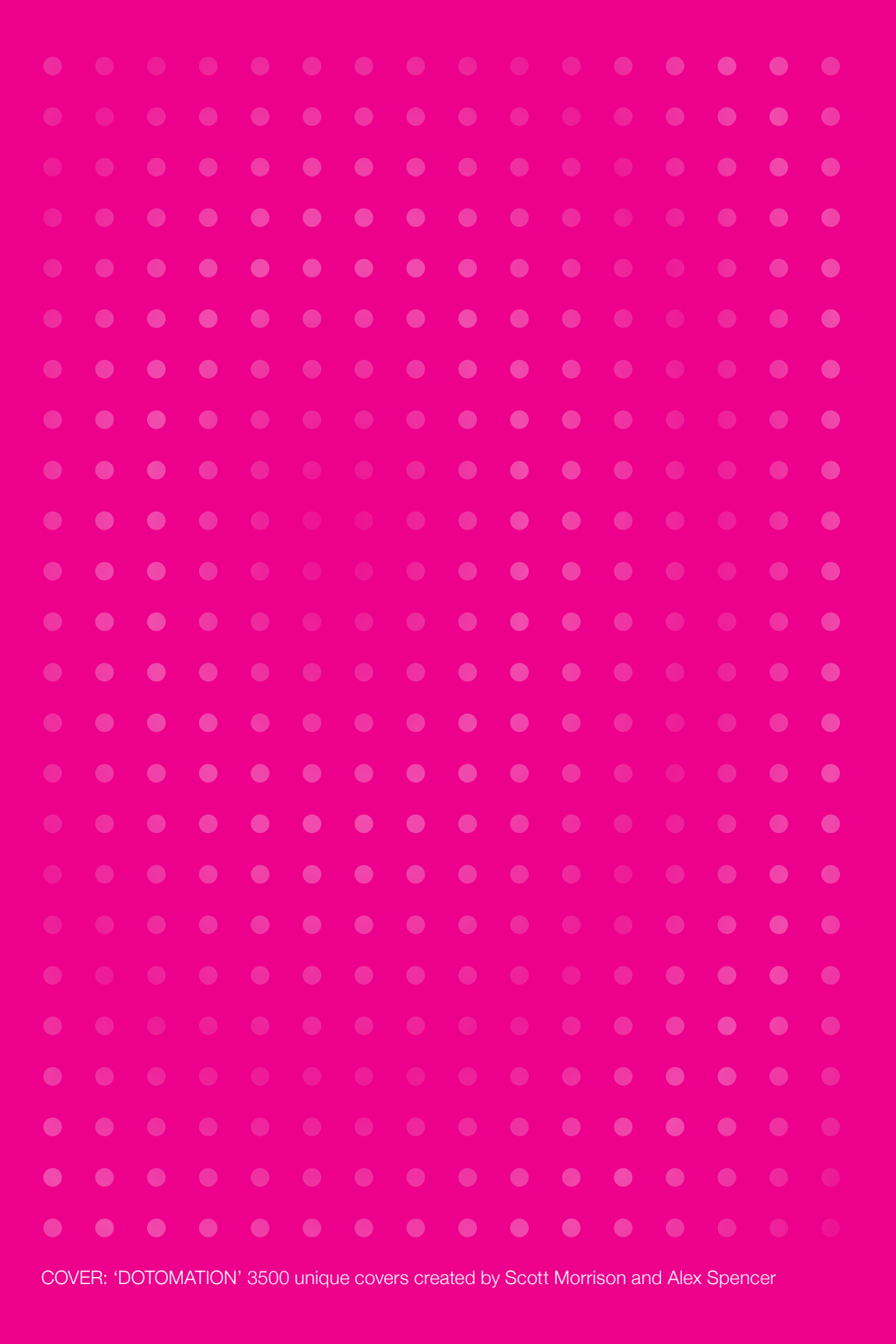




CLEARLY **NOT** A WHITE PAPER ON THE FUTURE OF WORK.

W/A



We spend a good chunk of our lives 'on the job'.  
Our work pays the bills and drives the economy.  
In roughly equal measures, it's a source of satisfaction,  
pride, frustration and stress. Work drives some to  
success and others to drink (or worse).

As children, we're asked, "What do you want to be  
when you grow up?" Then, one day, the question  
changes to, "What do you do for a living?"

Work defines us. It bestows status in the community  
and fuels our ability to achieve our hopes and dreams.

And, since about the time that Cro-Magnon first brought  
home the (woolly mammoth) bacon, we've impatiently  
asked... isn't there a better way? Can't work evolve?

To answer these questions, we have tapped the power  
of our collective. You hold the results of our work and  
thinking in your hands.

Welcome to the future of work - a collective experiment.

