

To stay relevant in the increasingly mercurial hospitality industry, hotels are reinventing their relationships with guests and the local community.

by Jen Murphy



“In keeping up with the digital times, the industry has failed to realize that the more connected we are virtually, the more we crave real human connection”

Jen Murphy

THE POWER OF EXPERIENCE

FOOD

TRAVEL

DESIGN

CULTURE

PEOPLE

HEALTH

VIDEO

ALL

What it's like inside Airbnb's most popular listing



**“An experience is greater
than any single object,
device, space, person or
app“**

BIG TOMORROW

THE UNLOCK POTENTIAL OF YOUR COWORKERS

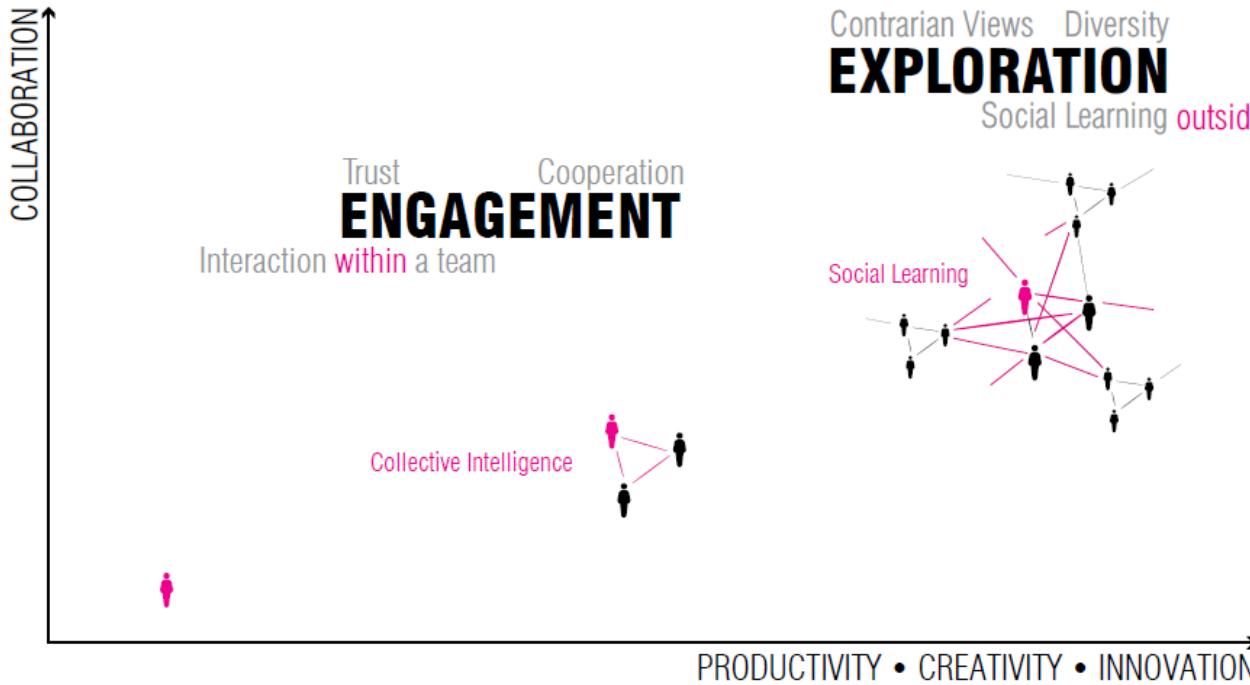
ing yes despite
lity of failure does not make you
an imposter

