

EMPIRE OFFICE



A LOOK AT THE TRENDS IMPACTING
OUR WORLD & WORKPLACE





INTRODUCTION

Our world is in a constant state of change. We recognize there are certain external drivers – such as generational shifts, economic changes, technological advances, and a slew of others – that influence nearly every facet of our lives including our lives at work.

We believe in the importance of examining how these macro trends are shaping and influencing our industry in particular. New product trends and creative ways of approaching workplace design and planning can often stem from learnings shared and insights gathered across many different industries, and even across the world.

So whether you go to work every day in an office, a hospital, a classroom or a co-working space, this trend report is for you. We hope it serves as an inspirational look ahead at what's to come, and what's already here.

ABOUT

We partner with best-in-class architects, designers, brokers, craftsman and manufacturers to deliver proven, creative, bespoke, and cost-effective workspace solutions to activate brands and address business challenges.

Every day we leverage our strategic acumen, visionary workspace design expertise, and top-tier network of time-tested partners, craftsman and installers to help clients activate their unique vision and actualize their brands.

In today's thriving social and visual economy, workspaces are anything but cookie-cutter.

Where and how brands live and work is as important as what they say and do.

We offer solutions far beyond the catalog that greatly surpass any other commercial furniture dealer, we play in today's bespoke marketplace and reflect the personal and tailored tastes of more discerning, demanding and visionary clients.





Relevant Trends in 2019 & Beyond

01/

EXPERIENCE + EMOTION

The workplace of today is unrecognizable compared to the workplace of 10 years ago.

Modern workspaces center around employees and the experiences they have interacting with them. It's no longer about the physical workplace alone, but rather about how it makes employees feel—and the productive response it elicits.

Workspace design is a critical tool for attracting talent and clients, and speaking to a brand and what it values and offers. Consequently, companies are investing more energy and dollars in workplace design, fabrication, furniture, texture, color, finishes, flooring, and accessories. And also in companies that make this process easier and faster with fewer hassles.

02/

WORK-LIFE RHYTHM

As the line between work, home and social life becomes increasingly blurred, it's this workplace experience and how attractive a proposition it is to come into work every day that will ultimately attract the talent and clients businesses crave.

And it's not just office design that matters—it's also smaller, simpler things like flow, amenities, technology, ergonomics and requisite tools that deliver a holistic, branded experience.

03/

A NEW WAY TO WORK

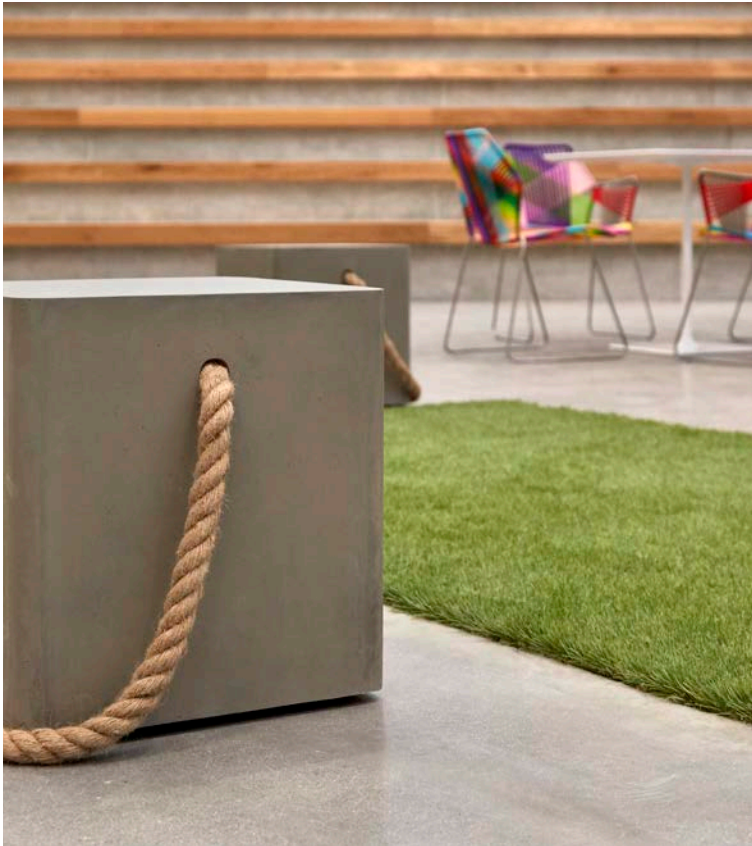
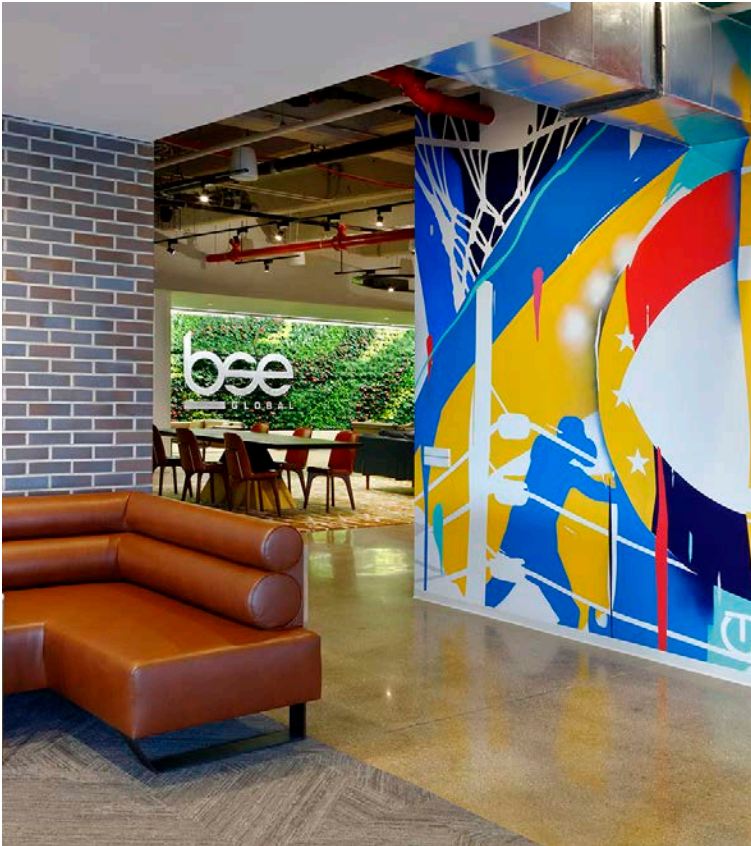
As work styles become increasingly fluid and agile so do workspaces.

