

Melbourne / Wednesday 31 August 2016

Design Speaks

Work Place/Work Life

2016 Program

A forum about the future of workplace design



Work Place / Work Life 2016

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Program

The annual Work Place/Work Life forum brings together Australasia's leading practitioners. In 2016 they will gather at Melbourne's Clemenger BBDO Auditorium to discuss the issues shaping workplace design, share their experiences and

speculate on possible futures. The symposium will feature international and local speakers and a panel discussion where audience participation is encouraged.

Venue: Clemenger BBDO Auditorium,
NGV International, Melbourne
Access via the northern entrance,
Arts Centre Melbourne forecourt.

Date: Wednesday 31 August 2016

8.45 am Arrival and seating
9.00 am Welcome from Cassie Hansen,
editor, Artichoke magazine
9.15 am **KEYNOTE ADDRESS**
Kursty Groves
Author, 'Spaces for Innovation:
The Design and Science of
Inspiring Environments' (UK)
kurstygroves.com
10.00 am **KEYNOTE ADDRESS**
Peter Andrew
Director of workplace strategies,
Asia Pacific at CBRE (Singapore)
cbre.com
10.45 am Morning tea
11.15 am **CASE STUDIES**
Amanda Stanaway
Principal, Woods Bagot (Sydney)
woodsbagot.com
Dan Cox
Director of commercial interiors,
Carr Design Group (Melbourne)
carr.net.au
Geraldine Maher
Principal,
Jackson Architecture (Melbourne)
jacksonarchitecture.com.au

12.15 pm **KEYNOTE ADDRESS**
Su Lim
Head of global client
engagement, Hassell and
founder, Workcollectiv
(Singapore/Australia)
workcollectiv.com
hassellstudio.com
1.00 pm Lunch break
2.15 pm **KEYNOTE ADDRESS**
Cai Kjaer
Co-founder, Optimice and CEO
and co-founder, SWOOP Analytics
(Australia)
swoopanalytics.com
3.00 pm **PANEL DISCUSSION**
Monica Parker (chair), Kursty Groves,
Peter Andrew, Su Lim and Cai Kjaer,
with questions from the audience
3.45 pm Closing comments from Cameron
Bruhn, editorial director,
Architecture Media
4.00 pm Closing drinks
5.00 pm Event closes

02 Keynote Addresses

“SPACES THAT FOSTER CREATIVITY AND INNOVATION”

Presented by Kursty Groves, author, ‘Spaces for Innovation: The Design and Science of Inspiring Environments’ (UK)

Until recent times, research investigating creativity within organizations has centred around the psychological and social aspects of motivation and management. There has been little comprehensive thinking around building environments for creativity, and the complex relationship between space, creative behaviour and innovation. Groves’ latest book *Spaces For Innovation* brings together research and practice to shine light on the environmental elements that impact creative performance and innovation in business.

During her keynote, Kursty will discuss the importance of space to support creative processes and innovative cultures, highlighting the elements that together make up inspiring environments for future-facing organizations.

“ARTIFICIAL INTELLIGENCE AND THE FUTURE OF WORK”

Presented by Peter Andrew, Director of workplace strategies, Asia Pacific at CBRE (Singapore)

Don’t underestimate the transformational change that artificial intelligence is already having in our lives. While it is still in its infancy, it promises to fundamentally transform how we work and live. At the moment we have only seen the tip of the iceberg, but artificial intelligence will tear at the fundamental structures and processes of the corporate world. It is predicted that over the next ten years, artificial intelligence will destroy 50 percent of today’s jobs.

Business and work is being organized in new ways. What are the new skill sets of the next generation of workers, what will corporations look like in the future and what happens when people are left to self-organize themselves to create and deliver “work”? Understanding these meta-changes helps give context to the likely changes in the architecture and property professions and gives cause for reflection on what role you will play to help shape that future.

