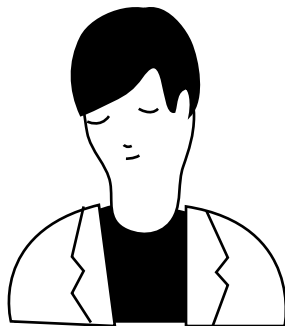




About this document

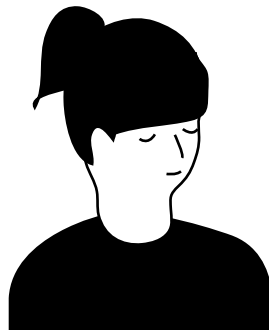
The purpose of this document is to explain the background, context and development of the Places project at GSK.

The audience of this document is:



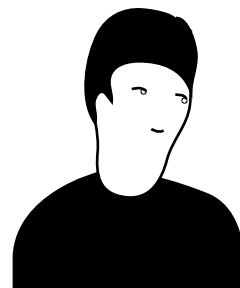
GSK

For GSK people from R&D and beyond.



Gensler

For team members, new and ongoing.

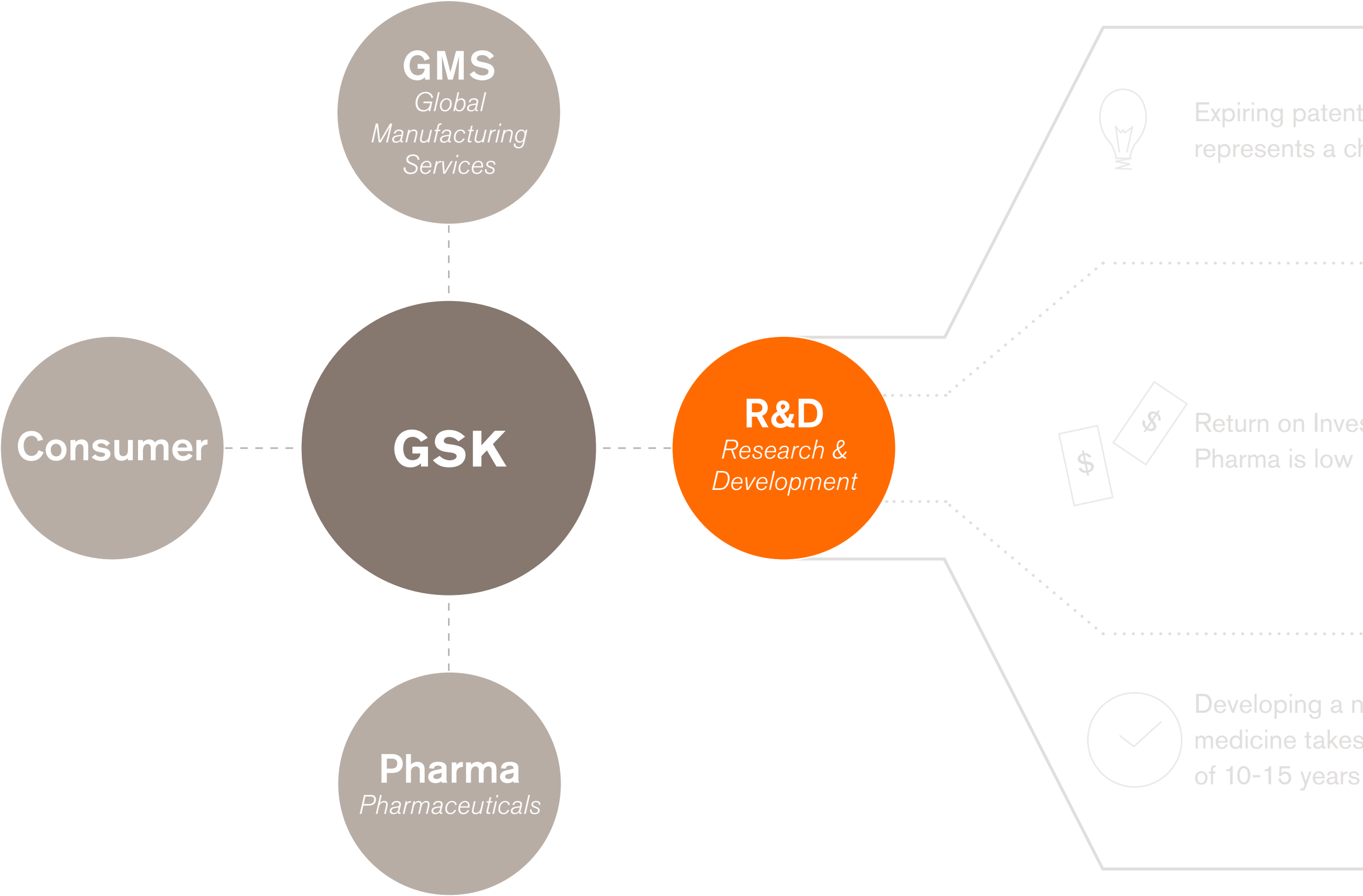


Others

For all involved in Construction, Build and Project Delivery.

