

FRAME

108

JAN / FEB
2016

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THE GREAT INDOORS

Patricia Urquiola
What I've learned

**Monochrome
Marvels**
Interiors are going grey

**Design Museum's
Deyan Sudjic**
'We live in the age
of mass extinctions'

**Flooring and
Wallcoverings**
Three top
trends for 2016

WORK IT OUT

Five formulas for
future-proof offices



PUT IT TO THE TEST

By conducting an experiment that slowly turned a flexible workspace into a rigidly uniform environment, Studio Knol criticized current views on office design.



Brand Bait



THE OFFICE
ENVIRONMENT
IS EMPLOYED
AS A TOOL FOR
RECRUITMENT
AND BRANDING.



The digital magazine offers the full breadth of King's Stockholm office

FOR most of us, the days of working solely for a paycheck are long gone. Employees are looking for satisfaction in their jobs and for bosses who care what happens to them. As a result, companies are adapting workspaces to the requirements of the staff, in hopes of attracting and retaining a good workforce.

Set to hit our screens this year, the film adaptation of Dave Eggers' novel, *The Circle*, features a young girl who is hired by an influential internet company. The campus of this futuristic tech business offers everything an employee can imagine, and Mae Holland is wowed by the impressive amenities. Along with its forward-looking reputation, the company lures the smartest minds with sensational perks.

Off-screen something similar is happening: the act of recruitment is being reconsidered. Finding your dream job should be like finding your dream partner, according to Elevated Careers, a service on the brink of being inaugurated by dating site EHarmony. With years of experience in helping people to find love online, EHarmony is poised to continue matchmaking on a more professional level by assisting people whose aim is a perfect position with an ideal company.

Commissioned by MU, an art venue in Eindhoven, Studio Knol proved the importance of an attractive workplace with a cheeky socio-architectural experiment for Dutch Design Week. Co-working space Out of Office, designed to serve the city's 21st-century flex workers, was equipped with 4

Designed as an embodiment of the brand that occupies the premises, the office is becoming the *new showroom*



REFLECT YOUR PRODUCT RANGE

In Stockholm, Adolfsson & Partners transformed the office of game developer King into a series of whimsical landscapes that lead visitors through an amusement park based on gaming scenery.



TAKE CENTRE STAGE

True to the spirit of an outfit that turns parties into immersive experiences with its wearable LED technology is PixMob's new Montreal headquarters, a club-slash-workshop-slash-office designed by Jean de Lessard.

swings and an office rabbit. Slowly but surely, as the office became more strictly disciplined and dismal, its users – a group of trendy, highly perceptive freelancers – displayed the anticipated 'flight behaviour'.

On the 28th floor of a Manhattan skyscraper, IA Interior Architects created a clubby interior for a sales team working for a well-known social networking site for professionals. Besides a fitness room and informal lounges, the 'office' includes a hidden speakeasy that can be entered only by those who know which of the 133 vintage rotary phones mounted on the wall outside allows access to the room.

Apart from attracting employees with excessive facilities, companies also entertain clients

with expressive spaces. Visiting the Stockholm office of game developer King is like being transported into the animated world of games. Designed by Adolfsson & Partners, the Kingdom reflects the virtual, fairy-tale landscapes that appear in the company's main product.

Designed as an embodiment of the brand that occupies the premises, the office is becoming the new showroom – a clear manifestation of a company's corporate identity. — FK



FOR MEMBERS ONLY

At a tech company's New York office, designed by IA Interior Architects, only members of the inner circle know how to access the hidden speakeasy by using the correct rotary phone.

Photo: Adrien Williams

Photo: Eric Laignel

TECH

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