

What if?

Work Panorama 2023

50 What if Questions Spacecouncil

No. 1

What if digitalisation and urbanisation continue at their current paces? To preserve a maximum of green space, would we invent new green high-density typologies in which to work and live?

No. 2

What if you could digitally measure the degree to which a working environment supplements a city's ecosystem?

No. 3

What if, through omnipresent digital tools, the merging of the workplace and common urban spaces continues, like we see in coworking spaces today? Can a company's workspaces extend, encourage, and facilitate the public life of a city?

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What if city politicians worked effectively with the workplace provider? How would this benefit both sides?

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What if you could shape your own city where you live and work to your own specifications? What is the threshold of investment in outdoor public spaces that benefit both workplaces and the public realm?

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What if architectural typologies were a cliché with no universal rules for what an office building must look like? How would you create an identity for your workplace?

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What if advanced technology allows unconventional short-term rental models for residential and work architecture? What kind of radical new opportunities can you imagine?

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What if the global top 100 companies had to contribute directly some portion of their revenues to the improvement of the environment and society (besides taxes)? What kind of contributions in the public interest could you imagine? Would fewer people be employed but a city may have more parks?

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What if you had more time to develop a project? Where in the process would you invest this time?

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What if work/life integration were seen as a synthesis between the two as opposed to carving out more space in one or the other? How would this view change your routine?

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What if participative design, coupled with an awareness of changing attitudes, results in new emerging business models that form the circular economy? What would be key strategies for incentivising and encouraging private entities to be "good neighbours"?

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What if the flexibility of the construct of work reaches a maximum? How would this affect the workplace organisation? Is there a limit to flexibility? Why?

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What if communication among A.I. robots, human beings, nature, and architecture is continuously accelerating? Can employees benefit from this permanent beta condition?

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What if our environment shifted towards one based on hyperscale computing, encompassing an entire alternative world in which we spend most of our time? What aspects of knowledge cannot be transferred to illusory places?

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What if a new idea could be quickly and realistically simulated? Would we be more innovative, looking beyond the "known" and encouraging experimentation?

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What if the flexible, versatile, and urban community requires a participatory approach to neighbourhood design that is human, social, circular, and uplifting? Would it transform the work/life neighbourhood towards more social sustainability?

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What if there is never a final version of your working environment and all settings, physical and virtual, are in a permanent beta state? Would such a state benefit the communication between knowledge workers and digital tools?

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