

Workplace Design Journal



CREATIVE FRAMING

TOM DIXON DESIGN RESEARCH STUDIO



Imagination per square foot



Workplace Design Journal

Insights, viewpoints and design ideas from leading architecture and interior design studios who are shaping the future workplace environment.

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Inspiration per square foot

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Three 'Core' zones for Collaboration, Contemplation and Concentration; Three 'Transition' zones to promote creativity, productivity and wellbeing.

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Tom Dixon and Design Research Studio.

At 22 Bishopsgate we aim to bring the best of new ideas in workplace design and innovation to our occupiers, to London and to the eyes of the world. We want 22 to be a beacon of human imagination, ingenuity, creativity and flair, supporting the dynamically shifting demands of the 21st century knowledge economy in which all organisations now operate.

To help us expand our thinking, we asked five design firms to explore ways in which our office space could be shaped and transformed. We collaborated with the Royal College of Art's Professor Jeremy Myerson and workplace expert Despina Katsikakis to devise a brief for each of the five studios; a specific 'big theme' as a platform to explore new ideas in learning, creativity, wellbeing, inclusion and sustainability.

The results, presented here in our series of Workplace Design Journals, reflect the changing parameters of the future workplace and the exciting potential that 22 seeks to harness.

In this issue, interior design guru Tom Dixon reflects on the role of design in supporting and encouraging a culture of engagement, fresh thinking and creativity in the workplace. His Design Research Studio investigates the concept of the office as a canvas for creative problem-solving, which is intrinsic to business success for organisations large and small.

The team developed a number of distinct spatial experiences and design features to free the mind, enable alternative visions to be shared and developed, and allow creativity to flourish. These 'zones' provide a mix of concentration and contemplative spaces for individual working, alongside group-based collaborative and thought-provoking spaces to transform a traditional workplace into a creative-led series of environments, capable of encouraging radical thinking, innovation and problem solving.

VIEWPOINT

Creative Framing



▼
Tom Dixon
British Designer
OBE

“Free the mind and enable alternative visions to be shared and developed.”

Thinking about the workplace of the future we had to ask ourselves why people would want to go to work. Going beyond just providing a space for people to sit down, plugging in to their computers. Allowing them to move around a building, make their own spaces, carve out their own moments to meet and bringing a huge diversity to the possibilities of where you work, where you meet, where you congregate.

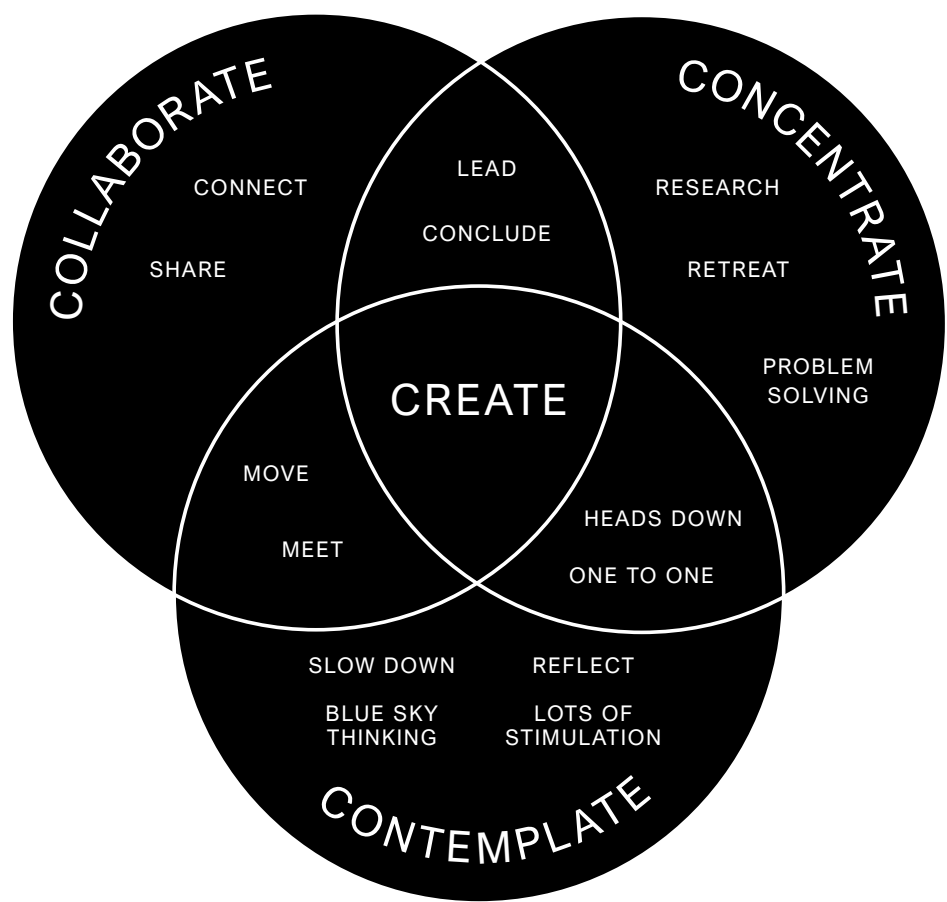
As open and joyful as contemporary offices might look, they rarely seem to take into account how design can provide conditions to allow for individual processes, to free the mind and enable alternative visions to be shared and developed.

