

## The Future of Work Is Creative

How technology and place enhance creative behaviors.



# The Importance of Creativity

## **Creativity drives business growth.**

Creativity helps to foster a new standard of innovative thinking and idea generation, and is often a key differentiator in the success of a company's internal strategies. By giving employees an opportunity to channel their inner creative mind, an organization can build a culture of inspired thinking and accomplish its objectives.

## **COLLABORATION IS A KEY CONTRIBUTOR OF CREATIVITY**

Employee collaboration combines talent and experience resources to exchange perspectives and formulate new ideas.

Collaboration:

- Helps companies adapt to a complex, global market environment
- Allows for imaginative, cross-functional teamwork, even among distributed workers
- Drives true innovation in business
- Fuels inventive, fresh brand differentiation

“  
**Ideas are  
the currency  
of the new  
economy.**”

In 2002 Richard Florida, an economist and social scientist, wrote *The Rise of the Creative Class*. 15 years ago he argued that creative work is not exclusively about artistic pursuits. Creative work is about a focus on generating new ideas and solving complex problems.

Today we face problems too big and too complex to solve with yesterday's ideas. The demand and desire for creativity at work is stronger than ever before.

# Why Is Creative Work so Hard to Achieve?

## **Work used to be driven by efficiency.**

The process was intentionally linear and divided into parts in which people could specialize. But the problems we face today are so much more complex, they require creative thinking and a very different work process in which people and ideas diverge, converge, and iterate.

## **THE DISCONNECT BETWEEN PLACE AND TECHNOLOGY**

Most workplaces around the world were designed for a different kind of work that was more predictable and based on efficiency. They weren't designed for experimentation and iteration.

Creative work has a rhythm, an ebb and flow, in which people and ideas converge and diverge. We need a new set of creative tools — places and technologies — designed to support the different stages of this iterative process in which everyone can participate.

We need time alone to focus or rejuvenate as much as we need time with small and large groups to generate and refine ideas.

We need cloud-enabled technology that is both mobile and integrated into the workplace, allowing our ideas to follow us wherever we go, whether working alone or together.



# Steelcase Creativity and the Future of Work Survey, 2017

We are facing a time of unprecedented change at work.

- Businesses that are driving for growth are entering new markets and new sectors; competition is coming from unexpected places.
- Emerging technologies are going to impact the nature of work.
- People are looking for more meaning and purpose in their work. Being more creative helps them feel more confident and innovative.



People need new skills and the ability to continuously learn and adapt to these conditions. To be successful in the future, workers need to generate new ideas, solve tough problems, and think outside the box. They need to be creative. According to Steelcase research:

**83%** of people say they are asked to be creative at work either daily or weekly.

**72%** of a diverse group of workers say their future success depends on their ability to be creative.

**40%** of workers surveyed said they have a culture that encourages creativity.



Employees want to be more creative at work - they believe it makes them better workers and helps them feel more innovative and confident. Being creative makes people better according to:

**70%**  
of workers

**70%**  
of leaders

**69%**  
of parents



- Adobe State of Create 2016

## Are You Creating A Culture of Creativity?

**Creativity** is the innate human ability to **generate ideas, solve difficult problems, and exploit new opportunities.** It is the **fuel for innovation** today and in the years ahead.

Place shapes behavior, and behavior over time is culture.

Intentionally designed physical spaces have the power to drive the attitudes, behaviors, and levels of performance that people and organizations need to thrive.

As the demand and desire for creativity at work continues to be an imperative, today's office environments need to provide choices of places and technologies that holistically support all of the activities that comprise the creative process.

Unlocking the innate creative capabilities of your workforce is fundamentally about unlocking the potential of people. When creativity is supported, it becomes a habit. The result can be strong business growth that results from people who discover a deepening sense of purpose and personal fulfillment as they work creatively to help their organizations succeed.

## Place + Technology + People to Support Creative Work

Technology continues to advance at a rapid rate, altering how we work and communicate. Space and technology both have a role to play in supporting creative work.

Creative problem solving is hard, and conditions for doing creative work are not optimal in many companies. According to Forrester research for Microsoft, only 25% of people feel their collaboration spaces are helping them to be creative.

Some of the biggest investments companies make include their real estate and technology. Yet both can be unintended barriers to creativity.

