# Imagining the future of work

#### **ONE-WORLD JOB MARKET**

Until recently, a man limited his job hunting to his home town. Now he sometimes searches the country. Tomorrow's job markets -and opportunities-will be world-wide.

Television will make it possible for an employer in Buenos Aires to interview a job seeker in Philadelphia. New Yorker Felix Cuervo has already pioneered in this direction, interviewing applicants for Civil Aeronautics Administration positions over a 2-way closed circuit. Said Cuervo: "Dress, bearing, manner and ability can be gauged over television about as accurately as in personal interviews."

Next Week: Wall in the Sky



#### "Slent" Generation (89+) Baby Boomers (50-68) Would like to turn their hobbies into careers More than 1/4 of the 60% 75% U.S. population 76% Generation Z belongs to Generation Z Generation X (38-49) 50% Millenials (19 & Under) Want their jobs to Are concerned about impact the world. humanities impact on the planet Millenials (20-37) 5: Number of screens used to multitask •

# The Next Generation of Workers









#### **ARCHITECT**

Thinking About Design Thinking How a brain scientist collaborates with NBBJ to uncover our perceptions of designed space.

By STEVE CIMINO FOR AIA ARCHITECT June 30, 2016



Photography: Carl Bower. John Medina, author of bestseller Brain Rules and professor at the University of Washington

In 2014, international architecture firm NBBJ announced a new fellowship program for scientific researchers in fields that impact and inform design. The inaugural fellow for this innovative program is developmental molecular biologist John Medina, author of The New York Times bestseller Brain







#### ENERGY CONSERVATION

- D Thermal energy storage tanks
- Section Radiant Slabs
- Energy efficient regenerative elevators with destination dispatch operation
- High efficiency lighting design and day lighting controls
- Passive humidity controls

#### ENVIRONMENT

- Switchable electrical outlets give occupants power to control their energy usage
- Operable windows allow occupants to control the comfort of their local environment

#### SITE CONTEXT

- Urban location with access to multiple modes of public transit
- Programmed public open spaces
- Roof decks and indoor gardens
- New two-way cycle track with dedicated lane: separated from vehicular traffic
- Substantial bicycle commuter facilities with dedicated building entrance

#### SUNLIGHT

External solar shades on select facades protect against direct sun and manage visual comfort

Internal shades manage direct sun, keeping occupants cool

#### WATER

Green roofs manage storm water and provide a connection to nature

Low-flow plumbing fixtures



# What does the future look like?

**nb**bj



SPUR Lunchtime Forum:

# The Future of the Corporate Campus



Steve Morton, SVP Regional Director of Planning & Consulting



# **HOK San Francisco**

# **Services**

Architecture | Interiors | Consulting + Workplace Strategy Planning + Urban Design | Landscape Architecture Structural Engineering | M/E/P Engineering | Sustainable Strategies HOK Planning 16 deeply-rooted regional practices with 110 Planners, Urban Designers and Landscape Architects working together around the world.

h+k



### BAY AREA CORPORATE CAMPUS EXPERIENCE

Accenture	Hewlett Packard
Adobe	IBM
AMD	IDX
AOL	Informix
Apple	Intuit
Applied Materials	LG
AT&T	MediaCom
Autodesk	Microsoft
BMC Software	Nortel Networks
Broadcom	Novell
Cadence	<b>Octel Communications</b>
CBSi	Oracle
Ciena Software	Samsung
Cisco	Siemens
Creative Wonders	Sony Ericsson
Deltek	Tata Group
Google	Veritas - Symantec







# Campus Design Trends







Culture & Identity

Community & Wellness Sustainability & Resilience

Safety & Security





Phasing & Exit



Flexibility



Connectivity



# Bay Area Workplace Design & Campus Planning are evolving faster than ever.

To project in to the future, *we must first understand the past*.



