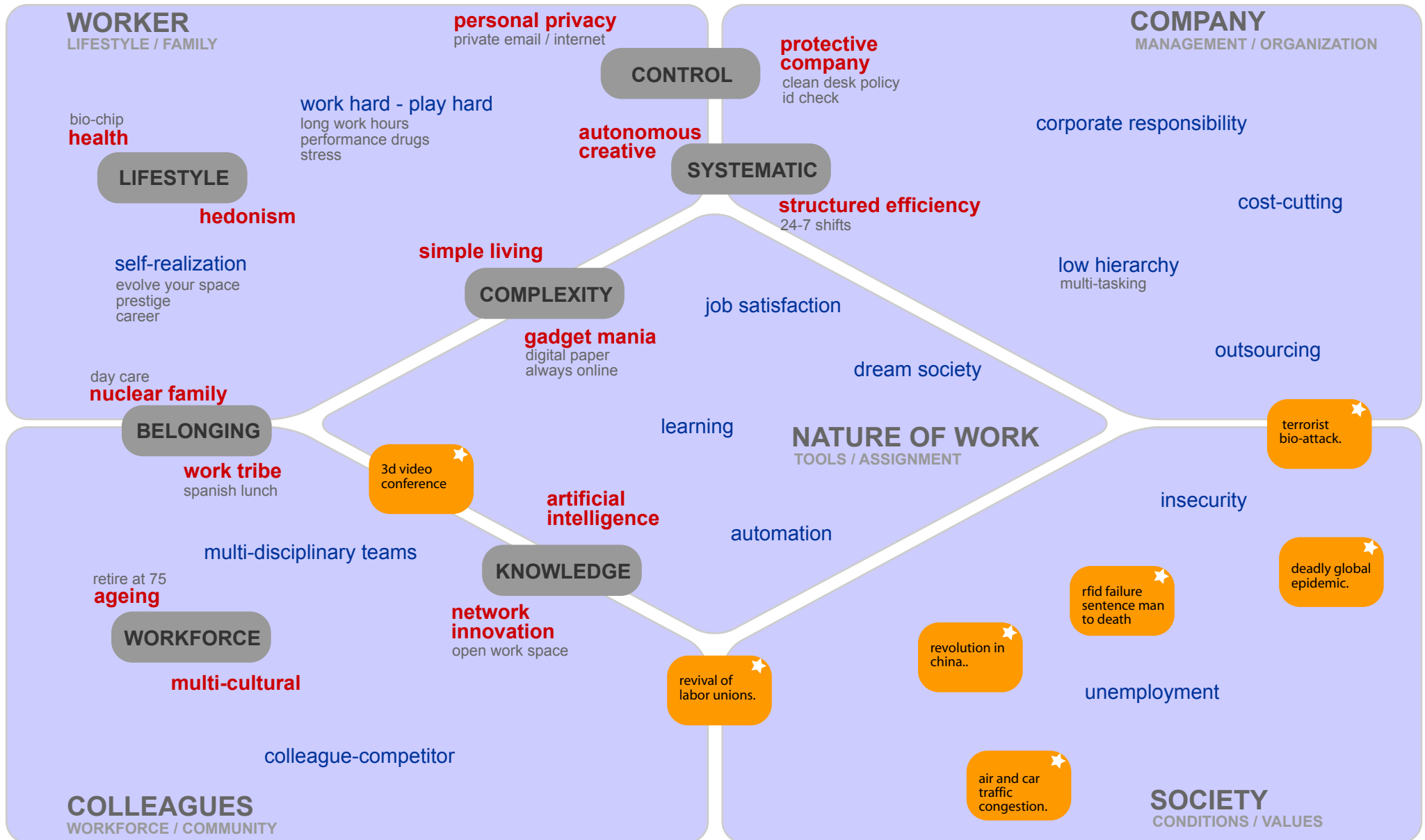


# WORKSPACE 2020

## ENVIRONMENTAL ANALYSIS

**LEGEND**

- DRIVING FORCE
- RELEVANT TREND
- TREND
- WILDCARD ★



# WORKSPACE 2020

## DRIVING FORCES

### **COMPLEXITY:** GADGET MANIA - SIMPLE LIVING

Do people want to emerge themselves in the world of complex interaction with intelligent systems or will the technology be embedded in things so we do not see it and even notice that it is there? People love tools and our nature is to play with things, so the future may be full of interactive and intelligent tools, that stimulate our curiosity and becomes the center of interaction with other people. On the other hand technology has always been a medium for basic human needs and people will prefer not to carry technology around and spend time learning how it works.

### **LIFESTYLE:** HEALTH - HEDONISM

New bio medical innovations will make it possible for people to get information about their bodies and environment in new ways. The information can be used to take preemptive actions and protect yourself from the environment, so you will live a healthier and longer life. However it may not be a very interesting life if you are going to be concerned about microbes and follow strict restrictions on what to do, so why do not you just forget about it and have fun?

### **KNOWLEDGE:** ARTIFICIAL INTELLIGENCE - NETWORK INNOVATION

In the past knowledge was about remembering factual information, but with computers being able to find any information in split seconds then the value of it is quickly decreasing. The value of knowledge will be undergoing fundamental changes and it will be interesting to see if it is the systems superior ability to relate vast amounts of complex data that will be the most valuable knowledge in the future or if it will be the knowledge that exists in between people in networks and trigger "true" innovation.

### **CONTROL:** PERSONAL PRIVACY - PROTECTIVE COMPANY

People are not machines so we make mistakes, have our own little secrets, and sometimes we even do wrong things on purpose because many of us have a small rebellion inside. Its part of human nature and one of the reasons why we are the most successful living organism on earth. Our identity relies on some sort of privacy, but for companies and the society our privacy is a threat. A source of conspiracy and insecurity. Companies and the society need to protect itself with all means, anything less would be regarded as lack of responsibility.