For full stories, teams and rich content visit [waywardarts.thebauhub.com](http://waywardarts.thebauhub.com) >>>

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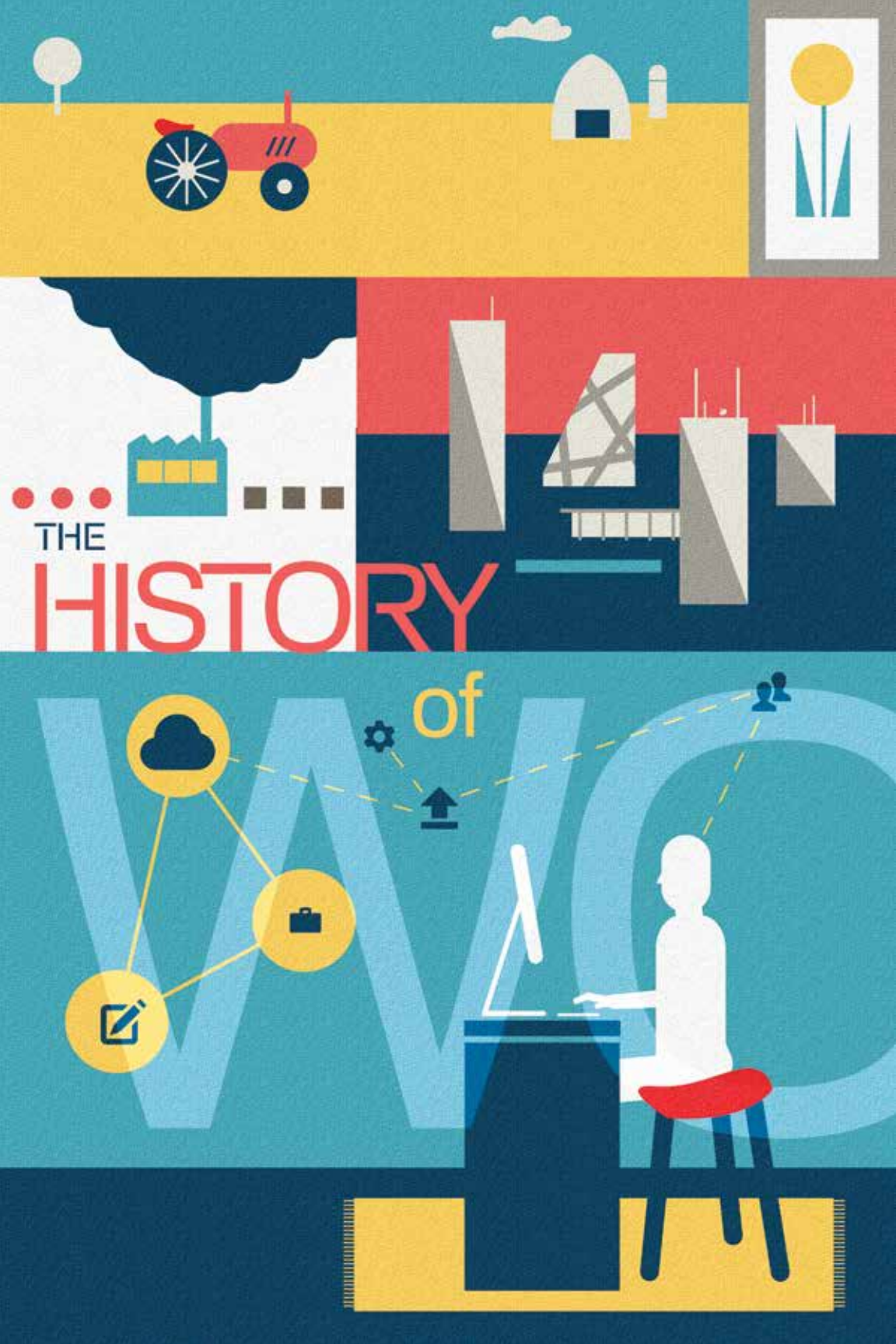
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Some of the pages in this book contain hidden content and behind the scenes interviews. To access this content please visit iTunes to download your free AURASMA app. Search for *The Bauhub*, and select **Follow**. Then, point your device's camera towards the pages in the book and explore!

meet the teams / behind the scenes / explore deeper content  
[waywardarts.thebauhub.com](http://waywardarts.thebauhub.com)





## THE PARABLE

In the beginning, there was no work. Adam and Eve came up with creative names for plants and beasts, took pride in growing food and cultivating fruits of the vine, eventually ending up with superior heirloom tomatoes and quite a tasty Syrah. A generous portion of every day was devoted to rest and play.

When the couple tasted the forbidden apple, God banished them from the Garden to work 60-hour weeks in a Tiddlywinks factory performing mindless, rote tasks with no time left over for games of hide-and-seek. While Adam and Eve understood the value placed on work above all else, it still left them feeling empty and exhausted. With her peppery Syrah a distant memory, Eve drew what satisfaction she could from the occasional employee-of-the-month award and wistful dreams of motorhome vacations to Arizona.

Then work changed. Adam and Eve traded their blue jumpers and canteen coffee for designer suits and *lattes*. The work they did now was cerebral. They suffered punishing rigid schedules, intense competition and — when deadlines loomed — Eve experienced the occasional panic attack. Adam's creativity and decision-making suffered and he found himself pining for the genetic memory of his tomatoes, chard and arugula.

As workplace conditions improved, Eve was able to pick Cain and Abel up from daycare early on Wednesdays and Fridays by working late other days. Adam often settled down to a bit of work after the boys went to sleep at night, freeing up some time the odd afternoon for a bit of gardening and the occasional game of hide-and-seek with Eve.

With the advent of reliable Internet everywhere, work began to shape itself more around the rhythms of their lives. Wondrous things would more often take root in the couple's minds and blossom in the workplace. Now, on any given evening, you can find Adam tending his rows of tomatoes while Eve does some brainstorming with colleagues online, a glass of red at her elbow.