When designing a new office, you need to think about people, their behaviors within the workplace and the set of creative tools – places and technologies – they need to support different stages of the iterative creative process in which everyone can participate. The office environment needs to support workers that need time alone to focus or rejuvenate, as well as time with small and large groups to collaborate. This requires cloud-enabled technology that is both mobile and integrated into the workplace. People also need an ecosystem of interrelated places and devices to support the different stages and activities of creative work.

Three design principles to keep in mind:

<b>Create Emotional Connections</b>	<b>Nurture Creative Confidence</b>	<b>Build a Fluid Ecosystem</b>
Authentic design elements that foster creative thinking and team culture	Equal access to integrated technologies so everyone can contribute and interact	Range of spaces and technologies that meet individual, team, and organizational needs

“  
**The design challenge is to meet business needs while we're serving the needs of human beings**  
”

James Ludwig, Global Design,  
Steelcase

THE FUTURE OF WORK IS CREATIVE

# Technology Is The Key to Unlocking The Power of Creative Work



**“ Technology is a tool that can amplify our thinking throughout the creative process. ”**

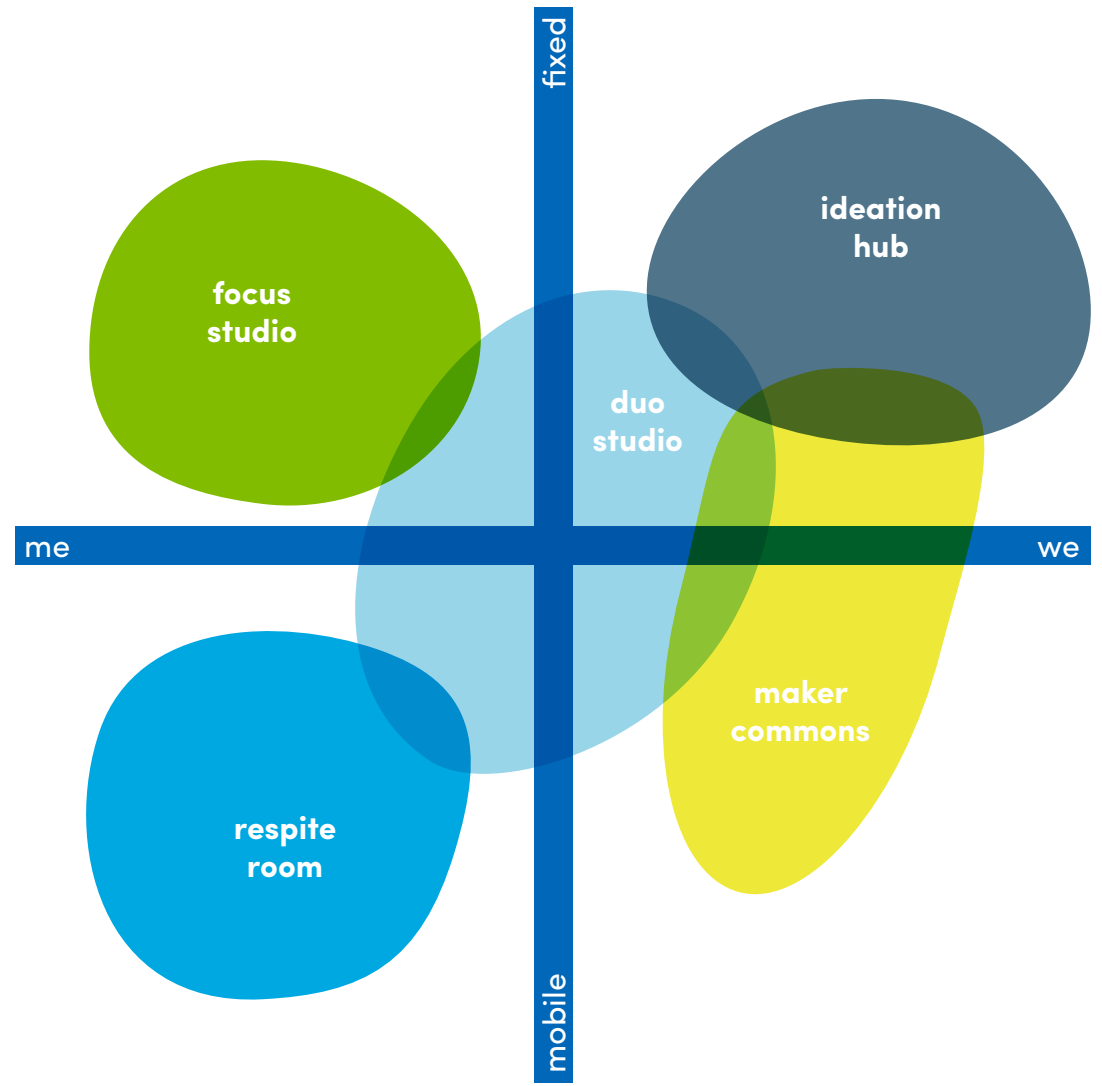
Ralf Groene, General Manager, Microsoft Devices