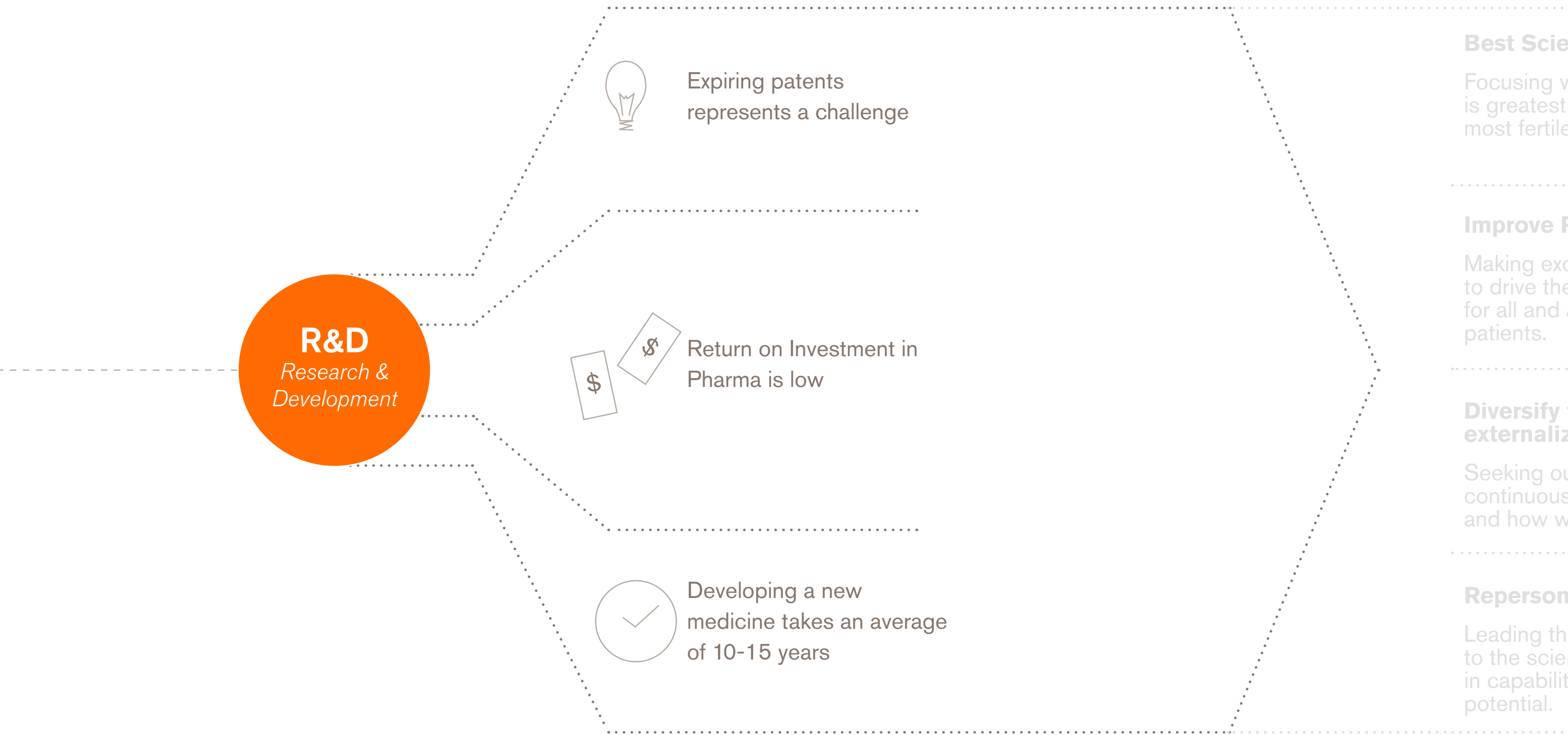
Overview

Who?
Within the GSK organization



Why?

The Challenge of R&D



What?

The Strategies to Grow the Future

Best Science

Focusing where the patient need is greatest and the science is most fertile.

Improve ROI

Making exceptional decisions to drive the greatest benefits for all and accelerate delivery to patients.

Diversify through externalization

Seeking outside expertise to help us continuously innovate in what, where and how we deliver.

Repersonalise R&D

Leading through those closest to the science and investing in capabilities to unleash their potential.

