



## Emerging Work Patterns and Their Implication on the Strategy and Planning of Work Environments

### Introduction

This chapter describes two profiles of future work patterns and illustrates the potential implications for the planning of work environments. These two profiles are distinct but inextricably linked. Work environments are changing in terms of boundaries, location and ownership which have implications for city planning. This chapter will explore the drivers behind these profiles and propose solutions, which accommodate the demand for workspace in the modern city. The two proposed work profiles and associated work ‘environments’ are:

***Virtual network:*** The main criteria determining organisations that would operate across a virtual network are that they tend to be reliant on *virtual communication* within a group, tend to be *outwardly focused*, that is, towards their market or client base and are likely to be *service providers*. The range of environments and tools that together make a virtual workplace will be explored, with reference to the *Sustainable Accommodation for the New Economy (SANE)* space environment model. This model explores the changing relationships between people, place and technology. Challenges facing these groups include corporate identity, connecting communities of people, fostering culture, identity and self-esteem, balancing territories and environments that traverse local and global contexts