PREMISE

As time progresses – civilization advancement is synonymous. **21st century** has seen the most **rapid shifts** in how we live - what we do, and we are just getting started. It's obvious, technologies drive the way we live – work and will continue to steer it in similar pace no matter where we belong from.

From a time when humans were doing most of the work by hand, innovation led to formation of tools. Making our work quick, the tools eventually made us work efficient. The same tools were used to build machines that made work even more effortless for us. Robots are now the next big thing happening where machines could do almost everything; even build themselves. And beyond this a steady transition has been seen from manual to digital where how we work has changed with these shifts.

The **mankind's push to develop more** and more in this race to **stay ahead,** ways we work has transformed tremendously as well. Leaving analog behind – to PC's – to PDA (Personal Digital Assistant)'s – and now augmented reality – followed by Assisted Intelligence – to Artificial Intelligence. A world more connected via digital space merging with physical space – is now the only norm that is constant.

But how did we find ourselves here, where are we heading to?

EVOLUTION OF WORK

Industrial Age

During industrialization, **a formal work sector started taking shape** in the form of large open plan halls.

People used to sit in linear arrangements, between a number of paper and file-shelves – linked by a central corridor or an atrium.

They were **predominantly rectilinear work-space** designs with a strong sense of office level hierarchy. This **hierarchy** also drove the way offices were physically planned.

Higher positions in the hierarchy occupied better locations and had spatiously planned work blocks. On the other hand, large and central visual cabins were reserved for the remaining employees.

Power and status not only affected the societal structures, office relations and the layout of building interiors but also influenced the **building fabric,** its envelope and construction height, that eventually developed into tower blocks.

Gen X Age

In this age, work started **shifting to computers slowly but** partial form of the work environment was still on paper. In this work environment, occupants were located in the space in such a way to have a more liberal connect with the office.

The feeling of being members of a wider working population rather than a crowd scattered in a space (as in previous design strategies) existed. As a result of the sense of **a collective working scale,** the office layout slowly became personalized.

Eg. Occupants would bring pictures of their children or furniture from their homes to the office. They would be provided a **sense of ownership** of their office space.

A feature developed here & still continuing in the modern day office is the **presence of cubicles.** To solve privacy and paucity of space, cubicles are considered one stop solutions even today, however the complaints of the same being cramped always existed, making the office environment static.

Gen Z Age

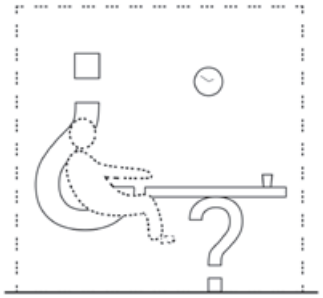
This age is still taking shape, but to really understand where it began – the key **concept here was flexibility** to do your work from anywhere.

Workstations got lighter, and thus portable. **Connectivity boosted** the **mobility** and many subsequent changes occured. The underlying idea of **'your work is where you are'** started coming into the limelight.

Not just the employees but also the mobile services made offices more cost effective due to more **openness and less maintenance cost.**

As the job market gets more and more competitive, the companies exert more support to ensure employee's health and satisfaction, beyond just insurance and medicare.

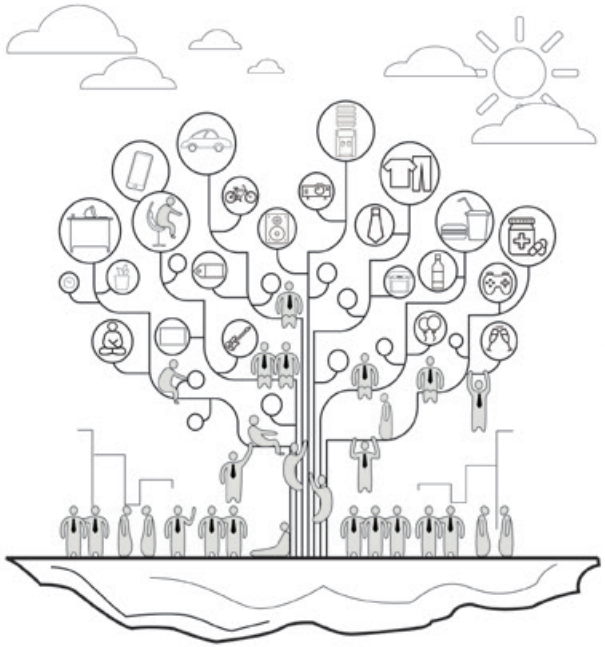
This is where the **informal elements** appeared, of creating fun office spaces with multi-level slides / swings / indoor sports, etc. within work spaces.



