Materialization of the Dutch Office Culture
by Stefan Lechner
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This Presentation:

• Examples of Dutch culture
• Cultural dimensions by Hofstede: comparison of USA, Netherlands and Japan
• Wayfinding research in a Dutch context
Objectives of this presentation:

• Insight in cultural differences
• Insight in materialization of the Dutch office culture
Introduction

• Stefan Lechner
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  – Lecturer Facility Management
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• Centre of Expertise Healthy Ageing
  – Project Leader Living Lab Health Space Design
What is the Dutch culture?

• Tulips?
• Cheese?
• Wooden shoes? (Klompen)
• Flat land (= the Nether lands)
• Van Gogh?
Black tulips
Typical tulip field
Materialization in Dutch office furniture
Sunflowers
by Van Gogh
“Potato Eaters” by Van Gogh
Typical old-fashioned Dutch interior
“Rietveld”-chair in primary colors by Gerrit Rietveld (1921)
Painting by Mondriaan (aprox. 1920)
Cultural dimensions by Geert Hofstede

• PDI Power distance
• IDV Individualism
• UAI Uncertainty avoidance
• MAS Masculinity
• LTO Long-term orientation (IVR Indulgence vs restraint)
United States in comparison with Netherlands and Japan

- Power Distance: United States - 91, Netherlands - 54, Japan - 38
- Individualism: United States - 80, Netherlands - 46, Japan - 42
- Masculinity: United States - 62, Netherlands - 14, Japan - 14
- Uncertainty Avoidance: United States - 95, Netherlands - 53, Japan - 53
- Pragmatism: United States - 92, Netherlands - 67, Japan - 88
- Indulgence: United States - 6868, Netherlands - 42, Japan - 42

Chart from [www.geert-hofstede.com](http://www.geert-hofstede.com)
Power distance
Power distance

Former queen Beatrix in a street in Amsterdam
Individu-alism
Individulism

Japanese office
Individualism

American cubical office
Mascularity

'gezellig'

Courtesy: http://www.inrichting-huis.com/kantoorinrichting/kantoorinrichting-van-etsy/
Long term orientation
Study on Wayfinding

• Who has recently visited a hospital where he had never been before?
• Who could find the way?
Study on Wayfinding

Study: ... wayfinding of visitors and patients entering the hospital from the multi-storey car park

Method: shadowing (McDonald, 2005, Eager & Oppenheim, 1996)

Setting:
1. Bachelor thesis student Engineering and student Facility Management
2. 15 Arts students in small groups
Wayfinding results: bottlenecks

Route from car park to central hall

Bottleneck A
Bottleneck B
Bottleneck C
Central hall
Results study 1 Wayfinding

• Quick wins: advantage: cheap
• New design of the central hall: disadvantage: expensive

! Actually, the hospital is considering the new design of the central hall!
Sketch of distinguished routes (*)
The ‘Cloud’ route

Sophie Seidel & Martijn Feenstra, 2014
The ‘Forest’ route
Other example: Current situation: long corridors

Frederieke Kuik, 2014
Inspiration by Mijksenaar at Schiphol Airport Amsterdam
Again:
Current situation:
long corridors

Frederieke Kuik, 2014
Example of Mijksenaar

Frederieke Kuik, 2014
Applied to the corridor

Frederieke Kuik, 2014
Recap:

• Office design is affected by culture
• Culture dimensions of Hofstede are applicable
• Culture can materialize in e.g. wayfinding
Thank you very much for your attention
Questions?
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