Everyone
has a
STORY

You want
something
alone, if
want to do so
thing Meaning
do it together

Companies

Interaction Matters More



UI & UX

PRODUCTS

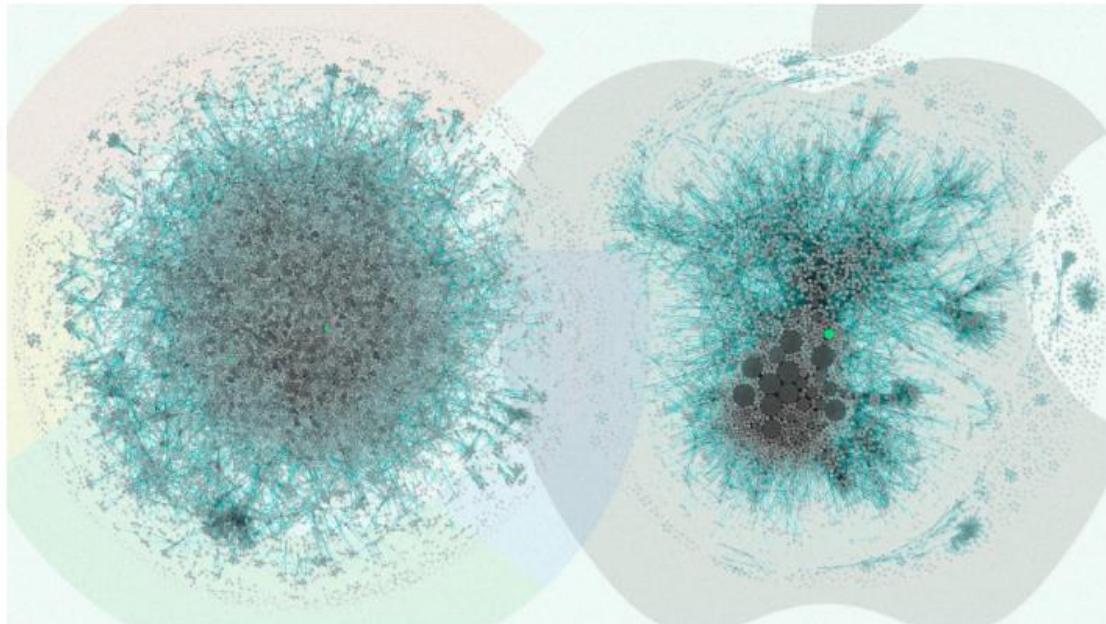
CITIES & SPACES

GRAPHICS

INNOVATION BY DESIGN

The Real Difference Between Google And Apple

Google and Apple are both hyper-successful companies, but chart their patents, and they have completely different innovation signatures.



ADVERTISEMENT



PRESENTED BY JOHN HANCOCK
Ep2: Pete & Jamie Need HOBBIES

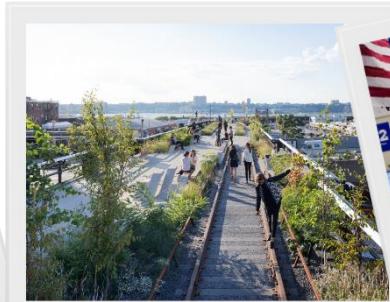
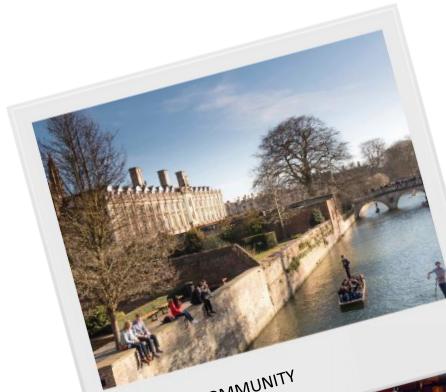
FEATURED VIDEO

10 FAST COMPANY

**“Calling all CREATORS,
breaking out of the
traditional processes and
silos and collaborate with
new people with different
perspectives. This is
exciting, and leads to new
discoveries“**

