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   + Gig Economy

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CASE STUDY
UNLISTED EXPERIENTIAL 2019

ORGANIZATIONAL STRUCTURE

TEAM COLLABORATORS

LEADERSHIP
CREATIVE
OWNER

LEADERSHIP
MANAGEMENT
CREATIVE
OPERATIONS
DIRECTORS

PRODUCTION
DESIGNERS

PART-TIME
FULL-TIME

EXPERT ADVISORS

DISCIPLINARY LEADS
CASE STUDY
UNLISTED EXPERIENTIAL 2.0

ORGANIZATIONAL STRUCTURE

TEAM ◀ COLLABORATORS

LEADERSHIP
CREATIVE

OWNER

LEADERSHIP
MANAGEMENT
CREATIVE
OPERATIONS

DIRECTORS

LEADERSHIP
OPERATIONS

PRODUCTION

DESIGNERS

PART-TIME
FULL-TIME
TEAM COLLABORATORS
DISCIPLINARY LEADS
EXPERT ADVISORS
CASE STUDY
UNLISTED EXPERIENTIAL 3.0

ORGANIZATIONAL STRUCTURE

TEAM COLLABORATORS

LEADERSHIP
CREATIVE
OWNER

LEADERSHIP
MANAGEMENT
CREATIVE
OPERATIONS
DIRECTORS

PRODUCTION
DESIGNERS

EXPERT ADVISORS
REMOTE COLLABORATION
FOCUSED EFFORT // EFFICIENT USE OF TIME
EXPERT MODEL
TEAMS OF FREELANCERS

- WELLNESS
- ENGINEER
- ADVENTURE
- FABRICATION
- LANDSCAPE ARCHITECT
- PSYCHOLOGIST
- RECRUITER
- DIGITAL STRATEGIST
- GRAPHIC ARTIST
- PROFESSORS
- ARTIST
- ARCHITECT
- MARKETING & ADVERTISING
- MUSICIAN
- PRODUCER
- STYLIST
- BUSINESS CONSULTANT
- 3D VISUALIZATION
- FINANCIAL ADVISOR
- DATA ANALYST
- DEVELOPER
- APPAREL
- DIGITAL STRATEGIST
- PROFESSORS
- EXPERT MODEL
- TEAMS OF FREELANCERS
FREELANCE MODEL
AN ARTIST'S STORY
FREELANCE MODEL
AN ARTIST'S STORY
The growth of the Gig Economy represents a shift in the way Americans view work. Instead of a more traditional system where a worker works full-time for only one employer, some workers choose to enter the gig economy for the flexibility, freedom and personal fulfillment that it provides them.
Up to 162 million people in Europe and the United States or 20 to 30 percent of the working-age population engage in some form of independent work.

“THE “GIG ECONOMY” WILL BE 43% OF WORKFORCE BY 2020”

44 MILLION people took on GIG WORK in the US
29% of US workers did GIG WORK in 2015
Total 2015 US GIG ECONOMY SPENDING: $792 BILLION
WORKSPACE EVOLUTION
TRADITIONAL OFFICE

CITY

WORK

HOME

SUBURB

A - AMENITIES
WORKSPACE EVOLUTION
TRADITIONAL OFFICE

CITY

SUBURB
(DON DRAPER'S HOUSE)
WORKSPACE EVOLUTION
CREATIVE OFFICE

A - AMENITIES
WORKSPACE EVOLUTION
CREATIVE OFFICE
WORKSPACE EVOLUTION
MEGA-PLEX // CORPORATE CAMPUS

A - AMENITIES
'telework' or 'teleworking' refers to a work flexibility arrangement under which an employee performs the duties and responsibilities of such employee's position, and other authorized activities, from an approved worksite other than the location from which the employee would otherwise work.
WORKSPACE EVOLUTION

TELEWORKING
'coworking' refers to the use of an office or other working environment by people who are self-employed or working for different employers, typically so as to share equipment, ideas, and knowledge.
WORKSPACE EVOLUTION
COWORKING // E.G. WEWORK
GIG Architecture
NEW CORPORATE HQ TYPOLOGY

UNLISTED HQ

HOME OFFICE // REMOTE WORKSPACE
Independent work is rapidly evolving as digital platforms create large-scale, efficient marketplaces that facilitate direct and even real-time connections between the customers who need a service performed and the workers willing to provide that service.
15 BEST CITIES FOR GIG ECONOMY JOBS
GIGA TERMINAL STUDIO:
SITE STRATEGY