PLACEMAKING AS A MEANS TOWARDS A FUTURE WORKPLACE.

a study on using the urban phenomenon of placemaking as a new approach in corporate real estate in a transition towards a workplace of the future.

V.H. (Valerie) van den Broek

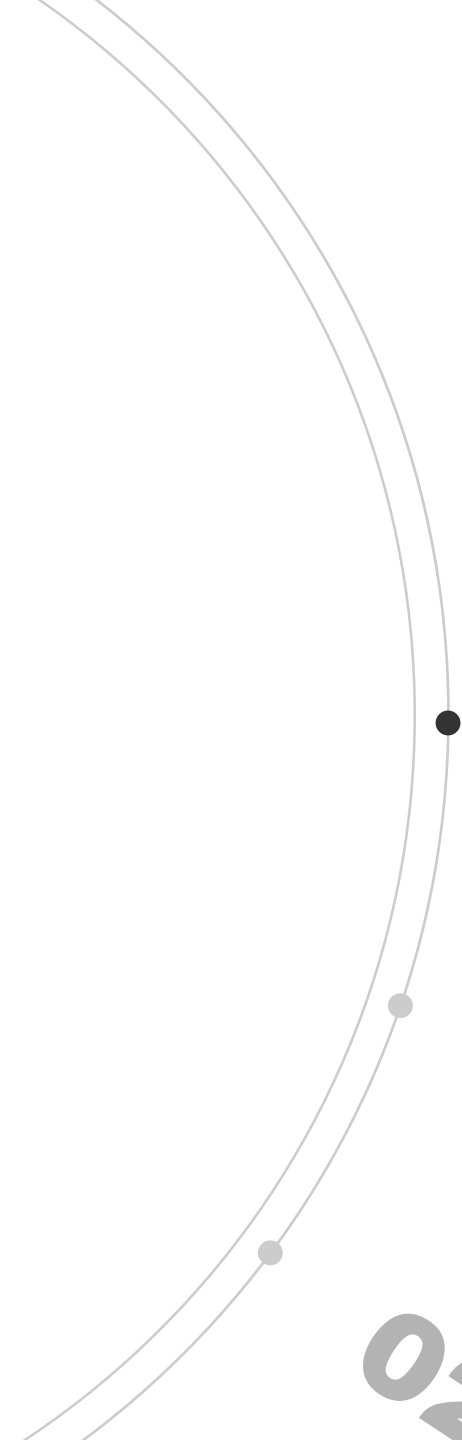22 - 06 - 2023

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content.

00 imagine.
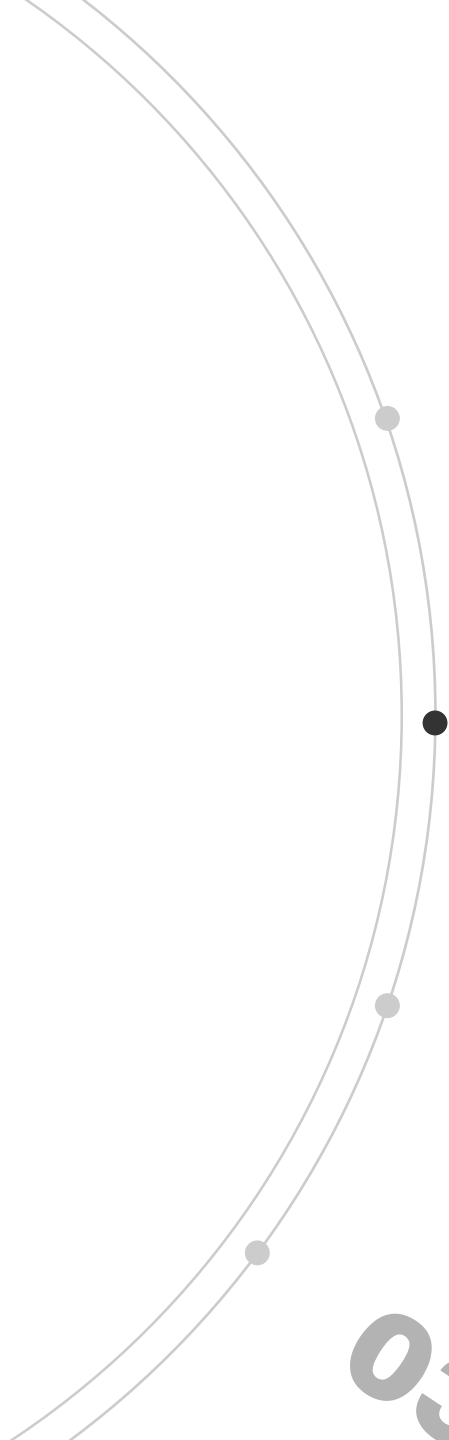
01 *introduction.*

02

imagine.

(Innovation quarter, 2022)

(Kinnarps, n.d.)

00 imagine.

01 introduction.

02 context.

03

a changing workplace.

covid has changed the way we work forever.
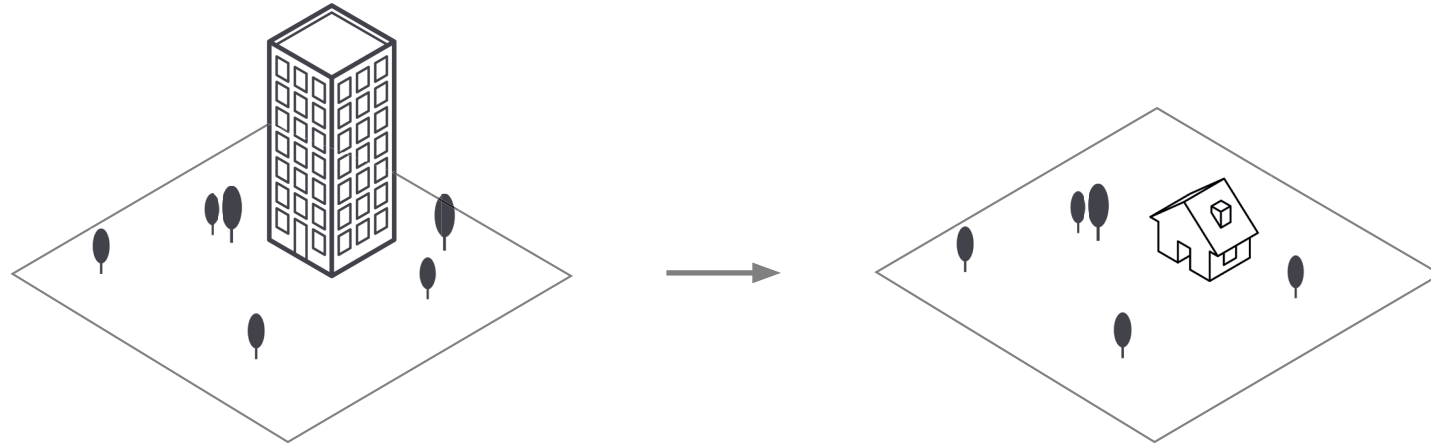
- BBC (2020)

