WHAT WILL BE THE LEADING DESIGN TRENDS OF 2014

We asked our 1,500 professionals to contribute to a global forecasting survey that provides a vision of what’s on the horizon for architecture and design.

The result is a comprehensive 2014 Design + Insights Survey, a compendium of ideas that identifies five emerging trends we foresee will influence a broad spectrum of projects and research in the coming year:

1. Design + Resiliency
Designers will focus on creating buildings that account for the possibility of natural disasters.

2. Design + Sustainability
Material health will become the top sustainability issue facing architects.

3. Design + Active Design
Employee health and wellness will be increasingly central to design.

4. Design + Multigenerational Workplaces
A mixture of age groups will continue to bring about change in workplace culture, collaboration and research.

5. Design + Technology
Modeling, collaboration and mobile technologies will dramatically influence better design processes.

The survey responses were greatly informed by the global design work that took place in 2013. Perkins+Will shared a first look at the largest women’s university in the world, Princess Nora Bint Abdulrahman University in Riyadh, Saudi Arabia, which reflected the collaboration of one of the largest cross-office teams in the firm’s history. Our design professionals helped Bigelow Laboratory for Ocean Science create an advanced laboratory, on the Maine coastline, to attract research talent from around world. Sprout Space, a highly sustainable and modular classroom, debuted at the National Building Museum in Washington D.C. The Spaulding Rehabilitation Hospital opened in Boston, offering a new state-of-the-art, inclusive rehabilitation facility that helped marathon bombing victims regain their strength and independence.

We also expanded geographically, opening a new office in Hawaii and commencing a large transportation project for the Honolulu Authority for Rapid Transportation (HART). In the United Kingdom, we served as Interior Design Architects for the Mary Rose Museum, and in Wujiao Chang, China we designed the Oriental Blueocean Plaza, consisting of commercial spaces, restaurants, entertainment and leisure.

Given our background and in light of these recent accomplishments, we are pleased to share the results of our 2014 Perkins+Will Design + Insights Survey.
“Superstorm Sandy was a critical wake-up call for the hospital sector. Leading healthcare institutions are beginning to name climate change as one of their core business risks – unheard of merely two years ago.”

Robin Guenther, FAIA, LEED AP
Principal, Sustainable Healthcare Design Leader

DESIGNERS WILL FOCUS ON CREATING BUILDINGS THAT ACCOUNT FOR THE POSSIBILITY OF NATURAL DISASTERS.

Perkins+Will designers predict that there will be a growing demand for resilient design in 2014. Our survey revealed that given the accelerating rate of natural disasters including earthquakes, tornados, flooding, and drought, designing with resiliency in mind is a critical issue facing architects and planners. Resiliency planning that integrates disaster preparedness into community-based design responses also stood out as important issues for future design.
“Our view of the future is that the separation between humans and nature will disappear. As architects, we endeavor to create buildings in harmony with nature.”

Peter Busby, C.M., AIA, FRAIC, LEED Fellow
Principal, Managing Director

**TREND 02. DESIGN + SUSTAINABILITY**

**MATERIAL HEALTH WILL BECOME THE TOP SUSTAINABILITY ISSUE FACING ARCHITECTS.**

Over the next five years, Perkins+Will believes that material health, reducing water use, and adapting to climate change will be the top sustainability issues that designers face, with material health being the number one concern for 2014. Educating clients about the importance of sustainable design and managing perceptions about associated costs will continue to be priorities.
TREND 03.

DESIGN + ACTIVE DESIGN

“Is sitting the new smoking? There are some alarming statistics that indicate movement throughout the day – or the lack of it – is part of a new frontier in predicting health outcomes. We now have the ability to track metabolic pathways and see the relationship between movement and weight gain.”

EMPLOYEE HEALTH AND WELLNESS WILL BE INCREASINGLY CENTRAL TO DESIGN.

Promoting health is becoming increasingly relevant to Perkins+Will’s clients. The firm predicts higher demand for active design over next few years. Challenges to incorporating active design elements include the lack of prioritization and education about the value of frequent movement in the workplace.

Joan Blumenfeld, FAIA, LEED AP
Principal, Global Interior Design Leader
“We believe in the power of workplace design to unlock the positive potential of a workforce, and one of the key methods of achieving this is offering people choices. Design addresses the diverse workstyles emerging as a result of the generational shift underway; it’s an invaluable tool for recruitment, retention and culture building in the workplace.”

Frederick J. Schmidt, IIDA, LEED AP
Managing Principal,
Global Corporate Interiors Practice Chair
A MIXTURE OF AGE GROUPS WILL CONTINUE TO BRING ABOUT CHANGE IN WORKPLACE CULTURE, COLLABORATION AND RESEARCH.
MODELING, COLLABORATION AND MOBILE TECHNOLOGIES WILL DRAMATICALLY INFLUENCE BETTER DESIGN PROCESSES.

Technology continues to disrupt the way we work and has helped us create a highly effective global practice. We are supported by cloud infrastructure that provides employees access to project information at any time. These ongoing technological changes are furthering efficiency and mobility within the workplace as well as supporting our clients, people, and process.

Perkins+Will designers pointed to four technologies that will increasingly impact the design process in 2014:

1. Energy modeling/environmental analysis
2. Project and information management applications
3. Remote collaboration/communications technologies
4. Smart phones/tablet computers that enable mobility

Perkins+Will designers also believe that there are three emerging technologies that will rise rapidly in the design community in 2014:

1. Free/publicly available datasets
2. Ubiquitous remote sensing
3. Rapid application development

“By honing our tools and our process, we can innovate the ways that our teams design and collaborate. The result will be a more adaptive and effective design practice, and ultimately, a better client experience.”

Josh Emig, AIA, LEED AP
Senior Associate,
Director of Digital Practice