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THE AVANT-GARDE OF FUTURE WORK? BUSINESS PARKS' WAYS TO MEET FUTURE WORK CHALLENGES

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ABSTRACT

New ways of working and organising businesses are emerging and influencing each other, which also has effects on workplaces and facilities. Knowledge work demands a stimulating environment, a perspective for work-life balance including new lifestyles as well as working in multiple locations. Business Parks provide a work environment for different organisations and will indeed be challenged by these effects. At the same time Business Parks face the challenge to develop their built environment and incorporate brand concepts. The Business park brand as a real estate brand consists of services, location, premise performance and image.

This study explores the Business Parks and their brands in order to find out how Business Park environments adapt to the effects of future work. The research question is: *'What are the elements of Business Park concepts, which can meet the needs of future work?'*

The descriptive case study shows trends for future Business Park concepts and brands. The study is based on three explorative case studies in Finland, Sweden, and the UK. The data have been collected from focus group interviews and observations on site. The matrixes used in analysing the cases provide a perspective of an enlarged work environment including physical, social and virtual aspects. The findings indicate a strong reliance on traditional physical environments while 'soft', social environments are emerging. The chances inherent in the virtual environment to strengthen the real estate brand still need to be realised.