how covid experiences will reshape the workplace.
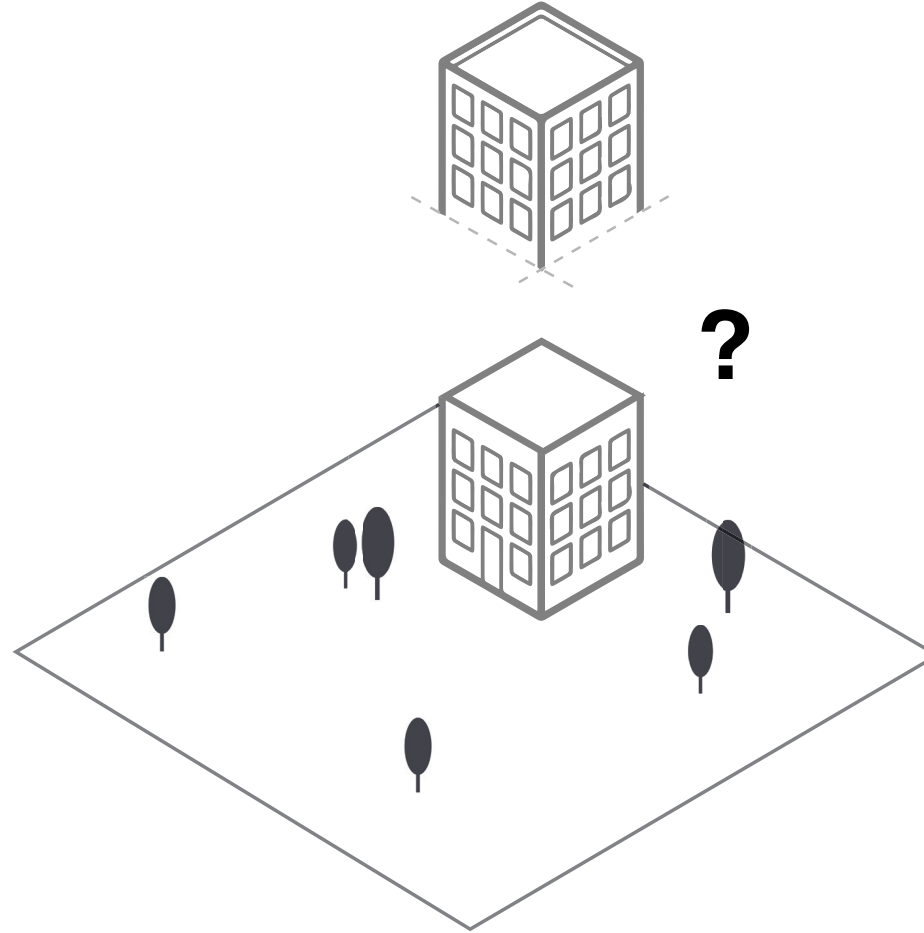
- Pazzanese (2022)

(HRD, 2020)

a changing attitude.

the shift in work environment caused changing attitudes and perspectives.

problem statement.

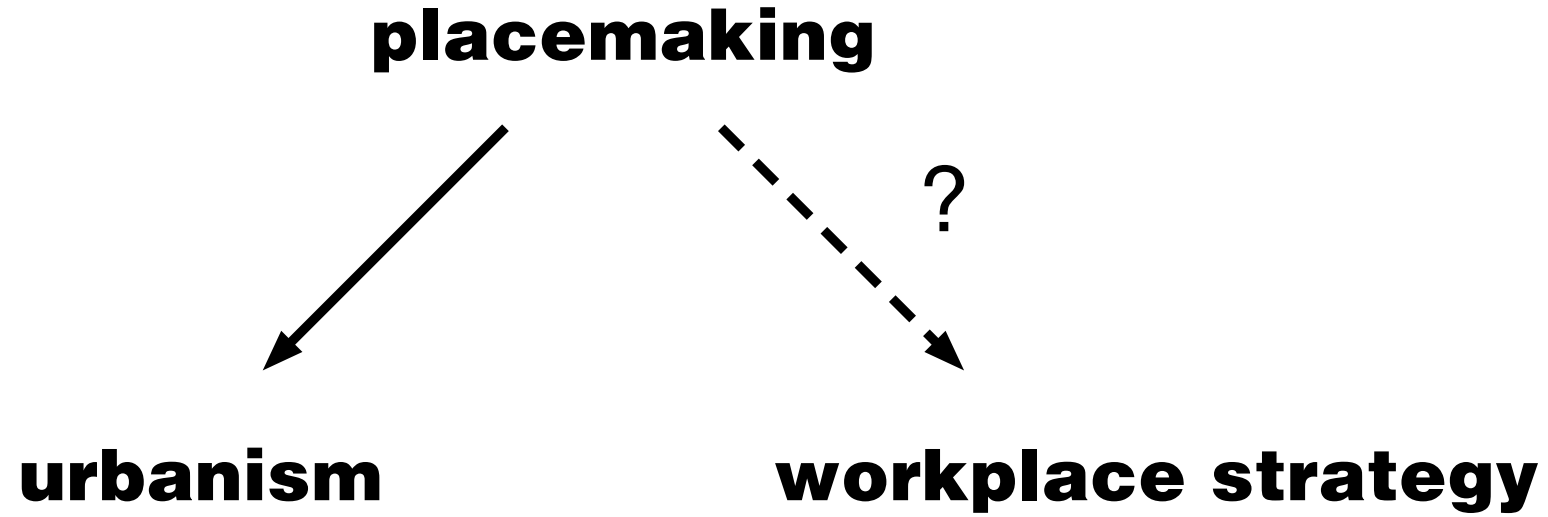changing the workplace to the changing attitude.

solution?

placemaking.

placemaking is about involving people in how their public spaces look, feel and operate to discover what they want and expect from a place.

- Projects for Public Spaces (2013)

concept.

placemaking

?

urbanism

workplace strategy

research question.

how can placemaking help a transition towards a future workplace?

sub-research questions.

literature.

how can placemaking help a transition towards a future workplace?

literature.

what are past, current, and expected workplace trends?

what are the similarities and differences between workplace strategies and placemaking?

sub-research questions.

empirical.

how can placemaking help a transition towards a future workplace?
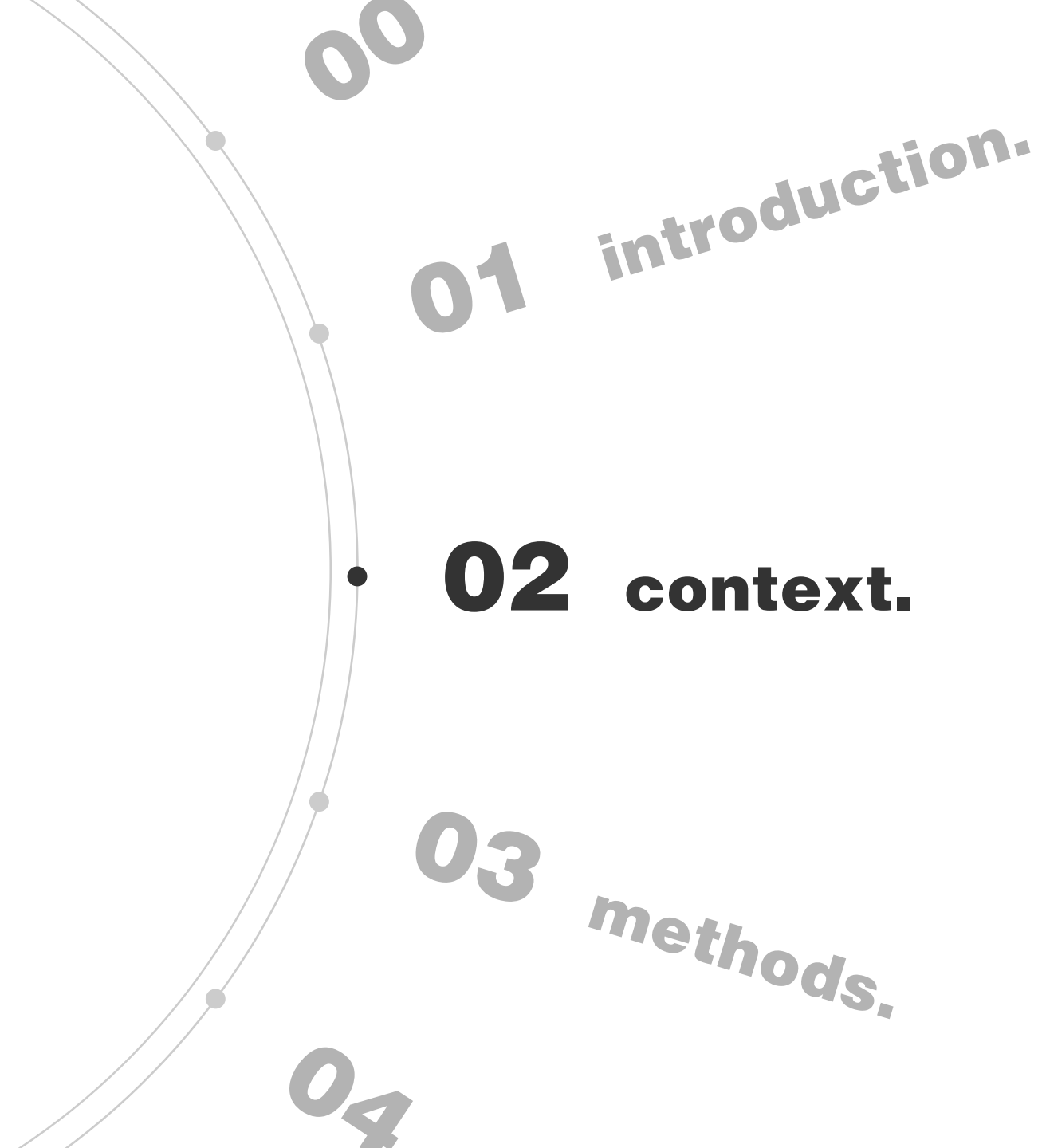
literature.

what are past, current, and expected workplace trends?

