Frank Duffy
DEWG London

Architectural typologies of Shanghai's new economy

Dr Francis Duffy

Architectural Typologies for Shanghai's New Knowledge Economy

08 July 2005 Urban Age Shanghai

DEGW

The history of the office building

- is usually told in terms of constructional wonders

- and architectural achievements

- but office design is much more closely related to business, technological and cultural factors

Reliance Building

Architect: Burnham & Root
Date: 1895

What are office buildings for?

- Not just *commodities* but instruments

- To support businesses

- To generate wealth

- To open up possibilities for future growth and change

- To communicate ideas and values

- *….. just like cities*

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Three Office Typologies

- **Taylorist**

- the consequence of the late Nineteenth Century discovery of 'Scientific Management'
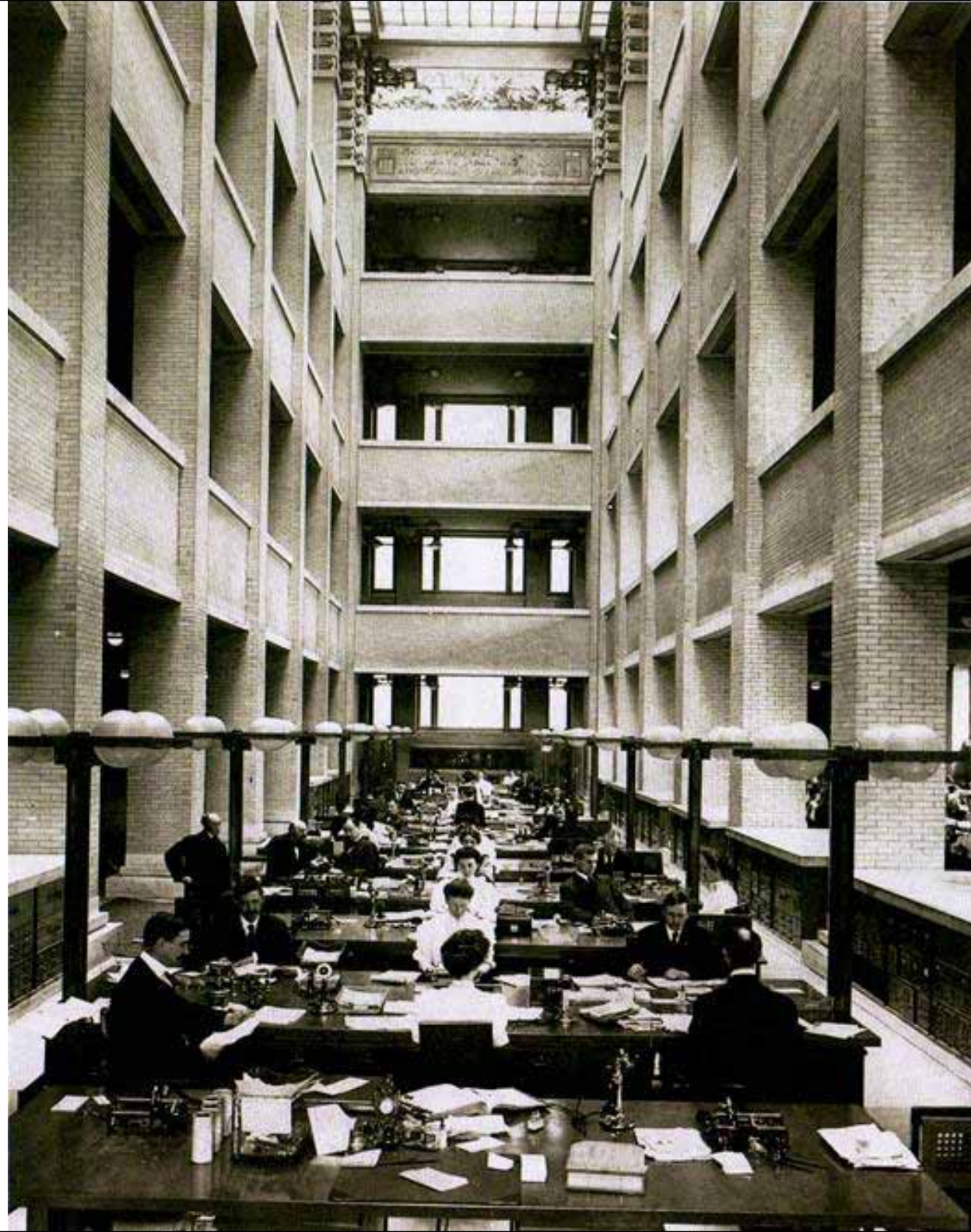
- **Social Democratic**

