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

• Hanze University of Applied Sciences, Groningen, the Netherlands
  – Lecturer Facility Management
  – Researcher Research Group Facility Management

• 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
Materi-\text{alization} 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 40, Netherlands 38, Japan 54
- Individualism: United States 91, Netherlands 80, Japan 54
- Masculinity: United States 62, Netherlands 46, Japan 14
- Uncertainty Avoidance: United States 95, Netherlands 53, Japan 26
- Pragmatism: United States 46, Netherlands 67, Japan 42
- Indulgence: United States 68, Netherlands 68, Japan 42

Chart from www.geert-hofstede.com
Power distance

40 38 54

Power Distance
Power distance

Former queen Beatrix in a street in Amsterdam
Individualism
Individuality

Japanese office
Individulism

American cubical office
Masculinity

95

62

14

Masculinity

‘gezellig’

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

Pragmatism

88
67
26
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
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 (*)

Sophie Seidel & Martijn Feenstra, 2014
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
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?