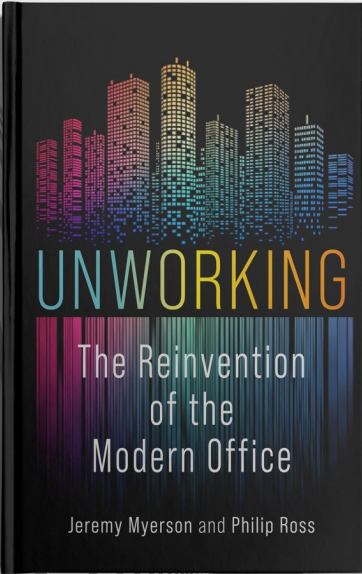


# Unworking

Reinventing our cities  
and workplaces


Re-building Europe 2023, Paris

Jeremy Myerson




**WORKTECH™ ACADEMY**

1



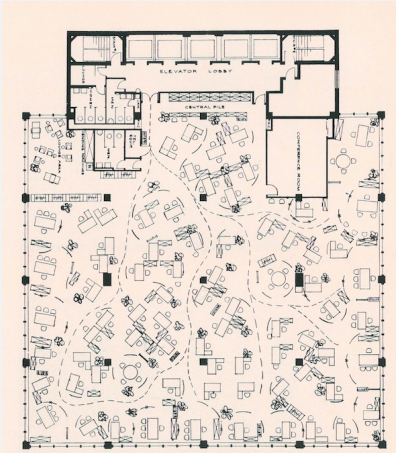
# Efficiency



UNWORKING

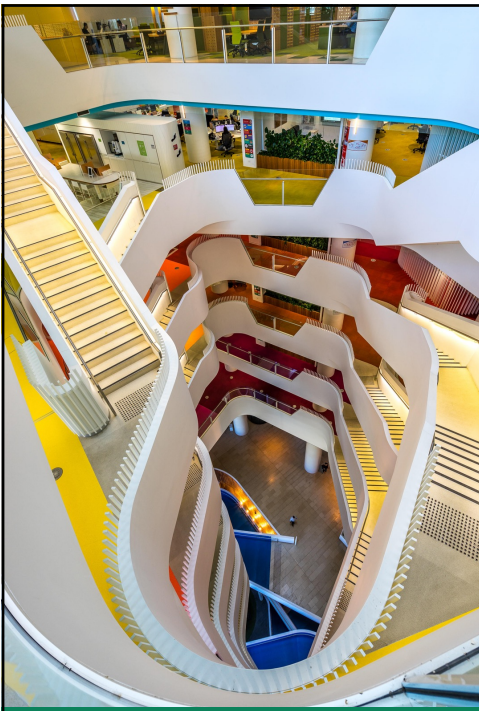
2

# Community



3

# Network



what is knowledge work?

UNWORKING

4



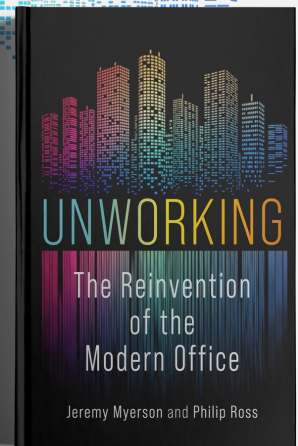


# Prism of the pandemic

5

## Unworking: a definition

“To unravel how we work, unbundle assumptions about the modern office, and unlearn the habits and rituals that have traditionally defined our behaviour at work...”