### **BELONGING:** NUCLEAR FAMILY - WORK TRIBE

The nuclear family is the foundation of our society and even though modern life makes it difficult to balance family life with other interest and obligations, it remains a powerful metaphor for many people. In working life the tribe is a powerful metaphor for how employees feel like a community and thereby perform better for the good of the company. The tribe must be build up by mutual commitment and also give the feeling of belongingness as the nuclear family.

### **WORKFORCE:** MULTI-CULTURAL - AGEING

The workforce of western world is about to enter an important and very certain change. The so called baby boomer generation is about to retire and not only will they leave a gap in the workforce, but as they grow older they will demand more care. One option is to make the baby boomers work longer and set the retirement age at 70. But there is also another option, though it is political controversial. Developing countries have a surplus of young manpower, which could be invited to take their place in the workforce and take care of the old.

### **SYSTEMATIC:** AUTONOMOUS CREATIVE - STRUCTURED EFFICIENCY

Organizations should bring out the best of the employees, and new experiments are being undertaken to make them realize their innovative potential. Low hierarchy and networking may lead to informal conversations that lead to ground-breaking innovations. However it is difficult to measure performance and optimize workflow, which may be necessary to cut cost and survive in an increasingly competitive global market.

## LINKS

The Future of Work Weblog:  
<http://www.thefutureofwork.net/blog/>

"Future of work", Financial Times Special Report  
[http://www.ma3x.com/phd/ft\\_com.zip](http://www.ma3x.com/phd/ft_com.zip)

"The future of the office", Ian Pearson, BT Futurologist  
<http://www.btinternet.com/~ian.pearson/web/future/office.htm>

"A day at the office in 2013", Dan Farber, ZDNet  
<http://techupdate.zdnet.com/techupdate/stories/main/0,14179,2908887,00.html>

"Future office table", ARS Electronica  
[http://www.aec.at/en/futurelab/future\\_office\\_table.asp](http://www.aec.at/en/futurelab/future_office_table.asp)

"Office of the Future", STC  
<http://www.cs.unc.edu/Research/stc/>

"The Pervasive Office", TU Eindhoven  
[http://www.ipo.tue.nl/homepages/aamin/papers\\_usi/ThePervasiveOffice.pdf](http://www.ipo.tue.nl/homepages/aamin/papers_usi/ThePervasiveOffice.pdf)

# WORKSPACE 2020

## KEY CHAINS

	1
<i>CONTROL</i>	<b>PROTECTIVE COMPANY</b>
<i>LIFESTYLE</i>	<b>HEALTH</b>
<i>SYSTEMATIC</i>	<b>AUTONOMOUS CREATIVE</b>
	2
<i>KNOWLEDGE</i>	<b>ARTIFICIAL INTELLIGENCE</b>
<i>COMPLEXITY</i>	<b>SIMPLE LIVING</b>
<i>WORKFORCE</i>	<b>AGEING</b>
	3
<i>SYSTEMATIC</i>	<b>AUTONOMOUS CREATIVE</b>
<i>CONTROL</i>	<b>PERSONAL PRIVACY</b>
<i>BELONGING</i>	<b>WORK TRIBE</b>
	4
<i>COMPLEXITY</i>	<b>GADGET MANIA</b>
<i>WORKFORCE</i>	<b>MULTI-CULTURAL</b>
<i>SYSTEMATIC</i>	<b>STRUCTURED EFFICIENCY</b>

## KEY CHAINS

	5
<i>LIFESTYLE</i>	<b>HEDONISM</b>
<i>COMPLEXITY</i>	<b>GADGET MANIA</b>
<i>CONTROL</i>	<b>PROTECTIVE COMPANY</b>
	6
<i>BELONGING</i>	<b>WORK TRIBE</b>
<i>WORKFORCE</i>	<b>MULTI-CULTURAL</b>
<i>KNOWLEDGE</i>	<b>NETWORK INNOVATION</b>
	7
<i>BELONGING</i>	<b>NUCLEAR FAMILY</b>
<i>KNOWLEDGE</i>	<b>NETWORK INNOVATION</b>
<i>CONTROL</i>	<b>PERSONAL PRIVACY</b>
	8
<i>LIFESTYLE</i>	<b>HEALTH</b>
<i>KNOWLEDGE</i>	<b>ARTIFICIAL INTELLIGENCE</b>
<i>BELONGING</i>	<b>NUCLEAR FAMILY</b>

## WILDCARDS

- A **REVIVAL OF LABOR UNIONS:**  
After several decades of being marginalized the labor unions find a new mission in life.
- B **AIR AND ROAD TRAFFIC CONGESTION:**  
Air traffic reaches a magical upper limit and following a collision in air regulations are tightened. The measure puts extra pressure on road traffic which collapses.
- C **RFID FAILURE SENTENCE MAN TO DEATH:**  
RFID (Radio Frequency Identification Device) information is used in court to sentence an innocent man to death. After execution the RFID technology is proven to malfunction.
- D **3D VIDEO CONFERENCE:**  
A new type of camera chips can measure depth and shortly after appear the first commercial 3D reproduction devices.
- E **DEADLY GLOBAL EPIDEMIC:**  
A previous unknown strain of an easy transmittal disease fatal to man spreads across the world in a matter of days.
- F **TERRORIST BIO-ATTACK:**  
A world wide terrorist network successfully executes a bio-attack on a shopping center.
- G **CHINESE REVOLUTION:**  
Tensions in China lead to a revolution that totally changes their foreign policy.