

I Wish I Worked There!: A Look Inside the Most Creative Spaces in Business

By Kursty Groves, Will Knight

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I Wish I Worked There!: A Look Inside the Most Creative Spaces in Business By Kursty Groves, Will Knight

Revealing some of the world's most inspiring workplaces, *I Wish I Worked There!* investigates the way 20 famous brands have put innovation at the heart of their culture. Photographs and illustrations detail the way in which companies accommodate creative activity through spaces that: stimulate, enable reflection, promote collaboration and encourage play. Easy-to-adopt principles assist the design, creation or selection of spaces that support creative endeavour. Never before has a title looked specifically at how the working environment fosters the flow of ideas from both practical and emotional perspectives – with business results.

- Each case study is extensively illustrated with new photography by Edward Denison and diagrams by Will Knight that detail activity.
- Behind-the-scenes interviews reveal insights that show what makes a space really work, while business metrics evidence the birth of ideas, breakthroughs and successes.
- Includes foreword by Ivy Ross, Executive Vice President of marketing for The Gap Brand at Gap, Inc.

Featured companies:

Aardman Animations, Ltd * Bloomberg LLC * DreamWorks Animation * Dyson * Electronic Arts * Google Inc * Hasbro * Innocent Drinks * Johnson & Johnson * The LEGO Group * Nike Inc * Oakley * Philips Design * Procter & Gamble * Sony Design * Sony Music * T-Mobile * Urban Outfitters * Virgin * Walt Disney Imagineering

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Editorial Review

Review

"Full colour pictures and detailed case studies provide a valuable insight into the most innovative companies..." (*In Design*, May 2010).

"For the past year, Groves has been travelling the offices of some of the most successful companies in the world. As well as showcasing some envy-inducing workplaces, the book explores the relationship between the working environment and corporate productivity. Groves' book concludes that providing a stimulating environment filled with extensive leisure facilities and areas for relaxation is key to creating a more profitable business." (*The Independent*, April 24, 2010)

About the Author

Kursty Groves is a design & innovation consultant, presenter and co-founder of Headspace, a consultancy specialising in sourcing, designing and managing creative spaces for business. Whilst researching this book, Kursty learned that even the most creative organisations still need to go off-site for inspiration and has since launched the creative venue finder www.spacehopper.com. Kursty has also taken her experience to a wider audience through broadcasting. Her television credits include: BBC's *That's Genius!*, *Young Foresight*, *Teachers' TV* and Channel Four's *Design Challenge*.

Will Knight is a freelance designer and illustrator, whose rich experience ranges from product development of new telecoms devices to character design and storyboarding for animation. His clients include global brands, leading advertising and media agencies, design consultancies, animation and film studios. Will is also the founder of Brew, a London- and New York-based creative collective.

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