What types of environment would support and encourage a culture of creativity and fresh thinking? Which tools can we as designers supply to allow for a human workplace which fosters collaborative innovation and encourages the most unorthodox, against-the-grain thinking?



A canvas for creative problem solving

The human experience and coherent use of materiality stand at the centre of our creative thinking, with generosity and diversity as primary values we express in all our design.

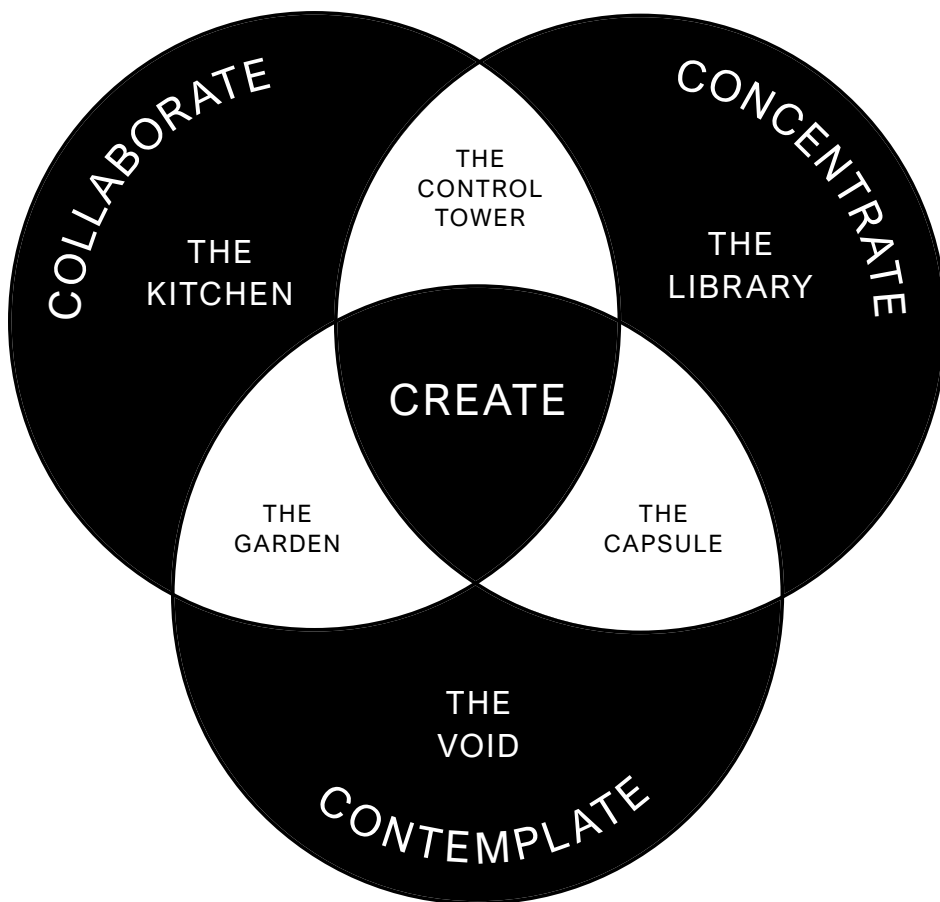


WORK STATES AND ENVIRONMENTS

Different work states and environments affect the type of work and our ability to problem solve or think creatively.

