

THE GREAT INDOORS : ISSUE 76 : SEP/OCT 2010

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INTERIOR
REALITY

BEYOND THE CUBICLE

From the creator of the website *This Ain't No Disco (It's Where We Work)* comes a globe-spanning collection of 45 inspiring offices.

WORDS TRACEY INGRAM

Featuring the workspaces of some well-known agencies within the advertising, media and design industries, *Where We Work* explores the parallels between buildings and the activities they house. Whether envisaged by the office workers themselves, or in collaboration with architects and designers, these are projects clearly based on the notion that imaginative spaces turn out imaginative ideas. That statement sums up the ultimate goal of the selected schemes, many of which focus on forming thought-sharing environments that break down the barriers (or drab dividing walls) between spaces and people.

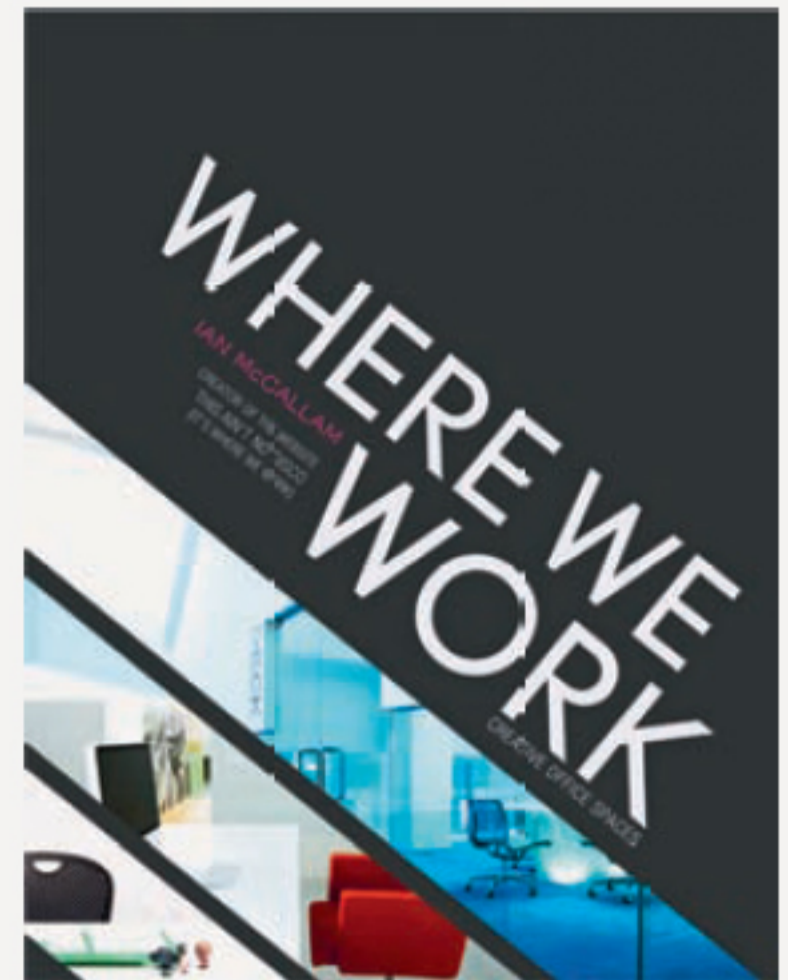
The competitiveness of such industries is reflected in the office designs, as the workplace is invariably an extension of the brand. Having

to put their most inspired foot forward, these spaces often have to accommodate parties and other events organized to entertain clients and to drum up potential business, while still remaining conducive to the working needs of the staff.

Rather than commenting on the future of office design, the author gives the voice to the creatives, who provide insights not only into developments they see unfolding before them but also into the positions assumed by their office designs in the grand scheme of things. Quotations attributed to the various designers and business leads accompany a wealth of glossy images, providing a good overview of the workspaces, which range from a mere 107 m² to a sizable 23,226 m². The projects are grouped according to area, with Europe and America featuring most heavily and Africa and Asia-Pacific represented by a smattering of projects.

It's refreshing to see such considered thought given to the places in which we spend so much of our lives; one can only question whether the less-artistic industries will follow suit. As the author accurately claims: 'These offices will make you re-think the typical nine-to-five lifestyle.' ■

Where We Work: Creative Office Spaces
Ian McCallam
Collins Design
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BACK TO THE FUTURE

Some big names in the exhibition world and a look at the latest innovations come to us courtesy of Swedish Travelling Exhibitions.

WORDS CASSANDRA PIZZEY

The second instalment in the *Future Exhibitions* series takes a look at innovators in the world of exhibitions. Divided into chapters, the book covers pioneering shows, institutions and people, while guiding us through what lies ahead for public presentations of art, products and other items of interest. A coherent and understandable work, the book is written authoritatively but with the reader in mind. Although each chapter is by a different specialist in the field, the book reads as a pleasantly flowing continuum that might have been written by one person.

Starting with a chapter that explains the visitor's role in how the curator approaches an exhibition, the book proceeds with a section on institutions (including museums and educational centres) that are setting an example for their

colleagues. In the chapter entitled 'Oracle', some important names in the world of exhibitions crop up – a prime example being Zaha Hadid, the architect responsible for the design of the MAXXI Museum in Rome. The book finishes with a look at the latest technologies used in exhibitions today, such as interactive displays that use internet feeds and cameras that make visitors part of the art on display.

Raqs Media Collective's contribution to *Future Exhibitions No. 2* comprises a six-step plan on how to curate a future biennale; although a bit out of sync with the rest of the book, the scheme does provide an interesting viewpoint. Each chapter ends with a number of helpful website links that lead to more information. Text provided in both Swedish and English is an additional welcome feature. ■

Future Exhibitions No. 2
Sanna Svanberg
Riksställningar Swedish Travelling Exhibitions
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