Unconventional, open, collaborative, comfortable, fun, playful, happier and healthier--are as important as wired, efficient, plug-and-play and productive.

Aspirations and demands for a "Google inspired" WeWork-style office have diminished as has the look that was dominant over the past few years. Instead, today's workplace design reflects individual brands--and inimitable brand statements. Gone are the days of out-of-the-box, one-size-fits-all solutions.

Today's Modern Workplace

Resimercial Design | Amenity Spaces | Ergonomics
Branded, Unique Spaces | Power Play | Biophilia

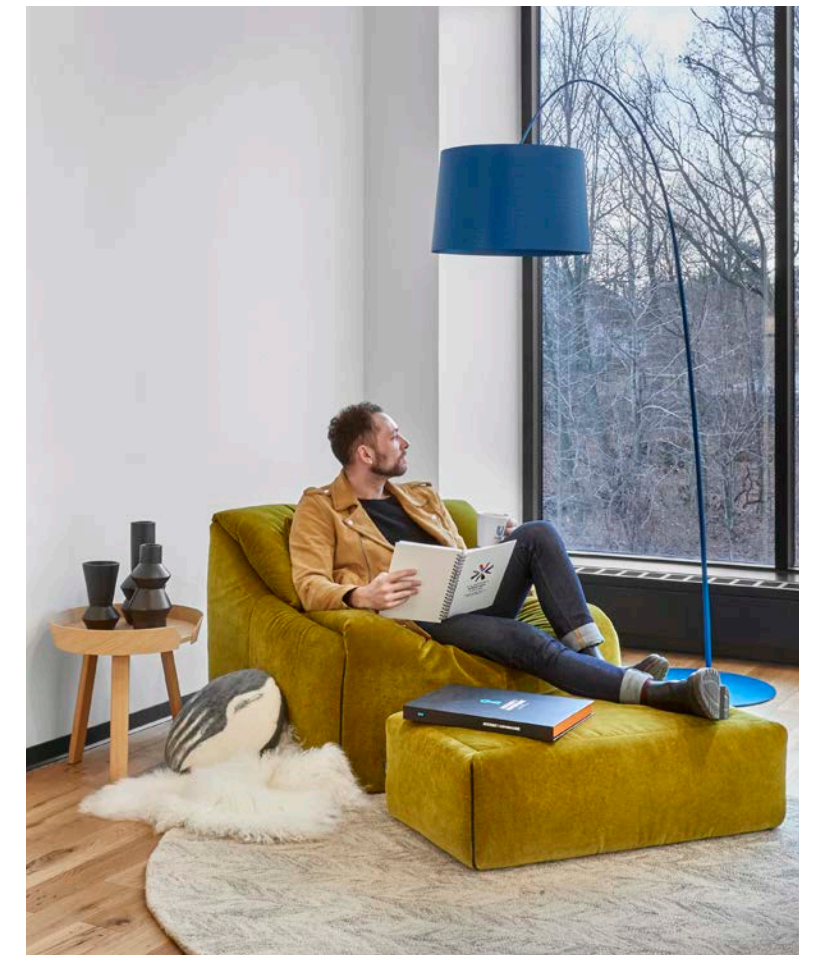


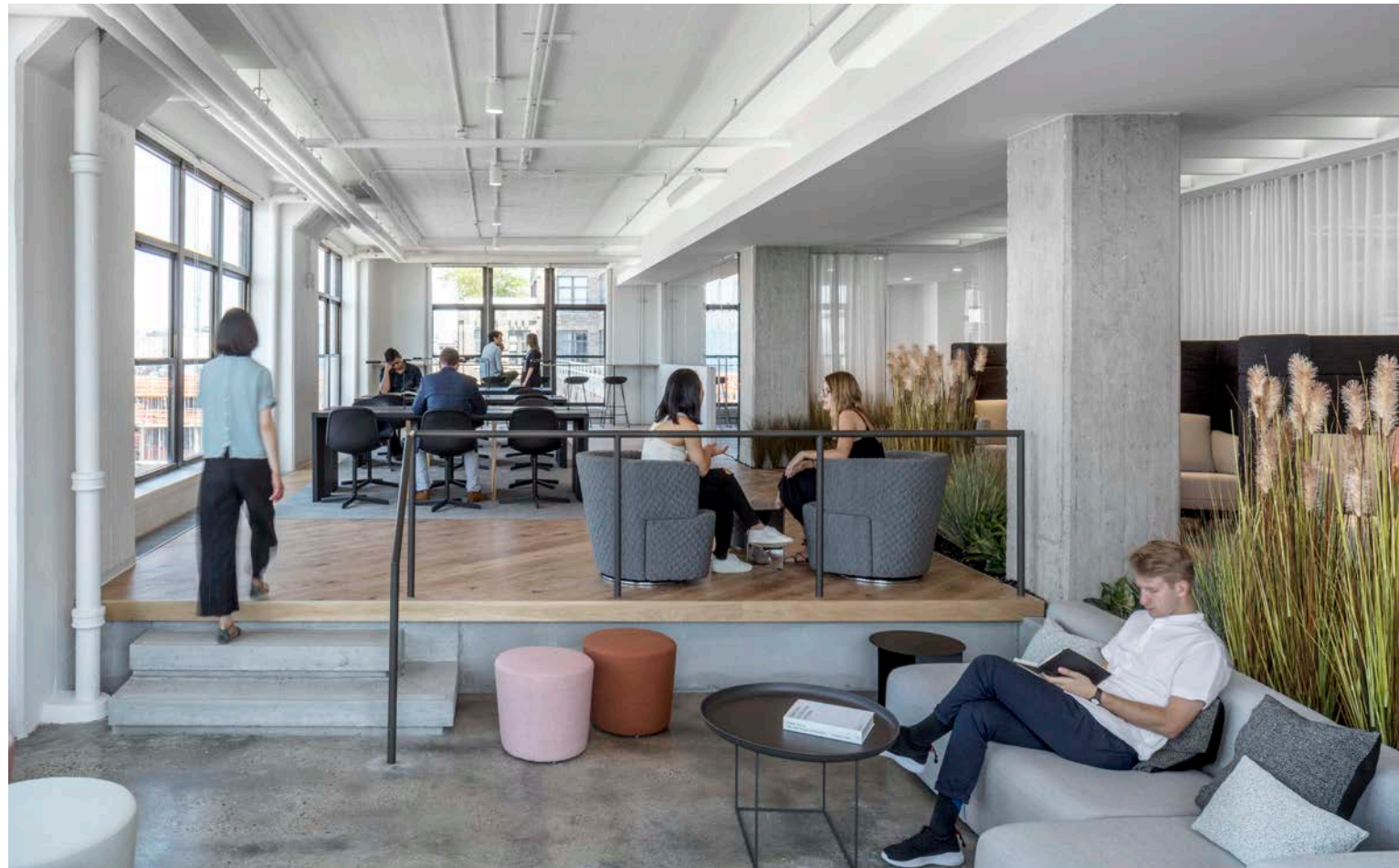


Resimercial Design: Bringing the Comforts of Home to Work

An idea born from the rise of third places and brought to life in boutique hotel lobbies and co-working spaces across the world, it seems resimercial design is here to stay. Recognizing the opportunity in the blending of these worlds, many residential brands have started entering the commercial space in recent years—either by acquisition or new venture—and the results have changed the face of the modern workspace as we know it.

Resimercial style is often warm, comfortable, inviting & approachable, featuring natural elements & a connection to outside, with carefully curated textures & patterns.

