As the digital transformation of society unfolds, we are seeing more companies adopt new working models for their employees. Independent work is rapidly evolving as digital platforms create large-scale, efficient marketplaces that facilitate direct and even real-time connections between businesses that need a service performed and the workers willing to provide those services. This shift has given rise to the Gig Economy, a business model that redefines where, how, and when people work. Instead of a more traditional system where a worker works full-time for only one employer, some workers are choosing to enter into a system that provides them with a new sense of flexibility, freedom and personal fulfillment. This studio will look at how the Gig Economy is changing corporate architecture by designing a headquarters for Unlisted Experiential, a company with 100% of its employees working remotely.

**Objective:** Understand how technology enabled communication is changing corporate architecture and program needs.

The Gig Economy would not exist if it weren’t for technology enabled communication tools. Our studio will study current digital collaboration platforms with the goal of projecting into a future with even more power and intuitive tools. Many companies and institutions have already begun to experiment with remote working arrangements like co-working, tele-working and hoteling. The challenge these companies and institutions face is that they have to retrofit/restructure existing organizational structures and physical space to accommodate the new working styles afforded by technology enabled communication. Our case study, Unlisted Experiential, will not have to contend with these challenges because it was “built” from the ground up as a network rather than a physical entity.

**Project:** The future (+10 yrs) headquarters for a company that requires no office space ... A building that has no typological precedent.

- The GIGA terminal project will assume mobile technology will get to a point where the freedom/flexibility/efficiency gains by employees and employers will outweigh the benefits of people going “into work”.
- The sites for the projects will be determined during the Winter Term. Choices will have to be in Portland, or another of the West Coast cities that have been identified as Gig Economy hubs. (See below)
- The Program will encompass non-work-related activities that the studio cohort will identify during the Fall Term seminar course. (The 2 credit seminar will give students time to research course related topics in advance of the Winter Term.)
- The project can be interpreted as a single stand-alone headquarters, or as one building in Portland that is part of a greater multi-city network.
- Students will have direct access to real data about Unlisted Experiential’s future needs, as well as advice from real estate developers and business strategists. More importantly, students will be able to interview Unlisted’s independent work force/freelancers in order to understand what those participating in the Gig Economy really need.

**Schedule:** WF 1 PM - 6 PM (2 add’l individual appointment hours)

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