

A modern office interior with a blue overlay. Several people are working on laptops. A man in a grey blazer is sitting on a wooden bench, looking at a laptop. A woman in a white shirt is sitting on a wooden bench, looking at a laptop. A woman in a white shirt is sitting on a wooden bench, looking at a laptop. A woman in a yellow blazer is sitting on a wooden bench, looking at a laptop. A woman in a black shirt is standing and looking at a laptop. The office has large windows, exposed pipes, and a modern design.

The Office Renaissance

FUTURE OF WORK

NELSON | INSIGHT SERIES



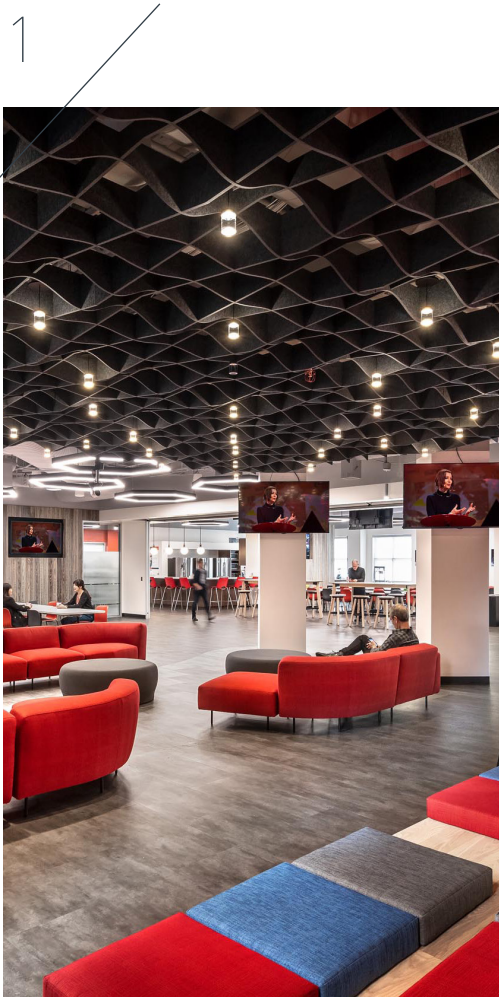
Reawakening The Workplace

The COVID-19 pandemic has forced our society to accept a new normal, and these learned behaviors will cause a monumental shift in the workplace upon return. Many factors will shape the future of the office and the way we work, but at a minimum corporations must embrace a renewed sense of energy on creating environments that are safe, efficient, and most importantly, inspiring to work in.

At NELSON, it's our goal to provide a holistic approach to strategic changes employers can make today, tomorrow, and in the future, to make this transition back into the workplace as seamless as possible.

The future of the workplace is here and the renaissance of the office will allow us to emerge stronger than before.

TRENDS TO WATCH



SHAPE SHIFTING
ENVIRONMENT



THE OUTWARD
OFFICE



EMPATHY DRIVEN
ENVIRONMENTS



THE INNOVATORS
GUILD



REWIRED
COMMUNICATION



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SHAPE-SHIFTING ENVIRONMENT

As the workplace continues to evolve one thing is clear: flexibility is key. The office will need to become a shape-shifting environment that can be easily adapted to facilitate creative connection and renewed purpose. The space needs to be intuitive to solve user needs seamlessly.

Offices of the future should consider implementing zoning and partitioning features that offer modular, freestanding screens to facilitate collaboration and socialization. In addition to spaces that increase interaction, there will be a strong desire for private, focus space for those who are unable to concentrate at home. This could include productivity pods or flexible divisions. From shared to private workstations, solutions and systems like these can offer a renewed purpose and sense of culture as employees return to the office.



Picture this



Private/shared
productivity pods



Freestanding mobile
screens



Hands-on zones



Modular furniture
systems





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THE OUTWARD OFFICE

When imagining the typical corporate campus, most imagine a secure fortress not easily accessible to the public. The old mindset was to design office environments where employees never have to leave, but post-COVID employees will look for destinations that encourage socialization, movement and cater to more fluid lifestyles.

Corporate campuses will start to shift to dynamic, mixed-use destinations. Rather than creating a static, four-wall office, buildings will become more open and connected to the surrounding community. Ensuring security and privacy for the workplace, while creating an adjacent environment with access to a community garden, walking path, recreation center, art gallery, food hall, library and more



INNOVATION IN ACTION
BELL WORKS

Bell Works is a one-of-a-kind destination for business and culture, complete with a blossoming ecosystem of technology, traditional offices, retail, dining, hospitality, and much more. Bell Works is open to the public seven days a week. The site cultivates interdependencies among the user groups: office workers who can eat onsite, and shoppers who can attend events onsite. Around 25% of Bell Works' daily visitors do not work in the building.