Gen Alpha?

As we have barely managed to shape work for Gen Z, this generation of individuals will be much more unpredictable and dynamic than witnessed ever before. **How will the work be defined as here?**

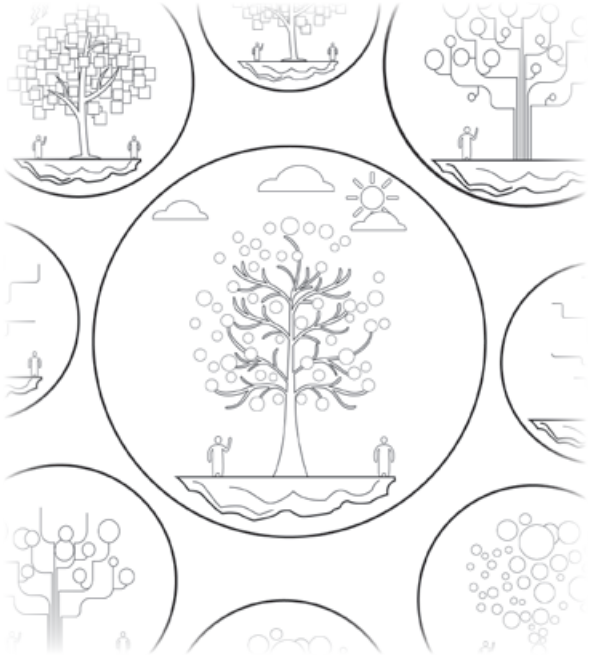
EMERGING TRENDS



Corporate Cities

Big Companies like **Facebook, Amazon and Google** are laying foundations for modern day company towns and campuses. **Jobs defining where you live** - company quarters, or government built cooperative housing has been around since ages. What's new in here, is a fundamental integration of what you do beyond work, preferred to be done within the work environment under a **loose monitoring** form. Corporates plan to co-locate their workers in centralized locations, building houses and mixed-use developments, where they can live and spend time outside work, but still remaining a part of the system.

It is **not home vs. work anymore,** because your work directly or indirectly decides your stay, friends, leisure, well-being, associations and pretty much everything.

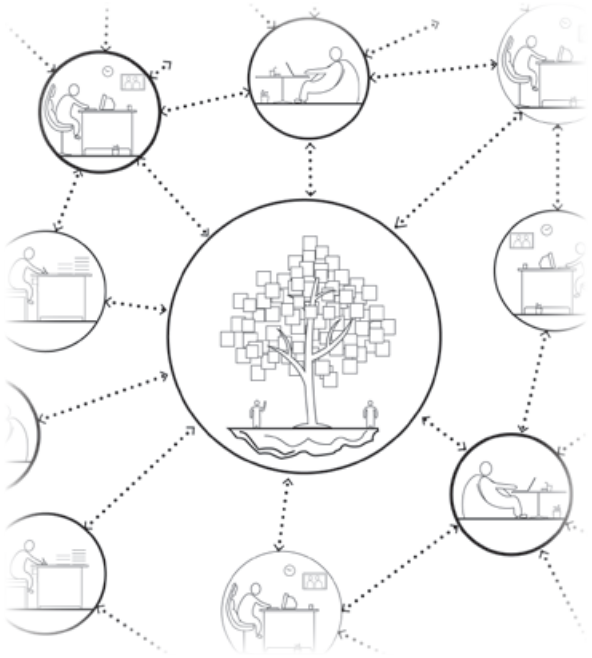


Venture Boom

This is where things changed. The desire of being the next agent of change, individuals are now building their own organizations faster than ever. Almost every individual today desires to build their own company, running things on their terms. What does this imply? In 2016, around 2 million tech startups have taken birth, transformed, adapted, and perished.

