

Design

Human-centric design for the modern workplace

Work is not working. A recent Gallop survey estimated that 70 percent of employees are not engaged and are sleepwalking through the day. Presenteeism, being at work but not really engaged or committed to it, is rampant today. For organizations to be successful, we cannot afford to have productivity and employee engagement diminished.

The fact is we work differently today than we did even five years ago. What we do day to day, or even hour to hour, can vary significantly. We need to give people options. The notion that one solution fits all, or even exists, is false. What should drive the solution is not what is “in” or “out,” what is trending or what a benchmark says. What should drive the solution is what people need to effectively do their jobs. And that should be based on who they are and the specific DNA of their organization.

How we work depends on the unique organizational DNA, which is mainly comprised of six factors: corporate culture, work styles, worker demographics, organizational structure, regional influences and the industry they are in. Understanding these key elements of an organization will determine the solutions that are needed and help define what the right workplace solution is for an organization. As organizations are developing and evolving, creating solutions that adapt and are flexible is imperative as well.

Today, companies thrive on being



Kay Sargent
ASID, IIDA,
MCR.w

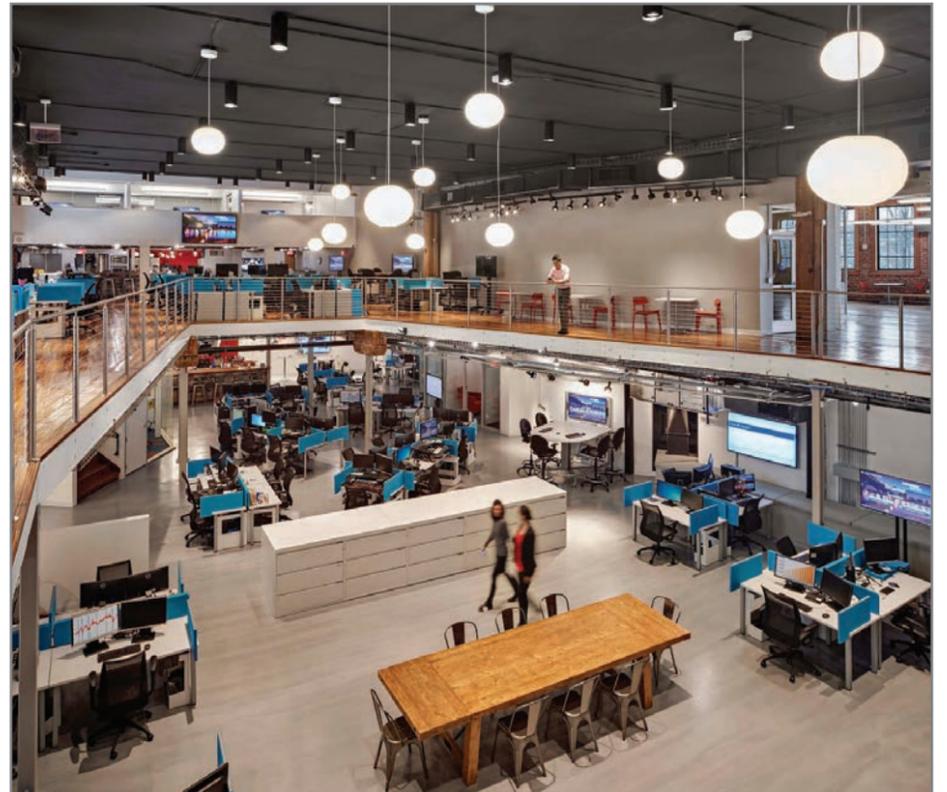
Senior principal,
director of
WorkPlace, HOK

adaptable and agile, and they want their environments to be flexible too. But the most flexible thing in any office is not the walls or the furniture, it's the people. So why are so many offices still designed to support sedentary behaviors? Instead of designing space as if they were a

one-room efficiency apartment where you sit in one place all day, we need to give people choices that meet the needs of the various activities they perform during a typical workday. We need to design spaces for different functions, the way a house has a room focused on the task at hand – be it for cooking, dining, sleeping, etc.

The new workplace needs to be human-centric and accommodate a variety of work styles and a diverse demographic. So how do we design spaces that address a wide spectrum of people and address life stages instead of stereotype generations? We create flexible, agile environments that give them choices and we empower them to pick the spaces that work best for them.