“Now that we trust employees can work virtually from anywhere, the office must shift from a forced landing place to a spontaneous gathering spot for groups of like-minded thinkers and doers—all set out to meet one common goal.”

Nicole Zack, NELSON Worldwide



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EMPATHY DRIVEN ENVIRONMENTS

Creating a workplace that celebrates diversity, ideas of inclusivity, and empathy is crucial. After a year of adapting to new lifestyles, these behaviors will be ingrained in employees post-COVID while striking a new era of empathetic design taking into consideration everyone's experience.

Prioritizing empathy and inclusivity will allow designers and companies to create spaces that work best for the people that use them. This creates a sense of emotion that develops an environment that motivates, inspires, and empowers a larger number of people, whether it's someone with a physical disability or someone responsible for a child's schedule. There are several ways that a space can be more empathetic, but at a minimum, the new environment should become a supportive destination for all work styles and workers.



Picture this



Sensory specific
zones



Strategic color
and sight lines



User generation
mindfulness



Partnerships with child,
food, wellness services





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THE INNOVATORS GUILD

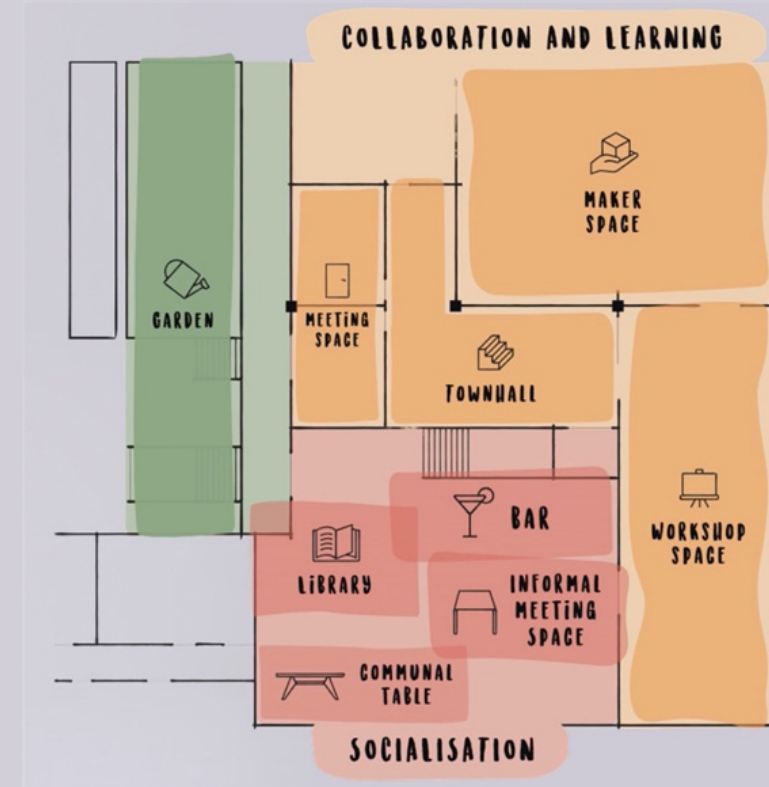
Now that we trust employees can work virtually from anywhere, the office must shift from a forced landing spot to a platform that facilitates collaboration for groups of like-minded thinkers and doers. An elevated foundation that supports and sparks innovation.

Deemed 'The Innovator's Guild' – this reimagined space is where employees choose to go at their leisure, instead of being a five-day-a-week requirement. Part of the employment package, The Innovator's Guild resembles the iconic social club, where employees can network with like-mind individuals, both in-and-outside of their own company. An inspiring and stimulating environment with access to elevated amenities such as a coworking hall, makers space, wellness suite, or podcast studio.

88%

of global employees have missed face-to-face social interactions since remote working was introduced.

(Stylus)



INNOVATION IN ACTION VITRA

Using the idea of “social club” to re-imagine the post-pandemic office, furniture company Vitra is transforming its HQ to test-drive its Club Office concept, which revolves around spaces for collaboration, learning, and socializing. Here, employees not only have access to traditional workspaces but to a garden area, and unique work/maker spaces.

