

**WORK
PANORAMA
2023**

A format to prompt new ways of thinking

Working environments are changing more rapidly than ever. “Stable Diffusion“, “Metaverse“, “Workation“, “Quiet Quitting“ – future work environments are influenced by different technological and socio-economic factors. After the past pandemic years and in the face of the ongoing economic shifts, the future of work seems more and more uncertain. Work Panorama 2023 draws connections and outlines the potentials that are ahead of us.

As recent years have shown, both architectural-technological and socio-economic trends are crucial factors in understanding the future of work. The topic clusters of the new Work Panorama 2023 are therefore divided into a vertical scale, where architectural-technological innovations are presented, and a horizontal scope, where insights into the major socio-economic challenges for the future of work are provided.

At each of the two levels, we have defined four thematic clusters, whose trends, however, are entangled with each other at some points. On the vertical scale, we look at challenges and innovations in the areas: “Extended Realities“, “Collaborative Environments“, „City-as-a-Service“ and “Machine Minds“. These topic clusters are complemented by the following socio-economic perspectives on the horizontal scope: “Talent Squad“, “Sustainable Leadership“, “New Cooperativism“ and “Human Needs“.

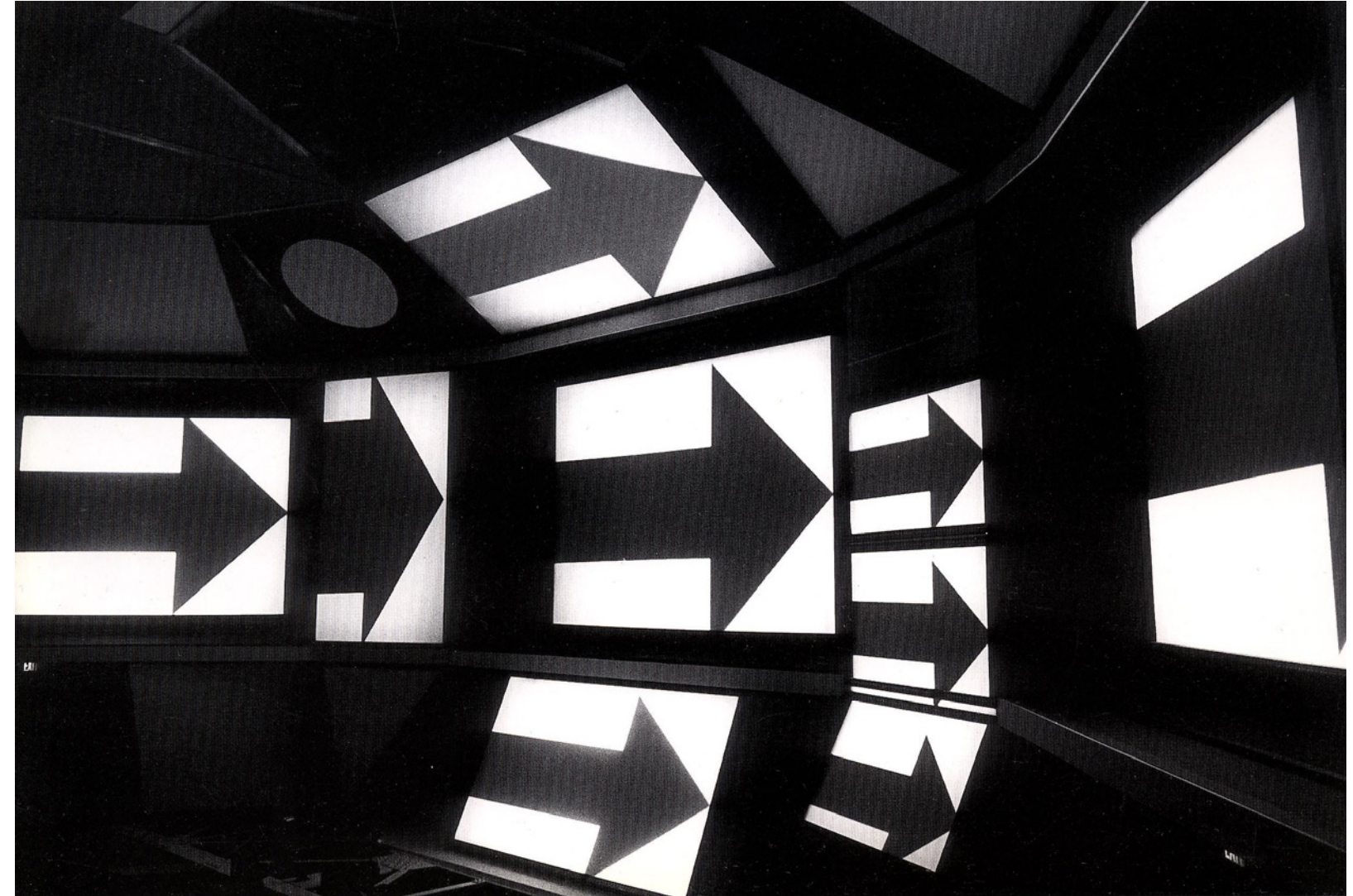
The goal of Work Panorama 2023 is to contribute to a general “Future Literacy“. Precisely because it seems increasingly difficult for us to imagine a likely future, we want to develop cultural techniques that enable us to make predictions about future challenges and innovations. These cultural techniques are the key to collaboratively shaping a better future of work. Work Panorama 2023 sees itself as a decisive step in the direction of these new cultural techniques of a “Future Literacy“.