UNWORKING

6

**'It is safe to assume that the move from an analogue world to a digital one challenges the assumptions of the city plan and the lives that people lead within it...'**

Unworking: The Reinvention of the Modern Office



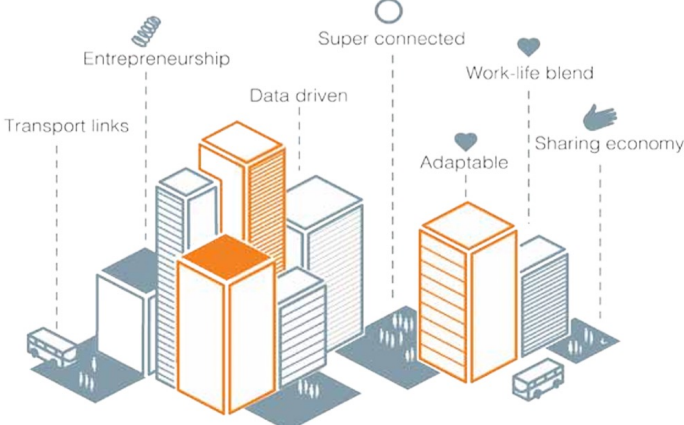
**Cities:  
Urban plan reimaged**

7

**Intermix:  
From mixed use to mixed experience**

Public	Physical
Virtual	Residential
Transport	Private
Retail	Small start-ups
Large corporates	Workplace

The Intermix Dimensions



Entrepreneurship  
Super connected  
Work-life blend  
Transport links  
Data driven  
Adaptable  
Sharing economy

8





9

**Backlash against towers**

“The unavoidable fact is that, in terms of resource efficiency, the embodied carbon in their construction and energy consumption in use, skyscrapers are an absurdity....”

Architects Declare



10



## New Suburbia



11

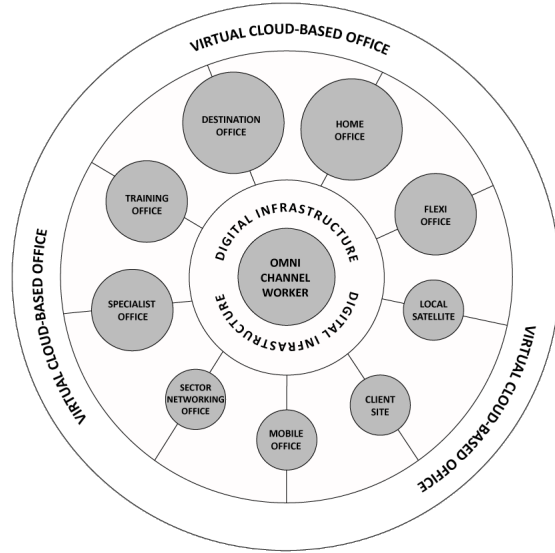
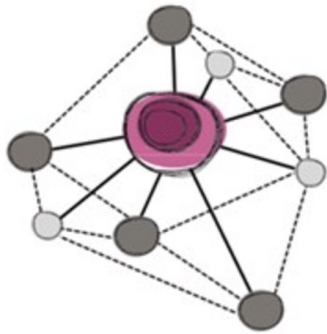


## Office as Off-Site

12

# A polycentric approach

WORK FROM ANYWHERE: LANDSCAPE OF THE OMNI-CHANNEL WORKER



13

# How we'll work tomorrow

People



Place



Culture



Technology



Design



Innovation



**WORKTECH**  
**ACADEMY**

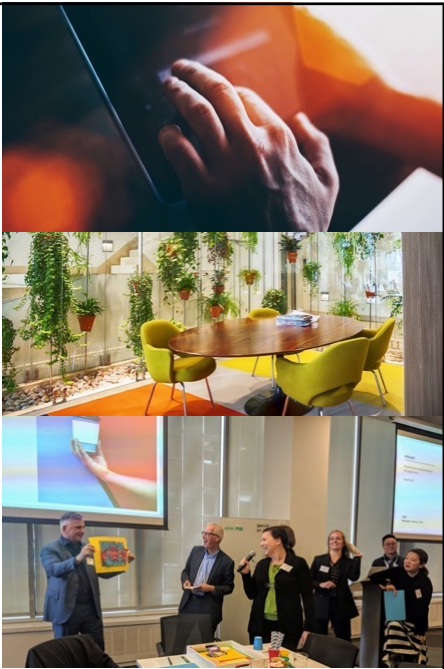
14

# To be continued...

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PEOPLE | PLACE | TECHNOLOGY | CULTURE | DESIGN | INNOVATION