Keynote Addresses

“HOW WORK WILL CHANGE OUR CITIES”

Presented by Su Lim, Head of global client engagement, Hassell and Founder, Workcollectiv (Singapore)

The nature of worklife is rapidly changing, and work and life are blurring through the lens of technology. Traditionally, our work was compartmentalized from our lives and this was reflected in our environments. While these physical and emotional walls demarcated and seemingly protected our lives, they also created inefficiencies and inflexible practices in the way we could do business.

Emerging technologies have enabled more flexibility and choice in our work and life. These technologies encourage the interruption of time and reconfigure geography. They provide the opportunity for organizations to transform practice and increase agility, and to redesign how and where they want to work.

What could this mean for our cities? Emerging co-working models provide an interesting micro-view on urban mixed-use possibilities and a future of polycentric cities.

“NETWORKS THAT DRIVE CAREERS, INNOVATION AND ORGANIZATIONAL PERFORMANCE”

Presented by Cai Kjaer, co-founder, Optimice and CEO and co-founder, SWOOP Analytics (Australia)

In the words of US professor Andrew Hargadon, “Entrepreneurs and inventors are no smarter, no more courageous, tenacious, or rebellious than the rest of us – they are simply better connected.”

But what does it mean to be “better connected?” Who should we be connected with? What impacts does this have for those who work in the design and development of workplaces? And what about the impacts for those who actually work there?

Being able to improve connectedness brings significant value on two different fronts. Firstly, the professionals working on designing and developing workplaces need to consider how our own connections enable us to be innovative. Do our relationships span sectors, industries and disciplines? Are we aware of disruptive changes to our professions? Secondly, the declining importance of hierarchical structures and the increasing importance of networks should have a dramatic impact on how we design workplaces. This is the era of collaboration, and workplaces are seen as critical enablers, but how much impact does a person’s physical location have on the formation of networks? And are we applying reinforcing existing structures by co-locating people to match the organizational chart?

Through case studies and research projects, Cai Kjaer will offer practical and evidence-based insights that will prompt new thinking to help you build stronger collaborative networks within your own sphere of influence as well as for your organization and your clients’ organization.

Case Study Talks

TENCENT – IN CONSTRUCTION (BEIJING)

Presented by Amanda Stanaway,
Principal, Woods Bagot (Sydney)

As an international firm, Woods Bagot has the opportunity to work with dynamic companies of various scales. Over the past three years in collaboration with the Office for Metropolitan Architects (OMA), Woods Bagot has been developing a workplace for Tencent, China's largest internet and IT services provider.

The 170,000-square-metre building housed in Z Park, the most influential independent IT innovation centre in China, will house approximately 10,000 staff and incorporate a vast range of amenities. It aims to "address" the evolution of workplaces into mini cities and communities.

The building will house extensive food offerings, including restaurants, growers markets and pop-up shops; sporting facilities, pools, gyms and spas; and educational spaces, including an auditorium, training spaces, academy and most importantly a flexible open workplace for supporting Tencent's future growth.

Tencent's new headquarters provide an insight to the extensive amenity that next generation employers in the tech industry are providing and a glimpse at a project that will no doubt be a global benchmark for technology and media companies.

BCG DIGITAL VENTURES (SYDNEY)

Presented by Dan Cox, Director of commercial interiors, Carr Design Group (Melbourne)

"Scrum," "sprint," "agility," "tackle," "hatch" – terminology seemingly more relevant to a rugby pitch than a workplace, but this is exactly the language used to describe the principles underpinning this new workplace in Sydney by Carr Design Group for BCG Digital Ventures (BCGDV), the global corporate incubation and investment arm of consulting giant, BCG.

The initial BCGDV client experience sees teams embark on a purposefully challenging and provocative journey. Participants enter a narrow, pitch-black tunnel which, in an instant, ignites with a strobing visual bombardment of confrontational and disruptive imagery that questions preconceived ideas and conventions.