To this end, Work Panorama 2023 will guide us through uncertain times and help all stakeholders to become pioneers in their respective fields. To this end, all actors and groups interested in the future of work are invited to join us and discuss the scenarios on the future of work that Work Panorama 2023 opens up.

BACKGROUND

Our Work Panorama envisions possible scenarios and visually engages all peer groups interested in the future of work architecture, inviting them to join a discourse on appealing workspaces that promote dynamic working routines.

An intriguing design featuring a large-scale Work Panorama installation will provide direct, comprehensive and realistic impressions of current challenges in workplace routines as well as examples of future-oriented workplace architecture.



HISTORY

Panoramic paintings became very popular in the mid-nineteenth century, representing landscapes, topographic views and historical events. Immersed in an expansive 360° panoramic image, period audiences were thrilled by the visual spectacle and illusion of being transported to a different time and place. A prominent example is the Bourbaki Panorama in Lucerne, Switzerland, created by Édouard Castres in 1881.

Rather than sketching a composite of work-related landscapes from the past, the Work Panorama invites audiences to embark on a journey to intriguing working scenarios and accompanying spaces of a not-too-distant future. The experience elicits reactions of enthusiasm and curiosity as observers depart from their own working routines and established assumptions and explore these innovative visions.



STRUCTURE

Introducing selected key themes, the Work Panorama includes spatial and organisational examples of work environments from a variety of contexts across the globe. By extrapolating key issues from material collected during Raphael Gielgen's comprehensive study of revolutionary workspaces worldwide, the panorama showcases an extra-ordinary archive of images, workshop results and interviews.

It goes beyond typical concluding guidelines by opening up new perspectives for architecture, structured according to eight selected topics: Extended Realities, Talent Squad, Collaborative Environments, City-as-a-Service, Human Needs, Sustainable Leadership, New Cooperativism, Machine Minds