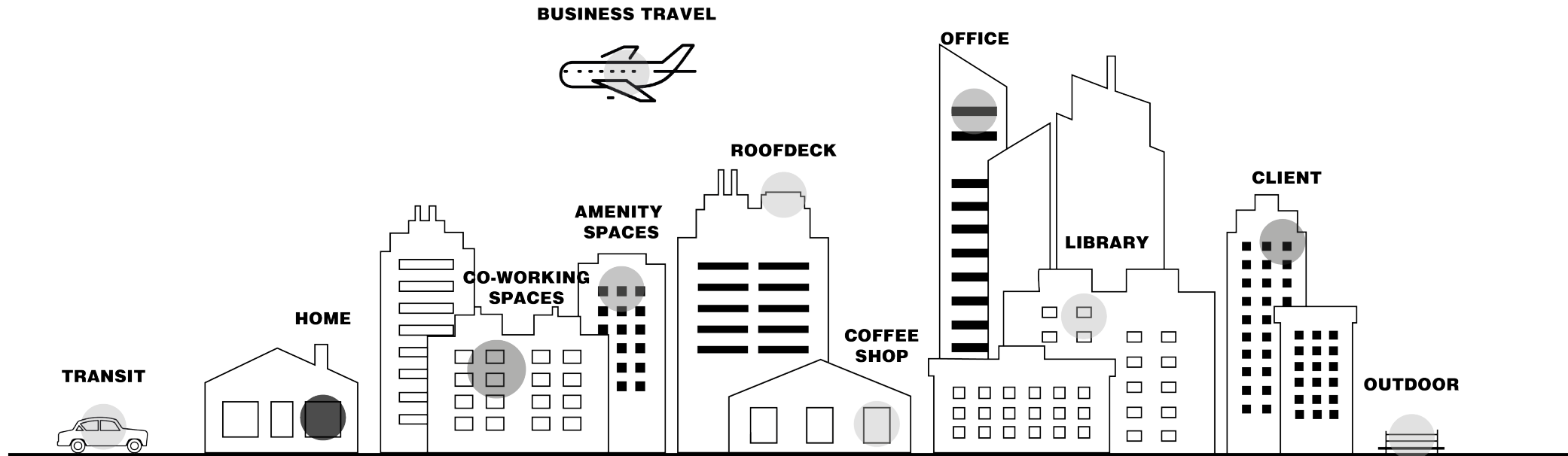what are the similarities and differences between workplace strategies and placemaking?

empirical.

how is placemaking used in the context of the organisation's workplace strategy, design, and trajectory?

00

01 introduction.

02 context.

03 methods.

04

workplace.

definition.

BUSINESS TRAVEL

OFFICE

ROOFDECK

CLIENT

AMENITY SPACES

LIBRARY

CO-WORKING SPACES

HOME

COFFEE SHOP

TRANSIT

OUTDOOR

HOME (PRIVATE)

ALTERNATIVES (PRIVATE)

PRIMARY WORKPLACE (PRIVATE)

THIRD PLACE (PUBLIC)

the building or place where people do their jobs.

- Cambridge Dictionary (2022)

15

a changing workenvironment.
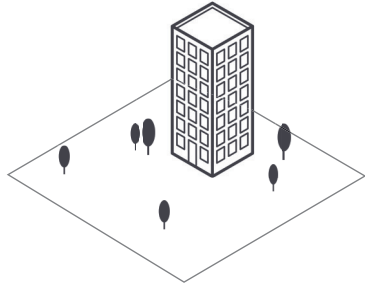
in-office   work from home   hybrid   ???
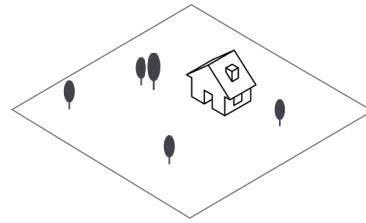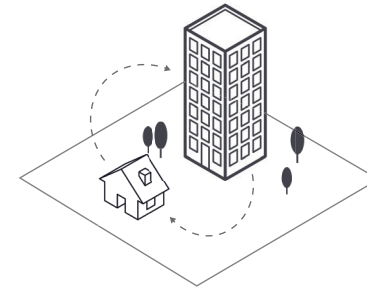
pre.   **during.**   **post.**   **future.**

workplace strategy.

definition.

the alignment of the workplace and organisational processes for the purpose of achieving corporate success, and better connectivity and productivity.

- Schriefer (2005)

- Haynes (2017)

placemaking.

definition.

a tool, process, and philosophy that inspires people to collectively reimagine and reinvent spaces at the heart of every community.

- Projects for Public Spaces (2013)

placemaking.

tool, process, and philosophy.

creating a community to design a place.

not only input but also having a vote.

placemaking.

3 themes of placemaking.

people.
bottom-up.

evaluation.
ongoing process.

short-term interventions.

place.
sense of place.

support activities.

01

02 context.

• 03 methods.

04 findings.

05

methods.

literature. | defitition of terms.

multi case study. | if and how placemaking is used.

expert interviews. | confirm or refute findings case-study and literature.

cases.

(Zri, 2021)
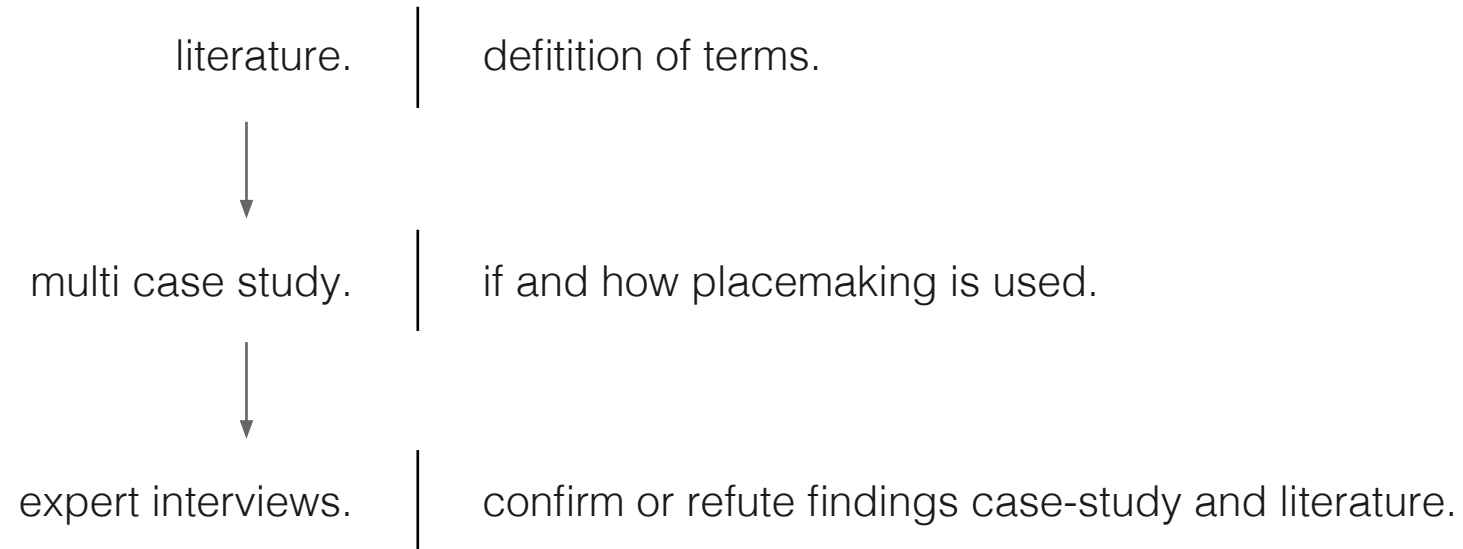
(Erfgoed bekeken, n.d.)

