SPACE FUSION

Polly Dithmer and Rachel Rouse - HOK
TOP 10 SKILLS IN DEMAND IN 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment & Decision-Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

Source: Top skills are from "The Future of Jobs Report, World Economic Forum"
Fusion Cuisine is a blending of different culinary traditions.

Can Fusion also exist in design?
Fusion

The act of combining two substances or items together or the fusion of two ideas to form an entirely different principle.
Space Fusion:
The blending of market segments to create sophisticated, cultured, experiential environments.
DIVERSITY IS AN ADVANTAGE
THAT CAN BENEFIT THE OTHERS

HOSPITALITY

AVIATION + TRANSPORTATION

HEALTHCARE

SCIENCE + TECHNOLOGY

CORPORATE + WORKPLACE

HIGHER EDUCATION

SPORTS, RECREATION + ENTERTAINMENT

JUSTICE

SPACE FUSION
Case in Point
Teach for America

Higher Education

Retail
Youthscape

HOSPITALITY

RESIDENTIAL
Millennial Challenge Corp.
The Key is being able to blend different attributes together to create a variety of rich experiences and a holistic sense of place.
EACH HAS THEIR ADVANTAGE

A+T

CORPORATE

HEALTHCARE

HOSPITALITY

S+T

A+T

JUSTICE

EXEMPLARY PRACTICES

• TECHNOLOGY
• WAYFINDING & FLOW
• AMENITIES/RETAIL

• FLEXIBILITY
• AMENITIES
• HIGH-TOUCH

• CLARITY OF PURPOSE
• EFFICIENCY/LEAN DESIGN & OPERATIONS
• MODULARITY

• WELL-BEING
• GAMIFICATION/REWARDS
• EXPERIENCE
• AMENITIES
• BRAND
• TECHNOLOGY

• FLEXIBILITY
• CULTURE & PURPOSE
• AMENITIES

• WAYFINDING & FLOW
• SECURITY
• BRAND
• MULTI SENSORY
• FAN CHOICE

• REHABILITATION
• SECURITY
• TECHNOLOGY

AREAS TO ENHANCE

• SECURITY
• HEALTH & WELLNESS
• HX-HUMAN EXPERIENCE

• STRESS
• EXPERIENCE

• HX-EXPERIENCE
• STRESS
• WAYFINDING
• TECHNOLOGY
• AMENITIES/RETAILS

• FLEXIBILITY
• CURATED EXPERIENCES

• FLEXIBILITY
• STRESS
• EXPERIENCE

• UTILIZATION
• USER CONTROLLED EXPERIENCE
• TECHNOLOGY
• HEALTH & WELLBEING OF AMENITIES

• HEALTH & WELLBEING
• WORKSPACE
• EXPERIENCE
• FLEXIBILITY
• REHABILITATION
HUMAN
THE ART OF THE JOB
JUDGEMENT

MACHINE
THE SCIENCE OF THE JOB
COMPUTATIONAL ABILITIES

SPACE FUSION
“WE ARE NO LONGER DESIGNING ENVIRONMENTS—

...we are designing the experience.”