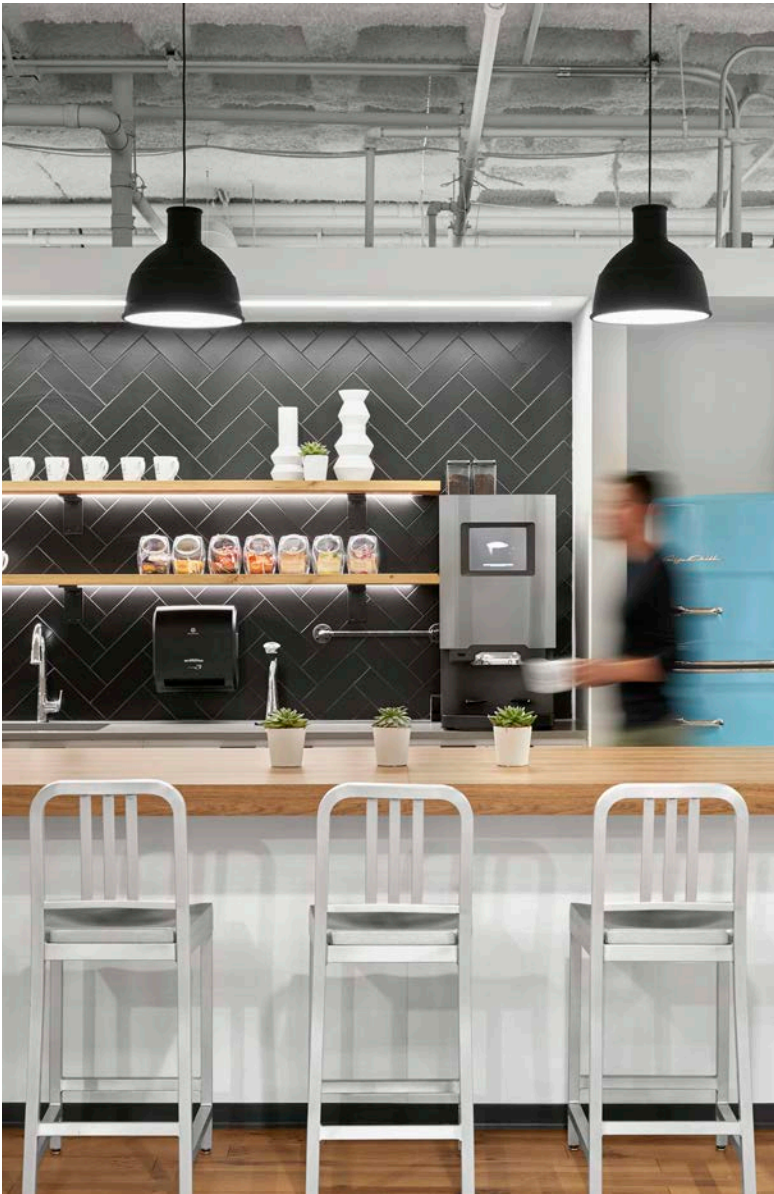


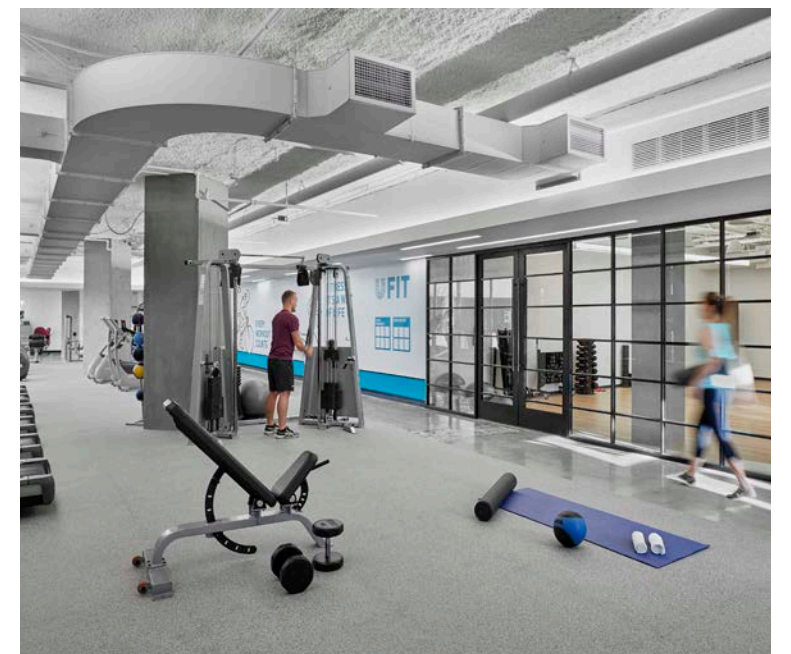
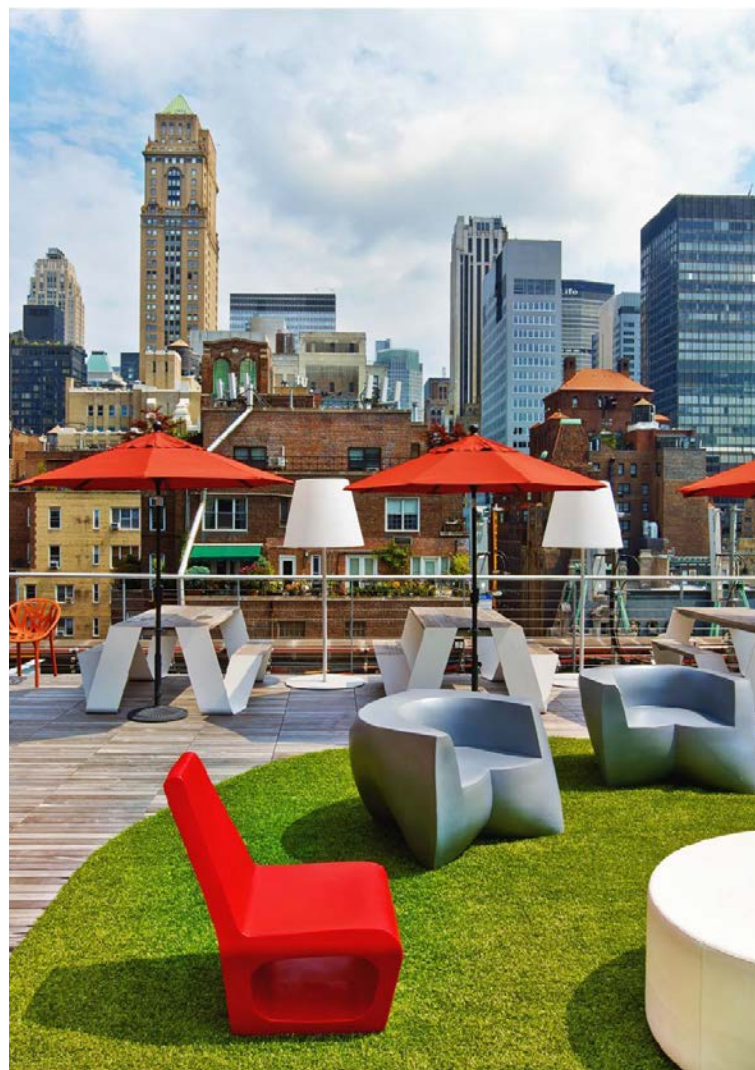