- the consequence of Post Second World War social and economic reconstruction

- **Networked**

- the consequence of robust, reliable, ubiquitous early Twentieth First Century Information Technology
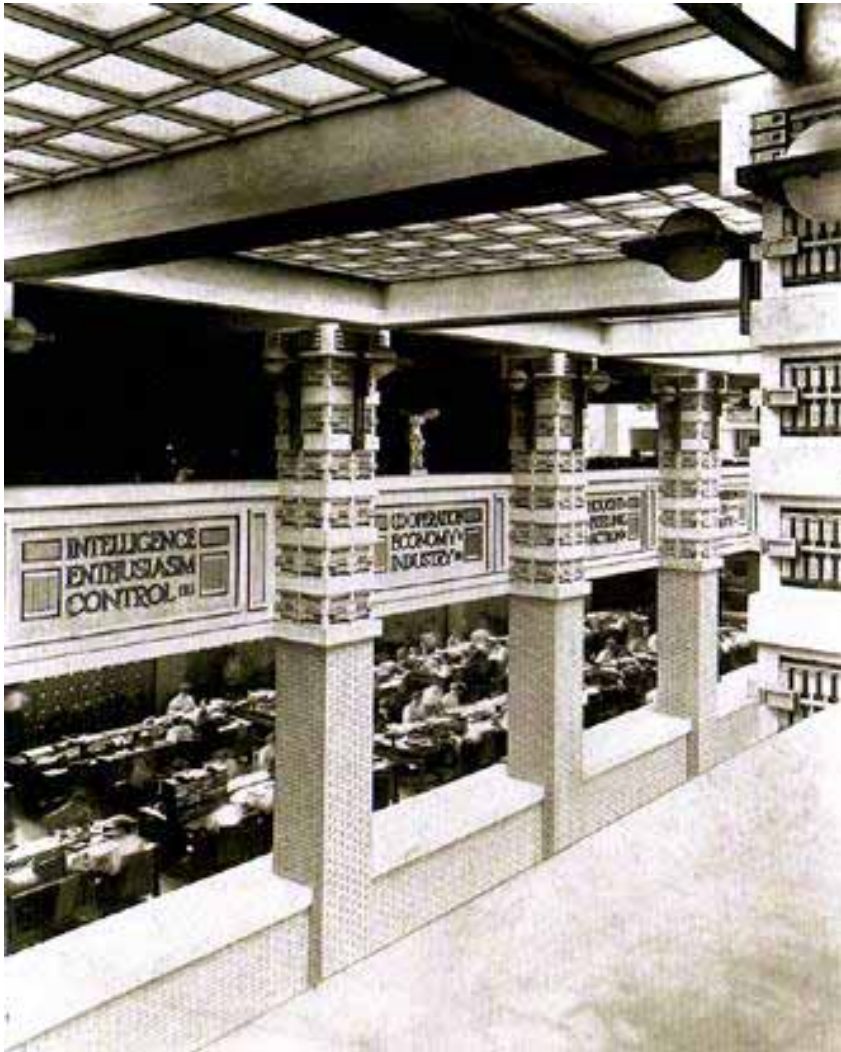
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Taylorist