(KCAP, 2020)

Dutch police service.

OC&C.
strategy consultant.

Clifford Chance.
law firm.

data analysis.

interviews.
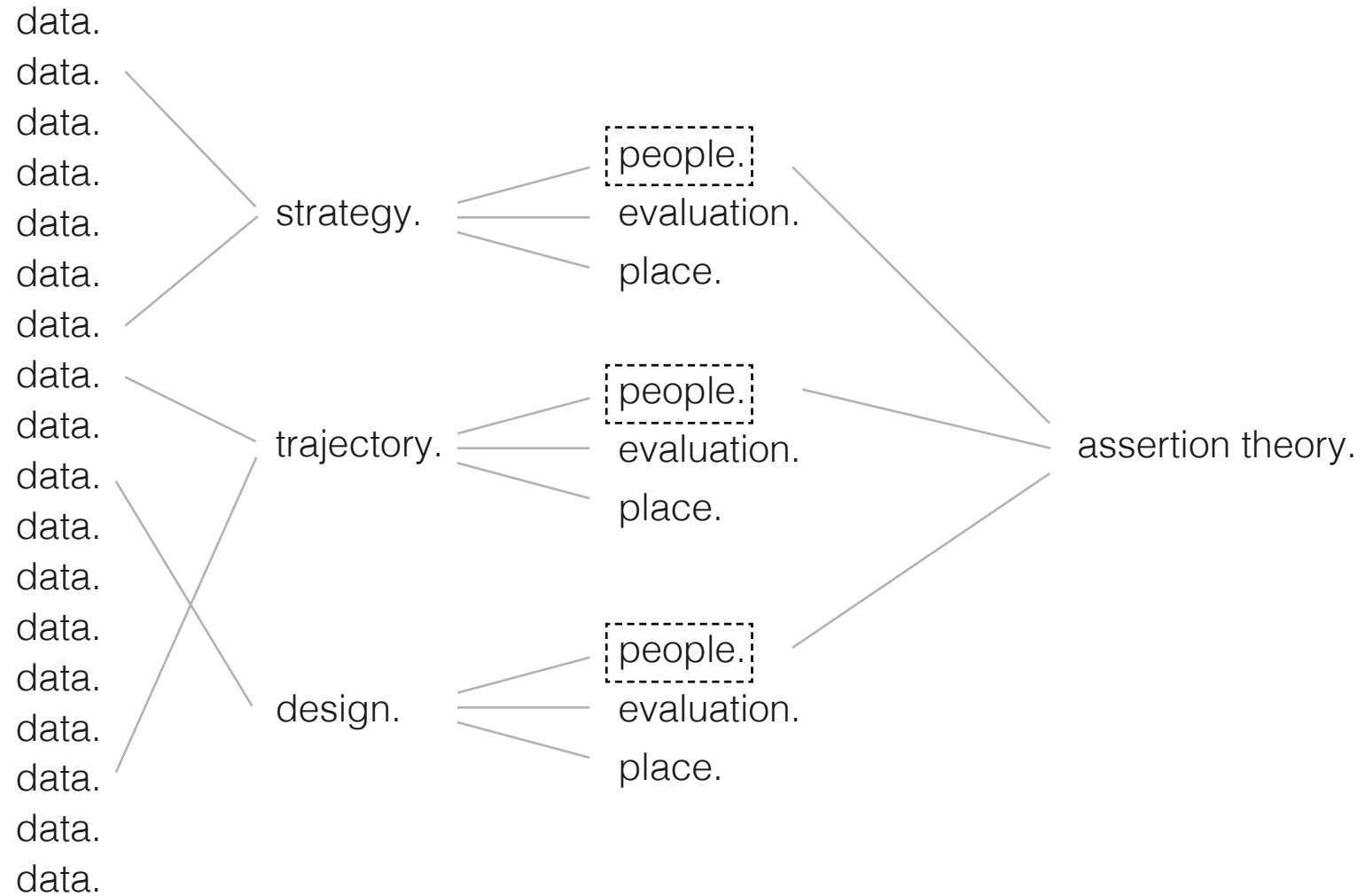
tools.

ladder of participation.

bottom-up.

participation.

| citizen / participant control. |
| delegated power. |
| partnership. |

tokenism.

| placation. |
| consulting. |
| informing. |

non-participation.

| therapy. |
| manipulation. |

top-down.
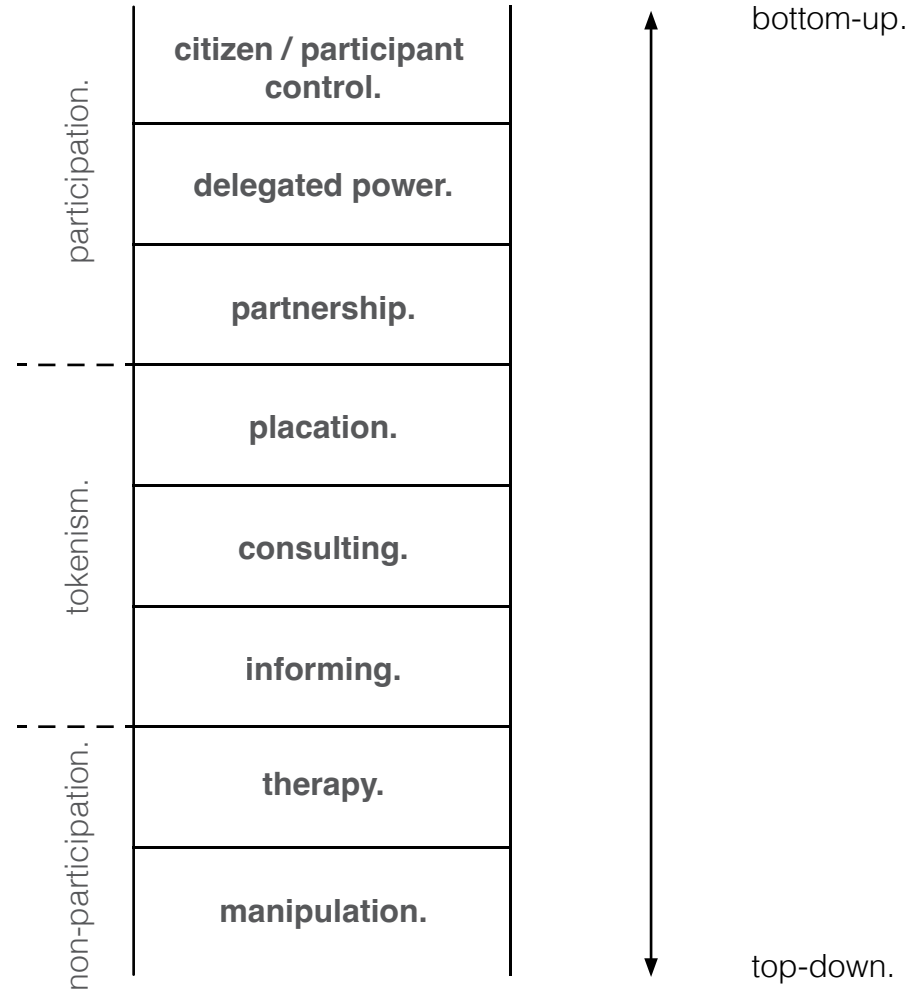
- Arnstein (1969)

tools.

goal and participation.

insider initiation.
bottom-up.

segregative.

