

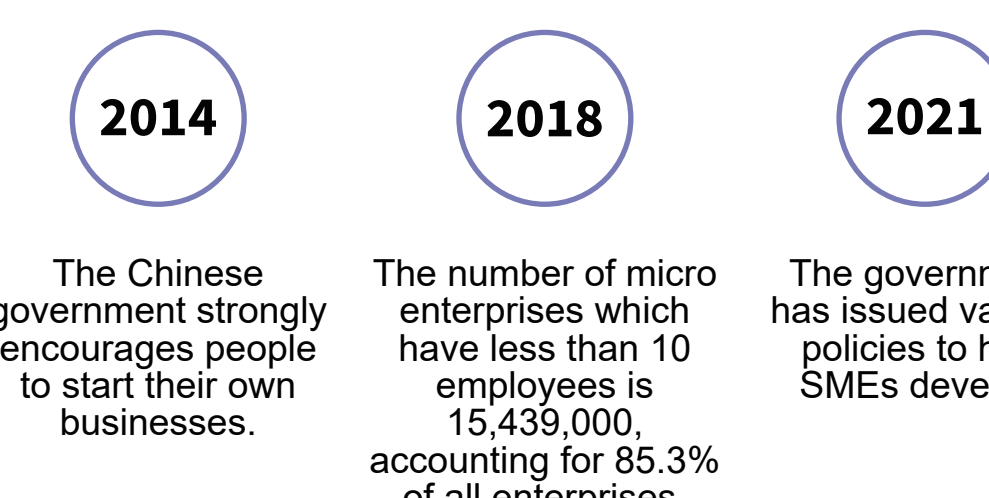


a connective working environment for start-up entrepreneurs

Incubating Bright Futures

RESEARCH PROCESS

China's economic development has created intergenerational inequalities, and the government has increased market dynamics and stimulated economic development by encouraging entrepreneurship.

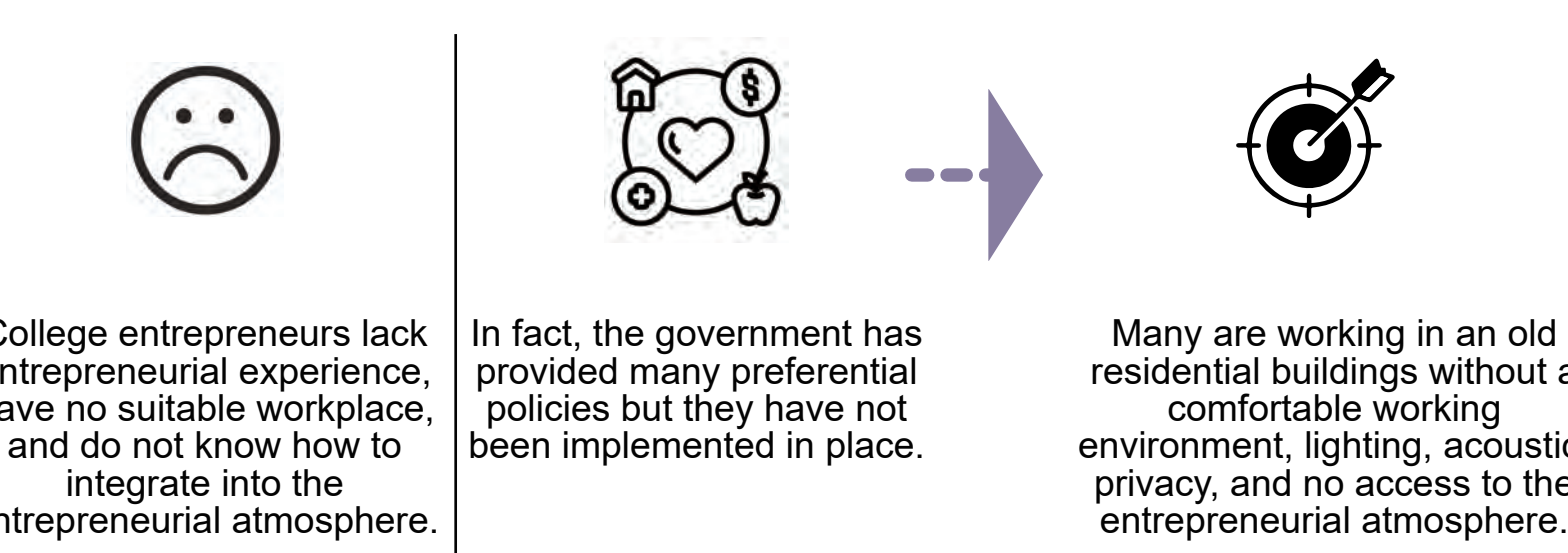


In 2014 the Chinese government encouraged college students to start their own business; the idea has flaws.