Our vision for 22 Bishopsgate builds on the findings of leading researchers and uses Professor Jeremy Myerson's three pillars of a productive workplace as the driver to define zoning of the space. Based on the idea of the workplace enabling individuals and groups to Concentrate, Contemplate and Collaborate, we developed a diversity of spaces; the intersection of these provides inspiring environments that promote creative thinking and problem solving. Three core zones, The Library (Concentrate), The Void (Contemplate) and The Kitchen (Collaborate) supported by our three transition zones, The Capsule, The Garden and The Control Tower.

We have tackled the restrictions of current trends to allow for a work environment that stimulates creativity, productivity and promotes health and well-being. Throughout the concept we combine the integrity of natural materials with the benefits of the latest research, using strategic process to create innovative work environments.



CORE ZONES

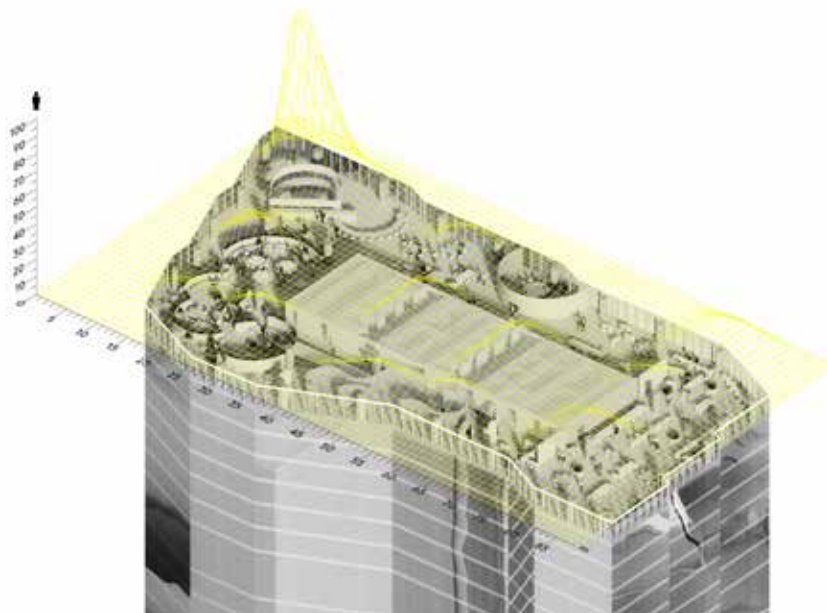
- The Kitchen
- The Library
- The Void

TRANSITION ZONES

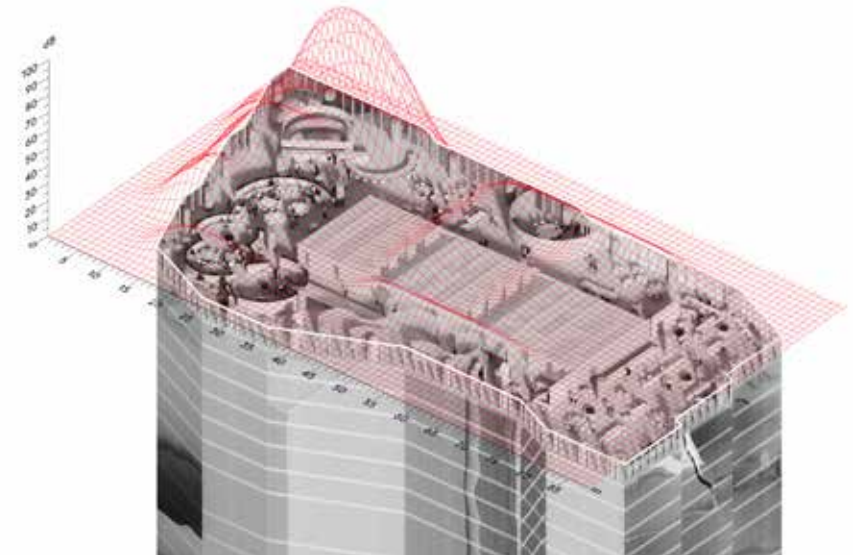
- The Control Tower
- The Capsule
- The Garden

