

INTERNATIONAL CONFERENCE ARQUITECTONICS NETWORK: ARCHITECTURE, EDUCATION AND SOCIETY

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TITLE: New Ways of Working: a methodology and a case study

THEORIES, METHODS AND PRACTICES – topic 6

The contemporary world has triggered profound changes in the work itself and in the spaces where it is practiced.

Internationalization, mobility and technological innovations are some of the factors that triggered the change and shaped new typologies of workplaces.

The design of these spaces involves the management of a process that, because of the nature of the subject that will live in these places, has become really complex.

There are, in fact, many actors that move this process: the company, with its national and international ramifications; the renewal process, desired or required, with the innovations triggered in the production body; the image of the company, inward and outward.

To these we have to add some factors generated by the dynamics that have invested, in the broadest sense, the spaces inhabited by modern man: the demand for greater flexibility, mobility, comfort and custom of the environments.

1.METAPROJECT

First of all Our research offers an overview of the new typologies of workplaces. Then, it proposes an interdisciplinary methodology (architecture, psychology and neurology are the disciplines involved)

for the management of the design process. This methodology is called *Redefine your habits*, and it is characterized by a phase of listening and dialogue with the company.

2.PROJECT

It also argues that talking about the dematerialization of workplaces, about undefined or flexible spaces, or about nomads offices does not imply the absence of a project or the loss of the role of architecture.

Here comes, in our opinion, the contribution given by a planning which takes care of “the five senses “ in the choice of materials, lights and smells.

The contemporary world is highlighting unknown, mysterious, not rationalized areas. “The architect’s focus, perhaps, should be addressed to understand what these areas are, and to study techniques to live with them, not to resolve them”¹.

3. A CASE STUDY

Our research espouses, finally, a project. It is the headquarters of an international company that, with our guide, has applied the design process in its entirety, from the study of their needs, (according to the methodology - *Redefine your habits*), to the creation of the workplaces.

¹ Sottsass,E., *Editoriale in Abitare*, settembre, n .321, pag. 107