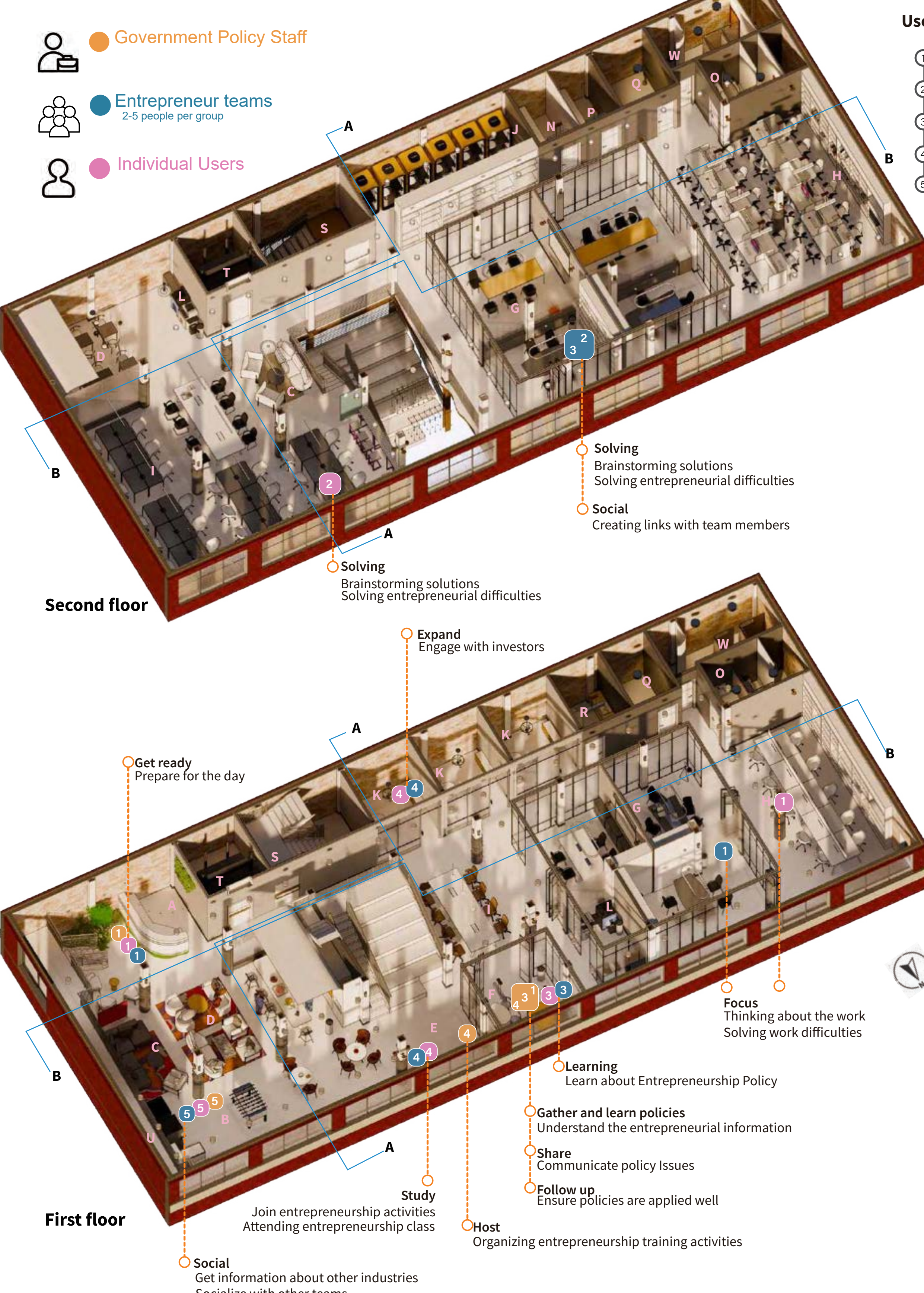
The success rate of college entrepreneurs is low.