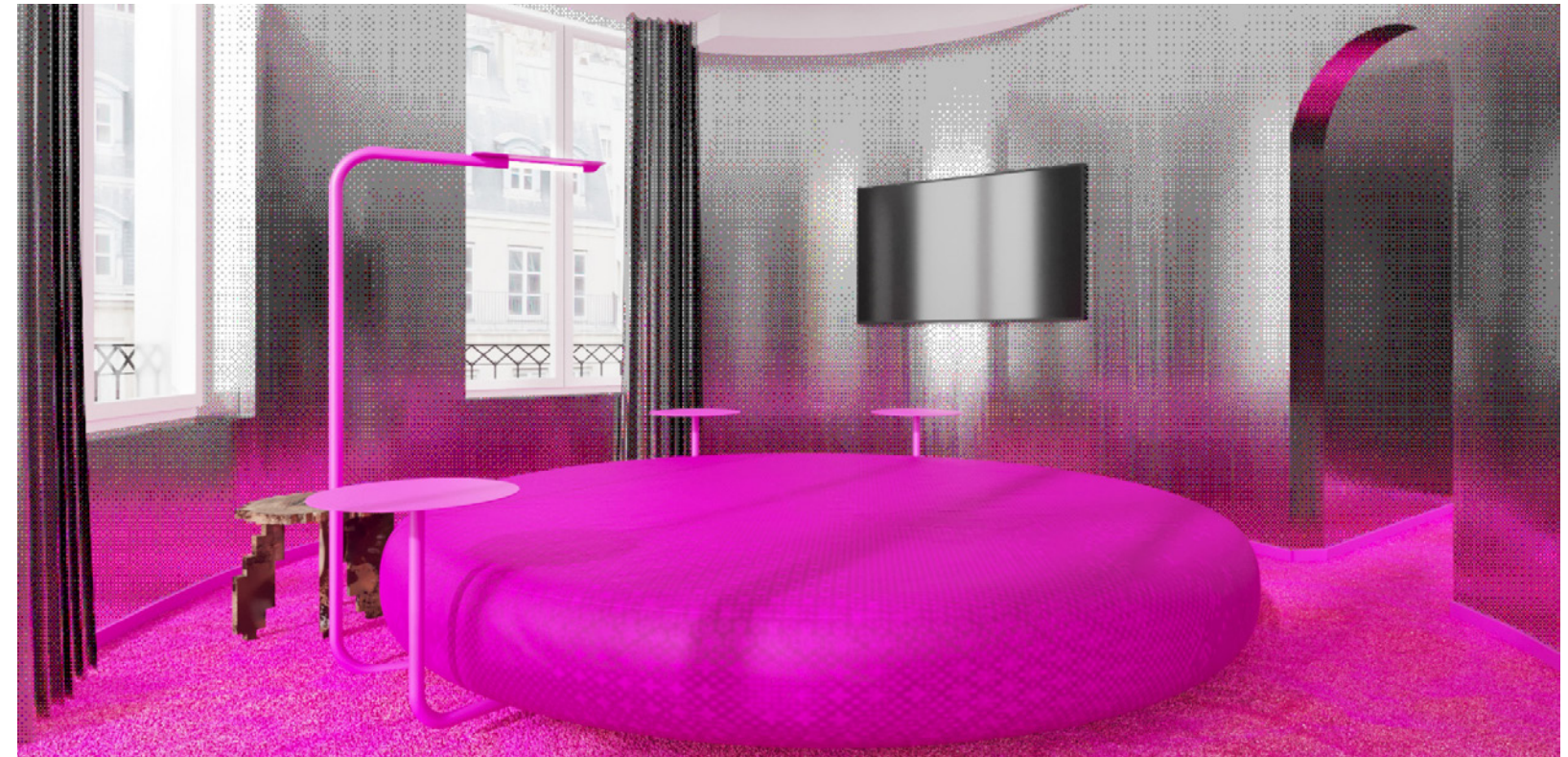


EXTENDED REALITIES



The reality of work and spaces is virtual. The mainstreaming of the metaverse and Web 3.0, the popularization of NFTs, and the commercialization of VR and AR hardware have raised new questions about the potentials of our workspaces. More and more architectural firms and software companies are dedicated to the design of virtual workspaces. Virtual spaces seem to have become a better investment property than the ordinary real estate market. At the same time, industrial manufacturing processes, e.g., in the context of CAD and logistics, are increasingly supported by VR and AR. The question is no longer whether extended reality technologies will succeed, but how we can optimally integrate them into our business processes and workspaces.

