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Gensler Research Catalogue: Volume 2



Synopsis

This is the second in Gensler's Research Catalogue series, and the first to be made available for public sale. Volume 1 received significant praise from academic, business, and design audiences – both for the insights it contained and for its design. Volume 2 builds on this tradition, focused on the expression of research findings and insights in compelling, highly visual forms that are both easily accessible and graphically beautiful. Among the topics explored in Volume 2 are Gensler's ongoing series of Workplace Surveys, conducted most recently in the US, UK, and Asia; Gensler's Brand Engagement Survey series, with recent findings focused on the values and behaviors of consumers in Bangalore and Shanghai; strategies to use design to better support today's "active aging" population; the future of museum design; how we can involve communities in the "hacking" of our cities to prepare for the needs of a new generation of occupants; and the potential that lies at the intersection of copter and 3D printing technology. In addition to profiling Gensler's myriad research investigations, the publication also highlights the history and ethos of Gensler's research program as it celebrates its ten-year anniversary. The Catalogue offers not only thought-provoking descriptions of individual research, but an overall evidence-based approach to design with the human experience at its heart.

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Customer Reviews

Gensler is the world's largest and most collaborative design firm. Our Research Program is central to that success, and was established to support investigations important to our firm, our

clients, and the ongoing learning and development of our professional staff. Research projects are practitioner-led with involvement across the globe, helping our teams bring thought leadership to the table as we seek to solve our clients' and the world's most pressing challenges through design solutions that enhance the human experience.

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