

A COLLABORATIVE WORKSPACE FOR TODAY'S WORKFORCE

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ABOUT

In the heart of downtown Salem, *work/space* connects individuals from across all industries with access to high-performance work environments. At *work/space*, creativity is in the air and collaboration comes naturally. Occupants have the choice to work in the heart of the interaction or retreat to more private spaces. At *work/space*, workers have access to the resources needed to foster personal productivity and innovation.

RESEARCH

- Technology has revolutionized how and where people work. Virtual connectivity allows individuals to work from nearly anywhere.
- Technology has caused many companies to implement cost saving alternative work strategies (AWS) that provide the flexibility that workers are looking for, but erode connectivity and office culture.
- The move away from the traditional office structure may be negatively affecting productivity, innovation and employee satisfaction. Individuals are choosing to work from places that do not support the competitive nature of business.

These spaces do not provide the resources and amenities indicative of a high-performance work environment. Such a work environment supports diversity in work patterns, values collaboration and encourages creativity and hard work.

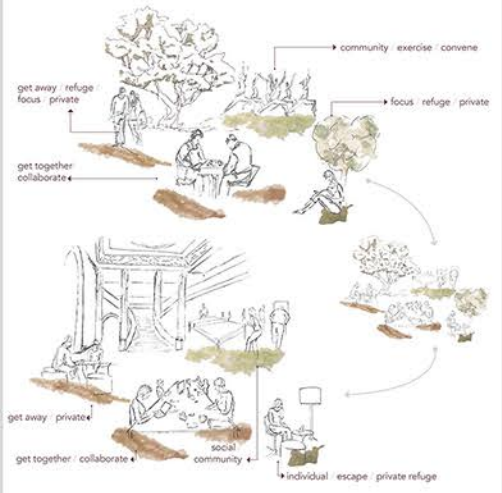
Corporate teleworkers, freelancers, and small business owners are in need of new spaces that support work and allow for optimal performance.

Dynamic and supportive workspaces are flexible in design and adaptable in use to support the needs of different work modes. Productivity is yielded when a workspace provides for a variety of interactions, as well as solitude.

CONCEPT

A park is an area of land in or near a town for the enjoyment of the public, having facilities for rest and recreation. A park can support activities including, athletics, entertainment, and relaxation. Visitors to a park have each come for their own reason and each of these individuals has a unique story and experience.

Like a park, the culture at *work/space* is determined by the expectations of a variety of visitors and uses. Most importantly, individuals at *work/space* have choice and control over how and where they work. There is equal opportunity for independent work and group collaboration. The workers at *work/space*, like people in a park, benefit from the energy of those around them.