- UCSF, UC Berkeley, Stanford University
- Health Sciences, Engineering and Technology

# • Aerospace, Defense, & Biotech

• IBM, HP, Genentech

### $\checkmark$

• Sun Microsystems, Oracle, Cisco, Adobe Intel, Chiron, Gilead

#### $\checkmark$

• Apple, Google, Salesforce, Tesla, LinkedIn, Intuit, Autodesk, Illumina, BioGen, Trulia....





Floor Area 🛧 Connectivity Identity





## 1980's Office Park, Onsite Amenities











## 1990's Campus Courtyard, Central Amenities



 $\star \star \star$  Amenities  $\star \star$ 

Identity



## 2000's Campus Super-Courtyard, Central Amenities



Floor Area**★★★★**TransitConnectivity**★**Exit-abilityIdentity**★★★★**Amenities **★★★** 







# Workplace Evolution: Activity-based work settings



#### K N+L1

# Workplace Evolution: Highly Connected Workplace







## 2010's Monolith Campus, Distributed Amenities

## 2010's Adaptive Courtyard, Distributed Amenities







## 2010's Monolith Campus, Highly Connected

## 2010's Adaptive Courtyard, Distributed Amenities



![](_page_27_Picture_4.jpeg)

![](_page_28_Picture_0.jpeg)

## 2010's Monolith Campus, Distributed Amenities

2010's Adaptive Courtyard, Distributed Amenities

![](_page_28_Picture_3.jpeg)

![](_page_28_Picture_4.jpeg)

![](_page_29_Picture_0.jpeg)

# Cultural, Demographic, & Workplace trends are increasingly making the *urban campus* more attractive to high technology businesses.

![](_page_30_Picture_0.jpeg)

#### 2015's 2015's Urban Campus, Bridges, Rooftop Amenities Vertical Campus, Distributed Amenities Floor Area Connectivity Identity $\star\star\star\star$ \*\*\*\* Transit $\star\star$ Exit-ability \*\*\*\* Amenities $\star\star\star$ $\star\star\star\star$ Floor Area Transit Connectivity Exit-ability **\*\*\*** Amenities \*\*\*\* $\star\star\star$ Identity

![](_page_31_Picture_0.jpeg)

## 2015's Vertical Campus, Distributed Amenities

### 2015's Urban Campus, Bridges, Rooftop Amenities

![](_page_31_Picture_3.jpeg)

![](_page_31_Picture_4.jpeg)

![](_page_32_Picture_0.jpeg)

But... With current technology development teams needing between 35,000 to70,000sf floor-plates -- a shift from the *horizontal to vertical* campus is not always viable in today's market.

And, if we continue to build *elevated bridges* between urban offices to increase effective plate sizes, we will *deaden the public realm, streetscape, and neighborhood retail.* 

So, what then...? Evolution! *New hybrids* are emerging, leveraging *large city blocks*, expanding *transit* and *urban up-zoning* to achieve transit-served large plates.

![](_page_33_Picture_0.jpeg)

![](_page_33_Picture_1.jpeg)

# New Hybrid Campuses = Urban + Large Plate

![](_page_33_Picture_3.jpeg)

![](_page_34_Picture_0.jpeg)

# 2020's

Urban Campus, Large Blocks, Neighborhood Retail as Amenity

![](_page_34_Picture_3.jpeg)

![](_page_34_Picture_4.jpeg)

![](_page_35_Picture_0.jpeg)

While we understand the merits of sustainable, transitoriented vertical campuses, , the need for large contiguous floor plates remains.

What if instead of forcing a choice between these models, we recognized the solution as an 'and'? Tomorrow's companies need all three models – *suburban horizontal*, *urban vertical*, and these *new hybrid* campuses made possible by Central-SOMA up-zoning, expanded transit and more.

![](_page_36_Picture_0.jpeg)

Our regional economy and businesses are evolving at an unforeseen rate. This rapid disruption of traditional models underscores the importance of variety, flexibility, and adaptability.

We will need high-transit served vertical urban campuses. We will need regionally transit served horizontal campuses. We will need to enable the emergence of new hybrids.

And! Not *or*.

Thank you.