*traditional
community.*

**focussed
predetermined
goal.**
money.

**broad
communal
goal.**
human.

economic.

governmental.

outsider initiation.
top-down.

- Fingerhut & Alfasi (2023)

02

03 methods.

04 findings.

05 advice.

06
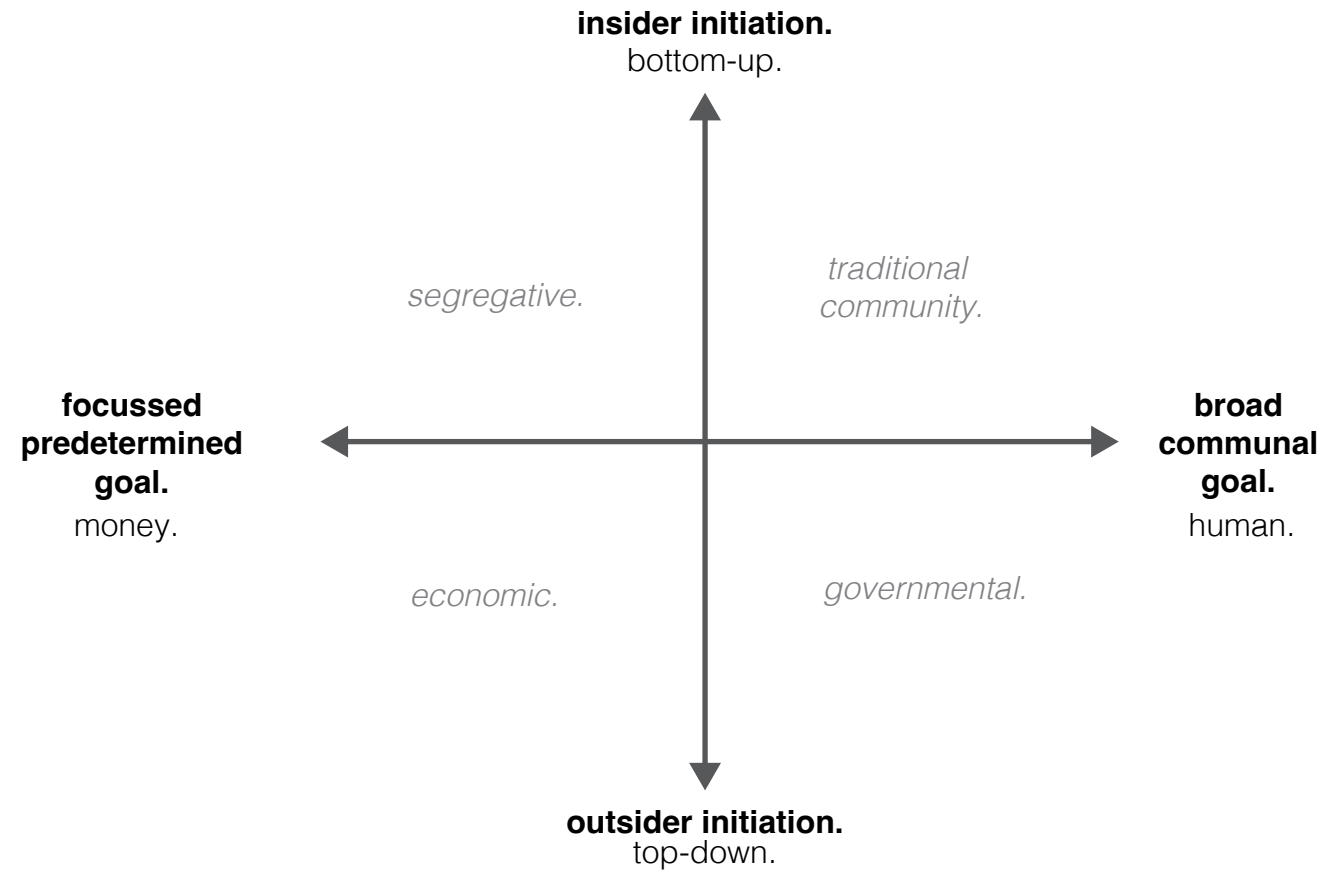
people.

bottom-up.

- involvement.
- culture
  & vision.
- design.

evaluation.

ongoing process.

short-term interventions.

place.

support activities.

sense of place.

people. involvement.

bottom-up.

case analysis.

expert interviews.

bottom-up.

citizen / participant control.

delegated power.

partnership. ◄ placemaking.

placation. ◄ Police.

consulting. ◄ Clifford Chance.

informing. ◄ OC&C.

therapy.

manipulation.

top-down.

participation.

tokenism.

non-participation.
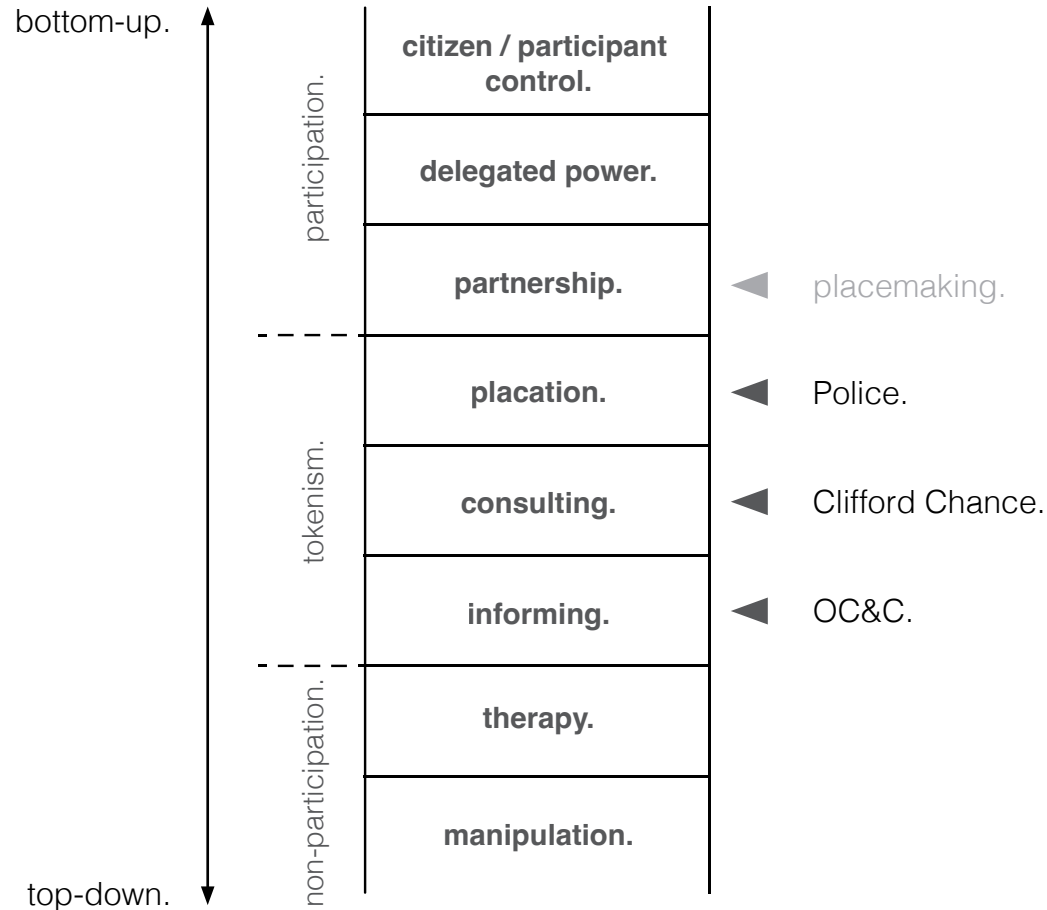
- Arnstein (1969)

"it is important that employees are involved in the design process to ensure that the new workplace meets their needs."