SITE ANALYSIS

288 ESSEX STREET, SALEM MASSACHUSETTS.

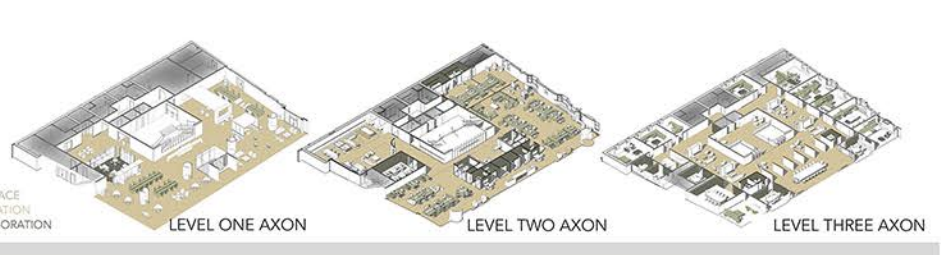
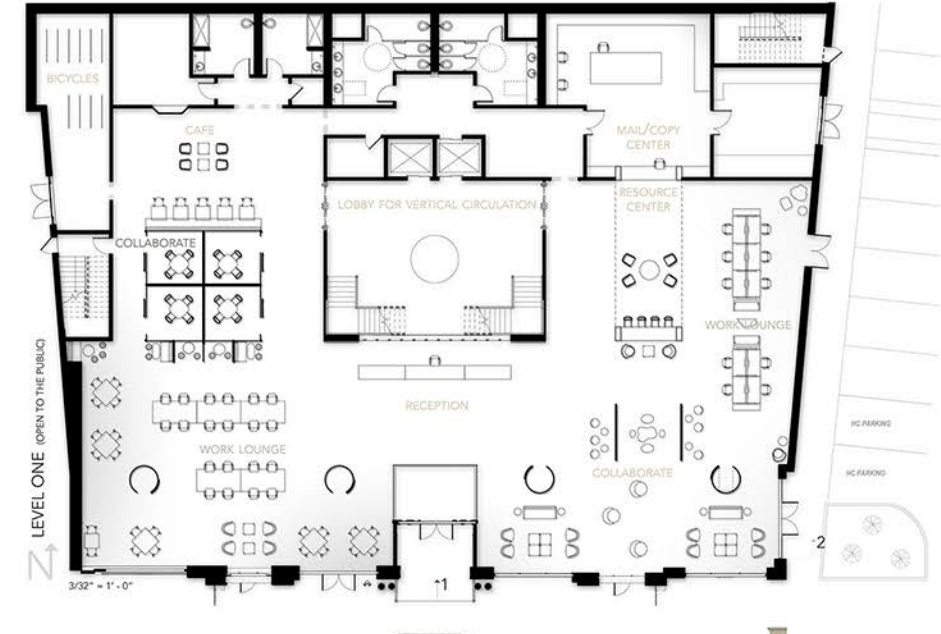
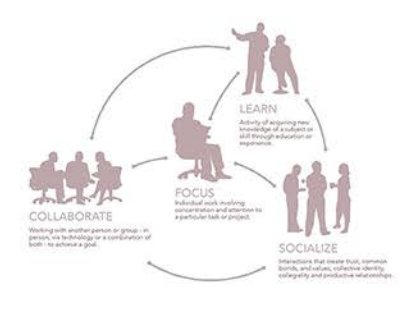


DESIGN OBJECTIVES

- High-performance work environments are systematically planned to accommodate present and future needs. These spaces foster innovation by engaging and motivating workers in environments designed to transform how occupants think and act thereby optimizing creativity and productivity.