Zoning

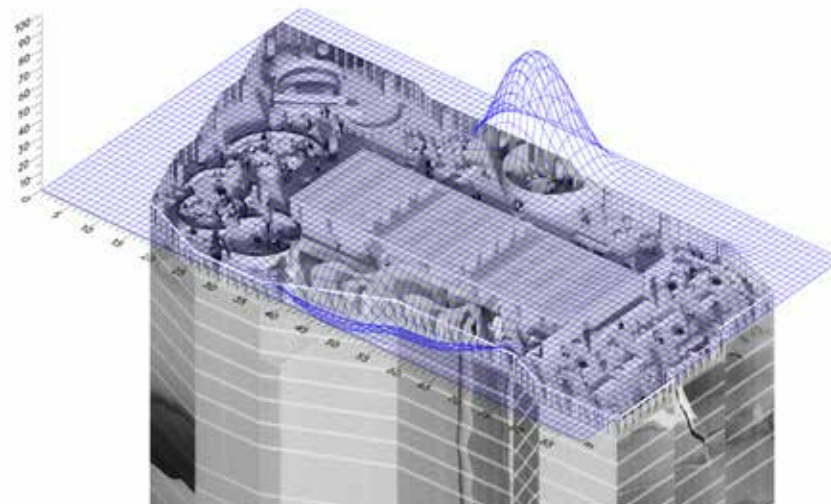
When zoning the floor plate we reviewed parameters we believe to be essential for a successful layout. Where do noise levels peak and where is it the quietest? Which zone has the most data traffic, being the centre of immediate communication with the world. How does footfall relate to these?



UNIQUE VISITS



NOISE LEVELS



DATA TRAFFIC



THE
KITCHEN

THE
CONTROL
TOWER


THE
LIBRARY

THE
GARDEN

THE
VOID

THE
CAPSULE

We developed a variety of spaces that encourage creative thinking and problem solving – spaces for peoples' different working preferences and tasks.



CORE ZONES

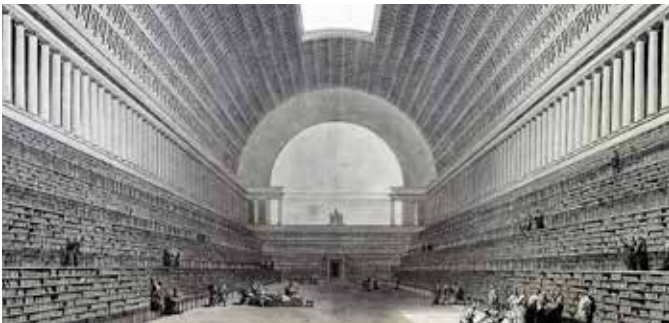
The Library

A quiet space for focused concentration
and plentiful resources for researching
ideas and solutions.

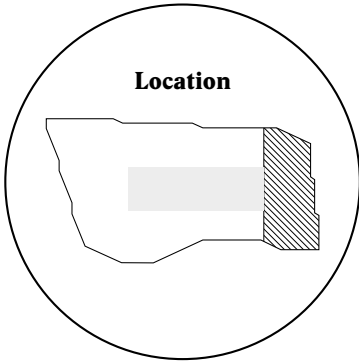


DESIGN FEATURES TO FOSTER CREATIVE THINKING

- ① Quiet space
- ② Mobile desks for privacy
- ③ Digital librarian to source intel and content



An abundance of information for detailed research and analysis – market trends, specialist books, journals, digital archives and reference materials. The traditional librarian, reimagined as an information and insight concierge, directs people to the best information, commissions research and disseminates forecasts on global trends and market intelligence. The space itself features a variety of working styles to suit personal preferences, from communal shared working benches to individual mobile desks for flexibility and privacy.





CORE ZONES

The Void

An inspiring space to promote
free-form creative thinking.

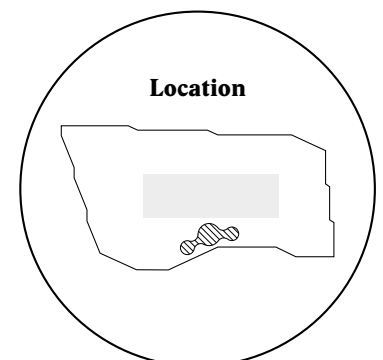


DESIGN FEATURES TO PROMOTE CREATIVE THINKING

- ① Sound scapes to help free the mind
- ② Digital content to inspire and provoke ideas
- ③ Inspiring views and sound proofing



Enter and switch off from the outside world. The heavy curtain blocks out noise and eliminates data flow, thanks to mobile signal blocking lining. Get ready to spend time away from mobile reception, emails and meetings. Draw it open to enjoy the view or enclose yourself within The Void. During night time The Void becomes a programmed gallery space. Digital artworks are projected onto the textile and curated movies run bi-weekly.





