

# Creative Design Approaches for the New World of Work



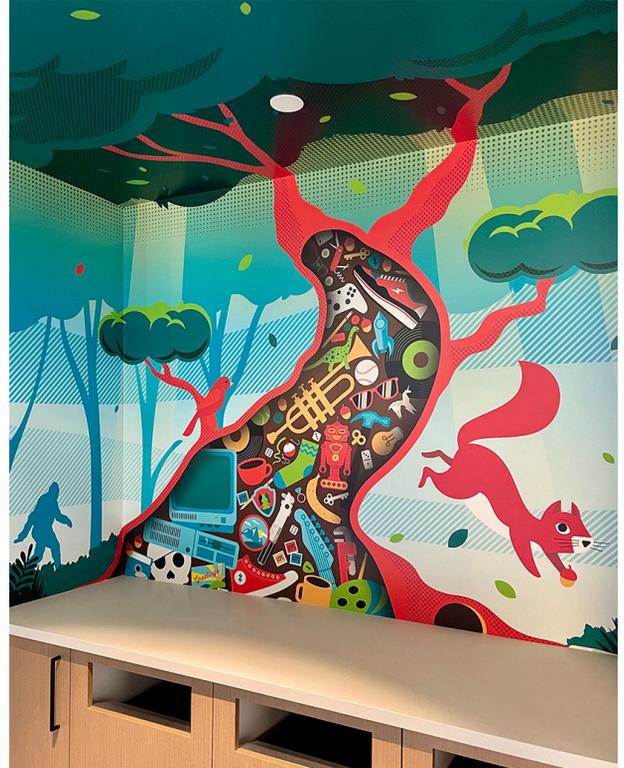
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Our worldwide work-from-home experience over the last year has led to more people than ever considering the merits of great office design in creating supportive, engaging environments where people can be at their best.

As organizations are writing their own playbook for the future of work, there is a massive opportunity to rethink what the office can be – and should be – for our employees and how we can turn the office into a destination, rather than an obligation.

At 3D Identity, a creative studio within elements, we are fortunate to work with some of most progressive companies in the world. Our work involves creating the visual identity and enhancing the experience of an office or campus through experiential and graphic design. Our clients are passionate about providing workplaces that inspire employees to do amazing things. We help them create meaningful spaces and moments in their workplaces that bring their brands and cultures to life.

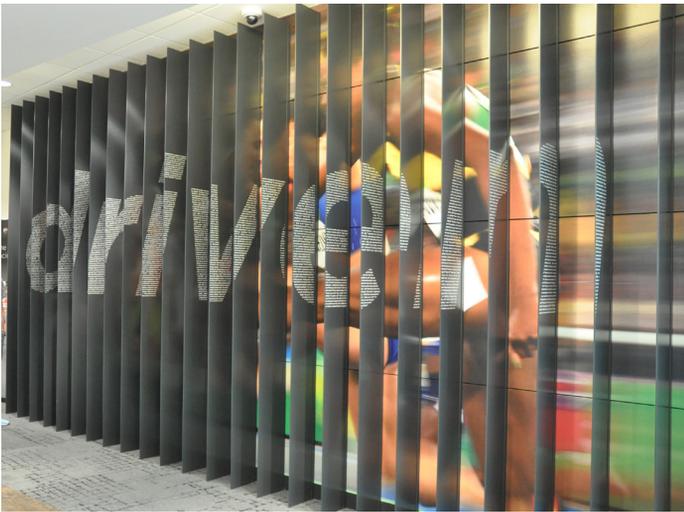
In the process of creating these kinds of environments, over the last year in particular, a few