On the other side, **this boom is pushing boundaries of innovation** and filling all the unrealised gaps in human life in unimaginable ways. **Small is powerful** - has never been as true as this before.

For a market as fickle as this, **what will the work be for groups of individuals that change their form as instantaneously as these?**



Work by anyone from anywhere

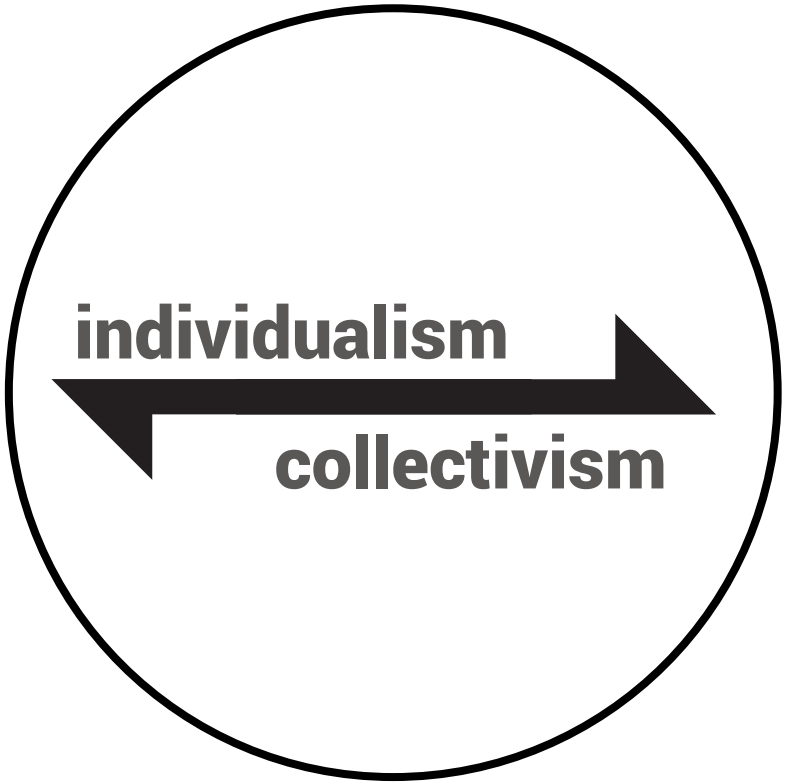
Many emerging work-environments are now letting **tasks happen from anywhere.** Thanks to technologies and the new age where freelancers are gaining a lot of exposure in upcoming work cultures.

This **reduces the physical burden** to setup and **maintain a full blown office.**

This implies that workspaces are only needed by the management and support staff, whereas the rest can be sourced by task to task coordination. This leads to a more **open – dynamic – changing civilization.** As this model is battling scalability, who knows if this is how things appear to everyone in the upcoming decades? And if not, where will these lead to in the future?