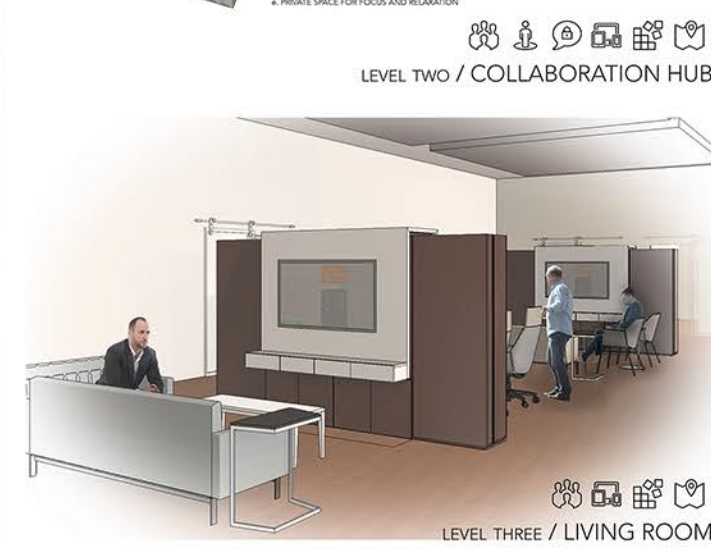
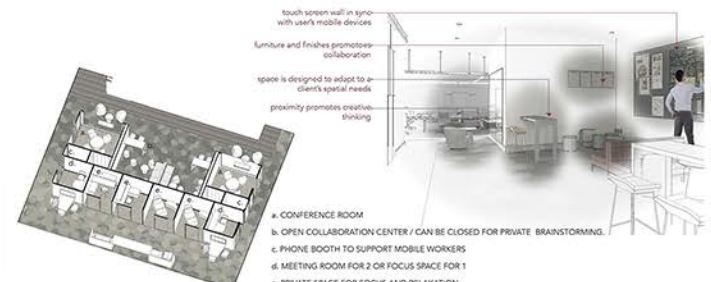
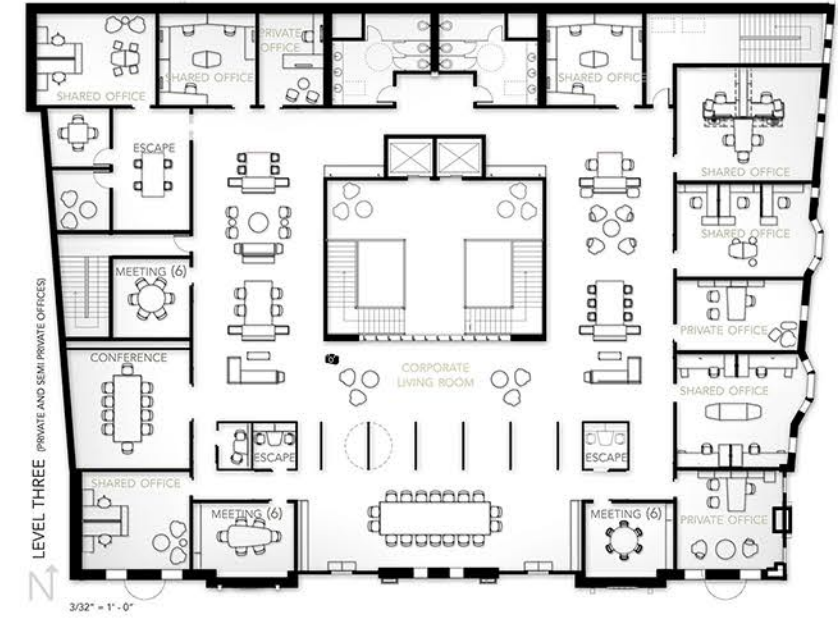
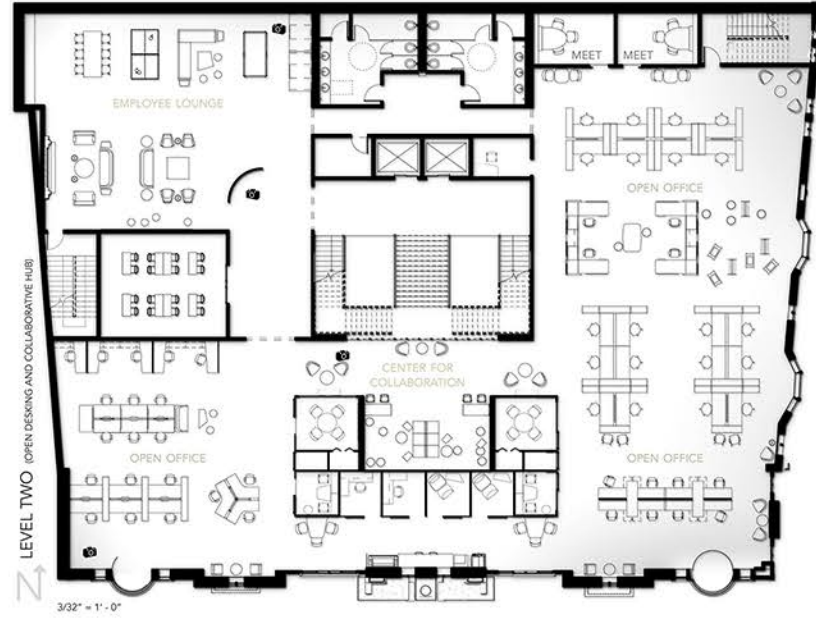
SUPPORTING MODES OF WORK

Activity in today's workplace can be broken down into four distinct modes of work. Worker success in terms of efficiency, productivity, and innovation relies on the right proportion of these work modes.