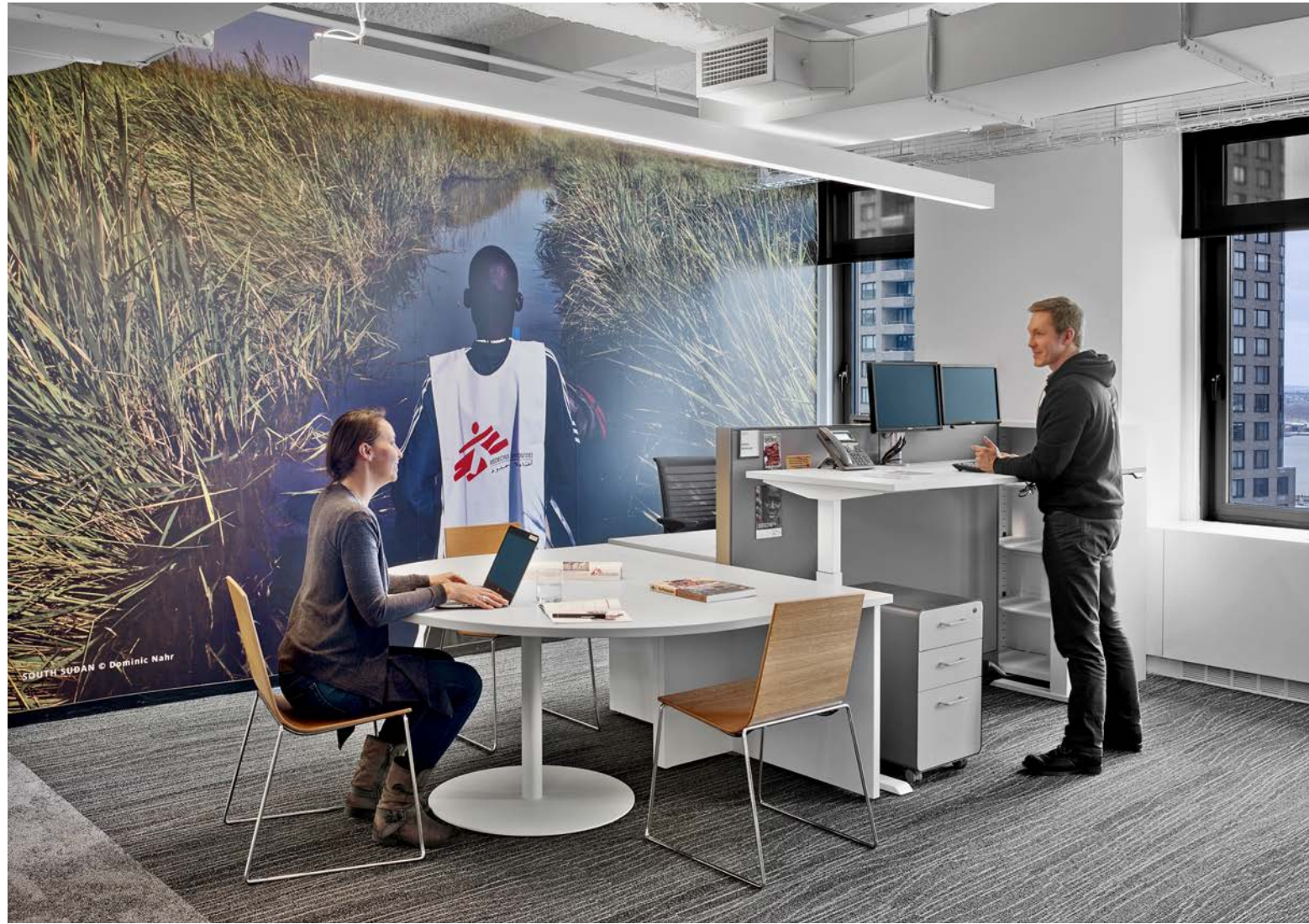
Amenities: Enhancing the Workplace Experience

Experience can create a connection point for employees to their workplace and help give more meaning and purpose in their work. The beauty of experience is that it's relevant and specific to the person. Everyone will interpret it and interact with it slightly differently.

While experience is highly personal, it can also be intentionally curated.



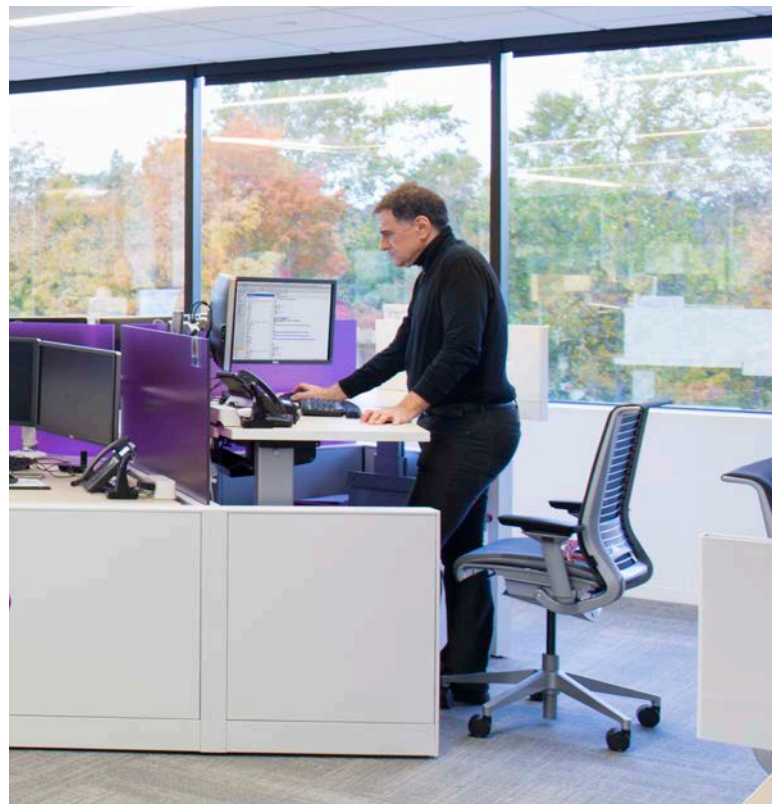




Ergonomics: Raising Work-Health Awareness

Workplace health, well-being, and ergonomics are hot topics for companies seeking to improve workplace productivity, focus, product quality, employee engagement and cost reductions.

Where form meets function matters as does getting the most out of workspace layout and design.