Reasons for low success rate



How to use design to create a work environment for college student entrepreneurs?

USER JOURNEY & PROGRAMING



THEORIES

Theories demonstrate the impact of the office design on productivity and job satisfaction and the positive impact of natural elements on the workspace.

Maslow's Hierarchy of Needs

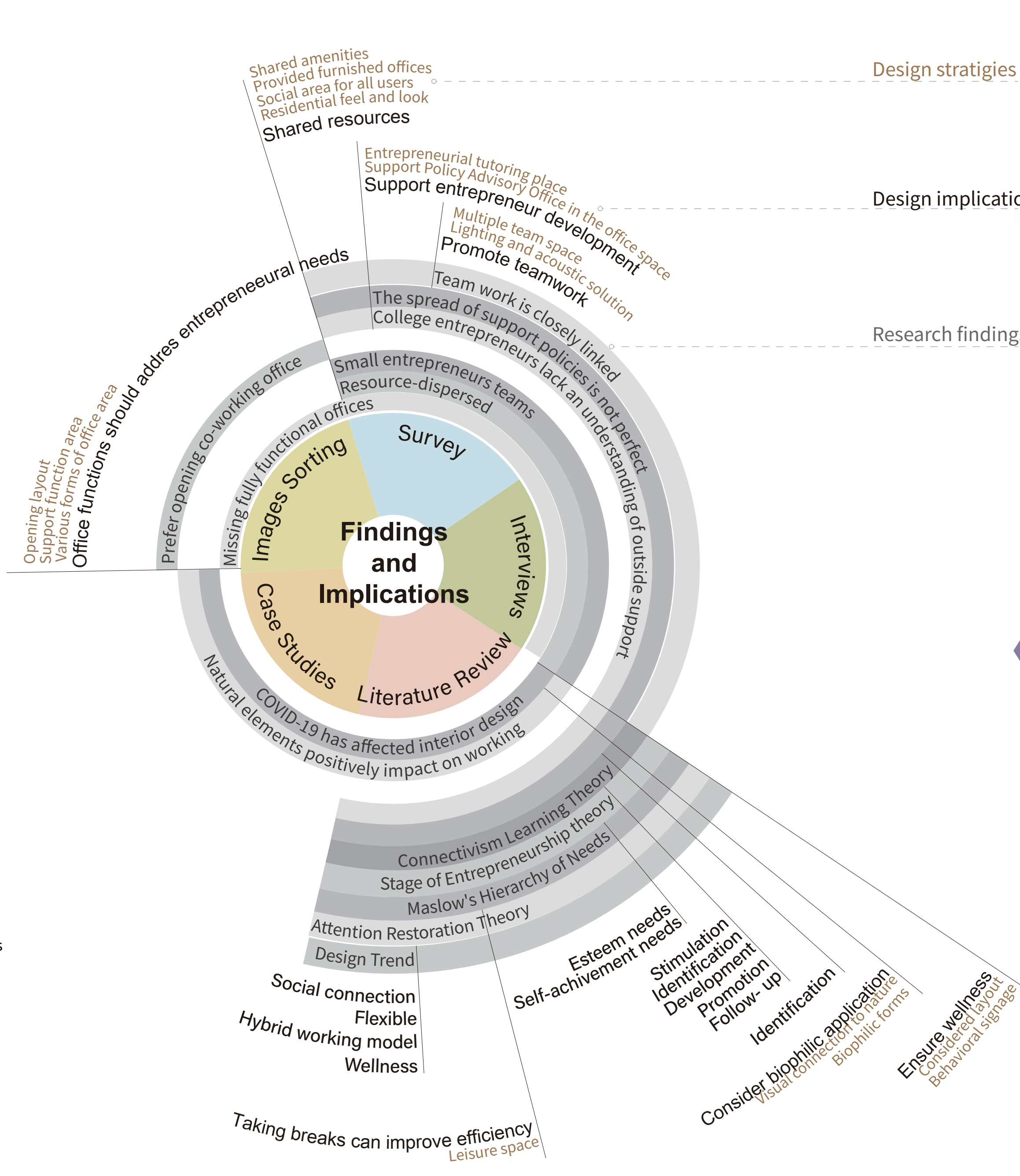
This theory demonstrates that the functional needs of the entrepreneurial environment need to take into account the self-actualization of the entrepreneur and the impact on entrepreneurial development.