• **Activity-based workplaces.** ABWs are designed around the tasks people do, not assigned spots for individuals. Unassigned seating encourages movement and people can select the right setting for the task at hand.



Motivated by the desire to create an agile and collaborative workspace for its creative teams as well as attract and retain talent, CarMax's digital and technology innovation center in Richmond, Virginia, totals 34,000 square feet and has 200 employees.

• **Neighborhood-based choice environments.** NCE embrace the notion of activity-based space but work points are created in neighborhood zones that enable people to nest, huddle and feel a sense of belonging while still having access to diverse work settings.

• **Agile environments.** Agile environments aligns with the “agile methodology” approach and are designed to support cross-func-

tional project-based teams working in close proximity so they can ideate, collaborate, track and deliver projects at increased speed.

• **Maker environments for mobile occupants.** MEMO spaces take the concept of “scrum” spaces and agile environments and extend them across the whole office to create a scrappy, entrepreneurial

Please see Sargent, Page 21



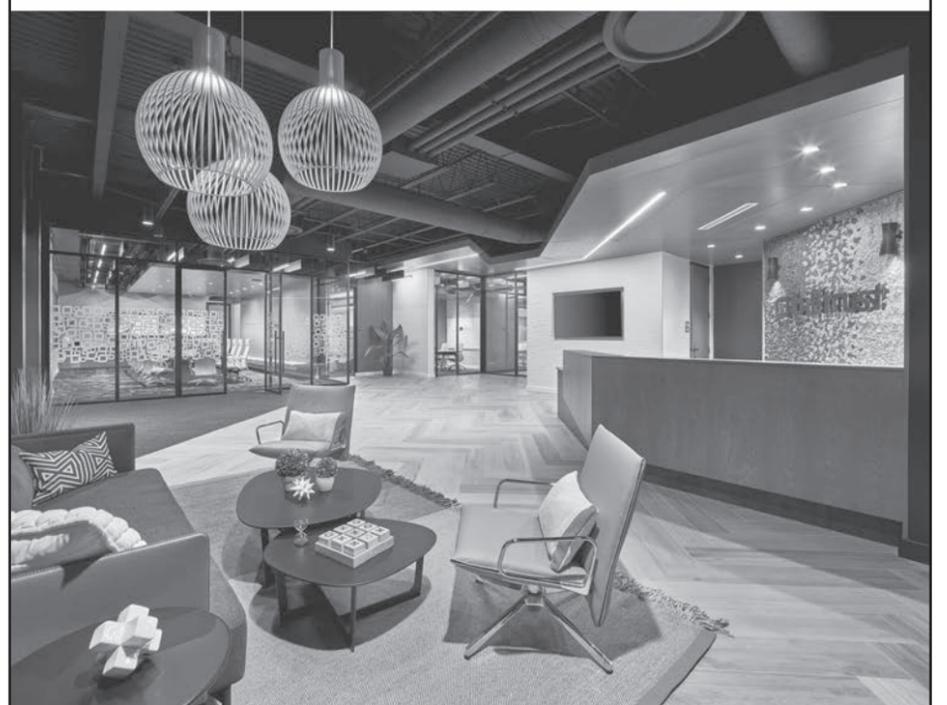
MAX

CONSTRUCTION, INC.

Enjoy the Experience. Love the Results.

www.maxconstructioninc.com • (303) 573-6294

Acquilano
INTERIOR ARCHITECTURE



**we listen.
then create.**

303.893.5355
acquilano.com

Sargent

Continued from Page 15

space with a variety of settings.

We need to remember that we are human. And while the focus of late has been on technology and sustainability, the most important factor to consider is that ultimately we are designing spaces for people. And at the end of the day, staffing is a business' greatest expense, but it also is a business' greatest asset. Eighty percent of a company's monies go toward people cost, while the remaining 20 percent goes to real estate and technology.

Novelist John Le Carre once wrote, "A desk is a dangerous place from which to watch the world." Overly sedentary work environments create all kinds of unintended consequences, not the least of which is decreased productivity. Getting people up and moving is not only essential for their own personal health and well-being, but studies show that active workers are happy, healthier, more engaged and more productive.