# WORK

## THE HISTORY

The story of Adam and Eve, passed down orally then incorporated into the Torah and the Bible, has stood the test of millenia. Our ancestors valued the parable for its ability to pass on lessons they considered necessary for societal survival. Though some now consider the story of Adam and Eve superstitious and obsolete, it contains two contrasting views of work that still challenge us today.

The fruits of  
labour take  
on the shape  
of a blessing.

In the Beginning, there was the Blessing of Work. Before Adam & Eve were banished from the Garden, before they were tempted by the serpent, they were at peace with God who walked with them in the cool of the day. Religious, societal and ethical systems did not exist. Their needs were met. They were to tend the Garden and name the Animals — all meaningful, creative work: the cultivation of paradise.

Then there was the Curse of Work. After Adam and Eve disobeyed God, they were cast out of Eden with a newfound knowledge of what it feels like to damage a relationship. They were condemned to labour the earth, fighting weeds and pestilence to produce a harvest. Hitherto tame beasts became wild and savage, and the couple had to hunt them to clothe and nourish themselves. It was a struggle for survival: kill or be killed. Remind you of any workplaces you've experienced?

# WORK

## OUR GARDEN, OUR CHOICE

If we let them, competition and ruthlessness will take the place of fruitful collaboration. Fear and desire will push us forward while a hostile, draining environment pulls us back.

Aggression and force are necessary — certainly you can't win a hockey game without them — but constantly working in a fight-or-flight headspace diminishes the power of collaboration, gets in the way of creative work and saps the enjoyment of life.

There is a time for intensity and a time to slow down. A time to work into the night and a time to take a break, enjoy nature, hang out with family, sleep. Part of pushing is rest. The part of us that has brilliant ideas in the shower also needs to be fed.

Can we consider forming a culture where innocent play is encouraged, where personal research is enabled, where hidden creative capacities are unlocked?

The most successful companies choose to optimize rather than maximize. They empower and liberate, using the shape and quality of the work as a yardstick, rather than time. Untapped potential will be realized. Work will sometimes be play. The fruits of labour will now take on the shape of a blessing.

Choose to  
optimize  
rather than  
maximize.



# THE TWO

## Farmer

### TOOLS OF THE TRADE:

Body, tractors, pitchforks and plows.  
Yokes and oxen.

### UNIFORM:

Overalls, hand-me-downs,  
hardy, functional, protective,  
used and patched.

### PRODUCTS:

Food and feed.

### SALARY:

What the market will bear.  
Literally - the market.

### AVERAGE CAREER LIFESPAN:

As long as the body holds up.

### TYPICAL WORK DAY:

Sunup to sundown.

### PERFORMANCE VARIABLES:

Sense of nature, timing, adoption  
of verbal knowledge and luck.

*"The first farmer was the first man.  
All historic nobility rests on the possession  
and use of land."* Ralph Waldo Emerson

# RKER

Profiling the  
typical worker  
through the ages:

## Factory Worker

### TOOLS OF THE TRADE:

Hands, machines, moulds,  
assembly line.

### UNIFORM:

A uniform, literally. Get in line!  
Coveralls to make you like  
everyone else.

### PRODUCTS:

Hard goods, yet they don't make  
anything - just part of something.

### SALARY:

\$3.67/week in the 1800s.  
\$9.75/week in the early 1900s.  
Today, the Canadian average is  
\$54,000/year.

### AVERAGE CAREER LIFESPAN:

Until no longer needed nor  
able to keep up.

*"Poets may be delightful creatures in the  
meadow or the garret, but they are menaces  
on the assembly line."* Rollo May, *The Courage to Create*

### TYPICAL WORK DAY:

Long dirty days, cruel discipline,  
fines, long hours, accidents,  
unions, male dominated.



# REAR

Profit the  
typical worker  
through the ages:

## Cubicle Jockey

### TOOLS OF THE TRADE:

Typewriter or computer terminal, phone, water cooler.

### UNIFORM:

Business casual.

### PRODUCTS:

Customer service, sales, administration, cold calls, filling time.

### SALARY:

Average Canadian administrative worker's salary increases about 2.8% annually and is currently about \$47,000.

### AVERAGE CAREER LIFESPAN:

Retirement possible at 65 - 70 years of age.

*"On the keyboard of life, always keep one finger on the escape key."* Dilbert

### TYPICAL WORK DAY:

Commute, log in, manage responsibilities, lunch with co-workers, more work, duck out early, commute home.

# OWEHT

## Independent Professional

### TOOLS OF THE TRADE:

Mobile devices, laptop, personality, wit, network.

### UNIFORM:

Comfortable or business – dress to occasion.

### PRODUCTS:

Service, aid, guide, consulting, software.

*"You don't choose your passions; your passions choose you."* Jeff Bezos

### SALARY:

The sky's the limit... but it depends on the month.

### AVERAGE CAREER LIFESPAN:

Varies greatly. Staying relevant to the market can be more difficult as one ages. No real job security.

### TYPICAL WORK DAY:

Alarm, work begins, a day of multi-tasking and many hats, meet kids after school, back to the laptop, not done until the work is.



# THE REWARDS OF RISK

You can't be everything to everyone. But you can be something very special to someone.