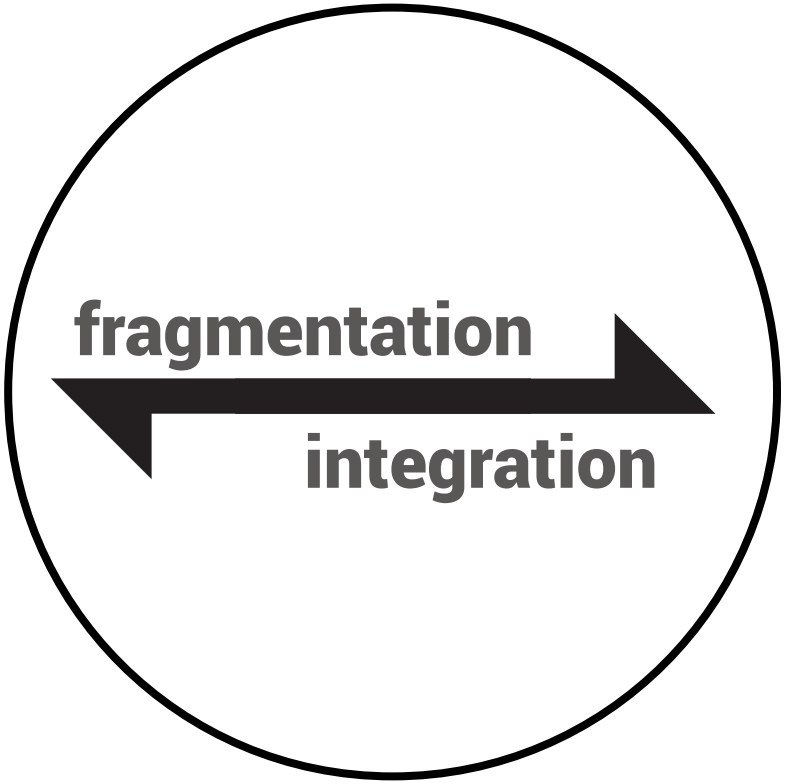
PATTERNS

The trends seen today direct towards a civilisation that will be pulled between the two divides broadly, which may govern how work might appear in the coming ages.



Pattern 1

How will the world appear when it's about you or a company, when a faster paced life will override human relationships over growth? Will societies prosper via collective endeavors or alone- working towards a single goal? Our physical world will change drastically and civilization interrelationships will go massive revamps.



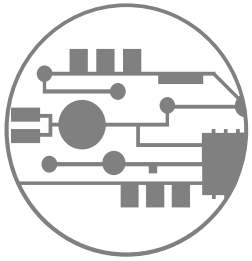
Pattern 2

As technology improves access to large banks of information that were exclusively accessible to big companies are now open for small ventures too. It's also implied that it allows big companies to fragment themselves to lean organizations and keep productivity constant. Fragmentation in businesses OR integration in corporations- Where will it settle?

WHAT ARE THE FORCES THAT ARE RESHAPING WORK?

The trends worldwide imply that the existing buildings will outdate rapidly in the coming decades with the transformations in volatile job market. This will result in rapid transformation in work structure with the changing scenario.

A few of the key factors that are reshaping work and workspaces internationally are given below.



Advancing Technology

It is no secret that we are leaving manual modes of work behind, and moving towards digital forms of work – reasons be many. Workstations have covered a long journey from mere calculators to devices that handle most of our jobs and communications. This idea of constantly growing dependence will pave the way to how offices in the future will look like.

Data Clouds

Universal access to the information on demand is no fantasy today.

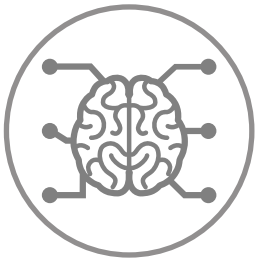
Data clouds enable us to seamlessly access our personal and work-related information securely. With changing time, their reliability and robustness has grown considerably, making cloud syncing a very common need for basic elements of work.

Static Culture Dread

Working for a few months is the present norm, but in the pace-focussed future where you expertise in hours/days, it will be a sole guider to what your profile is. While stability / staticness may soon be dreaded as culture, chances are that a myriad of job roles may be actually desired by both employees (for refreshing experiences) and employers (for dynamic individuals).