GOAL

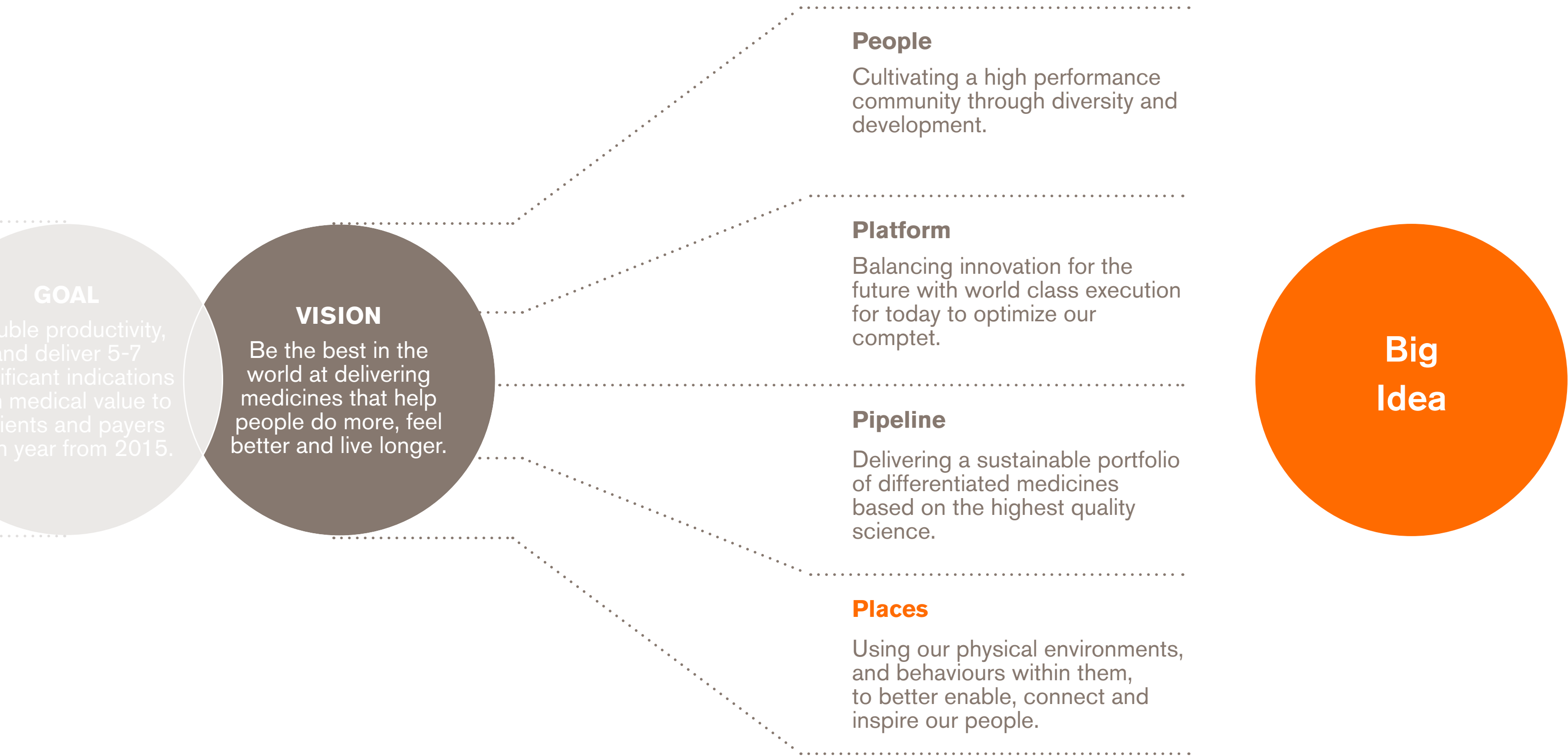
Double productivity, and deliver 5-7 significant indications with medical value to patients and payers each year from 2015.

VISION

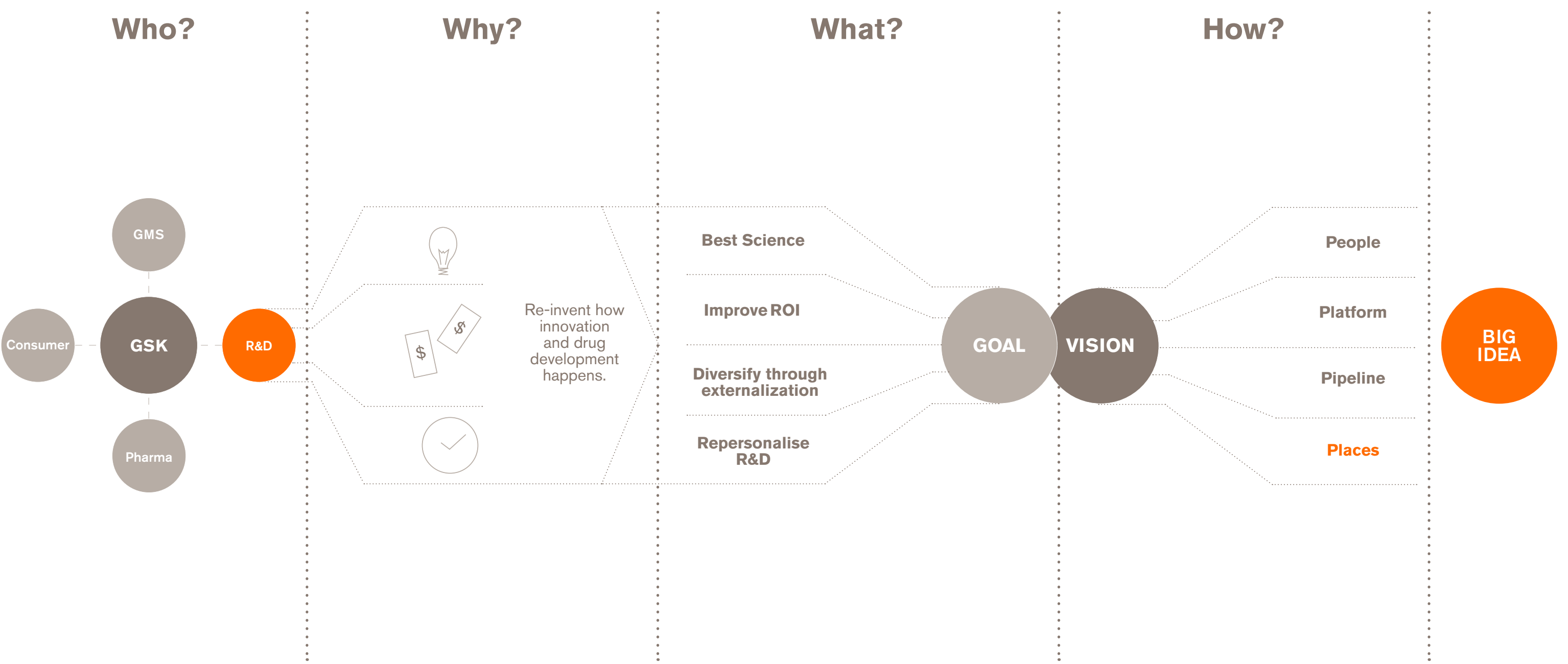
Be the best in the world at delivering medicines that help people do more, feel better and live longer.