*Neighborhood portal graphic*



*Painted abstract art on vinyl wall graphic*



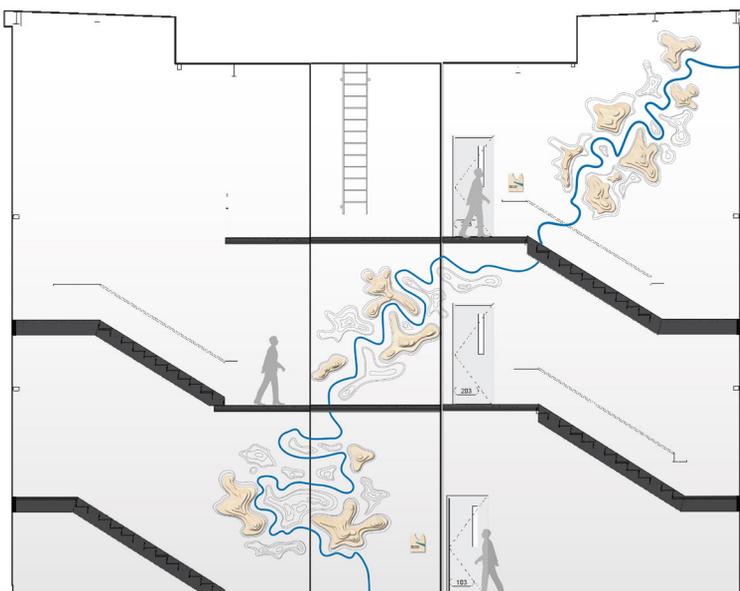
Lenticular wall

creative EGD practices stand out as examples of the kinds of strategies that will ultimately translate into a stronger, healthier and more creative workforce.

### Gamifying Health and Wellness

Unsurprisingly, employers are investing in a more intentional way in the health and well-being of their employees. That includes the more traditional methods, focused on employee benefits and education, but we're also seeing more holistic (and fun) approaches like gamifying healthy activities through wayfinding and graphics.

For example, we're activating stairwells and nontraditional paths inside and outside of a building to incentivize employees to forego elevators and get in a few extra steps. Along the way, we might position custom maps highlighting different parks and nearby trail systems, along with activities employees could engage in. So, on your way up the



Dimensional wood, vinyl and acrylic stairwell graphic

stairs one day, you might learn about a local hike and take your family that weekend. A few weeks later, you might see a fitness challenge. The idea is for there to be new opportunities for discovery throughout the office at all times – all with the goal of supporting employee health and well-being.

### Creating Casual Collisions

A few of our clients are highly focused on creating opportunities and serendipitous “moments” around their offices and campuses where employees might bump into each other in what they call a “casual collision.” They see significant value when employees from different areas of the company are put together for short periods of time. This moment may occur in a café, an intersection, a stairwell – even in the restroom.

We also like the term “bump and spark,” where we create intentional opportunities for special moments where employees stop and engage with something that sparks a conversation or invites curiosity. This is where true social networking and collaboration can happen.

We focus on curating these special moments to encourage the kinds of casual social interactions that people missed out on over the last 18 months and that can lead to ideas or relationships that make a real impact for the company down the road.

### Sparking Aspiration

A large tech client we work for wants to do more than create a great office for its people; the client wants people to learn something from the work environment and then be inspired as a result. So, we help the firm develop themes and stories in the work environment that impart knowledge about a topic – a particular place, a season, a historic event, etc. – designed to entice the employees to explore on their own. For example, we're strategically placing riddles and “Easter eggs” around campus with information that makes employees want to discover the entire building or campus. Employees feel part of something. The experience of coming into the office is not just about something that looks nice, rather, there's a sense of discovery, connection to place and adventure. The client feels this is a competitive advantage in attracting and retaining top talent.

By helping our clients create and share visual stories in the workplace, we foster the kind of experiences they can't get anywhere else, which helps bring the brand and company culture to life. Work environments with purpose and meaning ultimately will be the key to not just bringing people back into the office, but keeping them happy, engaged and inspired to do great things. \\\



River Finish Options



3M 1080 Green Blue Metallic Vinyl 0227



Blue Stained or Printed Baltic Birch Plywood



Frosted Blue Back Printed Acrylic