Entrepreneurship Theory

This theory informs how design can respond to the needs of entrepreneurs and confirms that entrepreneurship education and training can have a positive impact on college entrepreneurs.

- Connectivism Learning Theory**
This theory describes the diversity of learning styles and how to learn by facilitating people's communication.
- Attention Restoration Theory**
This theory demonstrates that employee mental fatigue can be reduced by creating a connection to the natural environment.
- Biophilic Design**
Biophilic design demonstrates the ways in which the natural environment can be brought into interior design.

RESEARCH FINDINGS & DESIGN IMPLICATION

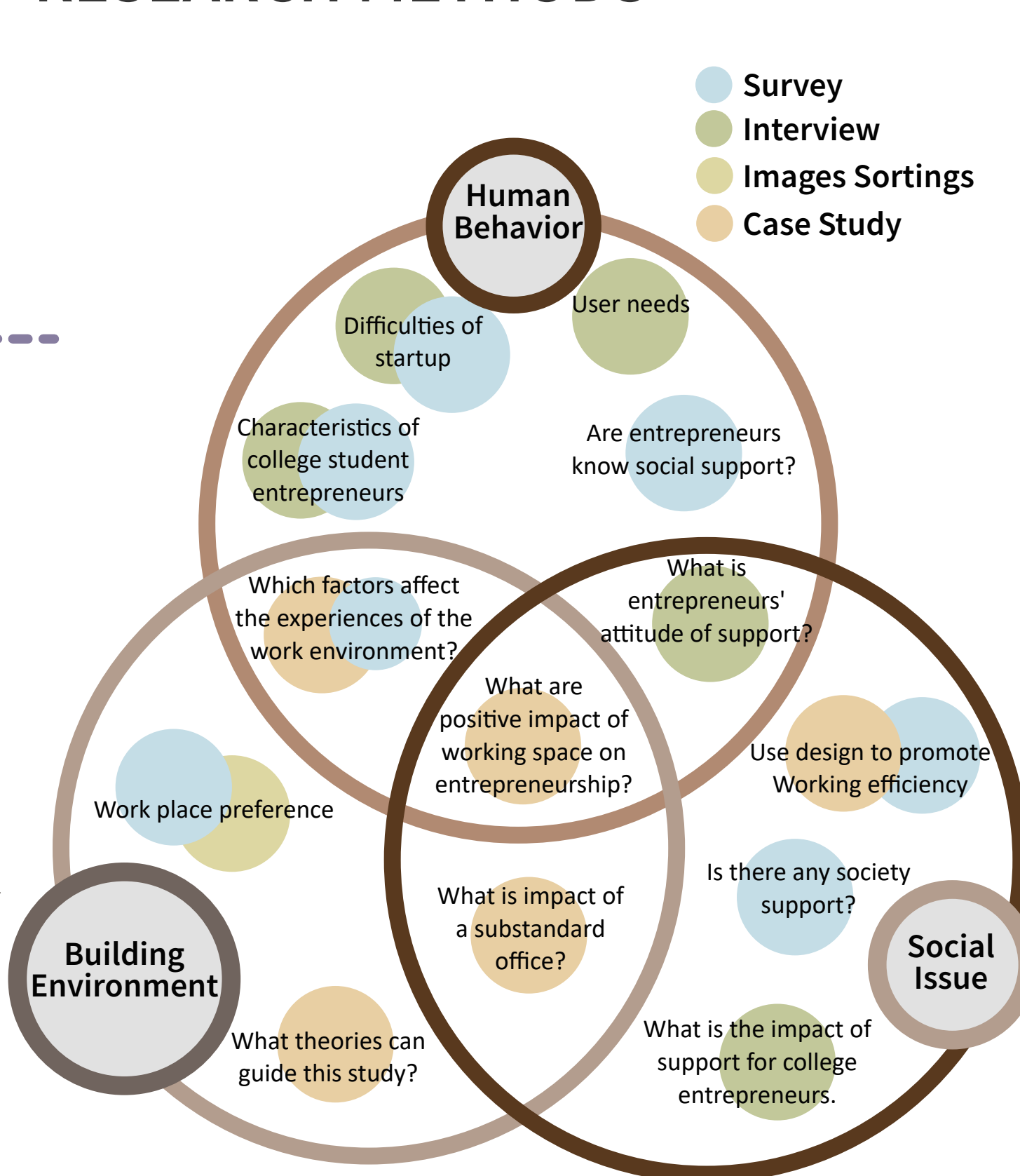


DESIGN TRENDS

The design trends that imply the expectations of the client or user. These trends inspire subsequent designs to consider flexible layouts and a residential atmosphere. The health and socialization of the employees should also be taken into account.

