



# THE FUTURE OF WORK

## THE POST-PANDEMIC WORKPLACE

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# INTRODUCTION

2020 and the early part of 2021 has challenged our understanding of work and the workplace. This was a major paradigm shift that has made most tech companies question if they really need physically offices.

Work

/wɜːk/

activity involving  
mental or physical  
effort done in order to  
achieve a purpose or  
result.

## WHAT IS WORK?

Work is the input we give for a desired output, such as convenience, improvement, innovation etc.

# WHY IS IT IMPORTANT?

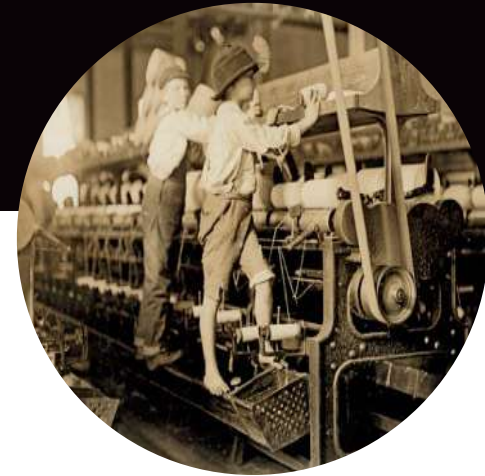
“To look into the future, we must examine the past”



Stone Age



Proto-Agricultural



Industrial Revolution

“Work is the real price of everything”  
Adam Smith

# HOW DOES WORK AFFECT THE NATURAL ORDER OF LIFE?

Civilisation has always been affected by work. We primarily see work as:

01

An achievement:  
Personal sense of  
fulfilment

02

An alternative to  
leisure and rest

03

Burden/Punishment



HOW HAS CREATIVES ENGINEERED  
THE WAY PEOPLE WORK?

Pre 20th Century



20th Century



THE  
EVOLUTION  
OF THE  
OFFICE

WHY DO WE NEED TO RETHINK THE WAY WE WORK?





# WHAT FACTORS CONTRIBUTE IN OUR ASSESSMENT OF HOW PEOPLE WILL WORK?



A dark, minimalist 3D rendering of a modern office interior. The scene features a long, low-profile desk or counter on the right side, with a wall of large windows behind it. The ceiling is dark with several recessed circular lights. The overall atmosphere is sleek and futuristic.

**WHAT IS THE FUTURE OF WORK?**

# THE POST – PANDEMIC WORKPLACE



Open office plan



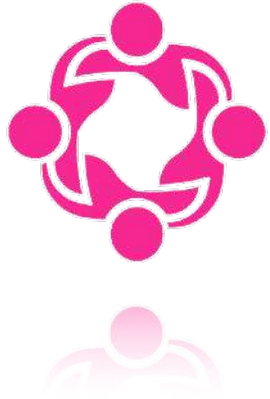
Work from Home (WFH)



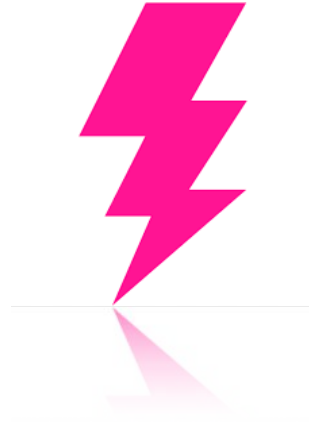
Hybrid System (WFA)

# WHY A HYBRID SYSTEM?

Collaboration



Reduce burnout



Constraint & Limitations



Technology



# HOW CAN WE AS CREATIVES IMPACT THE WAY PEOPLE WORK AND LIVE THROUGH DESIGN?



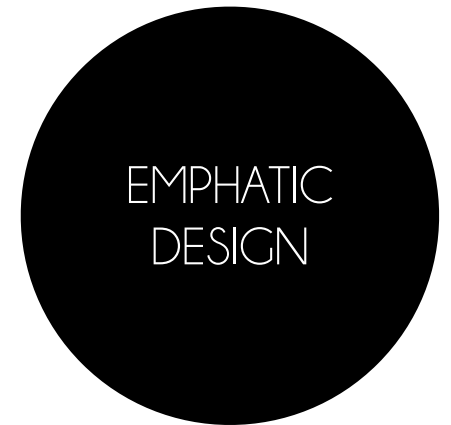
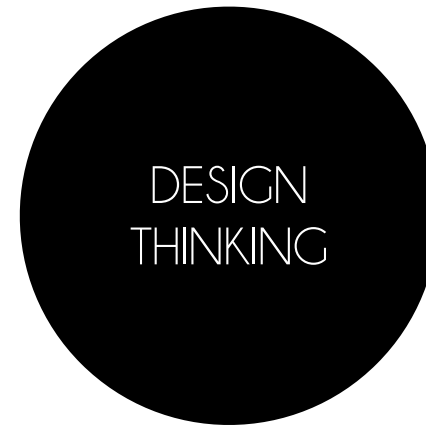
Live



Work



Play





DESIGN FOR THE FUTURE, NOT THE PRESENT!