Paul Gaudio adidas

MAP YOUR FUTURE



Amazon names 20 “finalist” cities in its new headquarters beauty pageant



CAMPUS COMMUNITY



GARAGE SPIRIT



GARAGE SPIRIT





Bloomberg

Markets

Tech

Pursuits

Politics

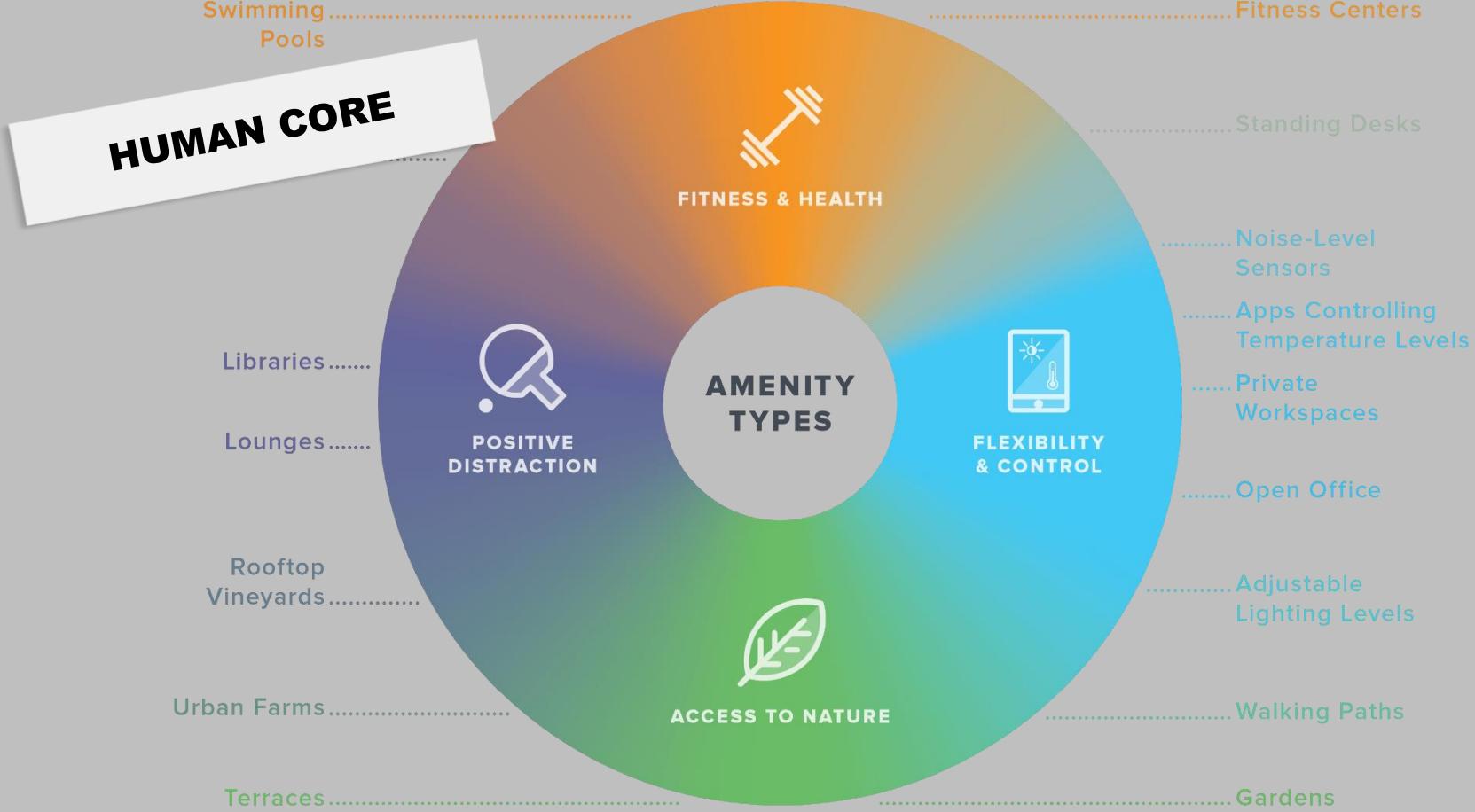
Opinion

Businessweek

HUMAN CORE



Why Your Office Is Beginning to Look Like a Forest

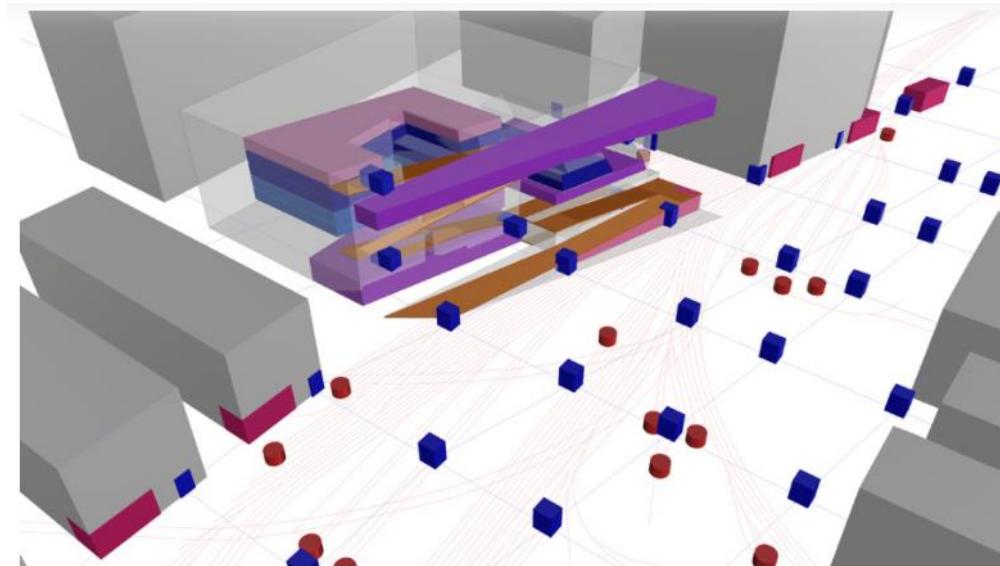


TRANSVERSALITY



As the Public Realm Merges With the Workplace, How Will Our Cities Change?

