

SESSION HIGHLIGHTS

The Future World of Work

#innovation #architecture #tech

Welcome from Chair | Peter Ankerstjerne

High Performance Workplaces in a Global Context

Uli Blum,
Associate, Zaha Hadid Architects**Zaha Hadid**

In this session Ulrich will showcase the award-winning work by Zaha Hadid Architects and discuss the future of office buildings and how they are developing in a global context. He will examine Case Studies from China including the Soho Galaxy commercial tower in Beijing and the Infinitus Ground Scraper. Describing the key factors in workplace design as visibility, light penetration and communication potential; he explores how computational workplace tools, data analytics, sensor technology, and smart algorithms will impact how we design and what we design, to help shape the workplaces of tomorrow.

SENSEABLE Cities and Digitally Augmented Buildings

Emma Greer,
Partner, Carlo Ratti Associates**CARLO
RATTI
ASSOCIATI**

As the internet reshapes physical space (traditionally the domain of architecture and design), we can leverage IoT technologies to develop digitally-augmented buildings that can adapt in real time to users' needs. For workers, this means an unprecedented degree of personalization and customization of their office experience. But where does this ultimately lead? Emma addresses the evolution of traditional workspace and offers a glimpse into the 'office of the future' and new ways of working. She showcases transformation through a new case Study of Carlo Ratti Associati's transformation of the Agnelli Foundation's 20th-century building in Turin, Italy into an innovative office modelled after implementation of IoT.

Is Your Workplace Your Flagship? Designing Workspaces Around Experience

Tim Greenhalgh,
Chairman & Chief Creative Officer, FITCH**FITCH**

Understanding the evolution of workspace design | Approaching workspace design through Experience: FITCH's Experience Themes | Behind Microsoft's new APAC HQ: The beating heart of Microsoft's workplace design strategy, and Kantar's HQ in Dubai.

Augmented Work – The Next Frontier

Jeremy Myerson,
Director of the WORKTECH Academy**WORKTECH ACADEMY**

As developments in AI, automation, robotics and machine learning create new scenarios for work and workplace, Jeremy Myerson, director of WORKTECH Academy, will explore the parameters and features of augmented work. He will draw on five different types of human-machine interaction (assigned, supervised, coexistent, assistive and symbiotic) to suggest implications for commercial office property.

How We're Decreasing Productivity, Engagement and Innovation

Elizabeth Nelson,
Head of Research & Innovation, Learn
Adapt BuildLEARN ADAPT BUILD 

Elizabeth Nelson is an academic researcher and author. Burned out from the rock and roll world of advertising she embarked on a journey to discover how we work best. In a lecture that covers everything from sex and cocaine to feel good hormones and cognitive performance; her talk explains how our bodies and brains react to work and the incredible potential she's seeing in her research to revolutionize the workplace.

Panel Debate | The Scandinavian Workplace

Philip Tidd,
Principal, Gensler Europe**Gensler**

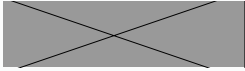
This debate engages senior workplace professionals from leading Scandinavian organisations to debate and divulge latest thinking on the Future of Work. Philip will lead a discussion across subjects as diverse as 'redefining Agile' and new SMART thinking, Employee Experience and Digital Workplace with companies such as TetraPak, LEGO, Maersk and the Danish Technology University.

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12:00 The Sentient Workplace

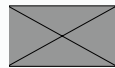
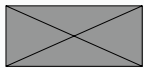
Philip Ross
Futurologist & CEO, Cordless Group & Unwork



Sentience is the capacity to feel, perceive or experience subjectively. It is the new battleground for workplace as people embrace AI and machine learning to personalise the future of work. The sentient workplace will explore the enablers behind this trend, how it will drive smart decisions and where companies will realise benefits as the battle of talent intensifies and focus shifts to contextualised employee experience and consumersised technology.

12:20 Super Experiences

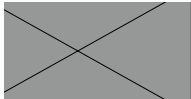
Jeremy Myerson Director, WORKTECH Academy & Research Professor, Royal College of Art



Sharing new research report looking at the rise of new experience design for the workplace. The report explains why 'superexperiences' are needed and what they comprise of. Including case studies and principles around 'Super-Experience' and the talent agenda.