- Expert interviewee 43

people.

evaluation.

place.

people.

culture & vision.

bottom-up.

case analysis.

people.

evaluation.

place.

insider initiation.
bottom-up.

segregative.

traditional community.

focussed predetermined goal.
money.

broad communal goal.
people.

● Police.

economic.

governmental.
● Clifford Chance.

● OC&C

outsider initiation.
top-down.

- Fingerhut & Alfasi (2023)

30

people. design.

bottom-up.

people.

evaluation.

place.

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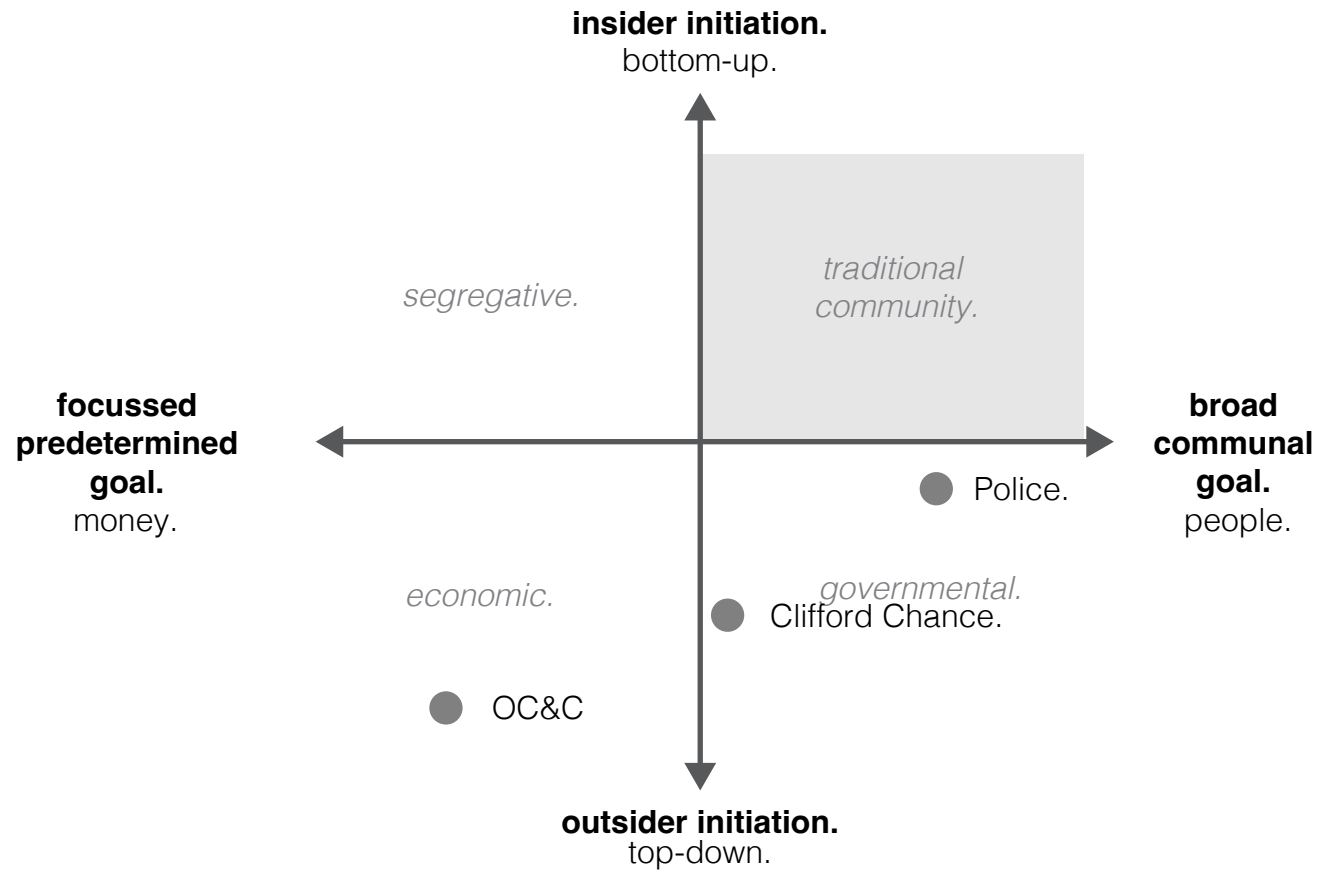
case analysis.

(Fokkema, 2021)

(Atelier FRONT, 2023)

expert interviews.

"in terms of facilities, furniture should facilitate and even activate activities."

- Expert interviewee 42

evaluation.

ongoing process.

case analysis.

workplace advice trajectory

| initiation. | design. | implementation. |

strategy.   workplace concept.   translation of concept and strategy.

expert interviews.

"regular evaluation of the workplace is necessary. There could be some type of system to regularly monitor the outcoumes and make necessary adjustments."
                    - Expert interviewee 41

evaluation.

short-term interventions.

case analysis.

short term interventions vary per case it includes amongst others:

- temporary art.
- testing furniture.
- testing strategies.

expert interviews.

"small, temporary interventions during the implementation and creation of the workplace concept are necessary to figure out how employees will use the space and to test theories"

- Expert interviewee 43

place.

sense of place

case analysis.

designs are often created top-down.

standardized.

miss authenticity, the emotional link and could harm the creation of a community.

expert interviews.

"there is a field of tension in developing something for the future because no one knows what the workplace will look like in five years."

- Expert interviewee 41

place.

support activities.

case analysis

expert interviews.

(KCAP, 2020)

(Kropman, 2022)

"it is important to determine which functions should be facilitated in the space, the required aspects, and what is stimulating in terms of what one sees or doesn't see."

- Expert interviewee 42

03

04 findings.

05 advice.

06 conclusion.

a changing workplace.

workplace.

complex
& dynamic.

organisations.

open
& adaptable.

