

# Experiment At Work

18/11/2008

# How I am looking at the future of my work?

What is the relationship  
between where you work  
and how you work?

# What is normal?

Normal is eating “pot-noodle porridge”  
in the workplace at 8.30am, then  
socially networking in your “head &

If you change the way you  
work you change the way  
you think.

I am having a vision....

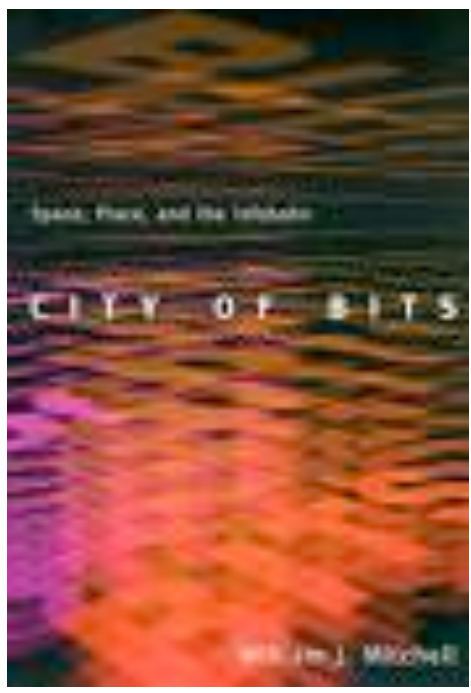
# Two guiding principles

# 1. Creativity is the defeat of habit by originality

2. In business you either  
add value or cost

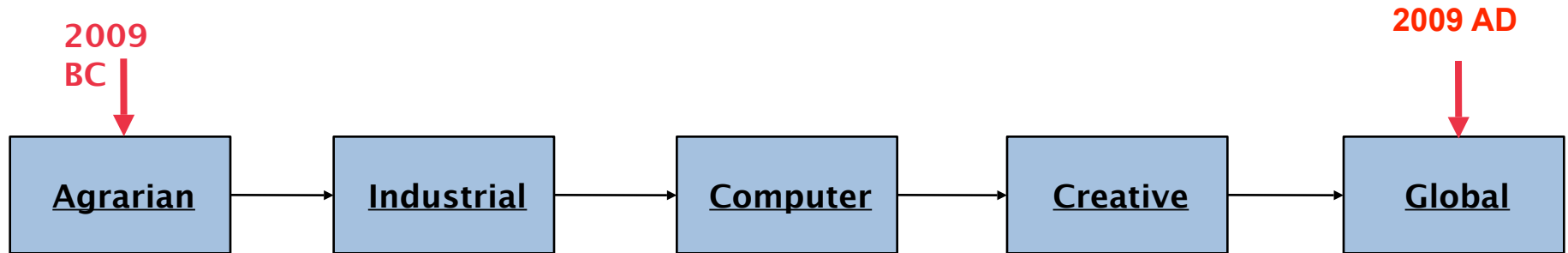
An office is a cost, a small space, a fixed set of stimuli

A city is a gift, a large  
space, a constantly  
changing tableau



Public/private partnerships  
harnessed to  
ever faster internet  
have opened up all cities of the  
world.

# Where are we going?



# The world is inspirational

An “office” not actively  
linked into the Global Age  
is a dull place

We do this by:



Open Source Strategy  
Open Source Creativity

Free entrance into an office space is a visa to a specific world, with its own values,

Free entrance into the  
global world of innovation,  
inspiration and intelligence

# Use the city as a workspace