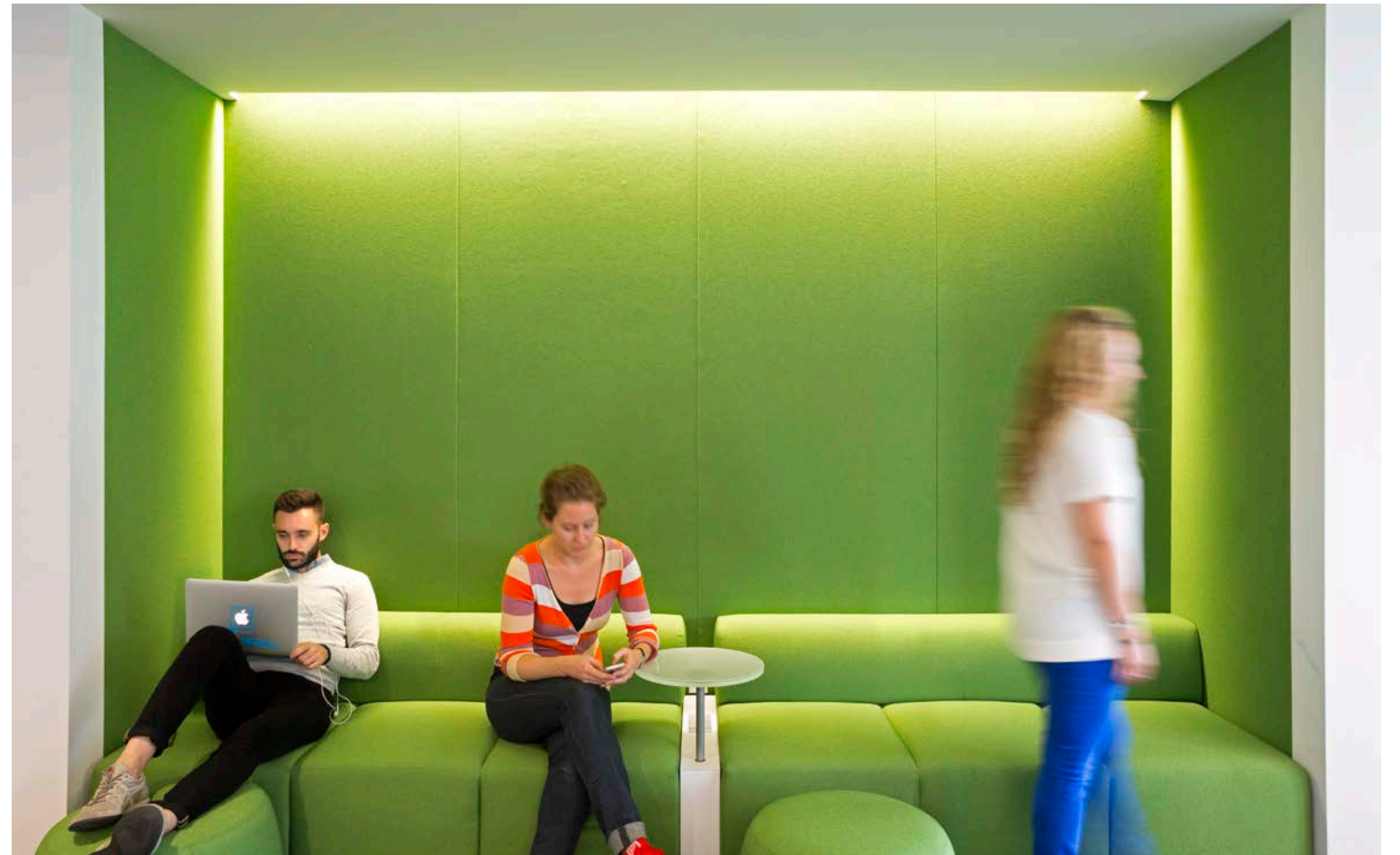


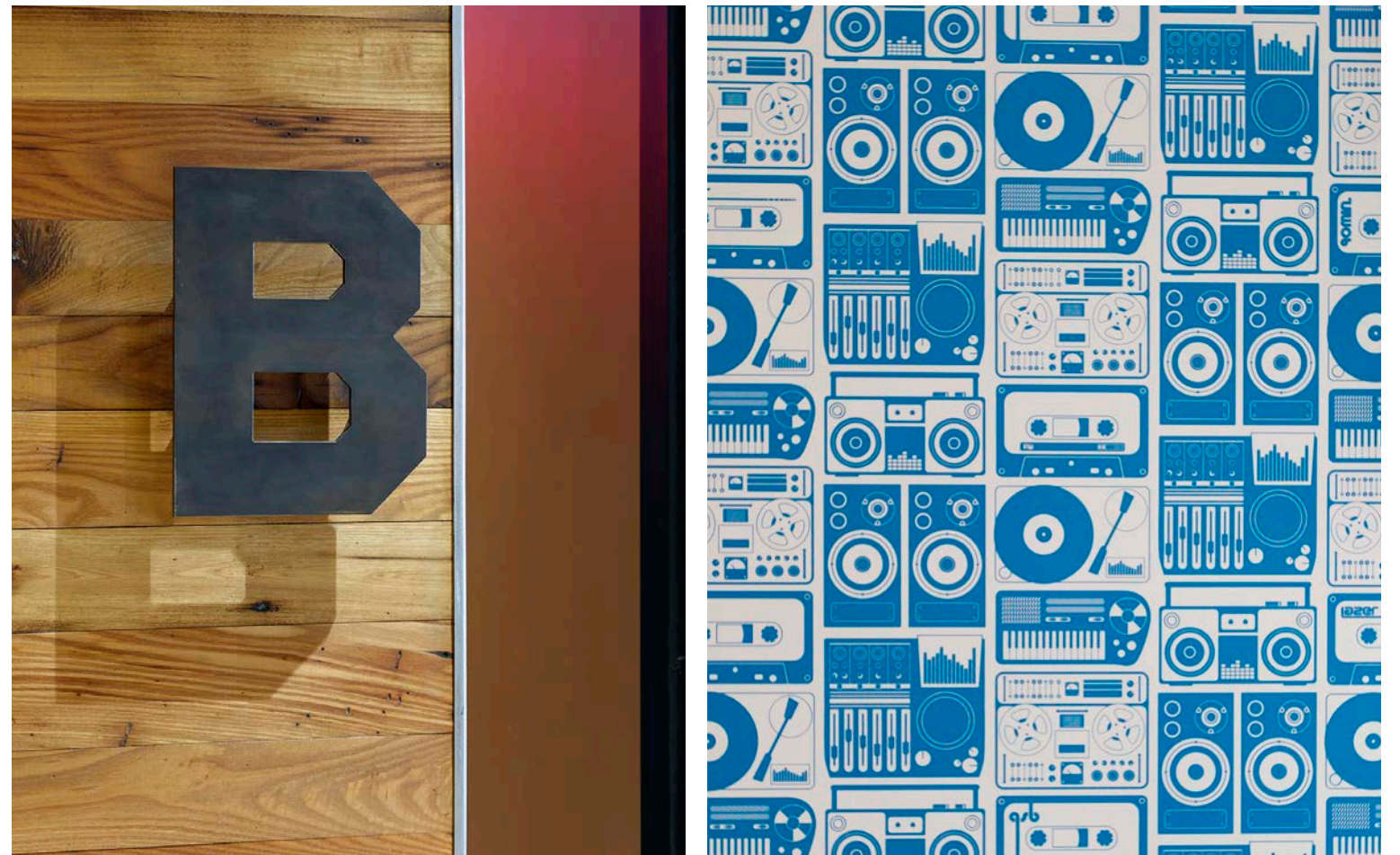
Branded, Unique Spaces: Showcasing Brand Personality and Culture

With the rise of millennial employees, social media and visual self-promotion, branded environments