- Residential Look & Feel**
- Community Spaces**
- Flexible Layout and Furniture**
- COVID-19**

RESEARCH METHODS



Casual Seating

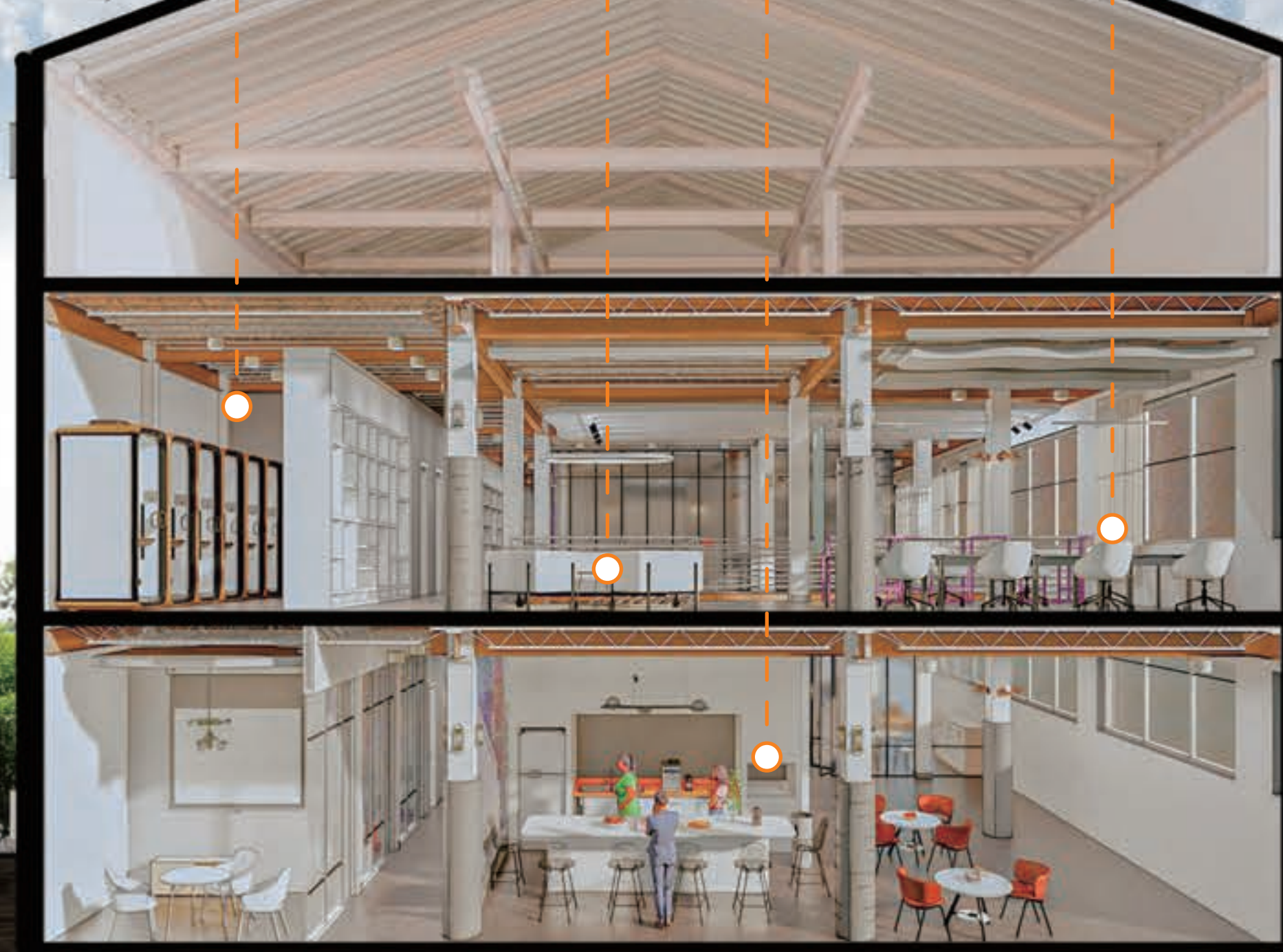
Noisy activities are located away from work zones. Setting sofas and natural objects at the entrance to the stairs according to ART can provide entrepreneurs with a chance to take a rest and relieve fatigue after work.