CORE ZONE

The Kitchen

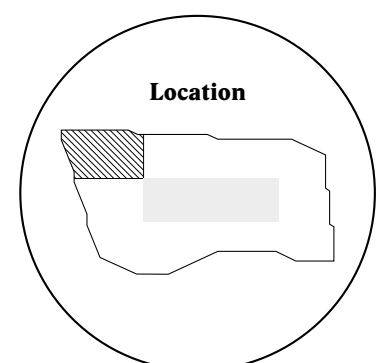
A space promoting unexpected encounters – socialise, bond, exchange ideas and opinions.

DESIGN FEATURES

- ① Communal food preparation
- ② Open light space and group seating area
- ③ Energetic lighting and music to promote dwell time and conversation



Arrive to the smell of fresh baked goods each and every morning. Cook group lunches featuring home grown salads or enjoy elaborate dishes, created by the chef. Naturally connect with your team while chopping beans, eating soups and blending juices. Stay nourished, active and curious.



The background is a solid black field filled with a complex, web-like pattern of thin, white, intersecting lines. These lines form a series of interconnected triangles and polygons, creating a sense of depth and movement. A large, solid white circle is positioned in the center of the image, acting as a frame for the text.

TRANSITION ZONE

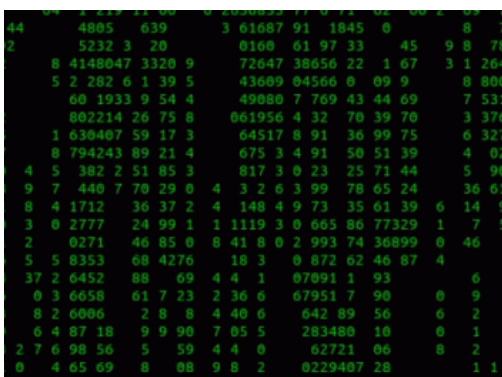
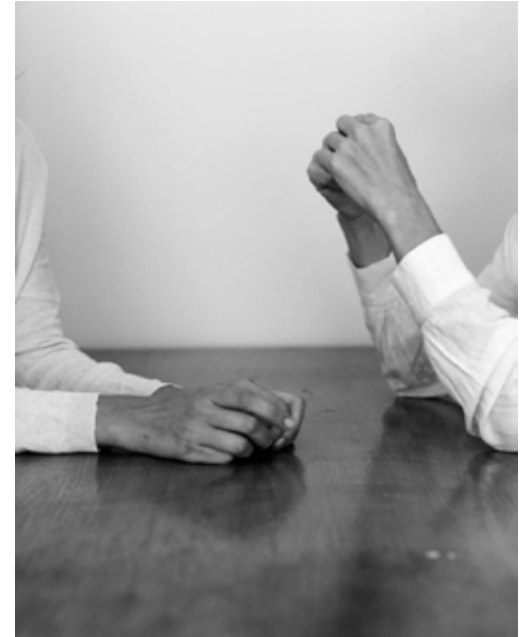
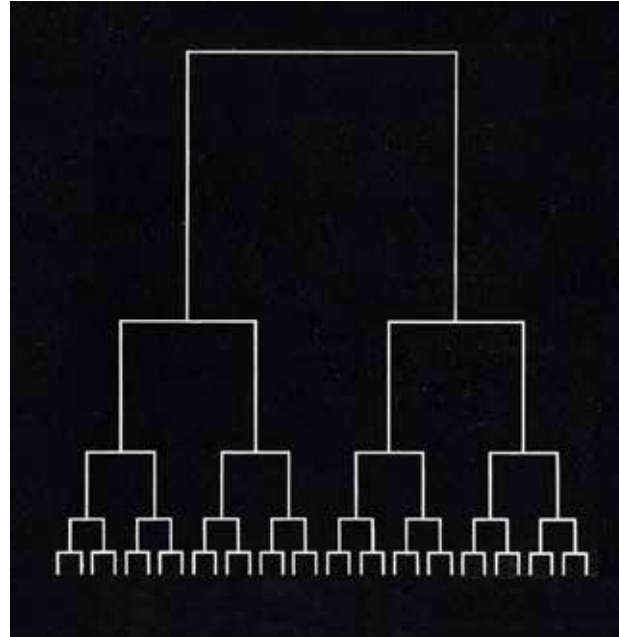
The Control Tower