By making a statement with your brand, there's a risk you won't appeal to the masses. The trade-off is that you'll inspire a passionate group of followers.





It's a simple formula for success. Caring builds customer trust and loyalty, fuels employee innovation, bolsters premium pricing and increases overall profits. We looked far and wide at some of the best employers around. We discovered that, in every case, there was caring. Companies that care inspire the same in us.

DON'T BUY  
THIS JACKET

### WORLD-BUILDERS

Great brands recognize a global community in need and answer the call. These brands deliver more than goods to their customers – they share positivity as well. Check out **Patagonia**, a company that tells you not to buy their product, and **Toms**, with their one-for-one philosophy.

To learn more about these great caring company examples, scan the code or visit: [waywardarts.thebauhub.com/team03](http://waywardarts.thebauhub.com/team03)

RISK+  
ENGAGEMENT=

CARING

### employers + employees = EMPLOYEEERS

When employees feel personal ownership of a brand, they ensure the brand promise is carried out in every interaction with the customer. Two companies who put their front-line personnel front and centre: **Google** and **Zappos**. In both cases, company culture fosters innovation and values personal happiness.

### COMMUNITY-BUILDERS

Some brands recognize the importance of community. Meaningful interactions bring them closer to the people who support them. One Kensington Market landlord asked his neighbours who to lease his property to, and **Starbucks** asks the community, "What do YOU want to drink?"

Technology is enabling new ways of sharing and caring. Visit: [waywardarts.thebauhub.com/team03](http://waywardarts.thebauhub.com/team03) to see how technology fuels these innovations for powerful results.



### customers + evangelists = CUSTEVANGELISTS

When customers are treated with special care, they share the experience with others, resulting in a powerful brand culture. **Tim Hortons** and performer **Amanda Palmer** have passionate custevangelists who go above and beyond for love.





# INTELLIGENT COLLECTIVES:

## THE NEW SOCIAL CAPITAL

### NETWORKS & COMMUNITIES

**T**he last decade has seen an explosion of collaborative networks in workplaces, communities and civic organizations: new types of intelligent collectives that can do everything from develop strategy to micro-finance start-ups or compose music.

We are collaborating more because we can – digital applications are making it possible to interact in unprecedented ways – but we are also collaborating more because *we must*. The challenges we face

are more complex, more global, more pressing. We need to integrate better, move faster and be more inclusive in how we frame and attack opportunity.

Intelligent collectives unlock the real value in the large enterprise, the start-up, the community, hospital, university or NGO. They ensure that useful knowledge is not static intellectual property to be locked away, but an active creative force that produces new ways of doing business. For individuals, collaborative networks give access to vast skills and knowledge. These are the new centres of social capital.



# UNLEASH- ING THE GENIUS OF DIVERSITY

## NETWORKS & COMMUNITIES

WHAT MAKES A PROPERLY FORMED COLLECTIVE SO INTELLIGENT? AS JAMES SUROWIECKI NOTES IN *THE WISDOM OF CROWDS*, STUDY AFTER STUDY HAS SHOWN THAT THE POOLED JUDGMENT OF A DIVERSE GROUP BEATS THE OPINION OF THE SMARTEST PERSON IN THE ROOM ALMOST EVERY TIME – WHETHER THEY'RE GUESSING THE NUMBER OF JELLY BEANS IN A JAR, OR SOLVING A COMPLEX PROBLEM THAT REQUIRES MASSIVE COORDINATION.

BY COMBINING A NUMBER OF VASTLY DIFFERENT, INDEPENDENT PERSPECTIVES AND LETTING THEM FREELY ORGANIZE AROUND A PROBLEM, COLLECTIVES DELIVER AN INTELLIGENCE THAT TRANSCENDS SILOS. COLLECTIVES CHALLENGE OUR RELIANCE ON EXPERTS AND ROLE-BASED COMMITTEES, IN FAVOUR OF SOMETHING FAR MORE COLLABORATIVE AND DYNAMIC.

# BUILDING THE INFRA- STRUC- TURE OF COLLABO- RATION

**C**ollaborative networks require the right conditions to thrive.

- **Intention:** Participants must share a belief in the power of collaboration.
- **Trust:** The network has to be a safe place to do courageous things.
- **Connectivity:** Collectives should facilitate connections between participants with timely, rich and balanced aggregation and distribution of ideas.

Digital technology enables today's networks, but it's not the whole story. Behavioural research has found that when eye contact, facial expressions and body language are removed from communication, we find it difficult to extend trust. The smart network designer recognizes the best use of each form of contact. What's the best way to meet? What technology platforms do we need? How will we co-create, capture, share and archive?

# TRUE GLOBALIZATION

THE WORLD  
IS GETTING SMALLER

IN 2020, THE NUMBER OF  
INDEPENDENT PROFESSIONALS  
WILL EXCEED 70,000,000

THEY WILL BE YOUR CLIENTS, CONTRACTORS & PARTNERS  
IT WILL CHANGE THE WAY YOU RUN YOUR BUSINESS



# CAN YOU




**BUSINESSES  
WORKERS  
YOU**

**CLIENTS  
RESOURCES  
ME**



CONNECT  
THE DOTS?



# THE NEW SPECIALIST: A MODERN DA VINCI

Tapping a wealth of new opportunity  
through visionary collaboration

They are weavers of worlds,  
passionate seekers. Visionary adventurers.  
Insatiably curious.