COLLABORATIVE ENVIRONMENTS



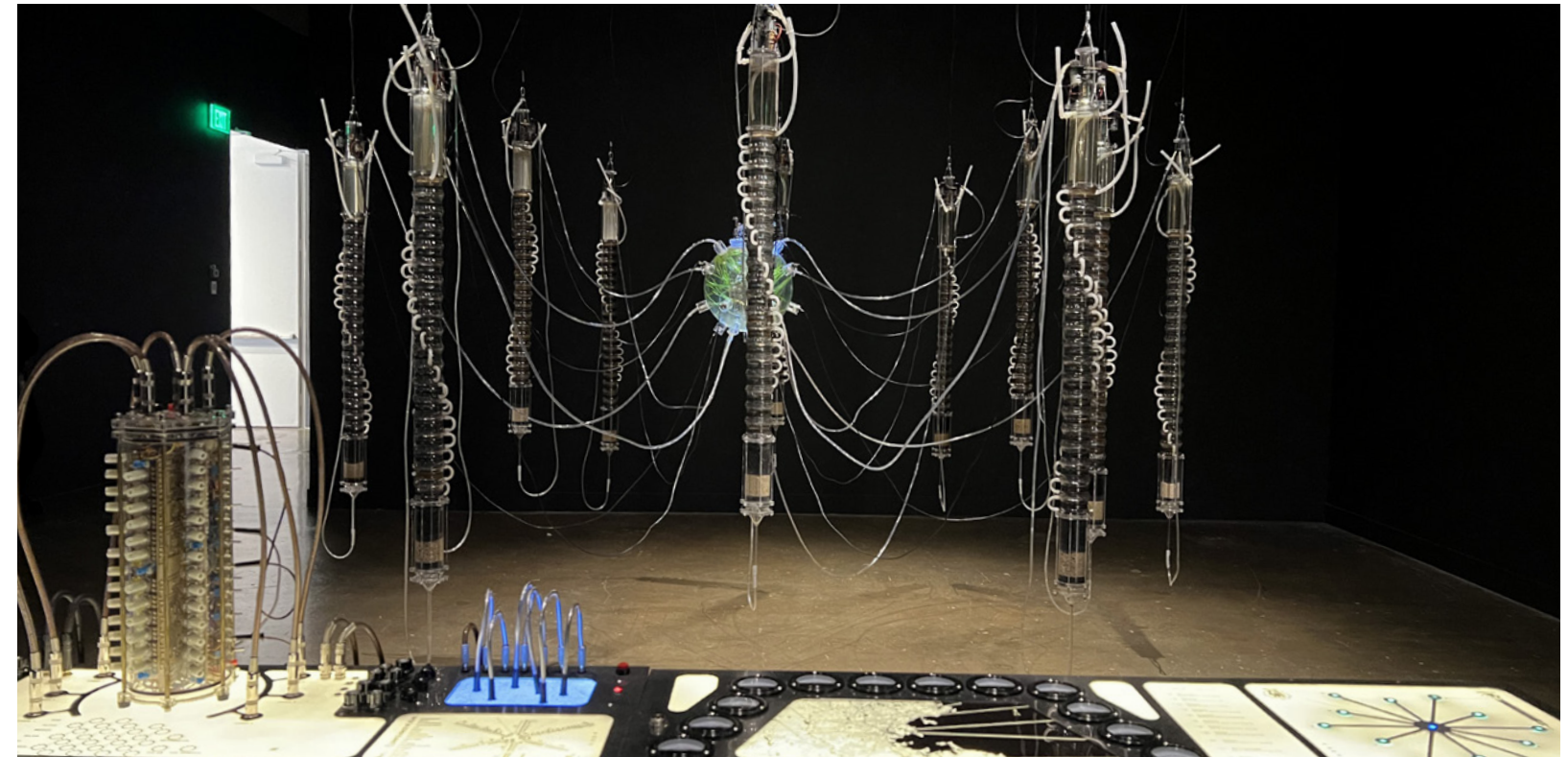
Even after the major pandemic waves, many employees continue to work from home. Companies must therefore ask themselves how they can combine physical and virtual workspaces in a collaborative environment without causing a renewed “zoomfatigue” among their employees. New remote solutions could make it possible to work in teams distributed around the world while avoiding unnecessary air travel. But the collaborative environments of the future are no longer just about collaboration software or video chat programs. Questions about cloud solutions, PC-as-a-Service or citizen integrator tools will also play a decisive role in creating opportunities and challenges for the design and networking of physical and virtual workspaces. The work of the future will no longer be divided into home and office, global and local, but will be structured in networks.