A space to review and discuss ideas
and solutions, encouraging people
to look to the future and be open
to new possibilities.

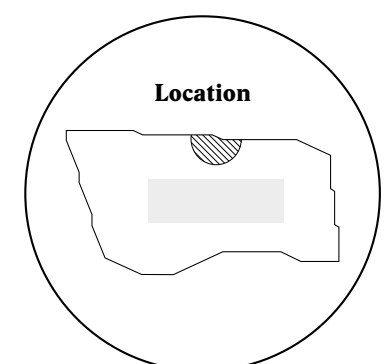


DESIGN FEATURES

- ① High tech environment
- ② Immersive video conferencing
- ③ Interactive virtual reality wall
- ④ Bright lighting, clean lines and glass materials



Your typical board room turns into a vessel for future thinking and decision making. The interactive virtual reality wall is used to exchange ideas, dive into meta data and collaborate with the world using immersive video conferencing. This is the zone from which you hack the system, conclude your moves and pave the way to success for your organisation.





TRANSITION ZONE

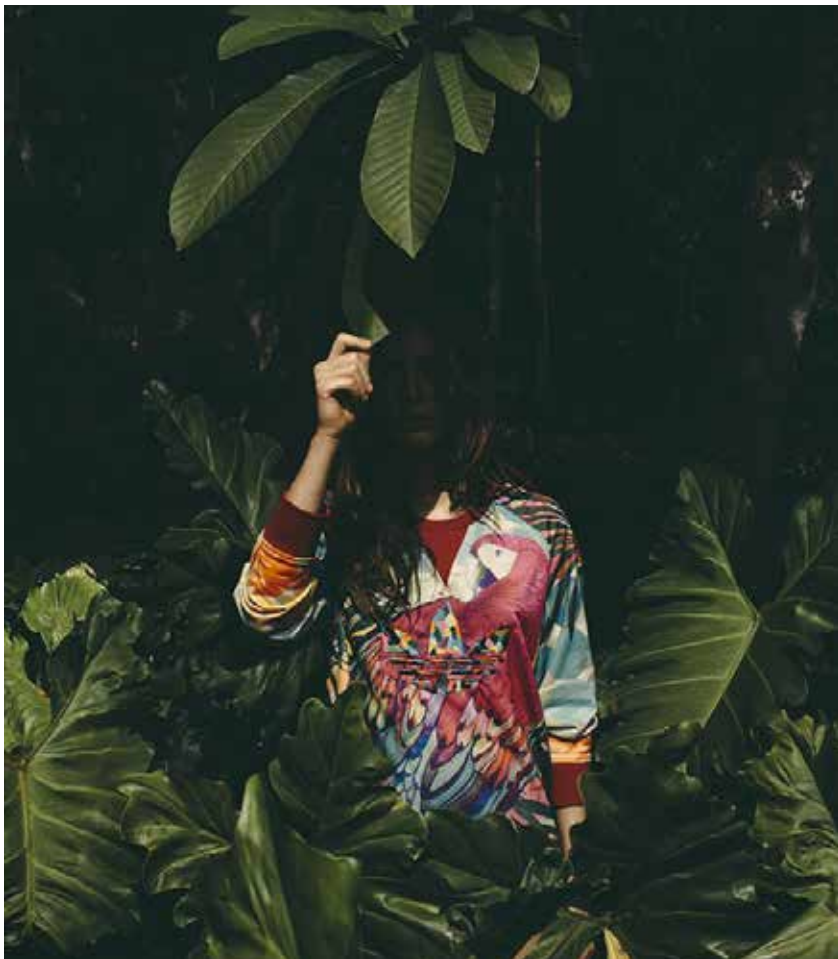
The Garden

Tend the plants, or simply enjoy the biophilic design aesthetic. The creative mind resets when we take time out from routine working.