# Steelcase | Microsoft Partnership

Steelcase and Microsoft Corp. have joined forces to explore the future of work, developing a range of technology-enabled spaces designed to help organizations foster creative thinking and better collaboration.

The companies' exploration of creative work found that creativity is a process in which anyone can engage and requires diverse work modes as well as different types of technology. People need to work alone, in pairs, and in different size groups throughout a creative process. They also need a range of devices that are mobile and integrated into the physical workspace.

When these options are made available, they can help organizations unlock creativity for every employee.





THE FUTURE OF WORK IS CREATIVE

# Introducing Creative Spaces, a Steelcase | Microsoft Partnership

The following spaces have been intentionally designed to support the needs of individuals and teams as they move through the different stages and activities of the creative process. This initial collection of thoughtfully curated destinations bring together design and materiality without compromising performance. They are places that build trust, inspire new ways of thinking, and fuel experimentation.



## CREATIVE SPACES

# Focus Studio

Individual creative work requires places for alone time to focus and get into flow, while also allowing quick shifts to two-person collaboration. It's a place to let ideas incubate before sharing them with the group.

### PRIVACY

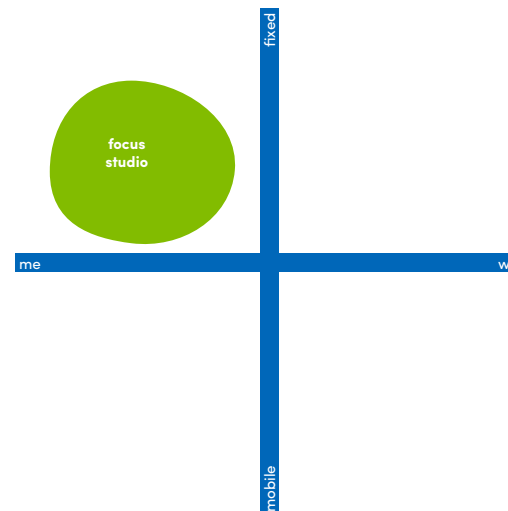
The space is configured to keep information private and reduce visual distraction. V.I.A. walls keep ambient noise out.

### POSTURE

The Gesture chair supports the range of postures used when creating with Surface Studio with Surface Dial and Surface Pen. The AirTouchtable switches from sitting to standing to encourage movement and boost energy.

### PROXIMITY

AirTouch facilitates brief collaboration with content on Surface Pro4, Surface Book or on the Surface Studio through Miracast wireless projection; storage with integrated lighting secures bags and extends the work area.



CREATIVE SPACES

# Focus Studio



## FOOTPRINT

55-80 SF

## FEATURED PRODUCTS

V.I.A.® architectural walls

Gesture® task chair

AirTouch® table

Surface® Studio

Surface® Dial

Surface® Pen

Surface® Pro4

Surface® Book

## CREATIVE SPACES

# Duo Studio

Working in pairs is an essential behavior of creativity. This space supports a trust relationship in which two people can co-create, while also supporting individual work.