NEW COOPERATIVISM



Who owns the future of work? Discourses about labour injustice lead to a variety of solidarity initiatives that criticize the injustice within (global) labor models and imagine alternatives. While new digital work models, such as platform or click work, have long operated without employee participation, a new form of unionization is emerging, especially in this area, and is inspiring more and more work sectors around the world. The models of these platform unions are giving life to new imaginaries of co-operative owned business models and work spaces. These models are key to a future of work full of participation and prosperity instead of hierarchical and global divides and injustices. Only in common participation, labour justice and solidarity can we meet the global challenges of the future.

TALENT SQUAD



With an increasing working attitude, which is less and less characterized by a broad CV, postal code and a multitude of positions passed through, the development of talents in the company is becoming more and more important. In this process, the company becomes both an always on learning university and a think tank. This new demand on talent management in the company requires new qualities from managers. They must try to provide their employees with cross-sector qualifications and at the same time maintain shared trust without giving up their leadership qualities. Instead of pure “life-long learning,” however, this also means working on individual talents that are already part of the team or slowly ending relationships that are not successful for both sides.

CITY-AS-A-SERVICE

HUMAN NEEDS



Cities are becoming integrated service centers. While large office buildings, logistics and data centers have long been located outside the city gates, they are increasingly being placed at the center of urban planning, turning the megacities of the future into gigantic workplaces. This development is supported by constant innovations in the field of citizen data science tools and the ongoing platformization of labour organization. However, this datafication and new smart infrastructures also raise questions about the participation in these gigantic urban workspaces and their sustainability. What is needed to design the urban workspaces of future in a more socially equitable and sustainable way?