12:40 The Silo Effect

Gillian Tett
US Managing Editor, Financial Times



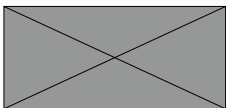
Tett "applies her anthropologist's lens to the problem of why so many organizations still suffer from a failure to communicate. It's a profound idea, richly analyzed", about how our tendency to create functional departments—silos—hinders our work. The Silo Effect asks a basic question: why do humans working in modern institutions collectively act in ways that sometimes seem stupid? Why do normally clever people fail to see risks and opportunities that later seem blindingly obvious?

13:00 Lunch break**13:55 Welcome back****The Future World of Work**

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14:00 Building Intelligence with Light

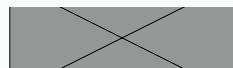
Rahul Shira, Sr. Product Marketing Manager
– IoT for Smart Buildings, Signify



The nature of work is changing, and employees' expectations are changing with it. Fuelled by growth of digital and automation (and the abundance of information), as well as the recognition of the positive effect employee well-being has on their performance and satisfaction; organizations are discovering new possibilities and adapting their office to become inspiring work places. Through lighting we can bring a human approach together with advanced technology to create an efficient and effective great place to work and help attract and retain the best talent.

14:30 10 by 10: a Decade of WorkTech NYC

Melissa Marsh Founder & Executive Director - Plastarc, Inc. / Ed Janoff, Senior Director of Project Development, Street Plans / Charlie Miller, Senior Director of Client Strategy and Connected Communities, Intersection



We're looking back at the last decade of WORKTECH NYC to talk about what's changed, what hasn't, and where things might go from here. Melissa Marsh will moderate a panel of local experts to discuss the evolution of the New York City urban landscape, corporate real estate, and workplace technology. Join us as we reflect on the past as a way to understand the present, with an eye toward the future of work in the Big Apple.

14:45 Microsoft Smart Sprint**15:00 Discussing The Impact Of Emerging CRE Developments in New York**

Keith Evan Green
Professor of Design and Mechanical & Aerospace Engineering, Cornell University

As Katherine Hayles contends, "modern humans are smarter" because they have "smarter environments in which to work." The expansion of IT and the human population will inevitably shape the new workplace as robots for working in. Such developments are in the works, changing how we work, think, and understand ourselves.

15:45 Networking break

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16.00 Everything Old is New Again in Architecture & Design

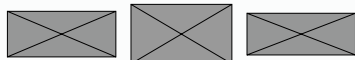
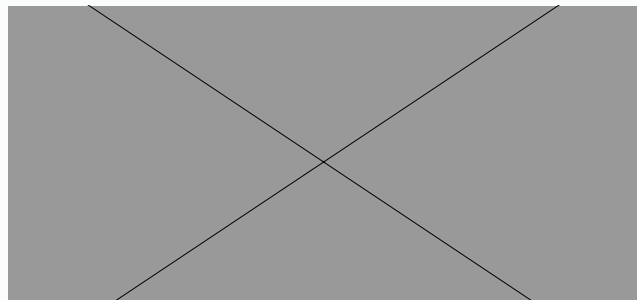
Joyce Bromberg
Chief Design Officer, Convene

The world of architecture and design has evolved from an emphasis on the numeric to a focus on human experience. Today, however, with the collection and utilization of big data, we are circling back to numbers. In the future, we must consider both in order to create the extraordinary



16.30 The Growth of Choice and Added Value in Flexible Workspace

Martin Senn, CEO, Davinci Virtual Office Solutions / Michael Berretta, Vice President of Network Development, IWG Americas / Gethin Davies, Senior Director, The Instant Group



16.45 Case Study: Design for Collaboration

TGP Architecture + American Society of Composers, Authors and Publishers (ASCAP)

ASCAP, a not-for-profit performance-rights organization tapped TPG for full architectural services for the relocation of their New York City office - four floors at 250 West 57th Street. TPG helped to design a more open, transparent, and welcoming workplace for ASCAP.



The Connected Workplace

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17.00 Case Study: Amplifying Innovation Through Design and Tenacity

Elisabeth Post-Marner, AIA, LEED AP, Spacesmith Daniel Wolff, Global Head of Infrastructure, MarketAxess

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Jeremy Myerson Director, WORKTECH Academy & Research Professor, Royal College of Art

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17.55 Chairman's closing speech

18:00 Conference ends