How?

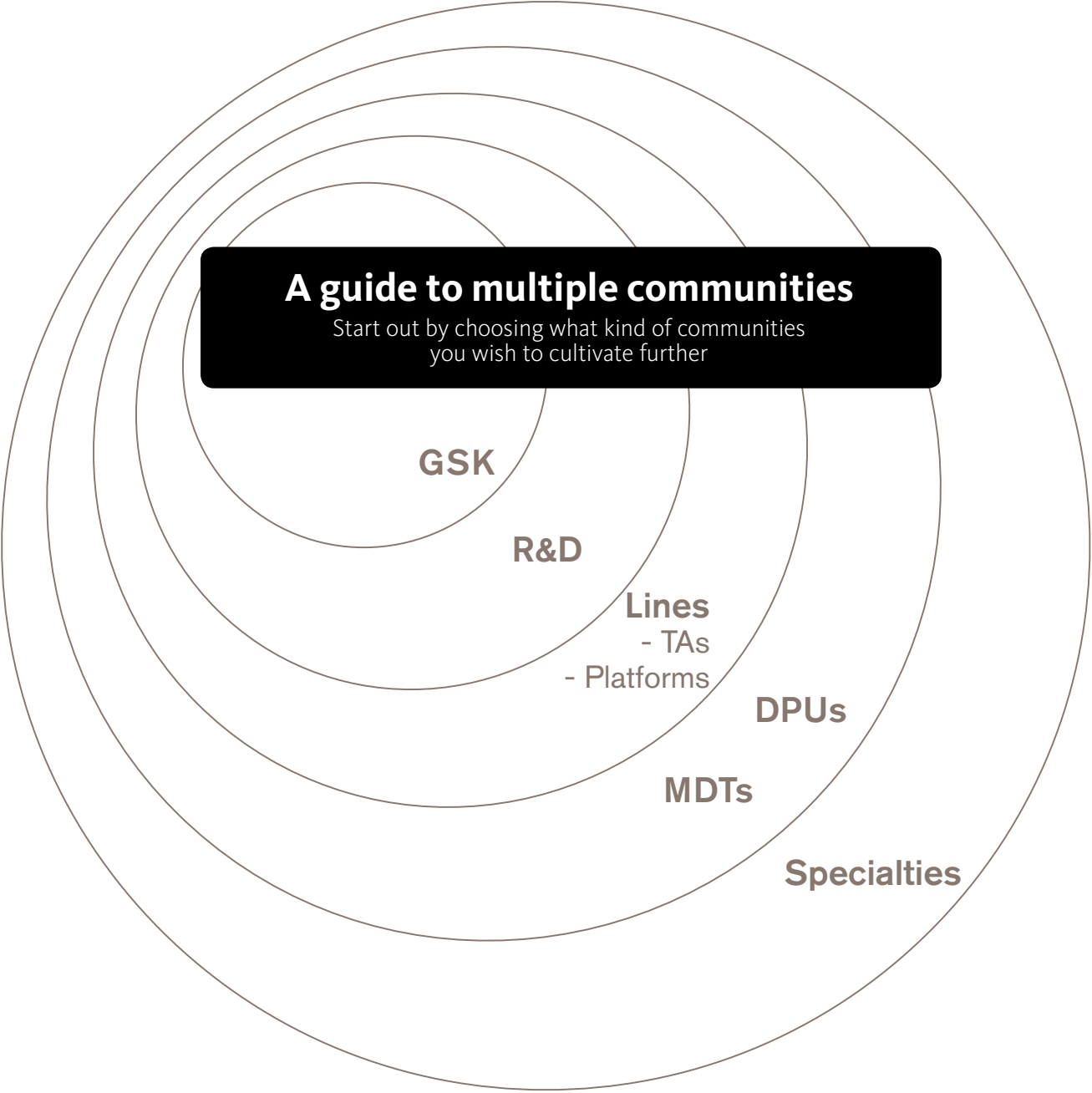
The Areas of Focus to Grow the Future

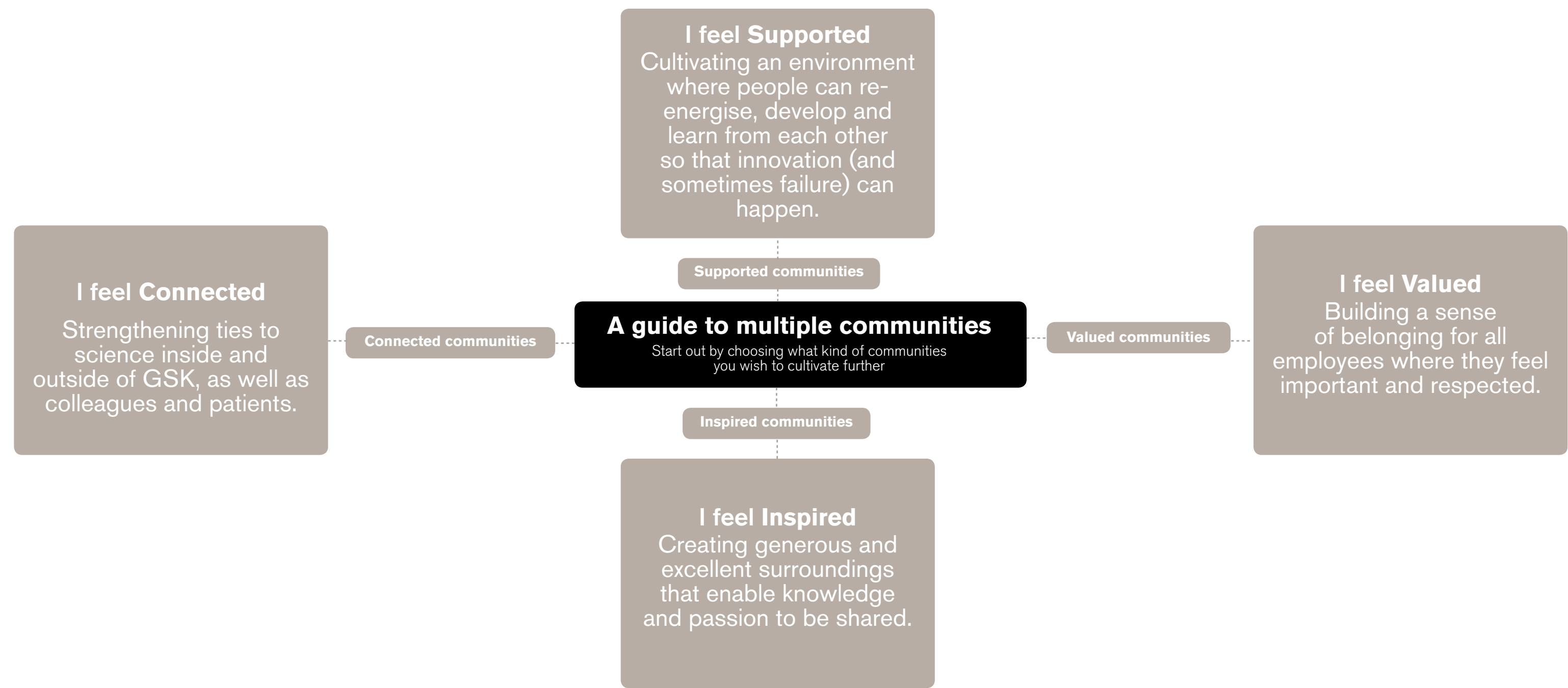


Overview



Program

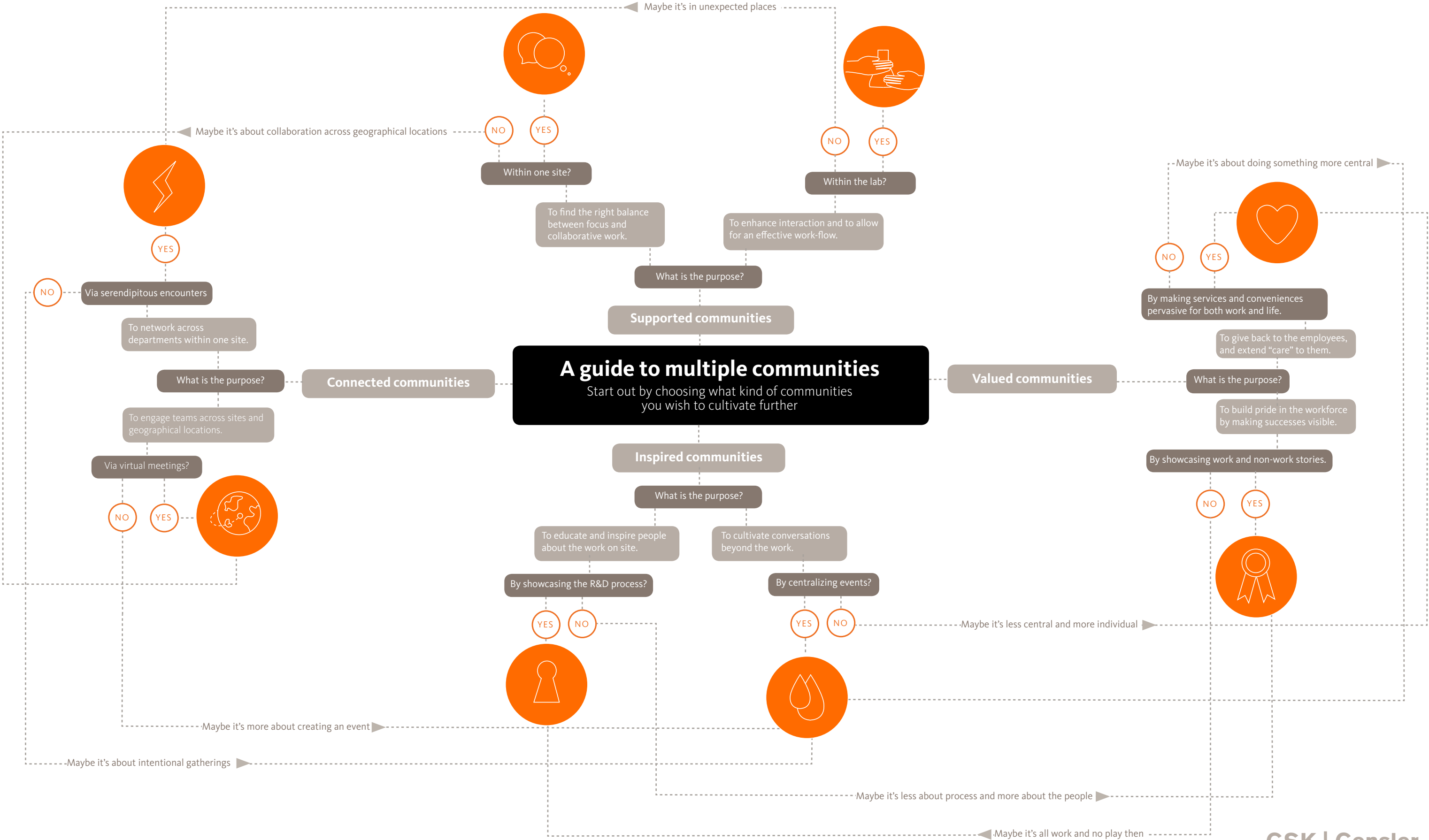