### PRIVACY

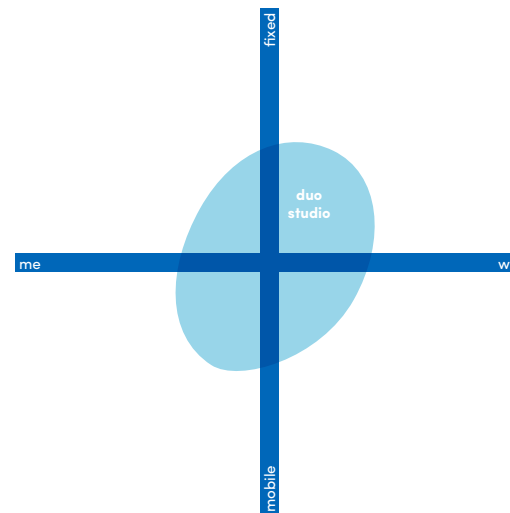
V.I.A. walls help mitigate distractions from ambient noise and allow private conversations—in the room or with remote participants on Skype for Business—to stay that way. The “I’m Done” security feature on Surface Hub safely removes all content from the previous session to encourage rapid starts for new collaboration.

### POSTURE

The Gesture chair supports the range of postures used when creating with Surface Studio with Surface Dial and Surface Pen. The AirTouch table switches from sitting to standing to encourage movement and boost energy.

### PROXIMITY

AirTouch facilitates brief collaboration with content on Surface Pro4, Surface Book, or on the Surface Studio through Miracast wireless projection; storage with integrated lighting secures bags and extends the work area.



CREATIVE SPACES

# Duo Studio



## FOOTPRINT

180-225 SF

## FEATURED PRODUCTS

V.I.A.® architectural walls

Ology® desk

Umami® lounge

Surface® Dial

Surface® Pen

Surface Hub™ 55"

RoomWizard® room scheduling system

## CREATIVE SPACES

# Ideation Hub

This space is a high-tech destination that encourages active participation and equal opportunity to contribute as people co-create, refine and share ideas with co-located or distributed teammates.

### PRIVACY

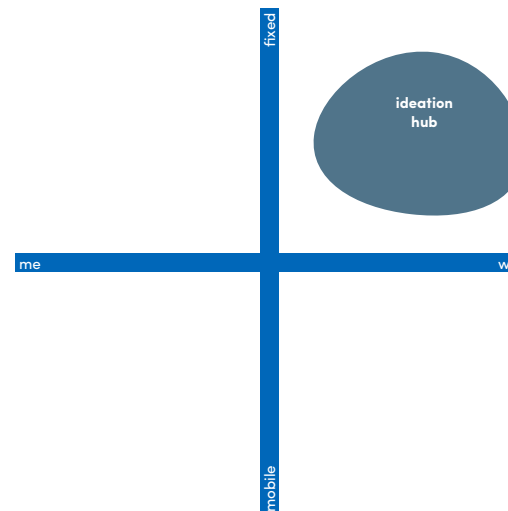
V.I.A.® walls integrate the Surface Hub and provide unparalleled acoustic privacy to prevent disruptions and enhance remote user participation via Skype for Business.

### POSTURE

Stool height seating encourages movement and quick shifts from interaction with personal devices to group collaboration at the SurfaceHub™.

### PROXIMITY

The furniture elements are scaled to allow ample circulation and the ability to engage or step back from the action and reflect or gain a different perspective.



# Ideation Hub



## FOOTPRINT

128-225 SF

## FEATURED PRODUCTS

- V.I.A.® architectural walls
- Last Minute® stool
- media:scape® round table
- Surface Hub® 84"

## CREATIVE SPACES

# Maker Commons

Socializing ideas and rapid prototyping are essential parts of creativity. This space is designed to encourage quick switching between conversation, experimentation, and concentration.

### PRIVACY

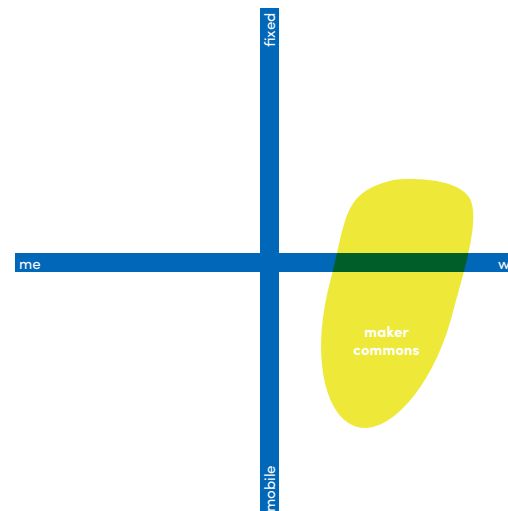
Brody® WorkLounge is a micro environment for privacy and focus in open areas with included amenities, like integrated lighting, power and bag storage. The Brody screens create a cocoon within the open plan to sketch or take notes on your Surface Pro4 between brainstorming sessions.