More Interfaces

Statistics show that in the 20th century, less than 17% of population had access to devices like pager or a mobile phone. Previous decade digitized our cameras, music players, radios, etc into one device famously known as smartphones. But if we observe closely, every single activity we perform has a digital gateway in one way or another.



Artificial Intelligence

Machine learning + Intelligence is the deal sealer of these aspects which involve things as simple as remembering your password for you, to making purchases on your behalf.

When this happens whatever you do gets compounded to Artificial Intelligence that fundamentally grows wiser with you.

Blockchain Usage

Block chain is like a public database which cannot be edited by anyone and is non -transferable. The context here is set by a genuine public resume that is totally built on the kind of experience you have, verified by the people whom you have worked with. More transparency will bring a faster switchability, and enable employers to get people on board faster with greater efficiency.

AUTOMATION: NEXT BIG SHIFT

The topic of job displacement by automation has, throughout world, ignited frustration over **technological advances and their tendency to make traditional jobs obsolete;** artisans protested textile mills in the early 19th century.

A new report predicts that by 2030, as many as **800 million jobs could be lost worldwide** to automation. The study, compiled by the McKinsey Global Institute, says that **advances in AI and robotics** will have a **drastic effect on everyday working lives,** comparable to the shift away from agricultural societies during the Industrial Revolution. In the US alone, between 39 and 73 million jobs stand to be automated — making up around a third of the total workforce, and has a direct relation to the population of the world as well.

But the report also states that as in the past, technology **will not be a purely destructive force. New jobs will be created; existing roles will be redefined; and workers will have the opportunity to switch careers.** The challenge particular to **this generation,** say the authors, is **managing the transition**. Income inequality is likely to grow, possibly leading to political instability; and the individuals who need to retrain for new careers won't be the young, but middle-aged professionals.

In recent years, start-ups and the high-tech industry have become the focus of this discussion. A recent Pew Research Center study found that technology experts are almost evenly split on whether robots and artificial intelligence will displace a significant number of jobs over the next decade.

A shift as big as industrialisation has already set it's foundation, there is a good amount of room of **how work would be in 2040 when robots actually have emerged as an alternative to human work force?**

Sources:
1. https://www.mckinsey.com/global-themes/employment-and-growth/automation-jobs-and-the-future-of-work
2. https://www.mckinsey.com/global-themes/future-of-organizations-and-work/what-the-future-of-work-will-mean-for-jobs-skills-and-wages

PREDICTING: FUTURE FORCES OF WORK

Credits: PWC, Workforces of the future.

This conquest when seen from the perspective of trends discussed above, leads to four worlds of work.

ino - In a cult driven by innovation where micro-organizations and individuals compete to yield better products for consumers, individualism co-exist with fragmentation. Individuals with better ideas flourish and specialization is the key to survive. INO cult is cutting edge, volatile and always evolving.

HMN - In this cult, humans are given ethical and moral preference over machines for societal benefit. In HMN, cult is highly valued. A business with heart and care succeeds. HMN cult cares and values humanity, avoiding machines.

SST – Sustainability cult is dominated by social responsibility and trust factors. This in all aspects becomes key development concern. SST cult cares for it's counterparts beyond it's office environment.

COR - In a world of integrated individualism, corporate decisions are driven by consumer choice. Companies flourish due to quest of individuals for bringing in their best. COR companies rise to power by armies of employees led by one goal.

Sources:
1. https://www.pwc.com/gx/en/services/people-organisation/publications/workforce-of-the-future.html

WHY REDEFINE WORK?

A COR corporate entity can still build an entire campus of its own by acquiring a land parcel by year 2040 (a time when land as a resource will become a luxury compared to present).

But what happens to the rest here? When we say rest, considering that most of the large office spaces that exist today have been incremental or are designed for compatibility with a client, nearly resembling a COR entity, what will be the design that could serve all four of these tomorrow?

An age where the service sector loses popularity because of rising automation, INO cult entrepreneurship / grass root innovation demands spaces that foster innovative thoughts, build quick associations and enable them to grow swiftly.