They welcome every river, every stream, every  
sky, every bird, every thought, every idea.

Seeing in it all the infinite play of mystery.  
Rejecting nothing in their unceasing quest  
to create the new.

They are by definition the ultimate outsider.  
Yet, indivisible from the whole.

They are fearless, willing to court failure  
as the birthplace of discovery.

They walk between worlds  
like the greatest master inventor, artist,  
creator, engineer, architect who ever lived,  
the original New Specialist, Leonardo da Vinci.

“I will do things no one in the past dared to do.  
I will think new thoughts.

Bring new things into being.”

Leonardo da Vinci





**THINK OPEN**  
Create Opportunity

The New Specialist is a new breed.

Masters of multi-universes of craftsmanship, dynamic minds and whole-hearted collaborators.

Compelled, in the spirit of da Vinci to think without limits, tap the beyond, see the interconnection of all things, cross-pollinate ideas and insights across multiple platforms, overcome challenges, create opportunity. Sometimes even pluck genius from the wild open blue - in service to one cause, and one cause only: Solving the problems that people face every day.

Today, you have a choice: Cling to the past? Or tap the boundless opportunities of the new specialist.



*“Our communication technology allows us to respond rapidly to any opportunity for a deserving project.”*

*Gregg Buchbinder, CEO, Emeco*

## **PROJECT-BASED GLOBAL TALENT – THE ATTRACTIVE ALTERNATIVE**

“Emeco is characterized by a special mix of design and engineering, material know-how and handcraft with the mission to make things that last.” This American chair manufacturer and the iconic design company behind the classic Navy Chair sounds as modern and 21st century as a company can get. Founded in 1940, the Electric Machine and Equipment Company first made chairs for the US Navy. In 1998, Gregg Buchbinder bought and transformed the newly renamed Emeco into a modern chair company and partnered with top global designers and architects.

Emeco holds true to its core values and uses reclaimed and recycled materials. Today, their iconic chairs are found in restaurants, hotels, retailers, museums, schools, corporate offices, airports and homes around the world. Apart from strong technology and design, the company attributes its success to creating a collaborative winning culture, spanning the globe. Buchbinder learned the hard way, through trial and error, that the best people are not always local.

Emeco is a strong proponent of building global teams-on-demand, using a network of trusted specialists. These teams consistently deliver great projects, on time and on budget.

*The Bauhub recently spoke with Gregg Buchbinder, Chairman and CEO of Emeco.*



*Gregg Buchbinder, Chairman and CEO of Emeco*



## Leveraging Technology to Unify Global Talent

*The Bauhub:* Tell us about your virtual international team approach.

*Gregg:* Our virtual team allows us to use the best talent beyond their country of origin. Our team is made up of experts from around the world. Increased knowledge sharing and greater innovation happens as an organization's human capital share their understanding of global and local markets as well as best business practices. Our global team of freelancers and employees actually leverages the most basic of technologies to communicate: email, video conferencing, file sharing and screen sharing.



## From Pyramid to Jigsaw Puzzle: Increasing Productivity and Reducing Time to Market

*The Bauhub:* Virtual teams sound great in theory, but how do your teams work better if they are time zones apart?

*Gregg:* Our virtual team is flat in structure – each member representing a piece within a jigsaw puzzle – so they have a higher focus on the task at hand. Our team members do not deal with unnecessary bureaucracy which slows down the decision making. This enhances our productivity. And, since the team members span the time zones, team work happens on the same project 24/7, so when one member sleeps there will be another one somewhere else who starts work where the former had left. This shortens the product development time as well as increasing response time to demands in both global and local markets.

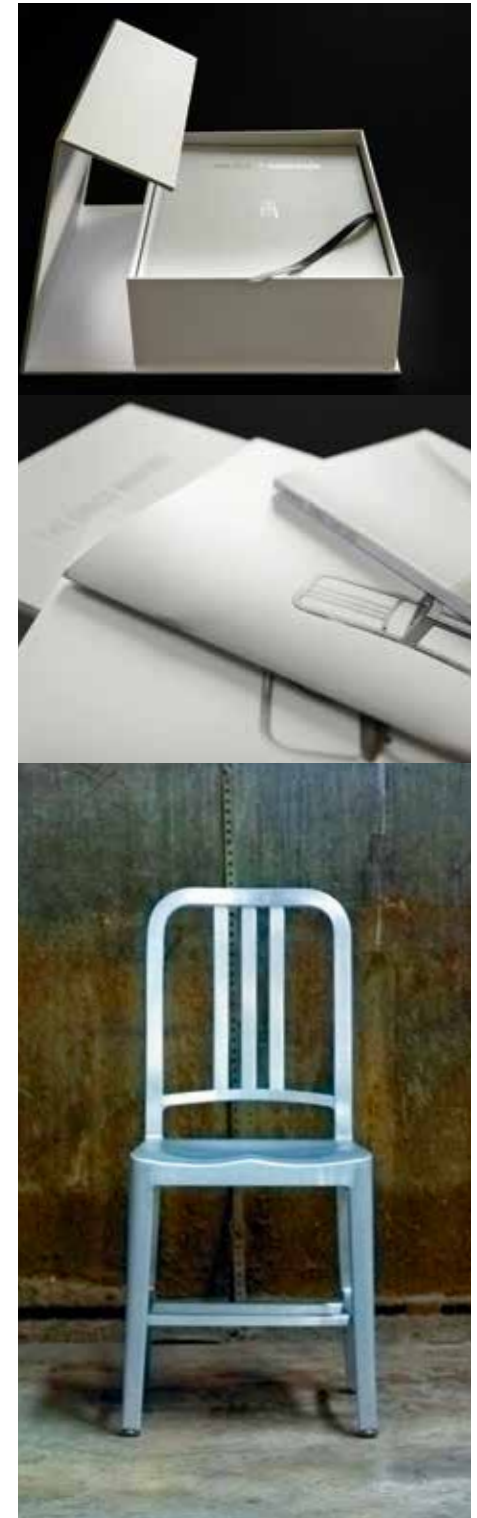
## Tapping New Opportunities Rapidly, with Cost Savings

