

# Steelcase und Microsoft starten Partnerschaft zur Förderung der kreativen Arbeit

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*Steelcase and Microsoft introduce “Creative Spaces” – technology-based workstation solutions that support the creative process.*

The future needs creative thinking. We face global challenges that challenge us all to use all of our creative potential to solve problems, make new connections and develop ideas. Creativity is by no means found only with artists and musicians. Rather, it is a process in which we can all contribute and that we all need to support. Steelcase and Microsoft have partnered to help people promote this critical behavior at work. The two companies introduce so-called “Creative Spaces”: jointly developed technology-based workplace solutions that support creative thinking at work.

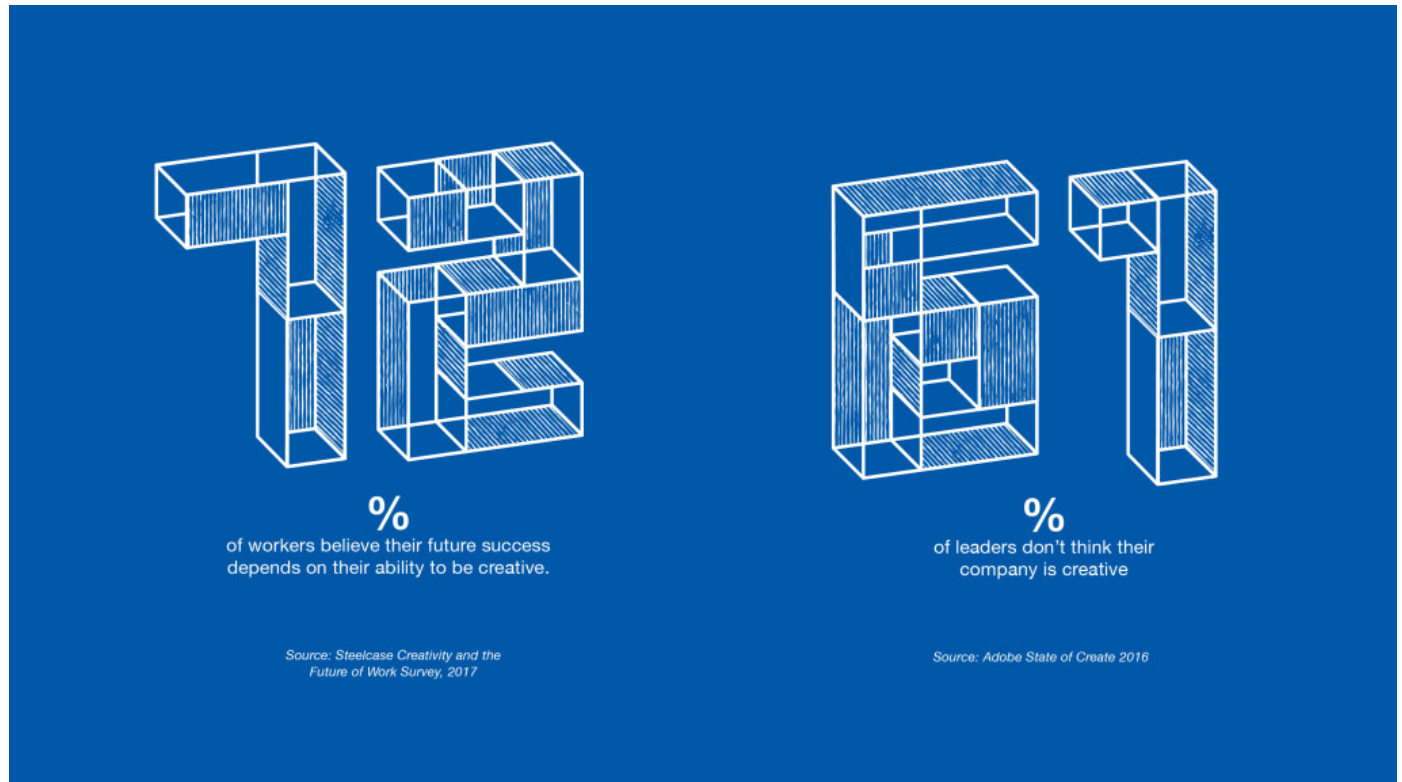
According to a joint research, creativity is a vital skill in the 21st century, fueled by the need of companies for innovation and growth, but also the desire of employees for meaningful work. Despite the desire to take advantage of creativity, many companies are not thinking through their investment in space and technology holistically. And so the framework for creativity in the workplace is not always optimal.