A space which can be leased by COR corporate entities for operation of the subsidiary offices instead of setting up a whole new campus in a different region for short duration.

A group of HMN sector work guild that settles here for a few months aims to execute a project that involves community or expand in this location. An SST enterprise sets an office which gives equal physical weightage to both green use and the society.

There can be tremendous number of interrelated possibilities which can arise from the following cults. **Can there be a work environment which is prepared for all workforces of the future as stated above?**

THE DESIGN PROBLEM

When a designer has the power to control how work is for a user, the stakes are much more complex than we could imagine. A very strong possibility is that whatever form it takes will guide how the coming generation around the world sees/perceives/live, as work still constitutes a considerably large chunk of time in our lives – and will continue to be.

The challenge here is to design a **work environment for 5000 employees** for a demographic and an age as speculated above. Will they Work? Or Play? Or live as well? 5000 individuals – Shall be getting **all the diverse features**, can gain collective perks – there may be classes in features, but should have an ability to work in variety of permutations and combinations. While designing for such diversity, newer challenges like individual **data privacy or workspace policy** per say should also be thought of.

Outcomes:

What we expect here are two components in the final product.

Expectations:

The first part of the submission would be 'how **idea of work** is conceptualized, and how it is **portrayed in 2040**'. This will involve your ability to speculate current and emerging technology/economics/culture trends, which will translate into your architectural output.

The second part of the submission is the **manifestation of the core idea** you establish in the first part of the project. You may use the trends stated above or create a new type altogether differently. Your rationale is the key player here.

The idea is the crux of design and holds primary relevance in the whole proposal. We are looking forward to radical ideas which could create a new direction of how a workhub could be in the coming decades.

We expect a design outcome that will be seamlessly connected to other hubs that serve a similar purpose around the world, and may **surpass the need of owning an office** totally by any of the work forces of the future.

What could be avoided:

Too farfetched ideas – Without reasoning. Ideas that extend on the present – And are unable to connect to global workforce of 2040.

Good Design + Good Pitch:

This competition gives due importance to a good architectural outcome along with a great idea how this workhub would be, because what you create here is a lifestyle that people should want to adopt.

You are free to devise/conceptualize technology or use building automation, however we advise you to avoid a very complex pitch. Remember- Simpler the pitch, the better it is.