have become a critical part of the marketing mix.

Color palettes, furniture, flow, flooring, walls, community features, and communal spaces all translate to the lure and appeal of a brand. A significant and recognizable branded interior can reinforce corporate culture and persona while also inspiring employees, improving productivity and furthering employee brand evangelism through sharing and pride.







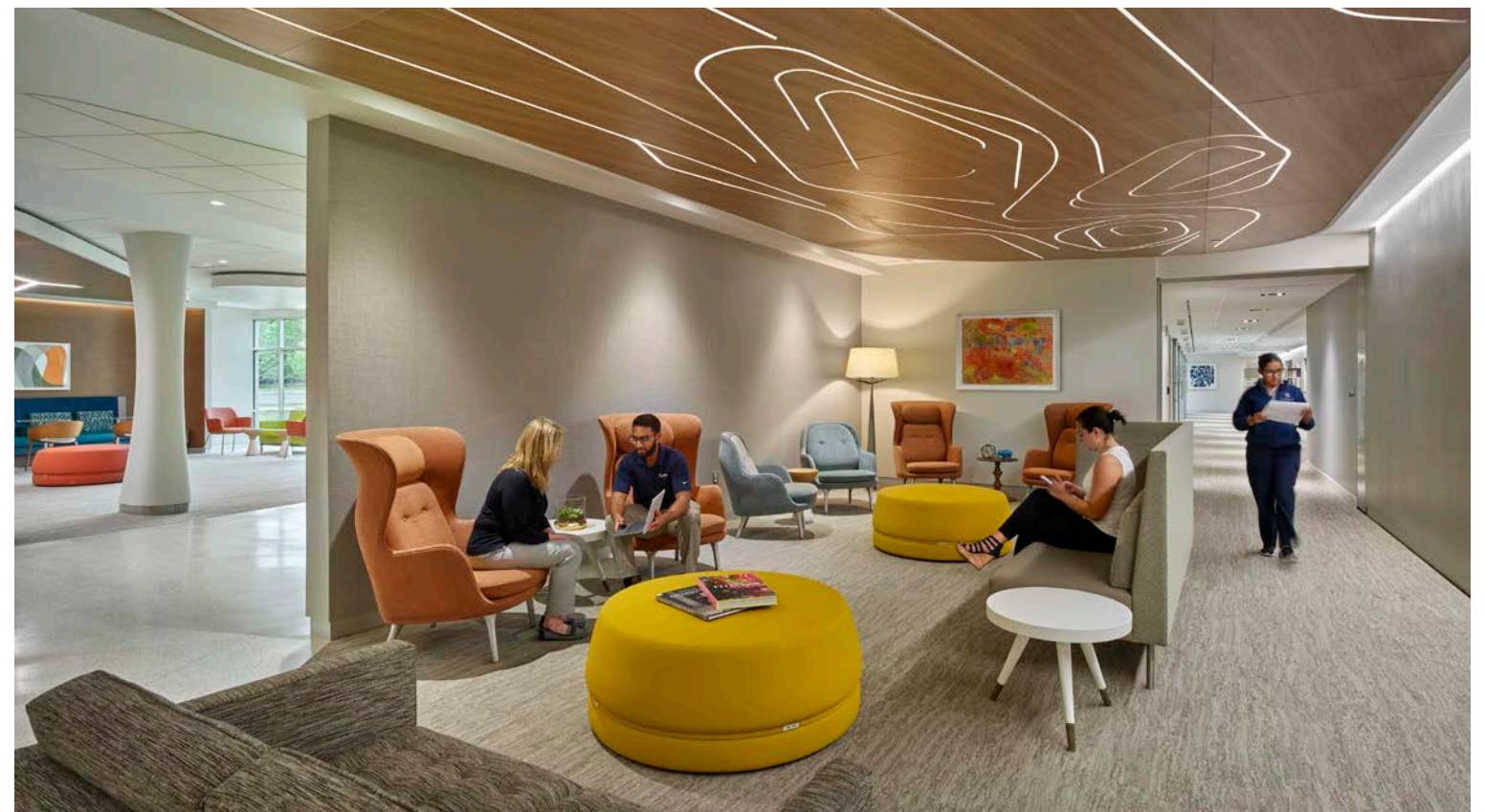
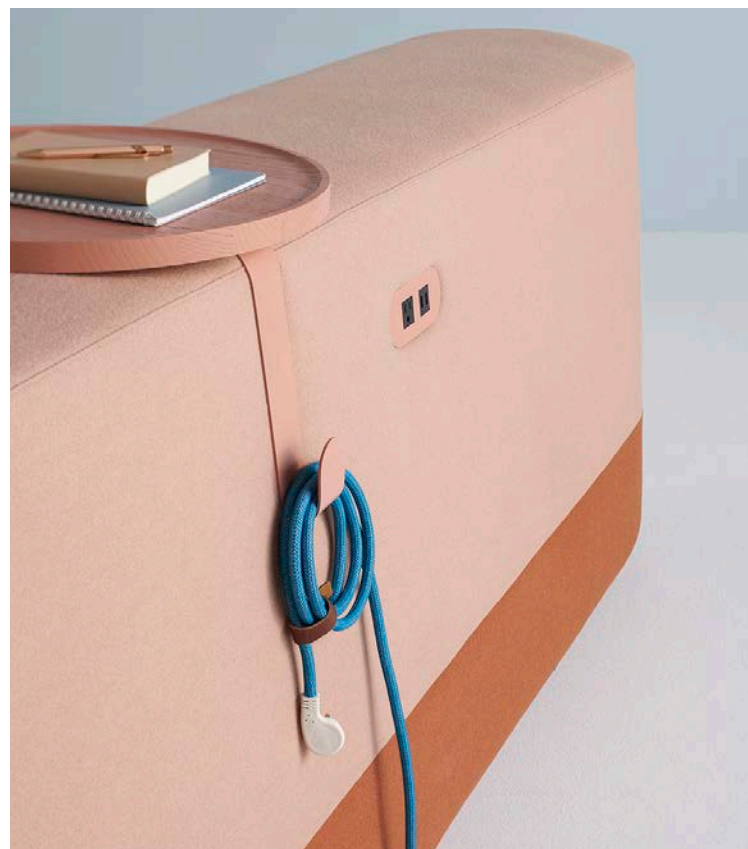