Phone Booths

Individual phone booths give people privacy. The tall storage wall front of the phone booths screen the view of occupants and increase storage.

Bar Table

Bar-height tables around the the second floor railing, enables people to work and watch lectures downstairs. A screen between the staircase and bar to avoid interaction between people using stairs and those who are working.



The building has only windows in the north. Therefore, most interior walls are suitable for frosted glass. This can not only ensure enough light, but also protect privacy. To avoid noise, acoustic panel is used for the ceiling and carpet is used for the floor.

Half of the first floor is underground, reducing natural light and natural scenery. In view of the importance of natural elements, putting plants on the corridor wall behind frosted glass can add more natural elements to the space.

Storage under stair

The space under the stairs is used as a storeroom to improve space utilization.

The wall opposite the elevator entrance is a writable frosted glass, where people can exchange and share information. This is also a way for entrepreneurs to learn.

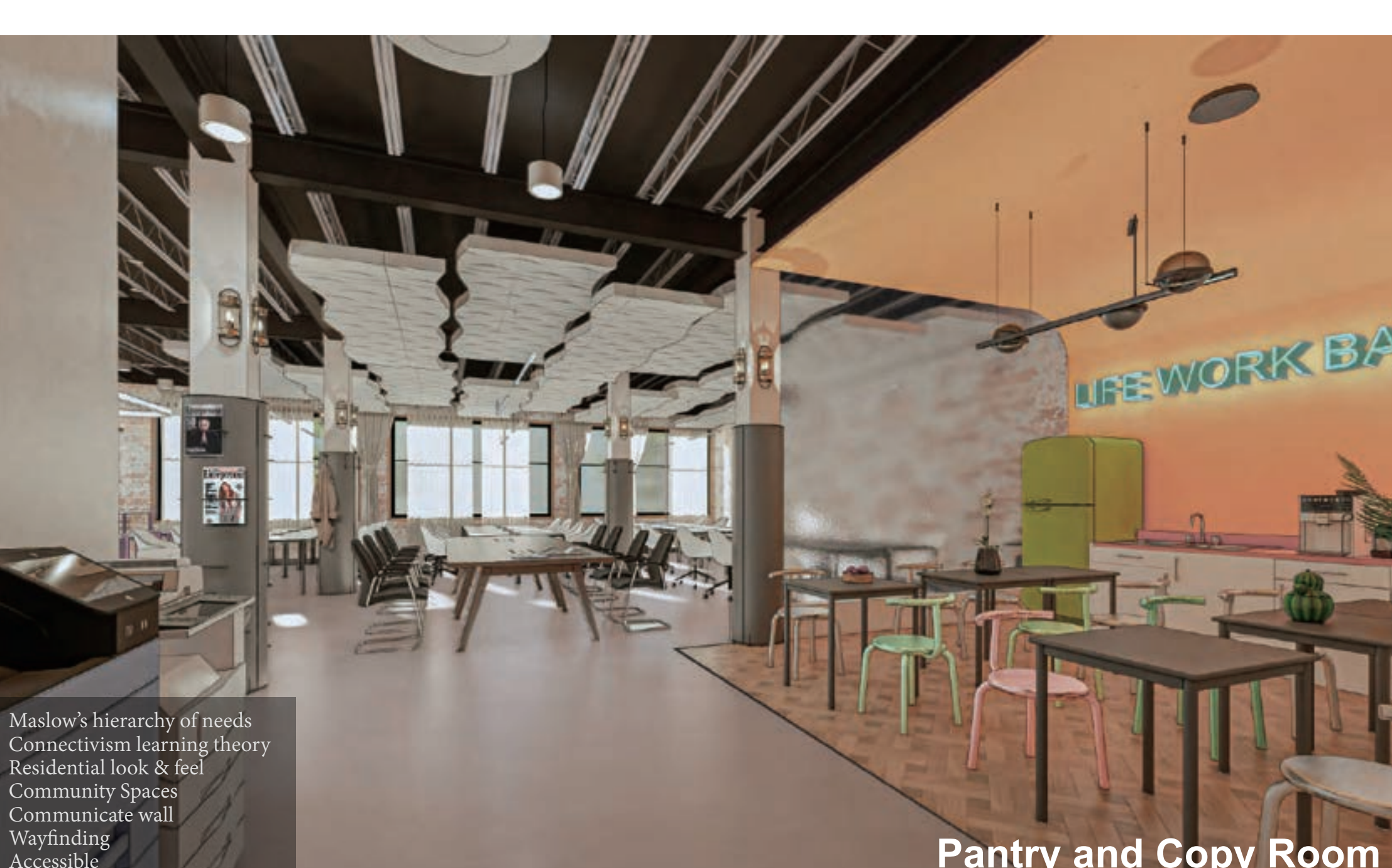
B-B Section



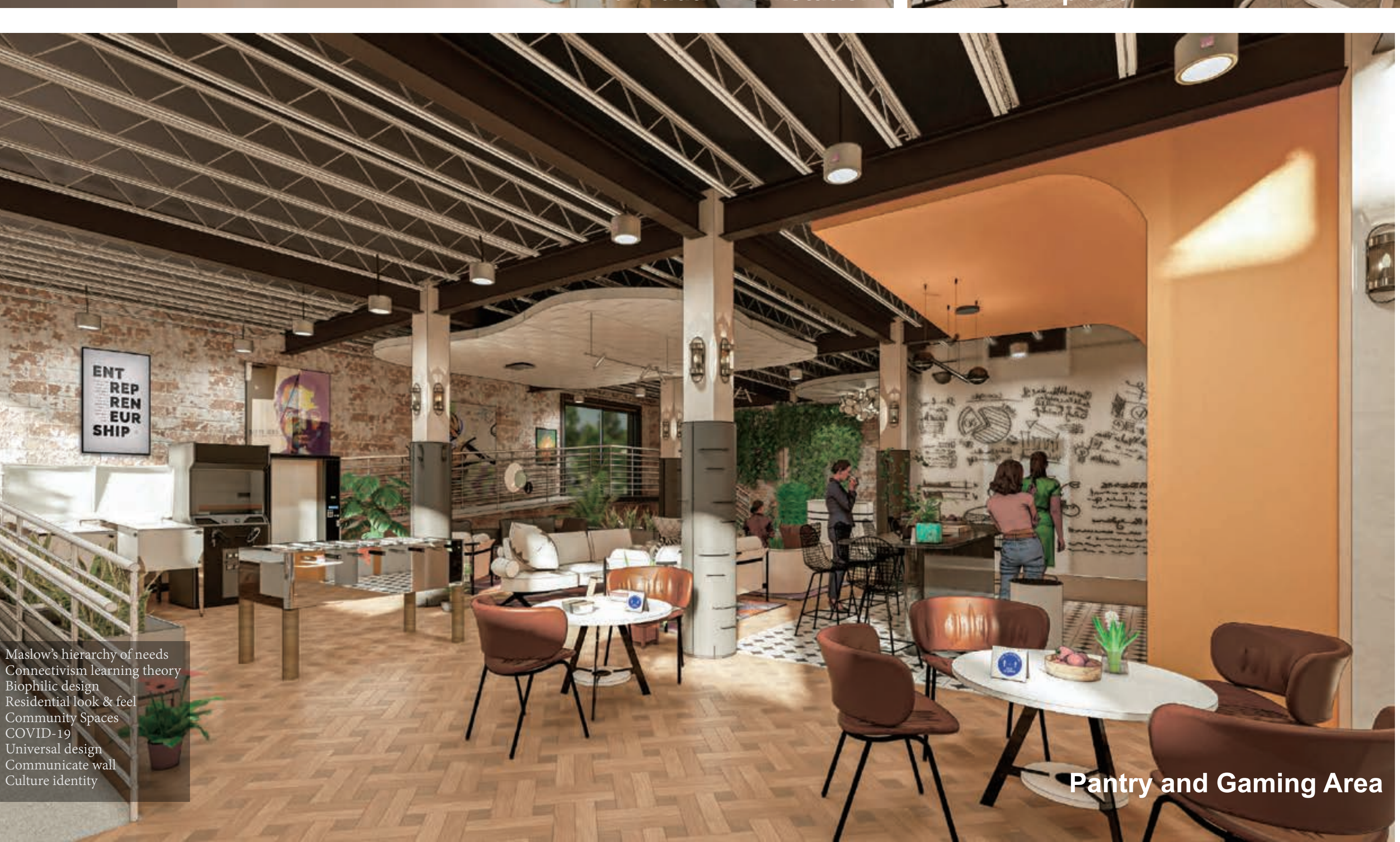
Individual Workstation



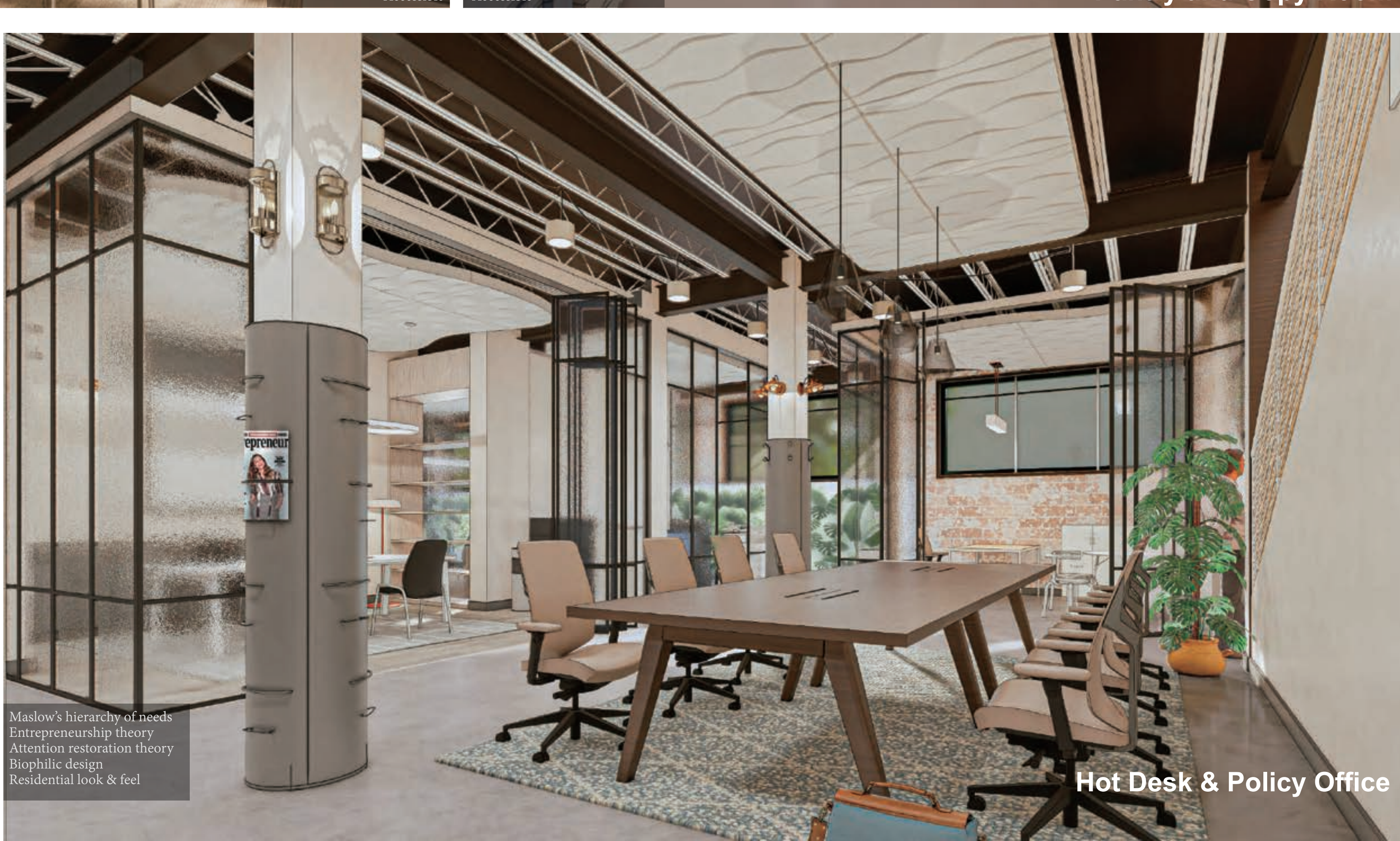
Team Workplace



Pantry and Copy Room



Pantry and Gaming Area



Hot Desk & Policy Office