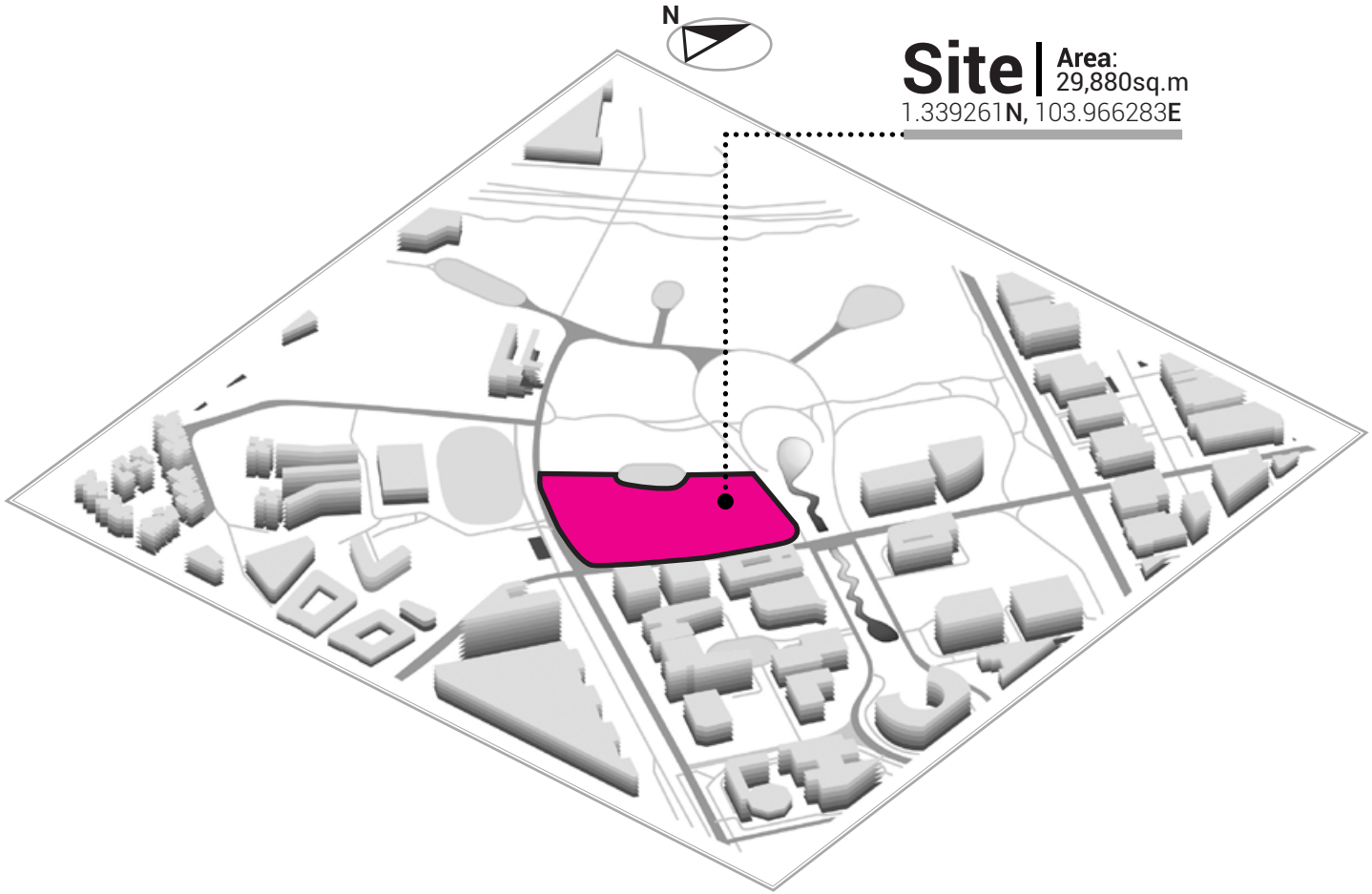
The task here is much more than an office building. It's focused more towards creating an environment that can be a benchmark of how work could be in the coming years.

The design can be purely architectural / or lean more towards how the office system works / or how the 24 hours in this facility is envisioned, and there can be many more ways to look at this design problem.

SITE + COMPETITION GUIDELINES

The site is located in the **Changi Business Park, Singapore in the year 2040** – A city known for the best conditions for upcoming and existing ventures around the world. This is one of the cities that echoes with a globe when we see a place that has sustainably scaled to the future as a trade | creative | tech capital to the world. The Changi business park today shows a lot of potential to grow into a workhub like we speculate due to its active context.

The **site area is approximately 29,880m²**, and flanked by Changi Airport – Singapore Expo and corporate companies that are growing rapidly. To delimit creativity there are no specific byelaws, except no part of construction shall be going beyond the site boundary.



Eligibility:

The competition/events/exhibitions/project/publication/ presentation are open to anyone (Students & Professionals) who is **at least 18 years old** till the last date of registration.

Anyone who is **less than 18 years old** may still participate in the competition but must be a part of a team whose leader/**at least one member is an 18 year or older.**

Employees of UNFUSE/UNIEGIS NETWORK PRIVATE LIMITED/ Jury member/Curator/organizing panel or anyone who is in direct/close relation to them are barred from receiving any prize money, however they can enter into the competition to project and compete with other designs.

Such entries if found worthy, will be displayed on a separate panel but no award will be given. The competition is open to people of all nationalities and professions (including students).