Power Play: Plug in Where and When you Need it

Power (*the electrical kind, that is*) is practically a basic human necessity at this point. In order to do anything in life, we need to have easy access to a place to plug in.

With the nature of work only getting more and more mobile, the concept of “work from anywhere” only works when your “anywhere” is actually designed to be functional. Third spaces can’t be productive alternate workspaces without accessible outlets for charging devices.

This is ushering in a new wave of smart technology-enabled furniture that’s not just functional, but soft, inviting, beautiful and extremely comfortable. With solutions like these, perhaps the third space will soon become our first-choice-space.



Biophilia: Giving Life to the Workplace

According to a trend report by Coalesse, "Biophilic design is a philosophy based around the principle that humans have an innate need to feel connected to nature for their own wellbeing."

Biophilic walls and featured planters have been shown to increase productivity and creativity levels, as well as improving office air quality.





Photography Credits

FEATURED CLIENTS

ADVANCED CENTRAL SERVICES
As seen on page 18

BANKRATE
Shot by Randall Scott
Designed by TPG Architecture
As seen on page 17

BROOKLYN SPORTS ENTERTAINMENT
Shot by Tom Sibley
Designed by TPG Architecture
As seen on pages 16,20,22,25,31

BUZZFEED
Shot by Evan Joseph Photo
Designed by Studios Architecture
As seen on page 23

DOCTORS WITHOUT BORDERS
Designed by ENV
As seen on page 18

HAVAS
Designed TPG Architecture
As seen on page 16

HIGH 5 GAMES
Shot by Chris Leonard
Designed by Gensler
As seen on page 25

HORIZON MEDIA
Shot by Magda Biernat Photography
Designed by A+I Design
As seen on pages 12,15,29

IHS MARKIT
Shot by Robert Deitchler
Designed by Gensler
As seen on pages 16,21

JOES JEANS
Shot by Ryan Gobuty
Designed by Gensler
As seen on pages 8,12

JUICY COUTURE
Shot by Ryan Gobuty
Designed by Gensler
As seen on page 5

MASHABLE
Shot by Bilyana Dimitrova
Designed by Studios Architecture
As seen on page 23

MEMORIAL SLOAN KETTERING
Shot by Halkin Mason Photography
As seen on page 27

PENNY HOARDER
As seen on page 31

RAZORFISH
Shot by Ari Burling
Designed by TPG Architecture
As seen on page 24

UNILEVER
Shot by Garrett Rowland
Designed by Perkins + Will
As seen on pages 3,6,7,9,10,11,13,14,17,24

UNILEVER
Shot by Chris Leonard
Designed by Gensler
As seen on page 30

Other imagery as seen on pages 8,9,19,26-28, and 32-43 has been provided by our manufacturer partners.

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