*The Bauhub:* What about your team's ability to be responsive and save money?

*Gregg:* If we are given a huge unplanned opportunity, our virtual team does not need a physical presence to get started immediately. Our communication technology allows us to respond rapidly to any opportunity for a deserving project. A big advantage of our virtual team is cost savings. We do away with huge expenses on real estate, office spaces, utility bills and executives' travel. Our "toolbox for architects" project is a case in point. Our global team of photographers, copywriters, marketers, designers and printers collaborated online, across borders and time zones and produced an exquisite final product for far less money than a local team.

*The Bauhub:* Thanks so much, Gregg, for sharing your insights on how to leverage communications technologies to build a successful global team!

*Gregg:* Thanks – it was great to "virtually" meet you, too.





COLLABORATION

IS THE NEW

COMPETITION

WE COME  
FROM A  
WORLD OF  
JEALOUSLY  
GUARDED  
SECRETS.

Where the only ideas that mattered were the ideas 'our guys' conceived. Where innovating with other companies, other sectors, was tantamount to treason. Where did it get us?

The Pontiac Aztek. Disney before Pixar. Sony.

Certainly, there were whiffs of a collaborative economy before sustainability became an issue. There was Linux. The Co-opetition movement. Even A.G. Lafley's heresy of looking 'outside' for Procter & Gamble innovation.

It was Al Gore's hockey stick graph that put the fire under our collaborative asses. If we were going to save the planet (and, ahem, our bottom line), we'd have to grab the best brains we could, whatever the logo on their card.

The crucible of climate change forged partnerships out of acrimony, like Victoria's Secret + Forest Ethics = environmental paper standards for catalogues. It brought fierce competitors together under a common cause, like Ford + Mercedes = hydrogen fuel cells.

But it also threw open the doors to the awesome problem-solving power of the collective human brain, like IBM + thousands of bright volunteers around the world x 48 hour Global Idea Jam = sustainable office solutions.

**We're starting to realize that we is better than me.**

That collaboration creates faster ideas, better ideas, more ideas. Because if we're looking for solutions to a 400 CO<sub>2</sub> ppm planet, we need all the faster, better, more we can get.

# COLLABORATION FOR GREATER GOOD.

## *The Cocktail Party Primer*

Smart companies around the world are collaborating to solve thorny environmental problems, and boost their profitability. Turning billboards into backpacks, whiskey into fuel, cars into washing machine generators, you name it. Here's your guide to partnerships that prove when you dial up ideas, you can dial down carbon and waste.



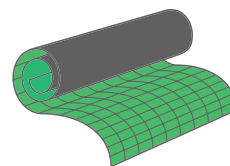
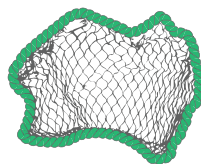
### **SOFAS → BAGS**

There's no shortage of stories about clothing manufacturers who collaborate with consumers to turn old clothes into new clothes. Patagonia's Common Threads is a great example. But now, the Shannon South line is taking scrap leather from the furniture industry and turning it into leather handbags. Your waste hassle becomes my haute couture.



### **BILLBOARDS → SWAG**

Vinyl is nasty material. And billboards are made of vinyl. So the folks at Relan figured out how to turn old billboards into new corporate gear. Now, after your billboard campaign has run, you can carry it around as an iPad cover, or wallet. A great collaborative media / manufacturing idea, and great for boosting your green cred in your employees' eyes.



### **FISHING NETS → CARPET**

Interface Carpet's Ray Anderson was one of the early advocates of smart, business-minded sustainability. His company continues to forge ahead, looking for ways to help the planet while building the brand. The latest example? Turning discarded fishing nets into carpets and, in doing so, helping impoverished coastal communities while helping the environment.



### **WHISKEY → FUEL**

Celtic Renewables is turning waste from whiskey production into next generation biofuel – biobutanol. This collaboration makes (literally) tons of sense: 90% of distillery byproducts are discarded, wasting what could be a \$90 million value for the biofuel industry. Whiskey becomes gas, and proves drinking is good for your driving.

💬 We'd like to thank Jen Elks and the folks at Sustainable Life Media for graciously helping us research these examples. If you want more inspiration, make sure to attend Sustainable Brands conference next year – the uber-green-meets-business-meets-innovation show.

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say something  
looks good  
on paper...

we say thanks.