partnership.
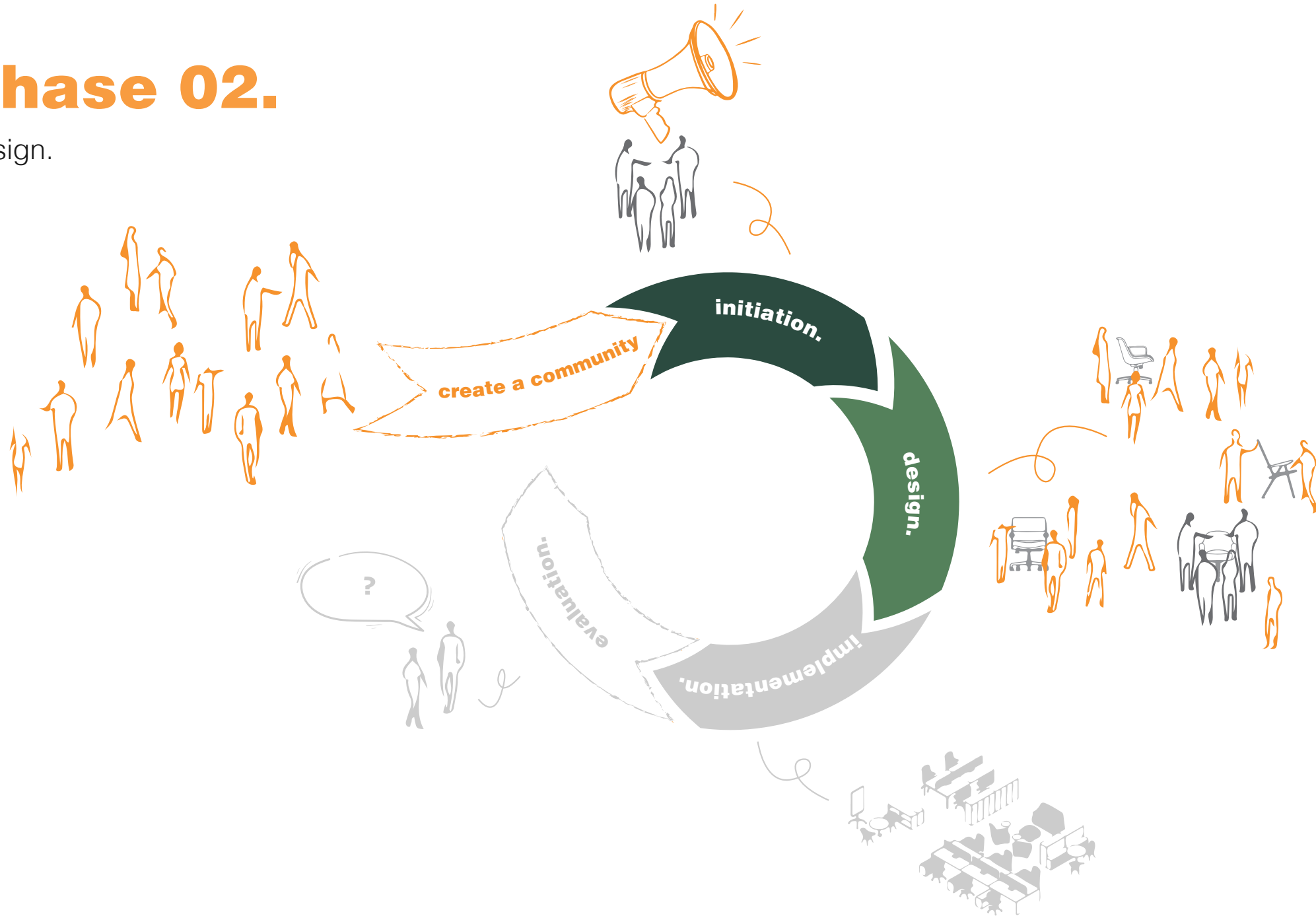
employers
& employees

phase 00.
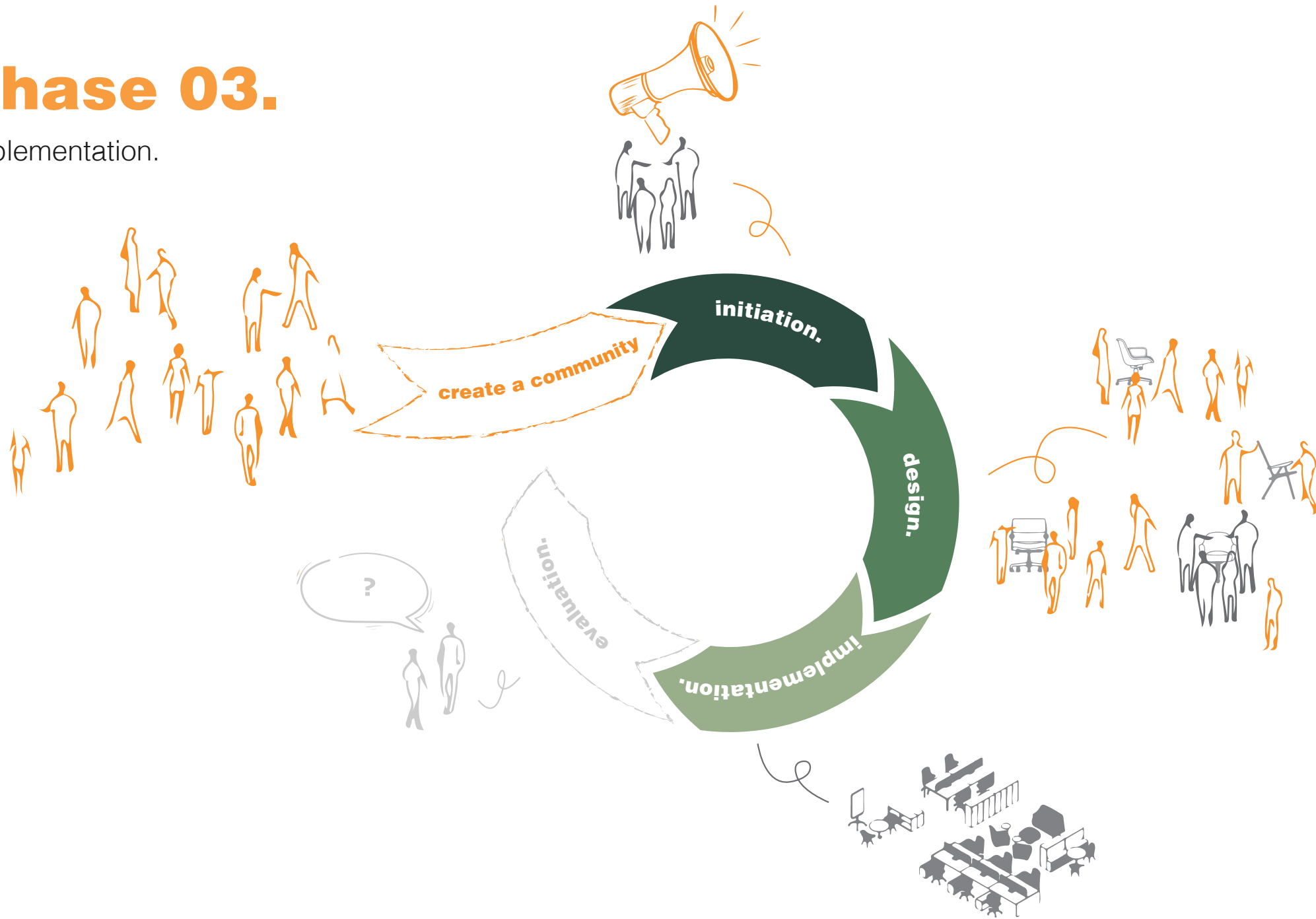
create a community.

phase 01.

initiation.

initiation.

create a community

design.

implementation.
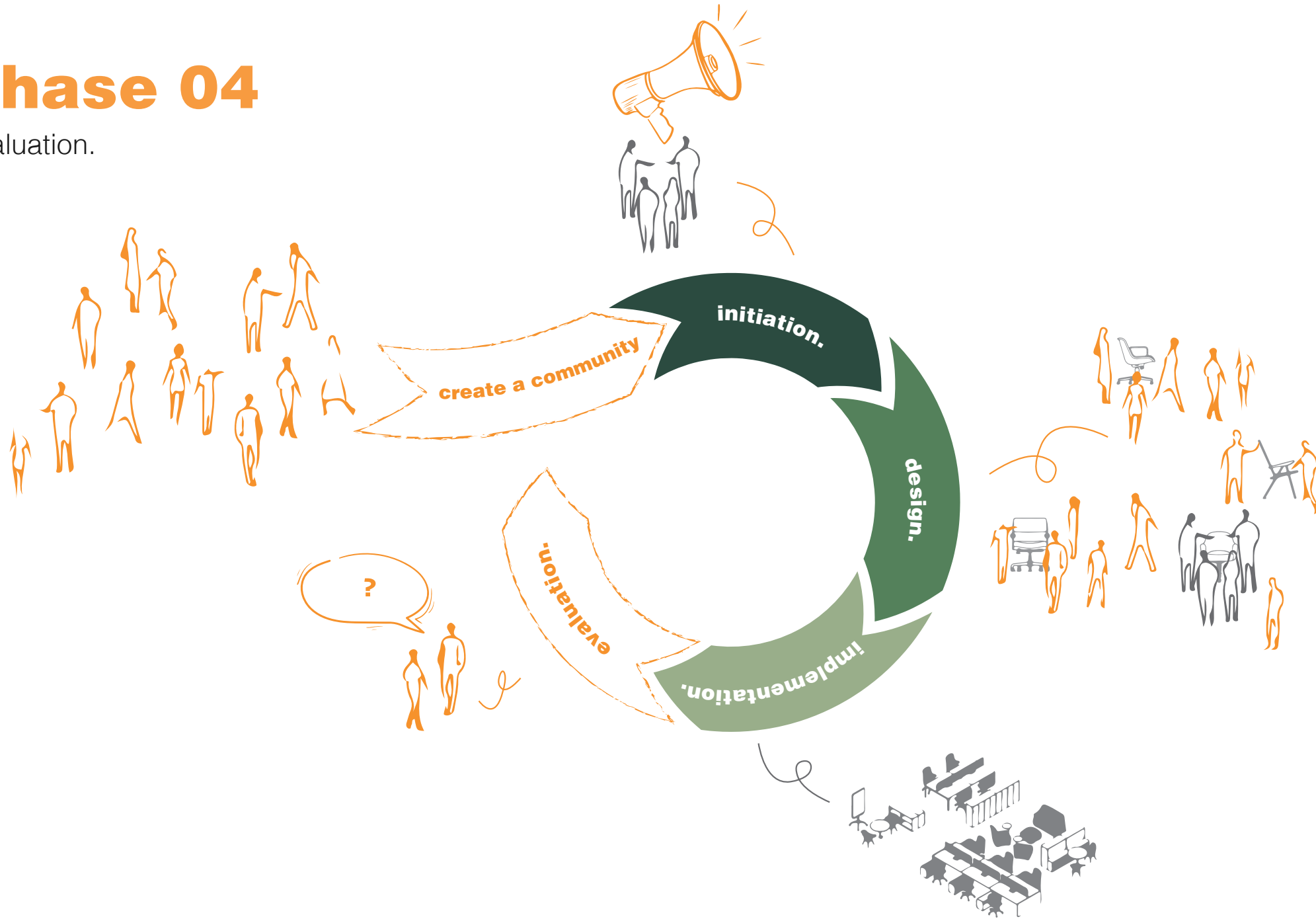
evaluation.