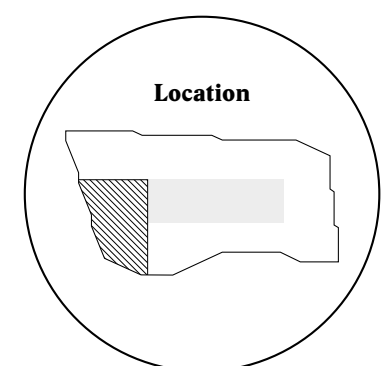
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DESIGN FEATURES

- ① Communal space
- ② Strong biophilic design features
- ③ Natural and blue light to stimulate the creative side of the brain
- ④ Tactile space to stimulate creative thinking



Grow your own supplies, team up with colleagues to harvest the latest micro herbs, chop off some mint for afternoon tea and enjoy the shade below leafy plants. The gardener introduces seasonal updates to the produce, programmes the hydroponic planting units, updates the watering system and introduces you to the plant species you've never seen before. Take home some cuttings and grow your very own indoor garden.



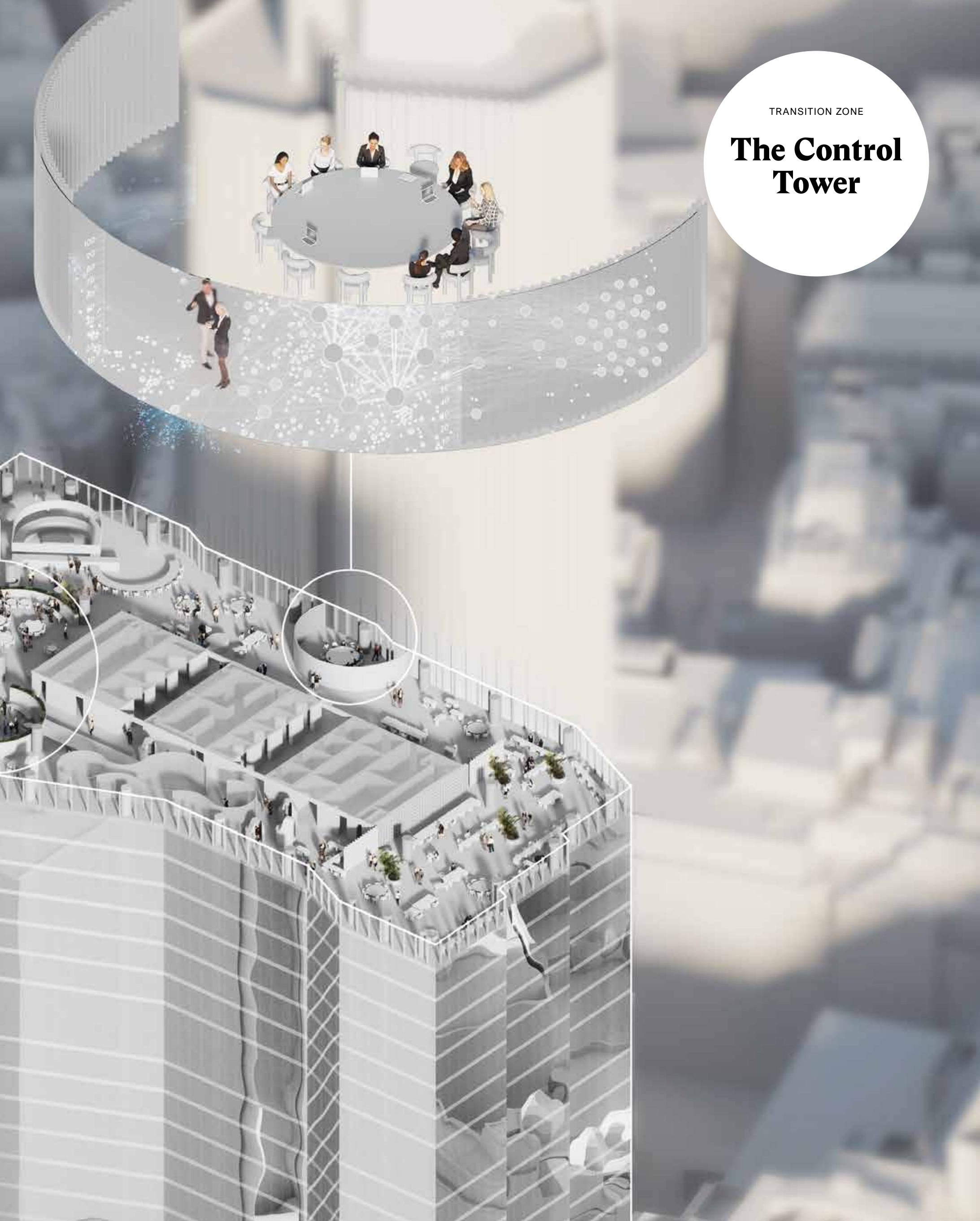
TRANSITION ZONE

The Garden



TRANSITION ZONE

The Control Tower





TRANSITION ZONE

The Capsule

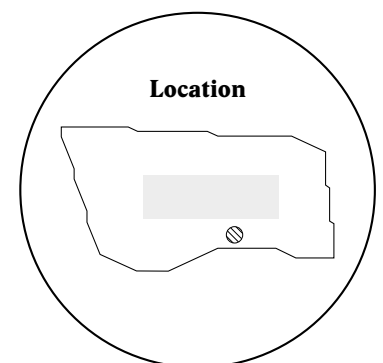
A quiet, individual, personal
space for deep thinking.

DESIGN FEATURES

- ① Fully enclosed and soundproofed
- ② Soft textures and personal light settings
- ③ Space for quiet focused work or contemplation



Hide away from the open plan, enclose yourself within a soundproof layer of confidentiality and connect with the world via immersive conference call technology. Choose your very own light setting from five dimming options, retouch the imagery to your latest campaign or simply take time to focus on the copy for your next product launch.



Materiality

The main materials for the project are as follows:

THE LIBRARY

Chairs upholstered in organic leather age beautifully over time, adding warmth to the library with its intelligent light-weight desks from recycled aluminium.

THE VOID

The heavy curtain from recycled wool blocks out noise and eliminates data flow, thanks to mobile signal blocking lining.

THE KITCHEN

Marble in rich green hues is carved into generous slabs creating a robust yet refined counter top. Corrugated aluminium front cladding adds easy to maintain industrial charm, gently elevating the solid stone top off the floor.

THE CONTROL TOWER

By switching on/off the wall of electrochromic glass, the room can go from translucent to frosted in just a few seconds. A generous solid timber table adds warmth, bringing people together.