And when The Bauhub's Wayward Arts issue needed to look good, they said Chorus Art. Chorus Art is Burgo's high-quality line of papers, responsibly manufactured to deliver both printing and environmental brilliance. The ideal choice for the eco-conscious North American consumer. Available in a wide range of sizes and finishes to meet the high expectations of the printing and design community.

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**It'll never work.**  
**Let's do it.**



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## THE CREATIVE PROCESS IN AN EXPANDING UNIVERSE.

After thirty years of pretty much nothing new, the past decade has seen the communications industry explode with options and opportunities. Always fueled by collaboration, marketing teams, now more than ever, have a need to succeed through alliance. The creative process, which often begins with a single person's inspiration, quickly expands to involve the talents and skills of a broad team as an idea is brought to market – brought to life – across myriad media. And it's not just technology or project management that's required to keep all cylinders firing – it's a team of strategic and creative ninjas who simply don't flop, fail, flail or fall short. Ever.



## THE CREATIVE PROCESS AND POTATO GNOCCHI.

Driven by a commitment to self-preservation, an early hunter-gatherer dug up a root, had an inspiration and took a bite. Possibly less a creative act than a leap of faith, this still marks the moment that began what is surely one of mankind's greatest ongoing expressions of creativity (our love affair with the potato). Today, a Google search returns 63,000,000 ways, perpetrated by artists (of a culinary sort), to prepare this bland, unattractive tuber. And, if the spud was the idea, the work of these artists, whose target audience is your tongue, forms a mouth-watering example of the power of brilliant execution. For going from potato to potato gnocchi is just further proof that "great ideas should be executed, not killed".



# THE CREATIVE PROCESS IN A TWO HEADS ARE BETTER THAN ONE WORLD.

Mankind (that's us, by the way) displays a natural preference to form communities. Communities are efficient; they offer camaraderie, economic possibility, even the ability to flush. In the marketing communications realm (yes, it's a realm!), where connections are critical, a strong community offers tremendous benefit to its members and clients served. Ad agencies are basically 'hired communities' of workers that collect daily in shared premises. But with all the collaborative powers offered via the Internet a community created of preference, experience and entrepreneurial motivation can also offer a self-healing, vastly capable, economically efficient option to clients anywhere. And possibly everywhere.



# THE CREATIVE PROCESS BROUGHT TO YOU BY CREATIVE PEOPLE.

Well, yes. We've been lying to you. The Truth is, there is no creative process. A process would imply that if you just Follow These Seven Steps To Award Winning Creative, it will work. Every time. Sorry to say: there is no magic wand. But there are a bunch of crafty people with crazy skills and so capable that it seems like there must be a process. But really there is just practice. And more practice. And even more practice. These crafty ones are strategists, media planners, designers, photographers, illustrators, web developers, filmmakers, researchers, editors, writers... and more. So you can stop looking for the magic wand and just get to know some of these magic people.







# THE CUBICLE PENSIONER:

Does measuring hours quantify productivity?

Company trappings, like job security and health care benefits, are oft-times missing. Meanwhile, the traps, including layoffs, cube farms, being on the clock 24/7 with faster and faster deadlines, painful commutes, and office politics, are ever-growing.[1]

[1] *The Rise of the Naked Economy: How to Benefit from the Changing Workplace*, Ryan Coonerty and Jeremy Neuner





# The Free Agent:

**Sometimes you just want to walk the dog.**

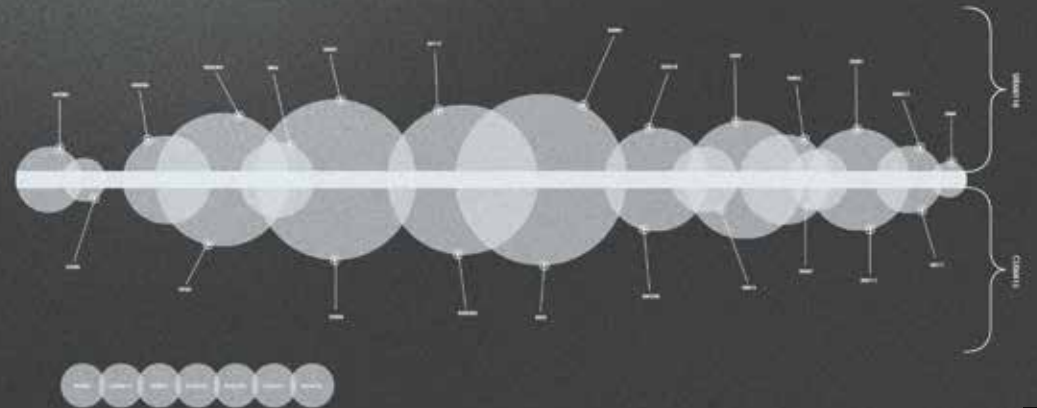
We asked people who work at NextSpace Coworking in California how they maintain a healthy work/life balance. The answer we heard repeatedly was simple: Traditional employment may offer structure and security, today's free agent eschews a nine to five framework. Instead, they work in focused chunks of time whenever, wherever, and with whomever it makes sense for the project. For them, more flexibility trumps job security.



# CREATING THE NEW ECONOMY

WE LIVE IN AN AGE WHERE IDEAS MATTER, WHERE PUSHING THE LIMITS OF CREATIVITY HAS BECOME A STIMULANT FOR GREAT ECONOMIC GAIN.