?
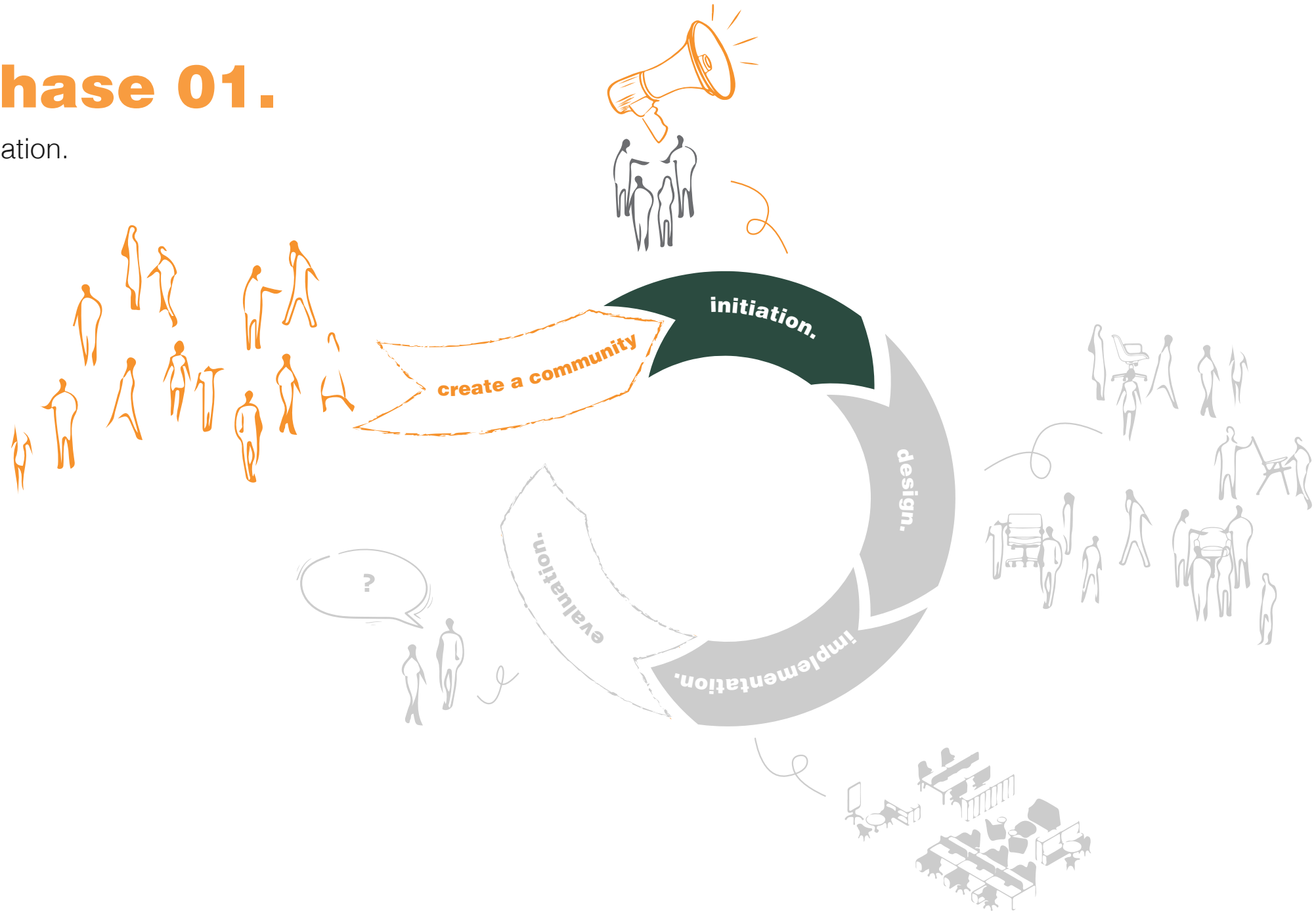
phase 02.
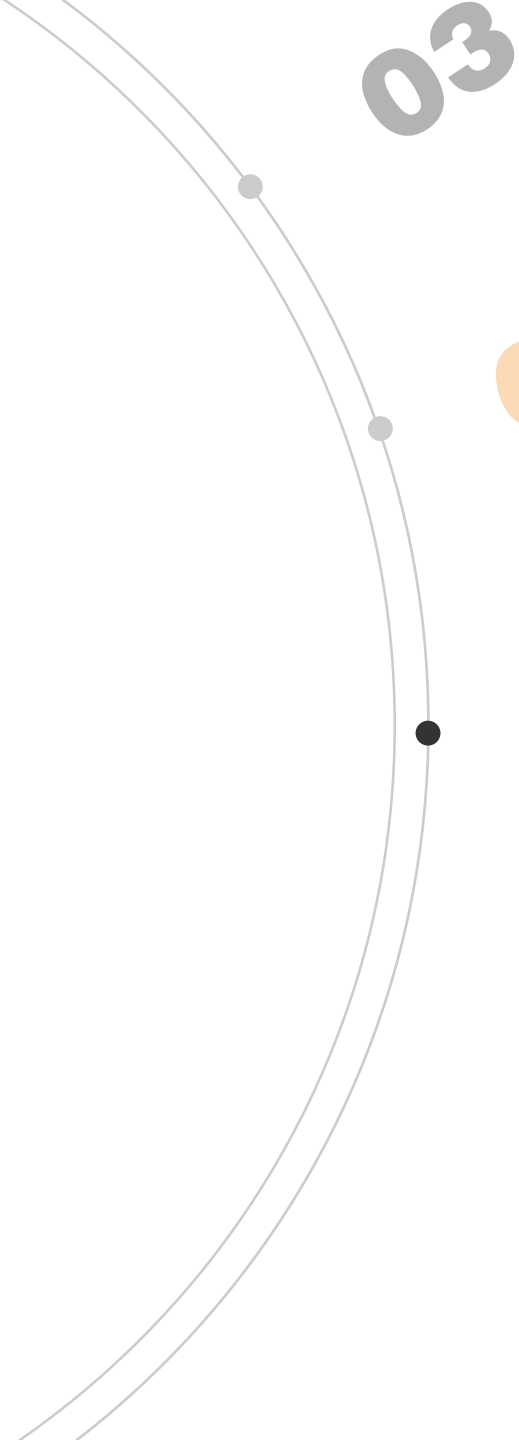
design.

phase 03.

implementation.

phase 04

evaluation.

05 advice

06 conclusion

conclusion.

how can placemaking help a transition towards a future workplace?

work
communities.

meaningful > functional.

holistic
& humanistic.

conclusion.

body
of knowledge.

practical
insights.

recommendations.

inspiration.

challenges
& opportunities.

identify
& visualize.

?