The Larkin Building, Buffalo
Architect: Frank Lloyd Wright
Date: 1904

Taylorist

The Larkin Building, Buffalo
Architect: Frank Lloyd Wright
1904

Taylorist

Lever House, New York
Architect: SOM
1954

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Taylorist

Seagram Building
Architects: Mies van der Rohe
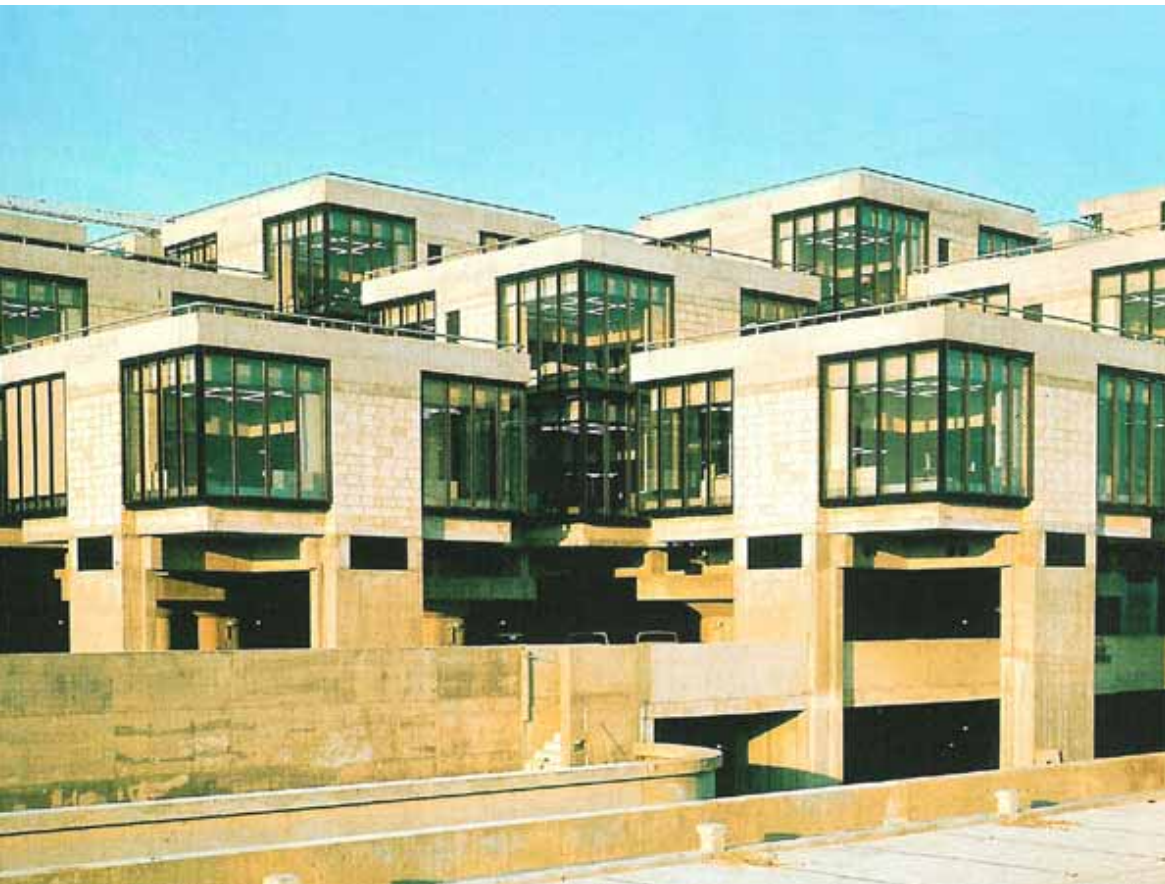& Philip Johnson
1958

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Social Democratic

Centraal Beheer, Amersfort, The Netherlands
Architect: **Herman Hertzberger**
1974

