

RETURN TO WORK: Staging Success Through Destination Design



With a hospitality-inspired design strategy in place, the average workplace will become a sought-after workplace

Destination workplaces enable discussion and empower employees who strive to make a difference in the company, while encouraging them to continue promoting work culture from within. Many of these employees eventually become influencers who help shape the future image of the company itself.

We have been quietly conditioned in the past few years by the ethos created by restaurants and resorts that curate emotional responses, experiences and memories that take us beyond the expected. This trend can now be seen in forward-thinking workspace design.

MINDFUL DESIGN

Changes in volume, color, texture, lighting and even enclosure can all influence the kind of energy and spacial dynamics of a workplace environment. Anticipating and mapping these dynamics can provide a diverse palette of options for the inhabitants of today's office spaces to enhance the work experience. Making sure that when stress levels get high, places to de-stress and find relaxation are always within reach — without needing to leave the office or go on a vacation to find it.

With the right hospitality-inspired design strategy in place, the workplace won't just rebound — it will be a more sought-after workplace than before and a much-welcomed reprieve from remote work.

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FUTURE PROOFING THE WORKPLACE

With the rise of agile computing, new technologies have become the staple for small teams to adapt quickly. Companies that encourage flexibility in how their teams work increase their edge to compete in today's market which helps lay a foundation for future employees to seek out opportunities within.

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The move towards adapting various work styles helps sharpen business decisions and provides employees with more options, which can play an important role in restoring some of the autonomy lost in open plan work environments. Certain interactions and the flexibility of team structure increases collaboration among employees in these open hybrid workspaces.

Successful destination workplaces seamlessly integrate the company ethos into the day-to-day lifestyle of their employees, with perks and accommodations such as going to the gym, spas, or workshops.

Setting up regional hubs and neighborhood coworking options for teams offsite has also become a part of this flexible work structure to alleviate long commutes and the pitfalls of sitting in rush hour traffic.

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HOW TO CREATE A DESTINATION WORKPLACE

Workplace designers and change makers have an important responsibility to enhance people's lives. Creating dynamic, highly functional spaces is more important than ever to engage your people and excel in a very changed work environment.

Being innovative with design is just the start. Your brand, company culture and values all play a key role in building a Destination Workplace. So how can you go about creating this change within your workplace?

*Workplace innovators + designers
and change makers have an
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people's lives. Creating dynamic,
highly functional spaces that future
proof the workplace experience*



SHARING ECONOMY = Cultivating Culture and Experience: Tech and media companies like Apple & Google have done a remarkable job of creating followers and embedding a culture of success that commits them to the brand. High-profile headquarters with team centric cultures are at the heart of this trend. What are the elements making these campuses so successful in attracting top talent?

- **RELAXED WORK STYLE** where work does not feel like work.
- **COMMUNITY BASED DESIGN** with collaboratories to innovate ideas, event spaces to share the vibe, forums to showcase successes and spaces devoted to the collective brand experience. Build the brand ethos through learning and connecting to the culture of the organization.

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A resimercial redesign can create a cozier office vibe that makes the shift from the isolation of home working easier for staff and the office more welcoming to clients.

- **CONNECTIONS** that move beyond the misplaced hype of workplace gimmicks such as slides, table tennis, and swings. Inspiring the best side of the business by producing spaces that encourage employees to congregate and feel part of a greater whole.



THE IMPORTANCE OF HOME = Shifting Perception from utilitarian the office to the more residential feeling of home. Lifestyle must meet workplace through:

- **PROVIDE CRUCIAL NUTRITION.** Better food, better coffee and healthy meals/snacks can make meetings or working through lunch more beneficial.
- **ENCOURAGE FLEX TIME** throughout the week to allow necessities like kid's school events, medical needs and picking up dry cleaning to be inclusive and not pay docked.
- **A RESIMERCIAL REDESIGN** can create a cozier office vibe that makes the shift from the isolation of home working easier for staff and the office more welcoming to clients.
- **CASUAL MEETING SPACES** enveloped in open concept hybrid spaces to encourage collaboration at any time during the work day.

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BLURRING WORKSTYLES = Sharpening Choice: There is a lot to learn from the retail environment and the hospitality industry. Offering people choice is critical to enticing them back to the corporate HQ.

- **CONFIGURE THE SPACE** to be physical barrier free, inclusive and engaging.
- **PROVIDE A VARIETY** of zones for groups, privacy, teams and work alone time that allows for shifts between areas throughout the day.
- **TAYLOR THE TEAM EXPERIENCE** into zoned environments with unique themes to create a unique vibe tailored to the specific use that inspires innovative dialog.

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THE PUBLIC FORUM + Learning From Others by osmosis was obviously a key draw to the office for previous generations. Encouraging available resources and team communication channels removes physical restriction and age barriers to make learning environments limitless within the workplace.

- **DIGITAL vs PHYSICAL:** Strive to blur the lines between the physical workplace and the digital afterlife.
- **HARNESS THE DATA ACCESS** and online resources of your Millennial staff. Utilize their sophisticated digital curation to upgrade the training of those less savvy. This type of team building bridges generations at work and deepens problem-solving.

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- **STRIVE HARDER TO PRODUCE EXPERIENCES:** Make your workplace an destination experience by sharing your brand story across every platform: design, art, communications, and events.
- **STIMULATE CONSTANT LEARNING** because teams are used to digesting information quickly. The distinctions between work, play and rest can blur into out of the box team building.
- **PROVIDE MENTORING** among team members who have a preference to be in an office, considering themselves 'resident' in their work style. This appears to be driven by the fact that they want to learn from peers, but also comparatively, they have less variation in the tasks they perform.

Stage work as an event itself by giving access to memorable design moments.

With more than one billion people worldwide now working remotely, a unique destination will encourage deeper engagement & connection.



CREATING BOND THROUGH WORKPLACE: Good workplace can bond employees in ways that virtual communication cannot replicate. It reconnects employees to the company and offers an organization the chance to showcase its culture.

- **FOCUS ON EFFECTIVE COMMUNITY BUILDING,** a workplace that is designed with time and experience in mind. A place people want to be, not a place they have to be.
- **CREATE IMPACTFUL BRANDING** via the staging of work as an event itself and giving access to memorable moments. With more than one billion people worldwide now working remotely, a unique destination deepens engagement.

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- **DESTINATION DESIGN** makes employees want to be there. Events, lectures, and brand milestones hold emotional power – an experience they cannot immerse themselves in virtually.
- **CAFE WORKSPACES** may inspire brilliant business ideas when incorporated into the workplace design. Casually sharing ideas builds consensus and even makes clients feel more at home.

Destination design creates an opportunity to experiment and rethink the physical workplace to offer fluid, unique and meaningful experiences that can attract and retain top talent.



SUMMARY

Destination design creates innovative solutions to confront the future of work. We are faced with an opportunity to experiment and rethink the physical workplace to offer fluid, unique and meaningful experiences that can attract and retain top talent, whether that's through new technologies or new types of spaces.

In the hybrid work environment, the workplace experience must extend beyond physical space to support employees more holistically by merging the best of "work" and "home".

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INCLUSIVE DESIGN is all about enhancing the employee experience by creating a streamlined experience through locating, designing, and/or renovating the workplace to become responsive to local staff preferences with in the existing branded conditions.