Purpose



Map



Key

1. SMART Working



Heads Up/
Heads Down

2. SMART Labs



Bumper Labs/
Zoned Labs

3. Iconic Ideas



Celebrate



Focused Activation



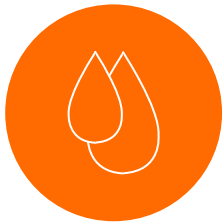
Front Door
Research



Make it Real
in Real Time



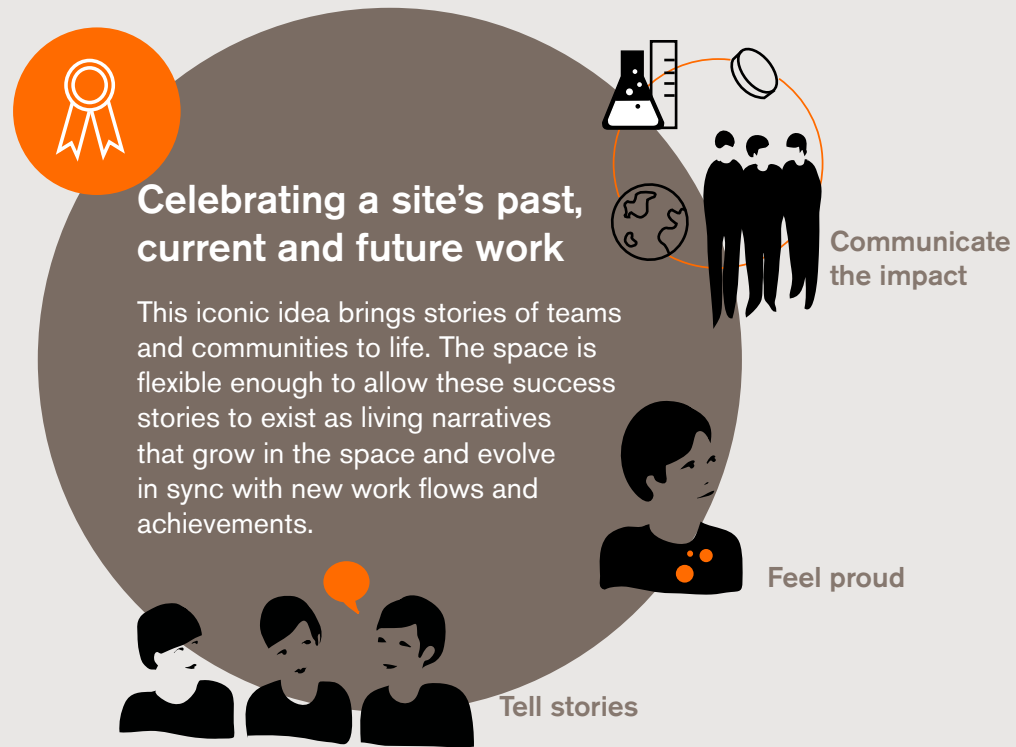
Do More, Feel
Better, Live Longer



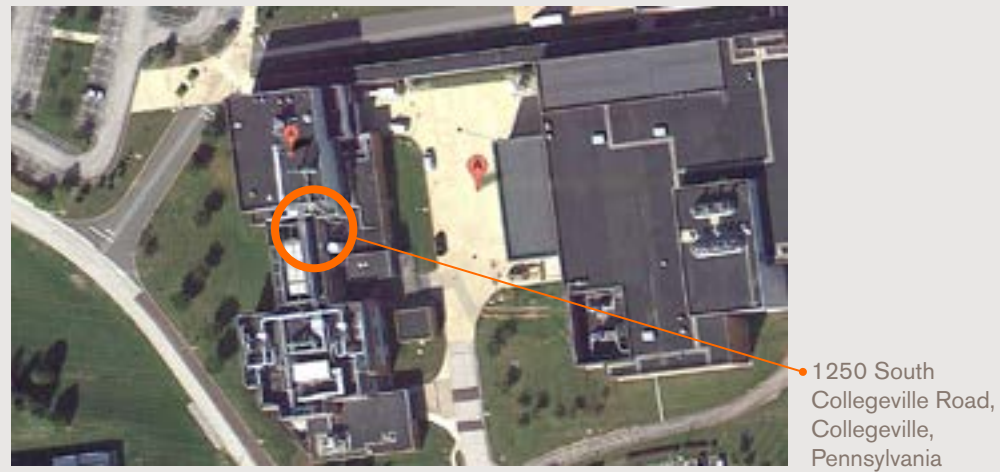
Watering Hole

Ideas in Brief