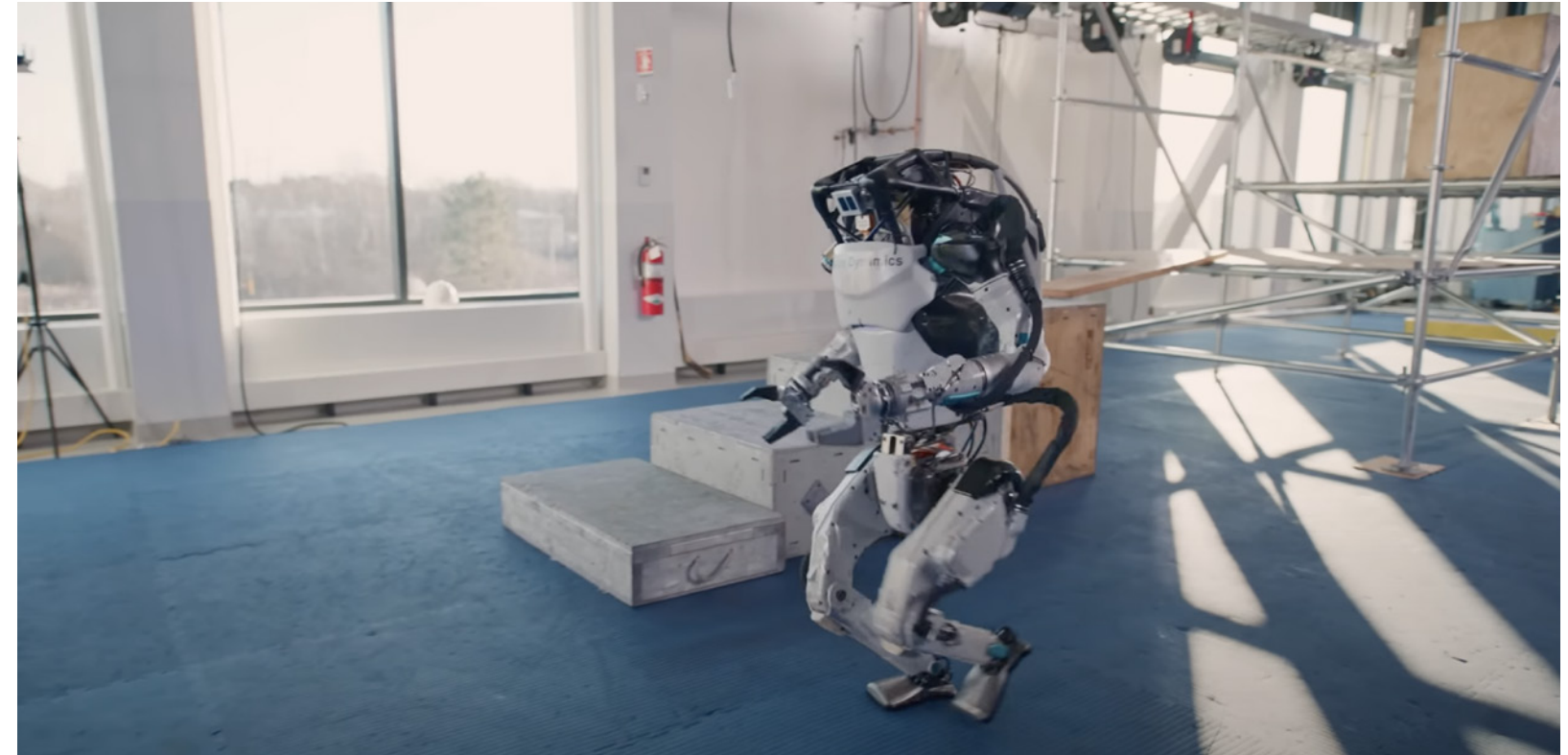
While there has been increasing discussion about “Start Up Mentality”, “Entrepreneurial Mindset” and “Self-fulfillment at Work”, with increasing precariousness and inflation, one’s own quality of life and life preservation are once again becoming more central to the discussion about a positive work environment. Companies must therefore ask themselves how they can create financial and social incentives to enable their employees to feel more connected and enjoy a better quality of life again. How can vacation time be integrated into everyday working life via “workation,” for example? How can companies create a safe and profitable position for their employees? How can companies support employees who have to perform care work in addition to their work for the company? Companies must learn to see their employees more as individuals and less as corporate personas.

SUSTAINABLE LEADERSHIP



The climate crisis remains one of the greatest challenges of our time – especially for the future of work. Massive global warming, shortages of raw materials and climate migration pose new challenges for leadership. The goal of sustainable leadership to survive in the future must be to act in a way that is economically, socially and ecologically sustainable, adaptable and efficient. This leadership style therefore goes beyond pure greenwashing on the corporate side and has to start with the causes of the climate crisis and end with the consequences of one’s own actions. Sustainable leadership therefore requires a comprehensive overview of the connections between economic activity to social and environmental realities and the involvement of an increasing number of stakeholders. It starts with managing the sustainable supply of raw materials and ends with paying fair wages while staying successful.

MACHINE MINDS



Robots are no longer science fiction – they are our colleagues. In an increasing number of professional activities, we are confronted with autonomous and learning technologies. The emergence of ever new innovations in the field of diffusion models, face recognition, robotics or natural language processing entails far-reaching changes in human-machine interaction in workspaces. What has been common practice in industrial manufacturing and architectural modeling for some years is finding its way into more and more workspaces, from HR to R&D to the C level. Following this broad mainstreaming of these technologies, it is becoming increasingly important, especially at the executive level, to understand how algorithmic learning systems can be incorporated into human decision-making and the design of intelligent workspaces without letting these systems reproduce or reinforce discrimination against employees and customers.

OUTCOME

The value of the Work Panorama lies in its wide-ranging capacity to instigate a discussion of innovative architecture related to dynamic working routines. By visualising realistic representations of radical, current and real-life case studies, the panorama motivates audiences to re-think the status quo.

**Keep up the
good work!**

Raphael Gielgen
Vitra Trendscout (Future of Work)
**[linkedin.com/in/
raphael-gielgen-93b3386b/](https://www.linkedin.com/in/raphael-gielgen-93b3386b/)**