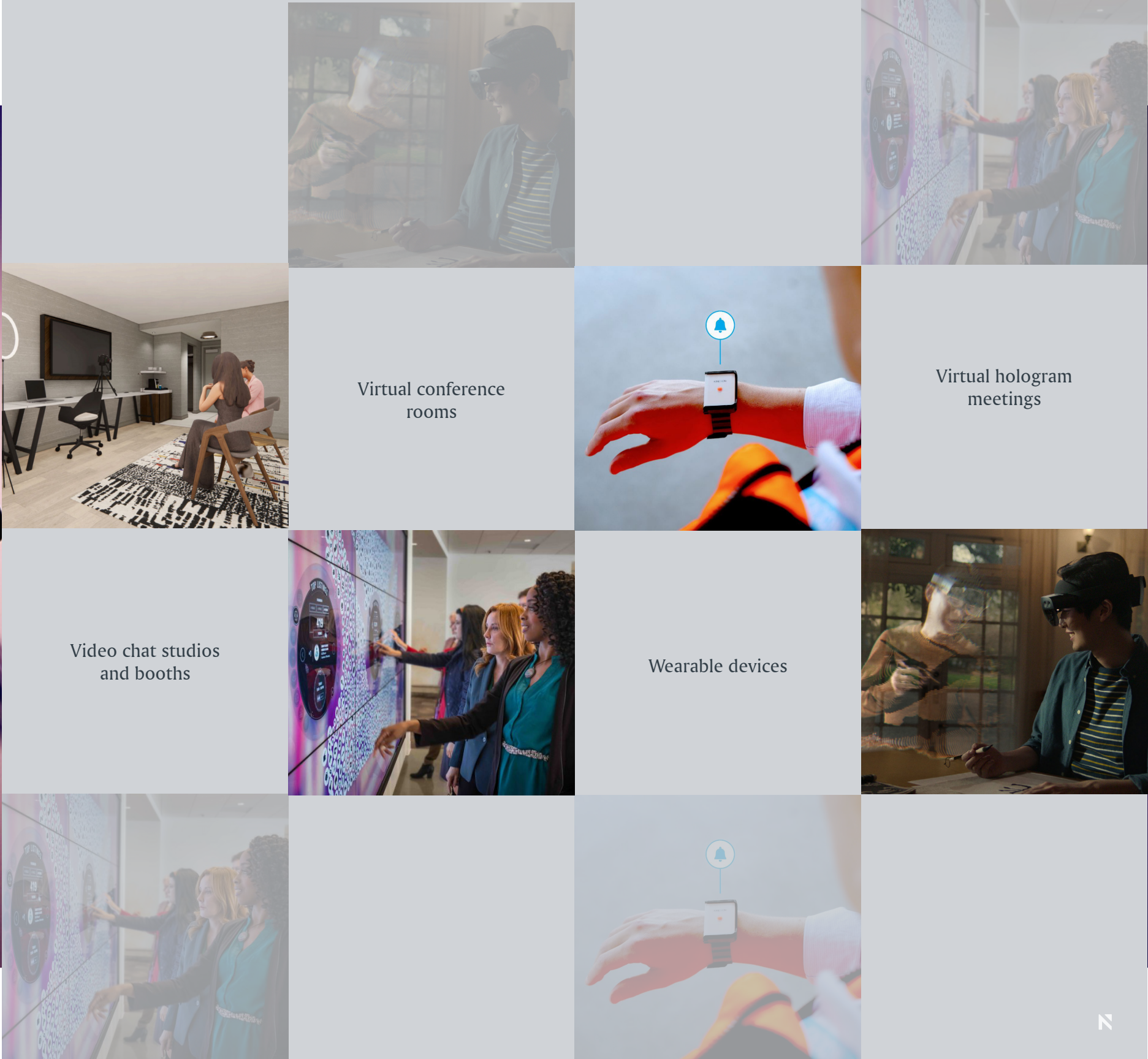


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REWIRED COMMUNICATION

A recent study suggests that 87.5% of global employees have missed face-to-face social interactions since remote working was introduced and while the return to the office will satisfy this craving for most, new workstyles and re-imagined office spaces will prompt a new way of communication that integrates and better serves employees in and outside the office.

While innovative technology continues to evolve, companies should lean into virtual solutions that mimic casual employee interactions and provide a much richer experience than viewing a two-dimensional screen. Whether it's technology for a virtual brainstorming session or a wearable device that allows employees to "tap" one another from a distance, the biggest opportunity in the workplace today marries virtual and face-to-face communication to create a better holistic experience.





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