Team:

A **maximum of 4 people** can participate as a team. We are looking for a multi-disciplinary approach in the submissions and such teams would have an edge along with the quality of submission.

Submission Guidelines:

Submission are expected in maximum of 10 – A3 presentation boards in digital format. (JPEG - RGB - 120ppi). Hand rendered (Scanned in 120ppi - JPEG)as well as use of digital mediums are allowed. If abstractions are a part in contributing to the design they are expected to be laid clearly in the process, with the help of visual or verbal medium.

Guidelines:

1.There are three obligatory items that need to be submitted in all the entries, failing which the entry may be disqualified/ rejected by our server while sorting the entries:

a. Maximum 10 – A3 presentation boards in digital format (120ppi). (JPEG - RGB).

b. A minimum of 8 Questions formulated/answered in the FAQ. (Answers shall not exceed more than 250-300 words each)

c. Cover Image of size 1500 x 600 px. Or larger in aspect ratio 2.5:1 should be added in the submission window.

2. Additionally participants can upload their individual images used in the sheets (essential images - eg. Floor plans, Explainatory diagrams, Construction Details, Drawings, etc.) for referencing purposes on the platform composed into images. These images should not be more than 15nos. in quantity composed in similar A3 images (120ppi - JPEG - RGB) format.

3.Please do not include your name or any other mark of identification on the sheets or additional images.

4. After successfully completing the payment, you may edit your uploaded submission till the end of the submission deadline. We will advise you to make the submission in progress and work on the platform

Publication + Web Presentation:

All medal holders, and winners will get an elaborate section of publishing in the UNFUSE 2019 design book and on our partner websites. All shortlisted entries will be featured on our website uni.xyz and will be awarded a participation certificate.

Dates / Fees:

Early Registrations Close: **25th February '18**
Professional (25$ + Taxes) | Students (15$ + Taxes)

Standard Registrations Close: **30th March '18**
Professional (35$ + Taxes) | Students (25$ + Taxes)

Late Registrations Close: **5th May '18**
Professional (60$ + Taxes) | Students (40$ + Taxes)

Last Date of Submission: **15th May '18** | 00:00 GMT

Result Declaration: **22nd June '18** | 00:00 GMT

Legibility (Submission):

The submissions will be displayed + evaluated as a web presentation, hence screen legibility plays a key role in a good web appeal on screen, also guides how audience - jury interacts with your entry.

This can be achieved by various methods, and are discussed in the website **uni.xyz submission guidelines.** This guide discusses tips which may help you to generate entries that are powerful web presentations that help you to communicate your ideas effectively.

FAQ Section (Submission):

This is the most important section of the submission page where you discus all the underlying processes of your project in detail. Tips to formulate FAQ: Formulate and answer atleast 8-10 Questions. Don't answer any question more than 300 Words. Use rich text formatting / Visuals to make your answers more appealing.

Student / Professional:

Student category is eligible for enrolled scholars who are in ANY bachelors programme around the world. (Also students may be asked to provide enrollment proof during competition registration and further submission stages)

Professionals, Masters students, Postgraduates, Research scholars, and all others beyond bachelor's degree are eligible for professional category participation.

Rewards:

1st Prize (Open for both)
Reward of **2000$**, trophy + certificate and bragging rights of UNFUSE 'BREAKING WORK' CHAMPION at UNconference '18.

Runner Up (Student)
Reward of **1000$**, trophy + certificate.

Runner Up (Professional)
Reward of **1000$**, trophy + certificate.

People's Choice (Students)
Reward of **500$**, trophy + certificate.

People's Choice (Professionals)
Reward of **500$**, trophy + certificate.

10 Honorable Mentions
Each honorable mention gets a medal + certificate and our biannual digest of UNFUSE.

Publication
All medal holders, and winners will get an elaborate section of publishing in the UNFUSE 2019 design book, and on our partner websites.

Web presentation
50 shortlisted entries will be featured on our website and will be awarded a certificate.