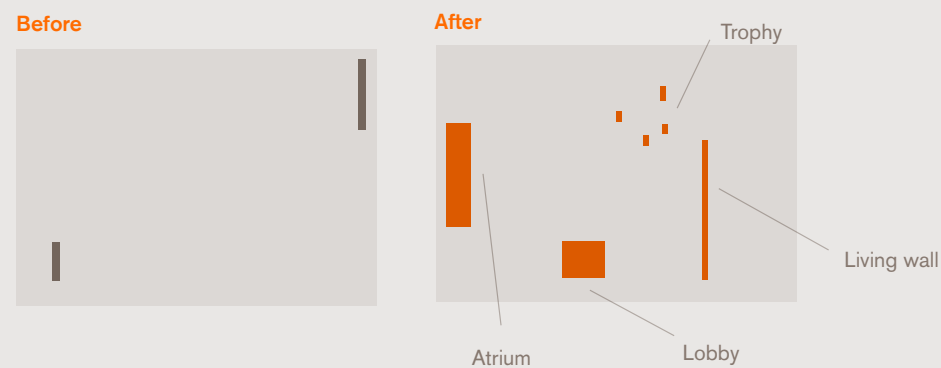
Celebrate



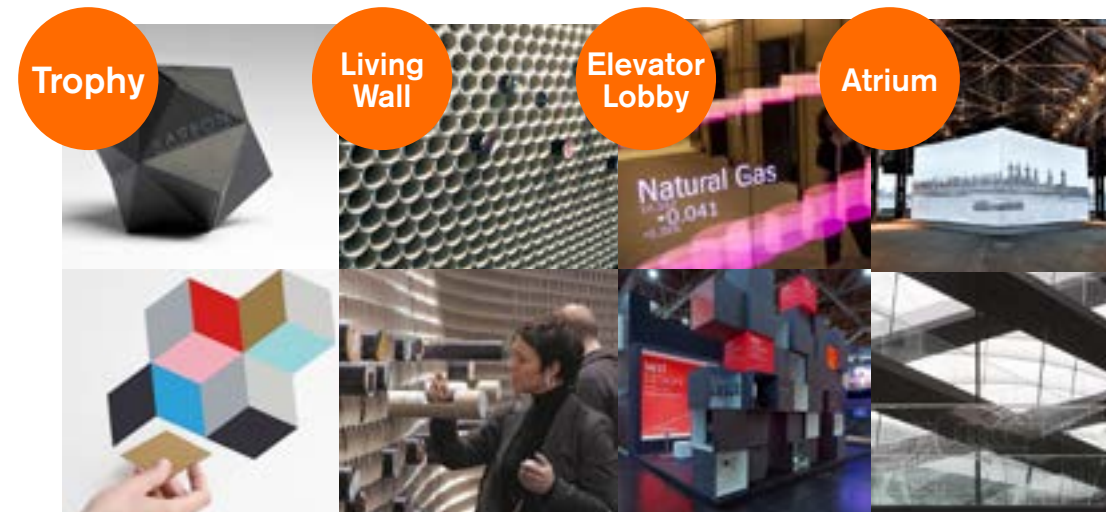
Pilot Site: Upper Providence, PA



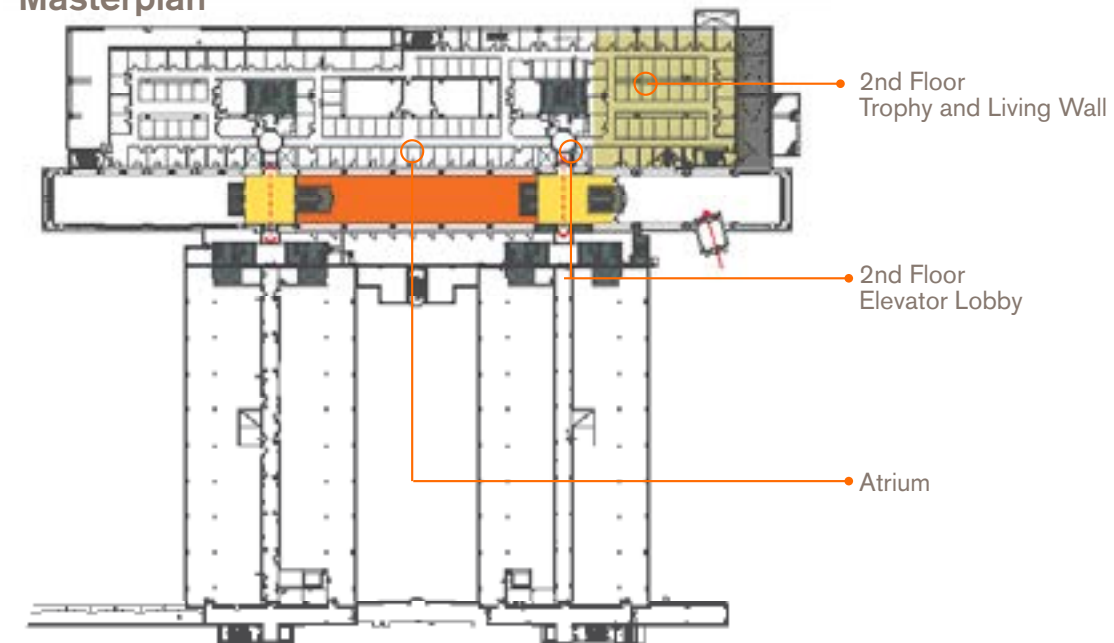