A report produced by WRNS Studio, edited and excerpted here, suggests how work culture could and should influence the fabric of our cities.



TRANSVERSALITY

For Boston's 100 Acres, Stanford University student Adrian Harrison explored the idea of distributing the workplace in the city, weaving it deeper into the urban fabric. He proposed a series of work pods and telepresence portals that could bring the office to the worker—people would be able to walk to the one nearest to their home and find the resources they need to complete the day's tasks.

SHARING ECONOMY

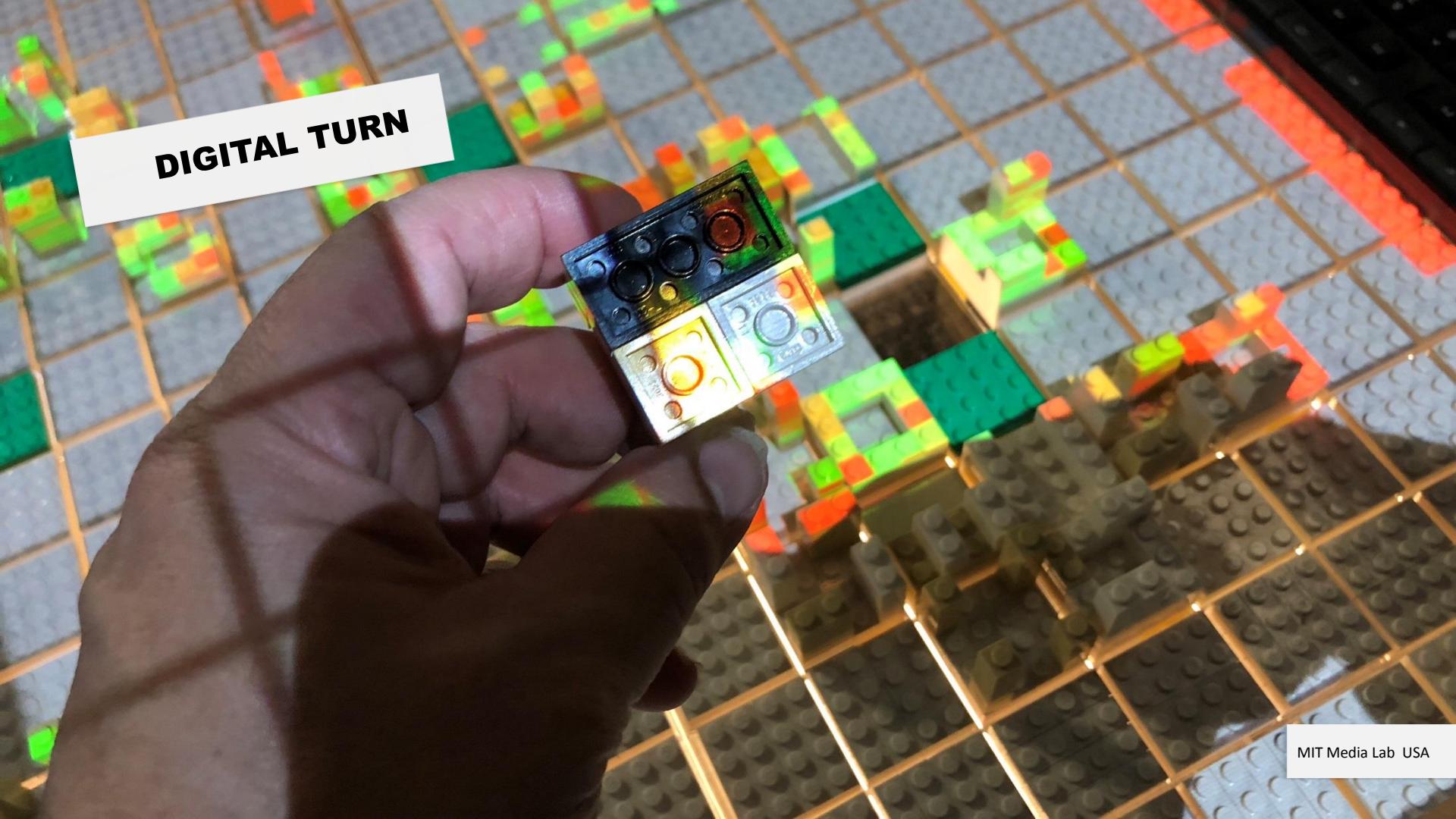


SHARING ECONOMY



DIGITAL TURN





DIGITAL TURN

SOCIAL RECRUITING



#THE END

“At that time, the new was not considered a domain of trendsetters and tramps; At that time the poets knew that the latest news can only come from a long memory.”

