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# Make Space: How To Set The Stage For Creative Collaboration



## Synopsis

"If you are determined to encourage creativity and provide a collaborative environment that will bring out the best in people, you will want this book by your side at all times." --Bill Moggridge, Director of the Smithsonian's Cooper-Hewitt National Design Museum

"Make Space" is an articulate account about the importance of space; how we think about it, build it and thrive in it." --James P. Hackett, President and CEO, Steelcase

An inspiring guidebook filled with ways to alter space to fuel creative work and foster collaboration. Based on the work at the Stanford University d.school and its Environments Collaborative Initiative, Make Space is a tool that shows how space can be intentionally manipulated to ignite creativity. Appropriate for designers charged with creating new spaces or anyone interested in revamping an existing space, this guide offers novel and non-obvious strategies for changing surroundings specifically to enhance the ways in which teams and individuals communicate, work, play--and innovate. Inside are: Tools--tips on how to build everything from furniture, to wall treatments, and rigging Situations--scenarios, and layouts for sparking creative activities Insights--bite-sized lessons designed to shortcut your learning curve Space Studies--candid stories with lessons on creating spaces for making, learning, imagining, and connecting Design Template--a framework for understanding, planning, and building collaborative environments

Make Space is a new and dynamic resource for activating creativity, communication and innovation across institutions, corporations, teams, and schools alike. Filled with tips and instructions that can be approached from a wide variety of angles, Make Space is a ready resource for empowering anyone to take control of an environment.

## Book Information

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## Customer Reviews

My job as writer-and-editor shifts from internally creative (I work inside my head) to actively collaborative (talk with the writers who work for me, learn what my clients want). I work with people all over the world from the comfort of my home office, and I depend on the wonderfulness of instant messaging, shared online storage, and e-mail. I prefer my quietly creative cocoon in which to do my thinking and lure the muse (Here kitty kitty... Well, the muse doesn't come when I call either). Yet, I'm inherently an extrovert. I love to go into create-mode with other people, so every time I've had the opportunity to visit the Home Office (for clients or employers, as the case may be) I actively notice how well their space is designed. How much does the office encourage people to work together? How does it help people to focus when they need to work alone?As a result, when I saw *Make Space* on my list of Vine options, I was attracted to its premise: "an inspiring guidebook filled with ways to alter space to fuel creative work and foster collaboration." I love its goal. Its execution... not so much. The book comes from the "d school" at Stanford University, and perhaps that academic background colors the way they think of collaborative space. The book has a few sorts of information: tools (stuff to build), situations (such as easy-to-reorganize spaces... think "use beanbag chairs draw people into a circle"), case studies. A section on the "design template" identifies the elements that go into a shared place, what they call "breaking down this spatial grammar into manageable bits" such as the actions that will take place there, the importance of thresholds and transitions, the need for everyone to have a "home base."

Prepare to be inspired!Scott Dorley and Scott Witthoft (Directors of the Environments Collaborative at Stanford University's d. school - the Hasso Plattner Institute of Design) have written a book titled "make space" which is about designing and creating environments to support creative collaboration. Although I am not an architect, engineer nor do I build a lot of objects, I am a designer (digital and print) but I do appreciate space and the creativity of those who can take advantage of it. And even I have had ideas of wanting to experiment with my own creativity for surrounding space around my home. And as I was reading this book, there is this sense of enthusiasm and knowledge that Dorley and Witthoft shares with the reader but also backs it up with photos of people who attend d. school using the techniques taught and showing the reader examples of how they were built, why and a picture of how that creativity was applied to a business setting. The five types of content mixed into the book are tools (stuff to build), situations (quick, repeatable configurations),

insights (ideas to consider), design template (a simple breakdown of how the properties of places can spark actions and attitudes in people) and space studies (true stories about making space and living in it). Included are more than 100 mini-entries that can be read in any way a reader likes. So, you can jump chapters or pages and use this book as a creative and idea resource. JUDGMENT CALL: Although the majority of what I design is for print, "make space" is one of those books that made me feel, "Arghh... I wish my university had these type of classes" because after reading this book, I was very inspired. There is no denying that the students at d.

Each time I go to read this book, I feel inundated with coolness. Like I'm at a club that is so cool that you don't know what you're supposed to do. If you think the cover is a little confusing..as in "what is this book really about?" then a quick browsing the inside is not going to improve on that. Instead of a table of contents, you get "instructions". And on the left of those is a dialogue of what the book is for, starting with "make space is a tool for using space to shape the culture and habits of a creative community." The two sections of the book are "tools: Make the useful things that fill up the space--furniture, storage options, materials, etc" and "situations: Quick, repeatable configurations or patterns, usually at the scale of the room." Honestly, I cannot get into this book. Each time I turn a page, I start reading a new idea and cannot get inspired. The idea flow from page to page is disjointed and it is not written by someone whose goal is to be as clear as possible to the average person. Here is the start of "the white room" section. "An immersive experience is one of the quickest ways to transform behavior." what does that mean???? then following by "The White Room concept creates an environment with a singular finish and function that focuses on team members on particular activities. Their ideas become the only color that fills the space." Ok. reading it a few times, and looking at the picture of the white room, i can now understand it. But it's certainly not written in a way that the average person will understand easily. There is some fun eye candy. The book is chock-full of creative endeavors to improve work areas both in function and appearance.

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