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Social Democratic

SAS, Stockholm, Sweden
Architect: **Niels Torp**
1987

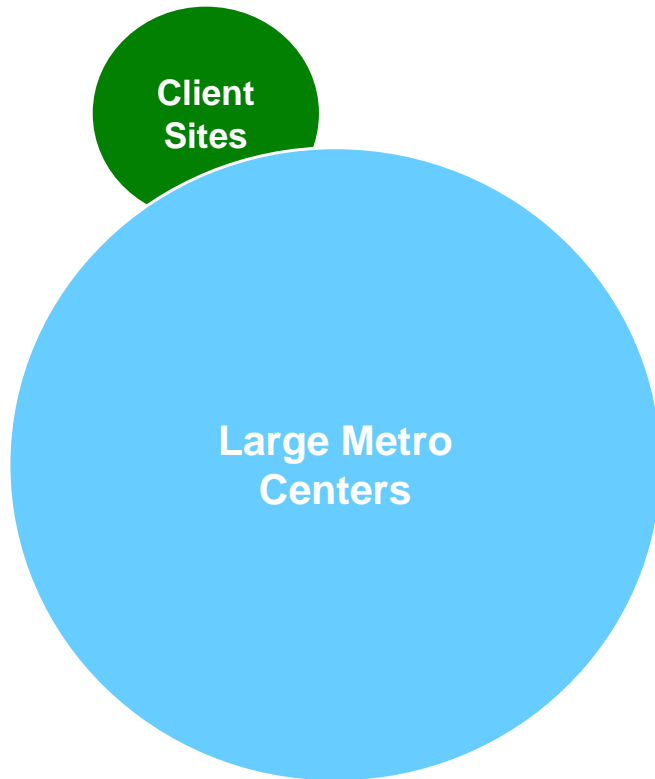**DEGW**

Today's global business environment

Fierce international competition

Fragmented, demanding markets

Complex, dynamic technologies

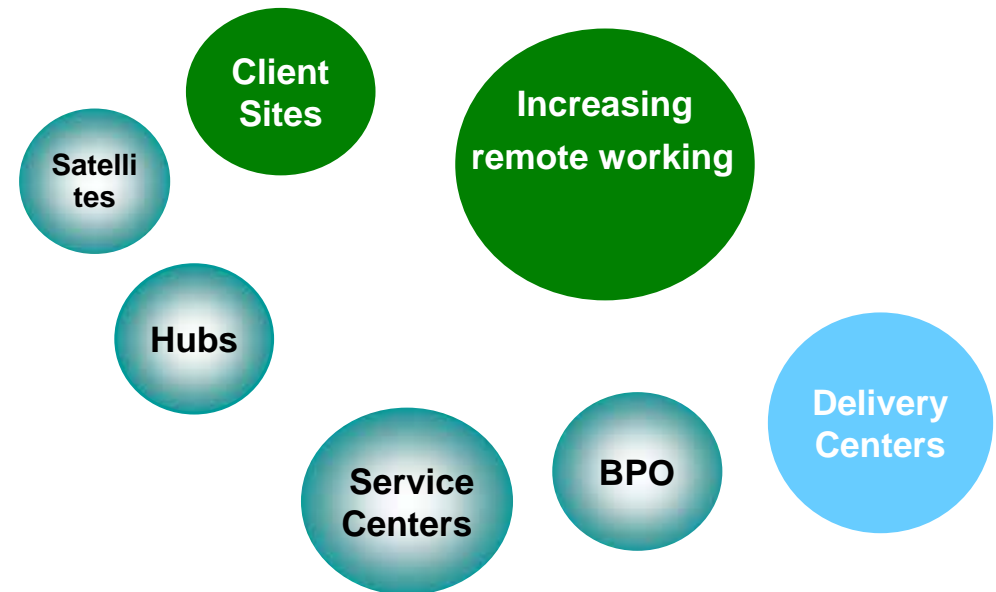*Innovation and agility have become the keys to business success!*

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Networked Offices:
Accenture

1995 to 2002

2002 and onwards

Client Sites

Large Metro Centers

Satellites

Client Sites

Increasing remote working

Hubs

Service Centers

BPO

Delivery Centers

Long term, fixed cost with limited flexibility

Short term. variable cost, shared and free facilities

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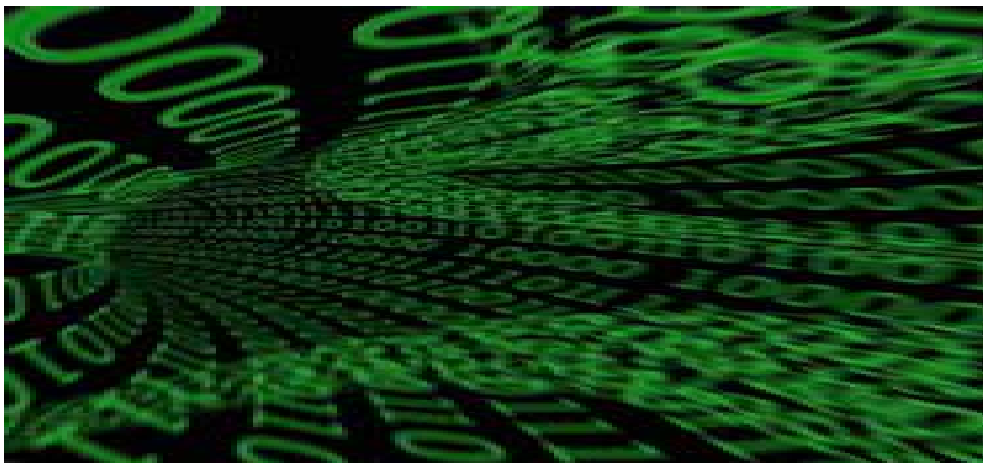# Experiencing both virtual and physical worlds

Virtual spaces

[tele presence]

- **networked**
- **mobile**
- **invisible**
- **intangible**
- **programmed**

Physical places

[bodily presence]

- **territorial**
- **stable**
- **visible**
- **tangible**
- **spontaneous**

Three Typologies of Acquisition

- **The Taylorist Office**
  - developer led, highly standardised
  - leased, exchange driven
  -

- **The Social Democratic Office**
  - purpose built, highly specific
  - long term ownership, use driven

- **The Networked Office**
  - as much services as space, responsive to customer demand
  - paid for by the hour, value adding - output driven

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The questions for Shanghai are:

- Not *which* type of office to choose
- But *how many* of each type does Shanghai need

- in what relation to other *amenities*

- in a city which should be designed
- not just as so much concrete and steel
- but as an *intelligent complex of multiple networks*

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Shanghai's Future as an Intelligent City:

- Is Shanghai building the wrong type of office for the future?
- Or perhaps too much in the wrong locations
- and in the wrong relationship to other amenities?

- If so, how can Shanghai refit obsolescent office buildings
- and recreate vital and stimulating places
- to meet mixed, changing and unpredictable needs?
-
- *… the office can no longer be regarded as a stable building type*

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