Raoul Schrott

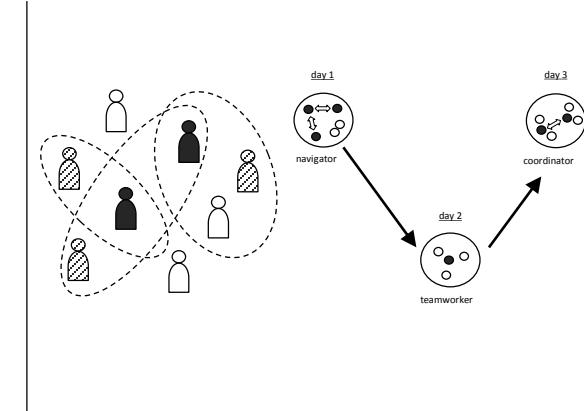
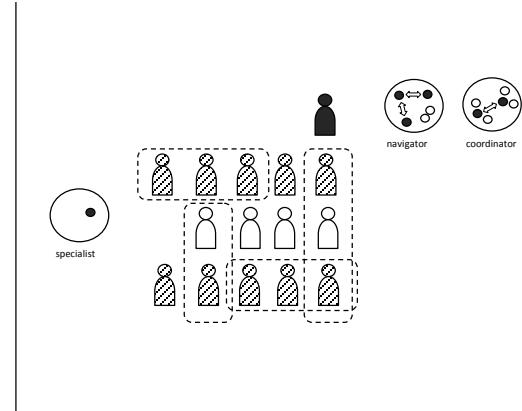
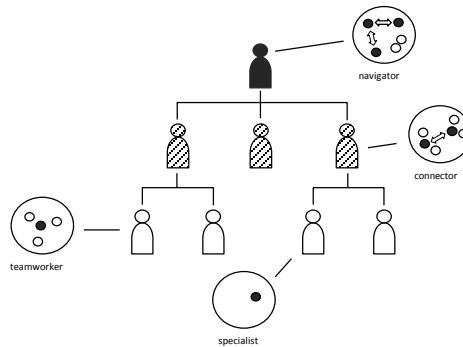


It's a Collage of Trends

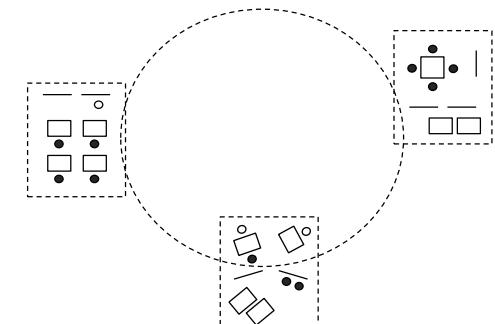
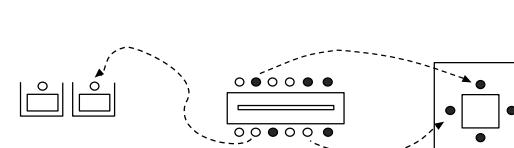
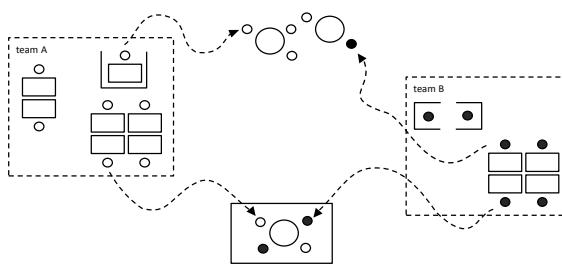