Learn more about Creative Spaces and the partnership between Steelcase and Microsoft.

Further information

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The research carried out by the two companies shows the pressure people are experiencing towards the shift towards more creative work:



Graphic:

Seventy-two percent of employees think that their future success depends on their ability to be creative.

61 percent of executives believe that their company is not creative.

While there is a need for collaboration, only 25 percent of respondents feel they can actually be creative in the currently available team workplaces.

The study also confirms the connection between creativity and privacy. Having a place that allows undisturbed work, employees consider the second most important way to promote creativity – just after the need for more time to think.

“The challenges facing people today are more complex than ever. To solve them, we need new creative thinking and work processes,” said Sara Armbruster, Vice President of Strategy, Research and New Business Innovation at Steelcase. “We believe that everyone has the ability to think creatively, and that people are happier when they can work productively and creatively. Working with Microsoft, Steelcase will help companies merge space and technology to promote creative work. “

The shared exploration of creative work has made it clear that creativity is a process where everyone is challenged and demands different ways of working and technologies. Within a creative process, people need to be able to work alone, in teams of two and in different sized groups. This requires a variety of mobile and integrated into the workspace technologies. In addition, the work space should be inspiring.



**“Every Microsoft Surface device is designed to enable the creator in us.”**

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**RYAN GAVIN** | General Manager, Microsoft Surface

“Every Microsoft Surface device is designed to activate the designer in us. Devices such as the Surface Studio and Surface Hub have been designed to provide optimal support for people in their natural way of working, networking and collaborating,” said Ryan Gavin, general manager, Microsoft Surface Marketing. “Together with Steelcase, we have the best prerequisites to connect space and technology together and to create an environment that encourages our most valuable asset – human beings – in their creativity. The future of work is creative. “





**“The ‘Creative Spaces’ of Steelcase and Microsoft were developed with the goal of bridging space and space Close technology and make creative work more intuitive.”**

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**BOB O'DONNELL** | President, Founder and Chief Analyst at TEChnalysis Research

“Most employees are still working with outdated technologies and in yesterday’s quarters, making it difficult for them to adopt new, creative ways of working,” said Bob O’Donnell, president, founder and chief analyst at TEChnalysis Research. “Steelcase and Microsoft’s Creative Spaces are designed to bridge the gap between space and technology and make creative work more intuitive.”



*Please note that some of the products and applications shown here are not available in the EMEA region. We are currently working on EMEA applications for the “Creative Spaces”.*

The partnership between Steelcase and Microsoft also includes the joint development of technology-based workplace solutions based on IoT (Internet of Things) technologies. The data they gather can be used by companies to analyze and improve their workplaces, as well as to help their employees find the best place to work in the office in different ways.

In addition, select Steelcase retailers in the US and Canada will distribute the Microsoft Surface Hub as part of the Microsoft Partner Network as of today. In the course of this year, additional dealers will follow in the DACH region and in other areas. During the current market launch in North and South America, EMEA and the Asia-Pacific region, the “Creative Spaces” are continuously being developed and expanded.

“The world of work is constantly changing, presenting us with completely new challenges in the workplace. With this partnership, we bring space and technology together to best empower workers and organizations at work and address these challenges today and in the future,” said Armbruster.

Explore [Creative Spaces](#) and the [Microsoft](#) and [Steelcase](#) partnership.

*\* Joint study by Microsoft and Steelcase with 515 US and Canadian companies with more than 100 employees, released March 6, 2017.*



**Rebecca Charbauskі**  
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Rebecca Charbauskі, eine mit dem Emmy ausgezeichnete Journalistin, berichtet über globale Forschungsprojekte, die sich auf Orte auswirken, in denen Menschen arbeiten, lernen und heilen. Im Lauf ihrer 17-jährigen Karriere veröffentlichte sie lokale und nationale Nachrichten im Fernsehen und bei einer Vielzahl von digitalen Plattformen. Sie leitete drei Jahre lang eine Digital News Group in Kansas City und war fünf Jahre lang als Nachrichtendirektorin in Grand Rapids, Michigan, tätig. Bevor sie zu Steelcase kam, arbeitete sie mit einer der vier größten Mediengruppen in den USA zusammen und koordinierte die Berichterstattung von 48 Newsrooms zwischen der Ost- und Westküste.