THE GARDEN

Soft yet robust leather is coloured with plant based dye, visually adding to the leafy zone. Local stone planters ground the garden.

THE CAPSULE

Carbon positive cork cladding enhances the acoustic properties in each capsule. Soft upholstery allows for total comfort during in-depth conversations.





STUDIO

Tom Dixon Design Research Studio



PROJECT TEAM

Tom Dixon, Founder
Eva Feldkamp, Associate
Micaela Silva, Senior Designer
Giorgio Badalacchi, Designer
Jonathan Formento, Visualiser

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Tom is a restless innovator who works mainly in lighting, accessories and furniture.

From his departure point in the early eighties welding salvaged steel into radical furniture, he has constantly reinvented himself through a series of different design lives – working with luxury Italian goods with Cappellini, Creative Director at Habitat and Artek, creating Plastics company Eurolounge.

The latest chapter of Tom's design journey began in 2002 when he left corporate life to create his own eponymous brand as a platform for a series of new adventures in the design of products and interiors.

17 years on, Tom Dixon is now a widely celebrated global force in interior design with hubs in New York, Hong Kong SAR, China, London, Los Angeles and Tokyo. Our 600 products range from lighting to furniture, from tableware through to fragrance and are distributed in over 65 countries; they are instantly recognisable for their sculptural qualities and engineered materiality.

Our interior architecture, product and branding design consultancy, *Design Research Studio*, conceives the interiors and exteriors of tomorrow and is renowned for strong narratives, aesthetic sensibility and innovative attitude. *Design Research Studio* has built up an impressive global portfolio of work from hospitality and retail to co-working spaces and monumental complexes.

PROJECTS



CLOCKWISE FROM TOP LEFT

Mondrian, London | Manzoni, Italy | Chelsea Flower Show, London | Joseph, London
Coal Office, London | McCann Worldgroup, New York