It's a Collage of Workstyles

organisation



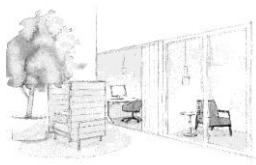
spatial solution



It's a Collage of Spaces



OPEN WORKSPACE



FOCUS SPACE



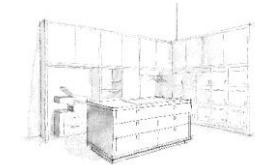
LIBRARY



WORKSHOP SPACE



CAFETERIA



SUPPORT SPACE



CLOSED WORKSPACE



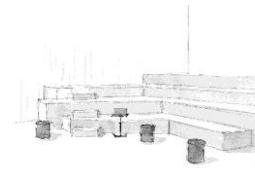
PROJECT SPACE



MARKETPLACE



MEETING SPACE

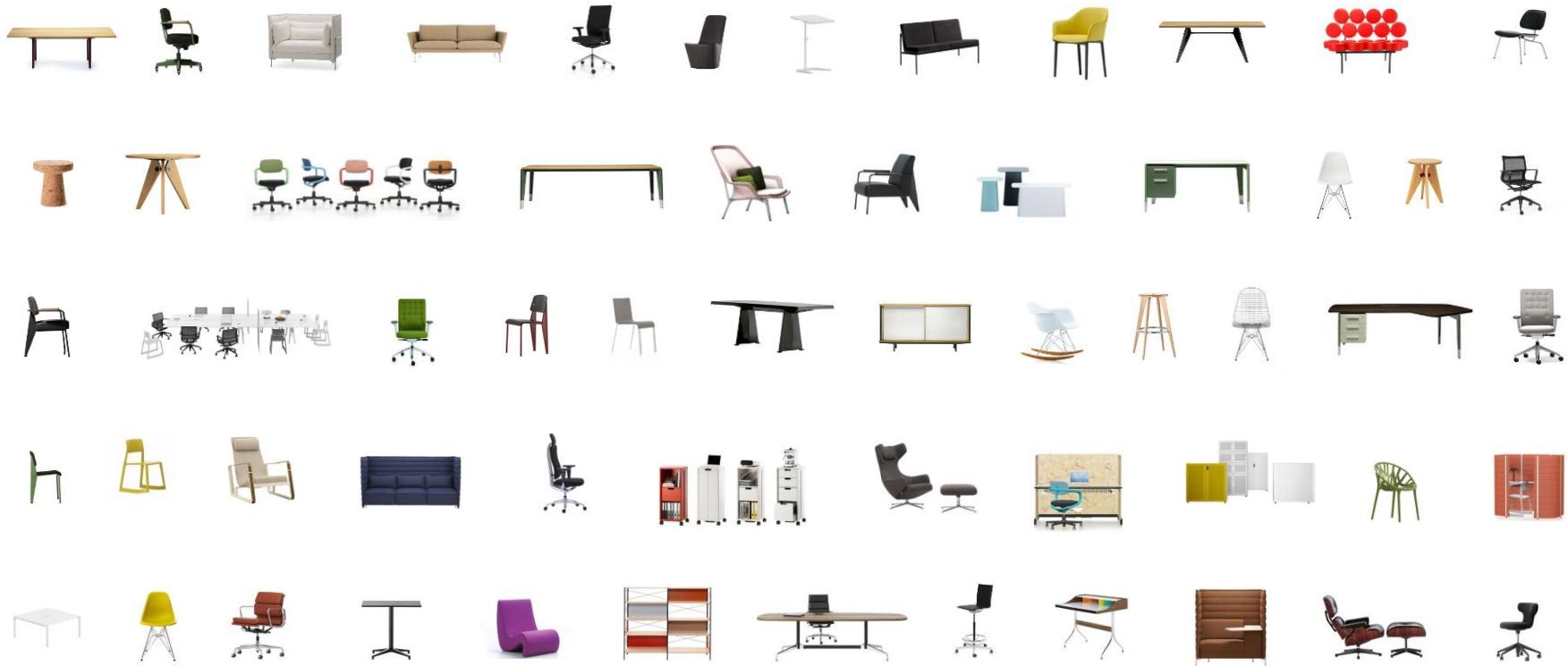


TOWN HALL



LOUNGE

It's a Collage of Products



“Objects are powerful: they are windows into the times when they were made and used; they are entryways into the ideas and values of their creators and owners; they are mirrors to our own humanity”

Claire Champ Canadian Museum

<https://www.linkedin.com/in/raphael-gielgen-93b3386b>

<https://flipboard.com/@raphaelroundthe/raphael%C2%B4s-flipboard-tjg8lnlby>



**“When it will be done? You
are learning to accept that
the answer for software
products is never”**

Paul Ford