The expulsion from the tunnel promotes a "reawakening," quickly captured in the DV investment and incubation centre (DV Hatch), which is home to a hive of transformative and creative thought, energy and talent.

The final stage in this highly collaborative process sees hexagon-shaped "venture" villages supporting multi-disciplinary BCGDV teams all united by a vision to invent, build and scale products and businesses at start-up speed to benefit millions of people across the globe.

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Case Study Talks

SUPREME COURT OF WESTERN AUSTRALIA (PERTH)

Presented by Geraldine Maher, Principal,
Jackson Architecture (Melbourne)

The recently completed fitout for the Supreme Court of Western Australia, a joint venture between Peter Hunt Architects and Jackson Architecture, is an agency that provides a service to the community but is also a permanent or temporary workplace for judges, registrars, associates, barristers, librarians, administrators and technicians.

In this case study talk, Geraldine will look at the design approach to the project, the various "workplace" functions within the court, how these functions are addressed and also if and how the primary function of such a civic facility impacts the workplace environment for the individual.



Keynote Speakers

KURSTY GROVES

Author, Spaces for Innovation: The Design and Science of Inspiring Environments (UK)

Kursty Groves is an award-winning designer, innovation consultant, author, TV presenter, speaker, professor and workplace strategy advisor. Kursty's particular passion is in helping organizations to cultivate the right cultural and physical environments to support innovation. In her first book, *I Wish I Worked There! – A Look Inside the Most Creative Spaces in Business*, Kursty went behind the scenes of the world's most innovative companies, uncovering insights that drive their success. Her second book, *Spaces for Innovation: The Design and Science of Inspiring Environments*, was commissioned by independent innovation charity Nesta and published by FRAME and was launched in 2016.

Kursty spent seven years at global innovation agency WhatIf!, first in London then in New York co-building its Innovation Capability team. Her experience includes designing and running creativity workshops, driving innovation and internal transformation projects and coaching senior executives around innovation culture issues. Recently appointed adjunct professor at the IE University in Madrid, she is running a Masters in Agile Work Space Design in a joint course between the architecture and design school and business school.



PETER ANDREW

Director of workplace strategies, Asia Pacific at CBRE (Singapore)

Peter Andrew has a personal ambition to transform work and workplace in Asia, to help create beautiful and functional buildings that drive business performance and enhance the lives of the everyday worker. Peter works at board level with corporations to understand their businesses and develop and implement strategies that improve business performance. His passion and expertise lies with understanding the relationships between culture, behaviour, technology, organizational processes and the creation and use of physical environments – in particular places for work, innovation and learning.

Originally trained as an architect in Melbourne, Peter lives in Singapore and leads CBRE's Workplace Strategy team in Asia-Pacific, a team of more than fifty workplace specialists in eight countries. Peter regularly teaches and speaks about workplaces and the future of work.



Keynote Speakers

SU LIM

Head of global client engagement, Hassell and founder, Workcollectiv (Singapore)

Su has been involved in a diverse range of projects for over twenty-two years, imagining and creating the future of "work life." With a background in design, strategy and change management, her interests and experience lie in how the behaviour of people is influenced by their environment and through the process of change.

Su currently leads the Client Engagement division globally for international design practice Hassell, and is focused on unlocking social, cultural and economic value through the power of design. In addition, Su is a founder of Workcollectiv, a community focused on the future of work and workplace change. Before joining Hassell, Su was the regional director and head of Workplace Strategy for JLL, Asia Pacific, and the regional managing director of DEGW, Asia Pacific.



CAI KJAER

Co-founder, Optimice and CEO and co-founder SWOOP Analytics (Australia)

Cai Kjaer is the co-founder of Optimice and the CEO and co-founder of Swoop Analytics. He has spent most of his career specializing in mapping and analyzing organizational collaboration networks in Australia, Europe and North America. Having been involved in more than 100 commercial and research projects, he has provided rich insights for clients across multiple industry sectors. Cai's experience ranges from identifying the most powerful and influential non-executive directors on the ASX by analyzing boardroom connections, to having completed one of the largest benchmarking studies of enterprise social networks, covering almost 100,000 individuals. The study provides new insights into how organizations are breaking down the tyranny of distance to create transformational change. He has also worked with academia, architecture firms and major players in the construction industry to apply network thinking to the design and development of workplaces.



