



# Gensler Research Catalogue, Volume 3

**Gensler**

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- Summarises the methods, findings, and design implications of 35+ research projects conducted by hundreds of Gensler professionals in recent years
- Research was conducted across Gensler's practice areas and offices, spanning a wide diversity of design topics, space types, and methodologies
- Research summaries are focused on the clear articulation of methods, results, and strategies for design - each with actionable insights
- A 10+ person graphic design team designed each entry as a unique paper focused on the individual expression of research ideas, data, and findings

*The Gensler Research Catalogue, Volume 3* profiles the work of 35+ research projects conducted by Gensler professionals around the world, spanning topics from the future of autonomous vehicles to how workplace design drives great customer and workplace experiences. Graphic designers from across the firm collaborated to design the Catalogue, giving each entry a unique design language tailored to the expression of each projects' methods and findings. The diverse set of projects are unified by a human-centric approach to design research, focused on ways to improve the human experience through great design. The research is organised into chapters focused on broad topics of interest, each with an introduction focused on broad trends and implications for the future of design. In addition to profiling Gensler's myriad research investigations, the publication also highlights the history and ethos of the Gensler Research Institute. The Catalogue offers not only thought-provoking descriptions of individual research, but an overall evidence-based approach to thinking about the approach to and design of space with the human experience at its heart.

**Gensler** is the world's largest and most collaborative design firm. The Gensler Research Institute central to that success, and was established to support investigations important to our firm, our clients, and the ongoing learning and development of our professionals. 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 high-performance design solutions.