### POSTURE

This space supports a full range of postures—seated, standing, lounging, perching—encouraging movement without breaking the flow of collaboration and co-creation.

### PROXIMITY

Centrally located in the ecosystem, this space is a communal atmosphere to gather and play with new ideas. It allows people to shift easily from “me” to “we” activities and different stages of the creative process.





# Maker Commons



## FOOTPRINT

400-600 SF

## FEATURED PRODUCTS

Brody® WorkLounge

Bivi® lounge

Campfire® Big Table

Enea Lottus® sled stool

Surface® Pen

Surface Hub® 84"

Surface® Pro4

## CREATIVE SPACES

# Respite Room

Creative work requires many brain states, including the need to balance active group work with solitude and individual think time.

### PRIVACY

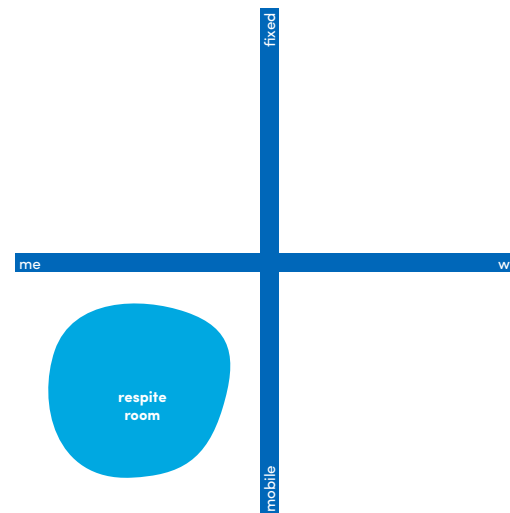
V.I.A. walls create acoustic privacy and visual relief, allowing the brain to rest, form new connections and access spontaneous ideas. Privacy during Skype for Business calls is also supported when active work is required.

### POSTURE

Relaxed postures support diffused attention and allow the brain to wander, which can lead to 'eureka!' insights. Users can quickly switch between typing, digital ink and touch on their personal device.

### PROXIMITY

Thread Modular Power makes it easy to charge devices; Massaud Ottoman stores personal items; highly adjustable LED Dash light allows control of the light level.



# Respite Room



## FOOTPRINT

35-55 SF

## FEATURED PRODUCTS

V.I.A.® architectural walls  
Last Minute® stool  
media:scape® round table  
Surface® Book

## How Can We Help You?

**Our goal is to help our clients create meaningful environments and experiences that connect people, passion, and purpose.**

## Integrated Interior Solutions

Architecture. Furniture. Technology. Logistics.

We have been in the commercial interiors business for nearly 200 years and have successfully grown and adapted with our clients' complex requirements and industry trends. We understand the ever-changing business and technological needs our clients are facing.

Our team includes experts in architectural systems, furniture, and audiovisual/collaborative technology. Where we provide the most value is in our ability to seamlessly integrate all three while also managing the logistics involved in any size project.

# Integrated Interior Solutions



---

## ARCHITECTURAL SOLUTIONS

As your one-source provider for architecture and technology solutions, we offer modular interior construction solutions to create spaces that can outperform your current needs and keep pace with your future requirements.



---

## FURNITURE SOLUTIONS

Based on our extensive product knowledge and partnerships with 400+ manufacturers, we work with you and your design partner to create a functional and engaging workspace that meets your needs today and beyond.



---

## WORKPLACE TECHNOLOGY

We work closely with you and your design team to deliver integrated, easy-to-use collaborative technology solutions. Our offerings let you easily connect, collaborate, share ideas, and learn from one another across your enterprise.



---

## LOGISTICAL SOLUTIONS

Our team can manage all the logistics and services you need to have an environment that lets your people and culture evolve and flourish, saving you time and money. Beyond delivery and installation services, our Logistical Solutions team also offers asset and inventory management.

**dancker**

291 Evans Way

Somerville, NJ 08876

[info@dancker.com](mailto:info@dancker.com)

(908) 231-1600

[dancker.com](http://dancker.com)