Case Study Speakers

AMANDA STANAWAY

Principal, Woods Bagot (Sydney)

Amanda Stanaway sits at the forefront of workplace design and has been instrumental in creating some of the most cutting edge workplaces in Australia – workplaces that have delivered real business advantage and positive change for the organization. Her role as a principal at international firm Woods Bagot encompasses strategy and interior design across the commercial, lifestyle and public sectors and her diversity of knowledge and skills provides a unique, comprehensive and innovative approach to projects for her clients. Amanda also contributes to the industry through her role as a public speaker, writer and lecturer, and remains focused on promoting and evolving workplace design.



DAN COX

Director of commercial interiors, Carr Design Group (Melbourne)

As director of commercial interiors, Dan's experience and skills are in the delivery of efficient and intelligent workplace solutions for Carr's commercial clients. Dan leads the design team in the translation of the brief into design outcomes that drive profitable results. His progressive and creative thinking serves to challenge conventional solutions and ensure all opportunities are explored. Dan's design skills are anchored in commercial experience and a first-hand understanding of clients' needs.

Dan and his team have been responsible for creating countless cutting-edge fitouts, contributing to corporate interior design that sets new directions for the workplace. He has established important, long-term relationships with The Boston Consulting Group, Norton Rose Fulbright, Transurban, Savills, The Westin in Melbourne and the Hilton in Adelaide, Perth and Sydney. His designs have proven to not only serve as a commercial tool, but contribute to employee satisfaction, recruitment success and general workplace productivity.

What makes Dan's work so interesting is that as an interior designer, he draws on the art and music world for inspiration giving his work an edge and freshness not always seen in the more conservative workplace realm.



Case Study Speakers

GERALDINE MAHER

Principal, Jackson Architecture (Melbourne)

Geraldine is the director of Jackson Interiors and a principal at Jackson Architecture. Geraldine's critical attention to the multi-faceted requirements of design brings an inherent authenticity to her work. Her approach is underpinned by rigorous commitment to exploration of ideas, spatial planning, material and detail, resulting in a diverse portfolio of unique work that engages people and transcends expectations. Geraldine's ability to design beyond aesthetics, addressing the emotional, functional and human aspects of interior space, is demonstrated in a variety of small-, medium- and large-scale projects, including the Supreme Court of Western Australia, the Forum Theatre, the Victorian County Court, Monash International Business School (with JCB Architects), Llewellyn Hall, Analogue Adaptable Workplace and The Causeway Bachelor Studio.

Several projects under Geraldine's direction have received national and international recognition. She has worked in Hong Kong and Germany and she continues to travel frequently, expanding her knowledge and experience.



Panel Discussion Chair

MONICA PARKER

Founder, Hatch (London)

As founder of Hatch, Monica brings to the table a vast knowledge of navigating and communicating organizational change. An international speaker and presenter, she is a regular contributor to the *Huffington Post* and has appeared on BBC Worldwide as an authority on workplace strategy. Monica has fifteen years experience in understanding the influence of environments and processes on human behaviour. Monica's research focuses on sustainable behaviour in organizations, its barriers, and its benefits. Her current role is to help clients challenge their notion of the status quo and see the performance benefits of behavioural workplace transformation. She specializes in an evidence-based approach to change, using social scientific methods of data collection grounded in a pragmatic and commercial foundation. Monica's clients include Fortune/FTSE 100 and hypergrowth firms such as Dyson, Microsoft, Google, McKinsey, Deloitte, Royal Bank of Scotland, BBC, L'Oreal, LinkedIn, and Prudential.



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