"CREATIVE CAPITALISM," AS BILL GATES COINED IT, HAS BEEN AN UNDERESTIMATED GROWTH ENGINE IN THE EMERGING 21<sup>ST</sup> CENTURY'S GLOBAL ECONOMY. IT'S TIME FOR US TO PAY ATTENTION. THE UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT (UNCTAD) STATES THAT INTERNATIONAL TRADE IN CREATIVE GOODS AND SERVICES MORE THAN DOUBLED FROM 2002 TO 2011, DESPITE THE GLOBAL FINANCIAL CRISIS, TO A STAGGERING \$624 BILLION.



CURRENTLY THE CREATIVE ECONOMY  
CONSISTS OF 15 DIFFERENT INDUSTRIES,  
INCLUDING ADVERTISING, ARCHITECTURE, DESIGN,  
FILM, MUSIC, PUBLISHING, R&D, TELEVISION AND  
VIDEO GAMES. THE CREATIVE INDUSTRIES  
CANNOT BE DIVORCED FROM THE 'OLD  
ECONOMY' WHICH PROVIDES THE 'LABOUR  
AND MATERIAL COMPONENTS' FOR OUR  
CREATIVITY CONSUMPTION.

THE CREATIVE ECONOMY'S BOUNDARIES ARE  
NOT LIMITED TO THE ARTS, COMMUNICATIONS  
OR NEW MEDIA. CREATIVITY CLASS WORKERS  
CAN BE FOUND IN SCIENCE AND TECHNOLOGY,  
HEALTHCARE, LAW, BUSINESS MANAGEMENT AND  
A HOST OF OTHER SECTORS THAT BENEFIT FROM  
MENTAL OR CREATIVE LABOUR.

# SO WHAT?

UNCTAD estimates the global market value of creativity and culture-dependent industries is US\$1.3 trillion. These creative industries erase geographical distances, offering new accessibility to globally expansive social networks. Korean entertainer PSY is exemplary of this new creative platform's potential. His hit single, "Gangnam Style," garnered over 1 billion YouTube views and transformed PSY into a "global superstar". According to the Wall Street Journal, the Korean government is now setting up a government and private sector fund worth US\$89million to stimulate their creative economy.

This is our new task for the future: leveraging creativity for economic growth. Around the world, our thirst for consuming creativity is growing and businesses must keep up. To do so, creativity must become a new economic driver and be treated not as a cost, but as an investment for future prosperity.



# BIG BRANDS

## AND THE KNOWLEDGE WORKER

Before technology forever connected us to everyone we've ever met in our entire lives, brands had the time to work with an advertising agency of record and plan long-term strategies. The agency could perform research, develop several carefully constructed campaign directions, test them, think about the results and then move forward with a well-baked concept.

Today, marketers are more like ringmasters, spending their time concentrating not on the bottom line goals of their businesses, but instead trying to coordinate a stable of specialist marketing and technology agencies. Mobile, digital, social, data, e-commerce, media, gamification, direct, catalog, above-the-line all needing attention, all possessing different processes, all with different timelines and all claiming they can do the work of the main traditional agency.





But amidst the confusion, knowledge workers rise to the occasion and the challenge. This new type of entrepreneur has a passion for his or her craft, skills, teammates, tools, and solving the creative marketing problems of brands. They have worked in the old world cultures for many years and have the breadth of knowledge, deep experience, proven methodologies, best practices and... each other.

Collectives of these knowledge workers are forming across the globe, aided by the very technology that is leaving the big agencies reeling and the big brands craving. Collaborative online tools, access to dedicated individuals and groups of specialists around the world, agile processes and a quality of life make these collectives much more attractive and satisfying for the most talented and experienced agency types. And that tends to produce much more attractive and satisfying output for brands.

Big brands, small brands, all brands can work directly with the people who conceive and execute — and care about — the ideas, no matter the medium, no matter the channel, no matter the technology, no matter the matter. Marketers can go back to concentrating on the business of their business instead of the drama of dealing with a plethora of agency partners. And with truly measurable results.





## WE'VE SAVED A PAGE FOR YOU

Here, placed strategically at the end of the book, we'd like to welcome you to the beginning. The beginning of a conversation (at least); or a beautiful friendship (perhaps); the beginning of something new (certainly) which may be redundant, but is still worth stating.

The Bauhub is a collective of exceptionally experienced communications industry pros who work and think and succeed based on the type of ideas presented herein. From all around the world, forty of our members volunteered time, energy and insight to the creation of the content in this issue of Wayward Arts.

In thirty days, we went from, "Here's an interesting opportunity!" to the printed piece you're reading now.

The Bauhub is a new kind of fluid, noverhead (no typo) workforce that can muster up the resources to tackle virtually any communications opportunity.



Wayward Arts is an inspirational monthly magazine showcasing the pure unfiltered spirit of graphic design in Canada. Each month a prominent creative group will conceptualize and execute a new issue filled with original concepts and featuring specialty printing and finishing techniques. Every publication will be an unpredictable expression of creativity!



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In physics, a force is said to do work when it acts on a body so as to create a displacement in the direction of the force. In other words, work creates movement...

And so, in closing we hope that our work, contained within these pages, moves you.

Your personal, unique invitation to join the conversation on the future of work:

[waywardarts.thebauhub.com/8bo3kd5k](https://waywardarts.thebauhub.com/8bo3kd5k)

Get moving.