More and more emotional intelligence is becoming a major driver in our success. This is what sepa-

rates us for machines and the area where humans still hold the high ground. This includes our ability to connect with others, empathize with and relate to others, motivate and inspire, and apply insight and judgement. Machines may excel at computational capabilities and be the "science of the job," but man excels at visual cues, emotion/empathy, ethics and social context, hence we embrace the "art of the job."

The workforce is diverse and what we do varies from day to day, often hour to hour. So the workplace has

to be designed to be in tune with, and supportive of, how, when and where we work today. A one-size-fits-all approach no longer will suffice. Offices will have to transform into engagement centers, becoming the energizing hub of the company and their workforce, where people gather, share and connect, while work often happens elsewhere. Today's workplace is about human-centric designs that empower and engage people. After all, we're not just designing the environment anymore; we're designing the entire experience.▲

Vanderbosch

Continued from Page 16

you would want to put some of your most interesting items or best sellers on display closer to the entrance in order to draw customers further into the store. If there are not entic-

ing items near the front, you are less likely to have the customers come in and experience the rest of the store and what you have to offer. You can also fill this space with a reception desk that utilizes unique materials, which will draw an immediate

reaction. Statement materials using translucent resin or 3D tiles can quickly draw positive attention to the space. This also is a great area to create fascinating lighting schemes to highlight your material choices and displays.

Regardless of what type of company the space is occupied by, the entry is your best form of in-person marketing, so it is worthwhile to use this space to your advantage and display your best work to convince the customers to use your business.▲

McCleve

Continued from Page 17

the vacant land to the west and north of Denver West is dedicated open space for South Table Mountain, making it nearly impossible to turn that land into new development. The mountains to the west also create a geographic barrier to new construction.

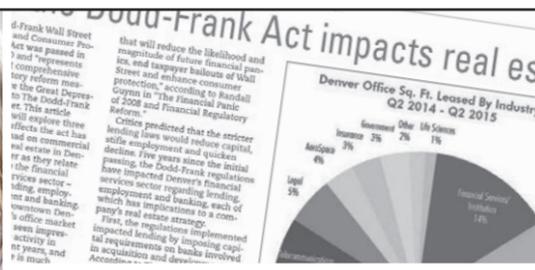
Not to mention, any new construction requires approximately \$27.50 per sf net rates, while the highest rental rates in Denver West are well-below market. Due to prohibitive costs, new office development in the region has been limited to the new Federal Center buildings. Located a fair distance east of Denver West, the Federal Center build-

ings will be solely leased to General Service Administration tenants with specific requirements and won't compete with Denver West.

Overall, we believe the potential rewards of reimagining Denver West for the next generation outweighs the potential challenges. The expansive 82 acres offer a rare opportunity to create a true office campus, unrivaled by anything else in metro Denver. At more than 1.3 million sf, the portfolio represents approximately one-third of west Denver's 3.9 million-sf office micro-market. By renovating and reintroducing the portfolio to the market, Denver West will not only change perceptions of the campus, but also the entire submarket. ▲



Denver West Office Park spans 82 acres and consists of 20 buildings.



OFFICE PROPERTIES Quarterly

While the Colorado Real Estate Journal continues to run an office news section in each issue of the newspaper, **Office Properties Quarterly** features the most interesting projects and people, trends and analysis, and covers development, investment, leasing, finance, design, construction and management. The publication is mailed with the Colorado Real Estate Journal newspaper, a 4,000-plus distribution that includes developers, investors, brokers, lenders, contractors, architects and property managers.

READ THE NEXT EDITION:
Wednesday, March 20
RESERVE YOUR SPACE BY:
Wednesday, February 27
AD SIZES:
Quarter Page \$395
Half Page \$595
Full Page \$995
Full Color \$200 Additional
Frequency Discounts Available.



- Market Reports
- Development & Investment Updates
- Design & Construction Trends
- Capital Markets
- Corporate Real Estate
- Legal Updates
- and more

ADVERTISING

Lori Golightly | 303-623-1148 x102 | lgolightly@crej.com

SUBMIT EXPERT ARTICLES

Michelle Askeland | 303-623-1148 x104 | maskeland@crej.com

MEDIA KIT & SAMPLES

crej.com/OfficeProperties