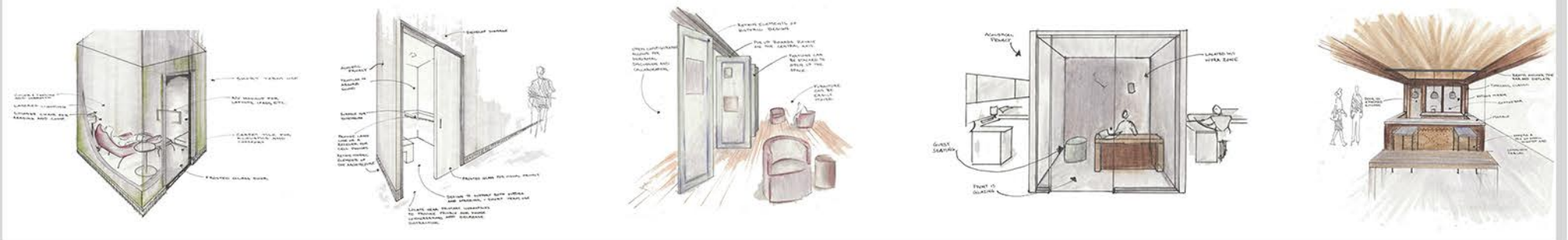


PERSONAL WORK STYLES

- USER A / LATE TWENTIES / GRAPHIC DESIGN STARTUP** in search of a creative community and constructive work environment.
 - PRIMARY WORKSPACE/ WORK LOUNGE: research - lounge seating, "water cooler" talk with coworkers, client meeting in tech enabled conference room, prepare presentation - focus work at proper desk.
- USER B / LATE 40S / GLOBAL CORPORATE EXECUTIVE** in search of a structured work environment near home to reduce commute time.
 - PRIMARY WORKSPACE/ LEVEL TWO DESK: focus work, client meeting, prepare presentation - focus work.
- USER C / WIFE - MOTHER / SMALL BUSINESS OWNER** in search of a physical office to serve as the face of her company.
 - PRIMARY WORKSPACE/ LEVEL TWO DESK: focus work, client meeting, meet with consultants (work/space coworker), interview applicants for open position.



SCHEMATICS



- WORK CAFE**: collaborative space for informal/impromptu interaction, offers arrangements that support work, limited privacy.
- OPEN OFFICE**: suitable for independent or group work that requires low levels of concentration, avoid adjacency to busy circulation routes.
- SHARED OFFICE**: suitable for a mix of concentration and collaboration, provides privacy and confidentiality, best shared by people having similar work patterns.
- PRIVATE OFFICE**: supports independent work and concentration, provides privacy and confidentiality, accommodates small meetings and storage.
- STUDY BOOTH / THINK TANK**: independent work, requiring concentration, intended for short term use, provides user control over the environment.
- MEETING ROOM**: provides technology, confidentiality and privacy, short term use, near work areas, adaptable, promotes and stimulates creative brainstorming.
- MEETING SPACE**: near primary workspaces for informal, short term use, designed to adapt to user needs, promotes and stimulates creative brainstorming.
- STRATEGY ROOM**: suitable for brainstorming sessions and workshops, designed to adapt to user needs, enable creativity and innovation.
- PRINT, COPY MAIL**: centralized space, accommodate unplanned, informal interaction.
- FILE, STORAGE**: convenient access to supplies and storage.
- GAME ROOM**: provides an informal environment for social interaction, supports impromptu collaborative thinking.
- BREAK AREA / RECEPTION**: supports visitors and workers with a place to reflect and conduct light thinking.