

WorkTech09 New York Conference

Wednesday 20th May 2009 - The Time & Life Building, New York



Philip Ross is an author and commentator on emerging technology and its impact on work and the workplace. With Jeremy Myerson, he has written a number of books on the future of work, including the Creative Office, 21st Century Office and Radical Office Design. He will talk about the impact of new technology on work as we move towards the 'synchronous society'.



Clive Wilkinson Macquarie Group, One Shelley Street, Sydney, Australia
Australia's leading investment bank, Macquarie, acquired the lease for a new ten-story 330,000 sq. ft. office building on Darling Harbour in Sydney to accommodate their rapidly expanding operations. Working with Clive Wilkinson Architects and other global consultants, Macquarie has utilized the opportunity to fundamentally rethink its' ways of working, and it's interaction with both clients and the public. This presentation will describe the intensive design process prior to the buildings targeted completion in October 2009.



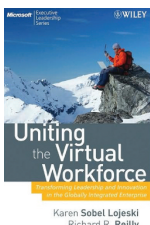
Dr Andrew Laing is the Managing Director of DEGW North America. He uses his expertise in the implications of new work patterns for the design and use of work environments to help leading organizations improve workplace performance in relation to business goals. Andrew will reflect on the current US workplace, with reference to the global case studies shown in the early session.



Cindy Allen has been with Interior Design magazine since 1996 and was named editor-in-chief in 2001. The panel will discuss experiences of how alternative working has saved their businesses money. Panel members tbc.



Dr. Karen Sobel Lojeski is a Professor in the Department of Technology and Society at Stony Brook University, author of "Uniting the Virtual Workforce" and Founder of advisory firm, Virtual Distance International. Karen will discuss recent data revealing growing gaps between the need for fostering virtual team collaboration and an organizations' ability to do so and present her groundbreaking discovery, Virtual Distance.



Registration 8.30am

Chair: Neil Salton
Director, Ideation Group, Haworth

Chairman's Welcome

RADICAL OFFICE DESIGN

9.00am WORK in a Synchronous Society
Philip Ross, CEO Cordless Group

9.45am Radical Office Design
Jeremy Myerson, Director, Helen Hamlyn Centre at the Royal College of Art

10.30am Coffee Break and Innovation Exhibition

GLOBAL WORKPLACE INNOVATORS

11.00am Australian Case Study: Macquarie Group Shelley Street
Clive Wilkinson, President and Design Director, Clive Wilkinson Architects

11.30am Far East/Asia Case Study: Accenture Japan
Daniel Johnson, Global Director, CRE Workplace, Accenture

12.00pm Google's Philosophy
Christopher Coleman, Director, Google

12.15pm European Case Study: Google Zurich
Stefan Camenzind and Tanya Ruegg, Partners, Camenzind Evolution

12.45am Lunch

1.45pm View from America
Andrew Laing, Managing Director North America, DEGW

ALTERNATIVE WORKING

2.15pm Cost reduction through alternative working
Panel debate with Cindy Allen, Editor in Chief, Interior Design

3.15pm Coffee Break

3.45pm Making Virtual Teams Great Teams
Karen Sobel Lojeski, Author and Founder Virtual Distance International

4.30pm Co-working and Mobile Collaboration: Meetups & Unconferences
Anthony Townsend, Research Director, Institute for the Future

5.00pm Chairman's closing remarks

Neil Salton is a Director, Ideation Group, Haworth, a team of scientists, designers, and analysts who study behaviour and attitudes to workspace planning to understand, translate, and measure workspace performance.



Jeremy Myerson is Helen Hamlyn Professor of Design at the Royal College of Art, London, where he also runs the InnovationRCA network for business. Jeremy will discuss the themes of 'Radical Office Design' the third book by himself and Philip Ross. Described as the first comprehensive analysis of emerging office design practice to support and enhance the performance of knowledge workers.



Daniel Johnson will be presenting an overview of Accenture's future workplace strategy, and showcase a pilot project from Tokyo Japan that created a dramatically improved work environment, successfully introduced remote working programs for what had previously been a resident based workforce and dramatically reduced costs while improving their environmental operations.



Christopher Coleman, has driven the strategic expansion of Google offices throughout the globe and lead new workplace design initiatives in New York, London, Zurich, Bangalore and most recently- Sydney. He will discuss Google's space philosophy



Google's incredible workplace in Zurich was the brainchild of **Stefan and Tanya** the partners of Swiss architectural firm Camenzind Evolution. They will present a case study of the project describing the innovation that Googlers demand in tomorrow's internet workplace.



Google™



Dr. Anthony Townsend is a technology forecaster and strategist with the Institute for the Future, an independent non-profit research group based in Palo Alto, California. From 2002 to 2004, Anthony helped pioneer the international community wireless movement though his work with NYC wireless, an NGO that he helped found to create free wireless zones in New York City's public parks and plazas. Building on that effort, in September 2009 he will launch BREAKOUT!, a festival of mobile work.