Behnisch Architekten, München
There’s a reason most people don’t have pictures of their office at home.
Generation Y

Born: 1977-1994  Coming of Age: 1998-2006  Age in 2016: 22 to 34  Current Population: 71 million  The largest cohort since the Baby Boomers, their high numbers reflect their births as that of their parent generation..... The last of the Boomer I's and most of the Boomer II's. Gen Y people are known as incredibly sophisticated, technology wise, immune to most traditional marketing and sales pitches...as they not only grew up with it all, they've seen it all and been exposed to it all since early childhood.

Gen Y members are much more racially and ethnically diverse and they are much more segmented as an audience aided by the rapid expansion in Cable TV channels, satellite radio, the Internet, e-zines, etc.

Gen Y are less brand loyal and the speed of the Internet has led the cohort to be similarly flexible and changing in its fashion, style consciousness and where and how it is communicated with.

Gen Y members raised in dual income or single parent families have been more involved in family purchases...everything from groceries to new cars. One in nine Gen Y’ers has a credit card co-signed by a parent.

William J. Schroer
Generation Z

The Generation Z is very individualistic, very much oriented on their own lifestyle and their best interest. Life-Work_Balance becomes the Mantra. Traditions, company loyalties, but also brands etc are not categories they are thinking about. They are always looking for a more interesting project. Small entities teaming up for projects and then reforming new entities once the projects are finished will become a common economic structure.

They are the best knowledgable, have learned the most, but in an inflexible system that has taught them learning is a quantitative, repetitive, memory oriented thing and education is not something you live or experience, it is something you execute. The Bologna Process as well as the economically focused school reformes have spoilded and will further spoild the education for a whaole Generation.

This Generation will act very individually, something they have learned from their school- and university studies.

Money and status are not their primary motivation – it’s the challenge of the project, a sense of purpose, and working with people who are good at what they do. All of the above will change not only the workplace, but moreso the marketplace

William J. Schroer
Generation Z is also called the Pippi Langstrumpf Generation

"Generation Z people are realistic, not optimistic. They may be fickle in their choice of who to work for because they are always on the lookout for new challenges in new projects. They aren’t as prepared to go the extra mile as their Generation Y predecessors. Their attitude is more individualistic: they don’t join movements, they each find their own path."

„They have a hard and fast demarcation between ‘company time’ and ‘my time’. The successors to Generation Y commit to projects, not companies. „

Christian Scholz (Saarland University)
TODAY’S OFFICE TYPOLOGIES

UNILEVER HEADQUARTERS – HAMBURG, GERMANY
BEHNISCH ARCHITEKTEN

GENZYME CENTER – CAMBRIDGE, MA
BEHNISCH ARCHITEKTEN
Functional Typologies
"Neighborhood"
General Consideration

- Campus
- Plaza/Public Realm
- "Kaa"
- Community
- Pavillon Structure
Design Aspects

- subjective
  - habits
  - lifestyle
  - personal tastes
  - ideals
  - memories
  - behaviours
  - fantasies

- objective
  - budget
  - surrounding
  - technology
  - SITE
  - orientation
  - energy
  - comfort
  - experimental
  - SUSTAINABILITY
  - MATERIALS
  - research
Development Stages
Building Typologies

- Offices
- Workstations
- Huddles
- Training / Tech Talk
- Meeting Point
- Conference
- Winter Garden
- Emergency Staircase
- Elevator
- Micro Kitchen
- Lounge
- Mother Room
- Phone Booths
- Community Stair
- Ventilation

Pavillons
Plaza Functions

Workspaces/Library/Centralized Services
Neighborhood Functions

Main Street

4th Floor
Neighborhood Functions

Conference Area/Meeting Zones/Communicative Spaces

4th Floor
Neighborhood Functions

Tech Talk/ Training

4th Floor
Neighborhood Functions

Lounge + Micro Kitchens

4th Floor
Winter Gardens

Neighborhood Functions

4th Floor
Situation today
Strategy
Working-landscape

Visual reference  Comfort  Place of retreat  Open space  Communication
Combination of all needs at every employee’s workspace
Strategy
Situation today
Strategy
main entrance, reception desk
Strategy
main circulation area
Strategy
main entrance, reception desk
Strategy
main entrance, reception desk
Strategy

main entrance, reception desk
Analysis of Needs

Distribution of departments

Comfort
Analysis of Needs
distribution of departments
Analysis of Needs

distribution of departments
Strategy

working landscape
Colour Concept
Ceiling

BEHNISCH ARCHITEKTEN
Exploded Program Diagram

Classrooms

Clinics, Faculty, Administration

Library

Competitive Program Diagram

Exploded Program Diagram

BEHNISCH ARCHITEKTE
Ramps, walkways, and stairs connect work areas.
Meeting points along these routes for employees encourage exchanges between colleagues.
Varied sequences of spaces enrich the working environment.

DESIGN CONCEPT
Atrium Neighborhoods
+ Ramps, walkways, and stairs connect work areas.
+ Meeting points along these routes for employees encourage exchanges between colleagues.
+ Varied sequences of spaces enrich the working environment.
+ Communication
+ Informal Spaces

BEHNISCH ARCHITEKTEN
SCALE/MASSING

STREET FRONTAGE - 500'

TOTAL SITE AREA - 5 ACRES
VERTICAL ORGANIZATION: COLLABORATION DIAGRAM AT LAB FLOORS
Arbeitsplatzmöblierung Cluster II
Quiet Area

- 26 AP
- max. 36 Personen
- 150 m²

Arbeitsplatzmöblierung Cluster II
Team Area
- 12 AP
- max. 16 Personen
- 93 m²
Arbeitsplatzmöblierung Cluster II
7 External Rooms

- 4 AP
- 31 m²