An celebratory path accessible to the employee everyday



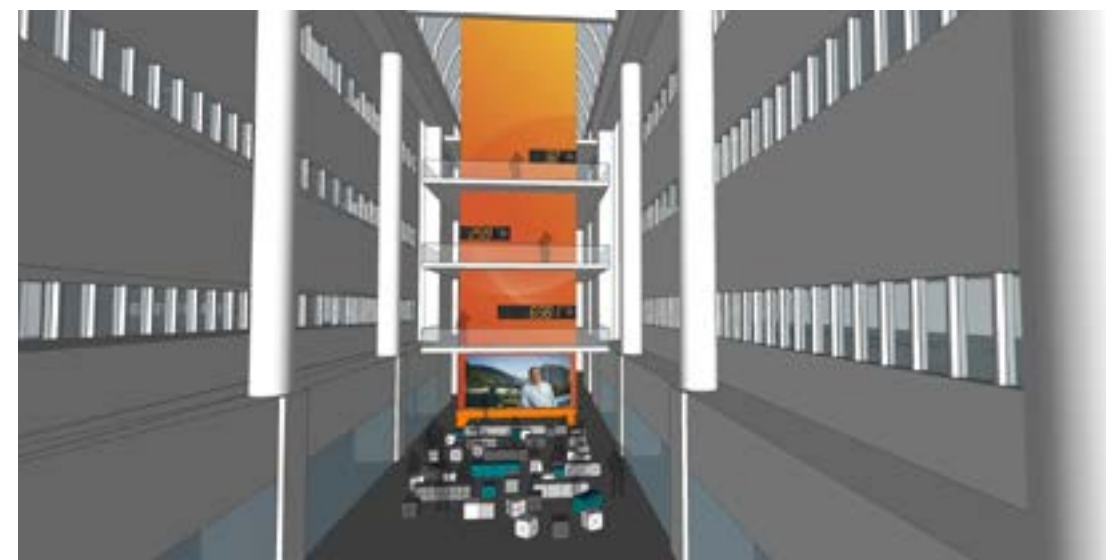
Inspiration



Masterplan

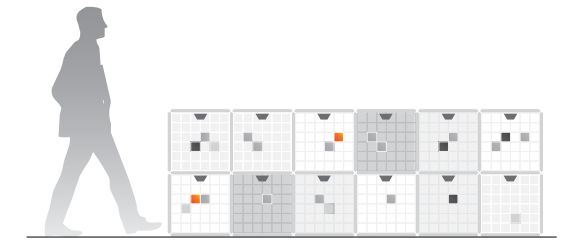


3D View



Design

1. Trophy (celebrate our people)



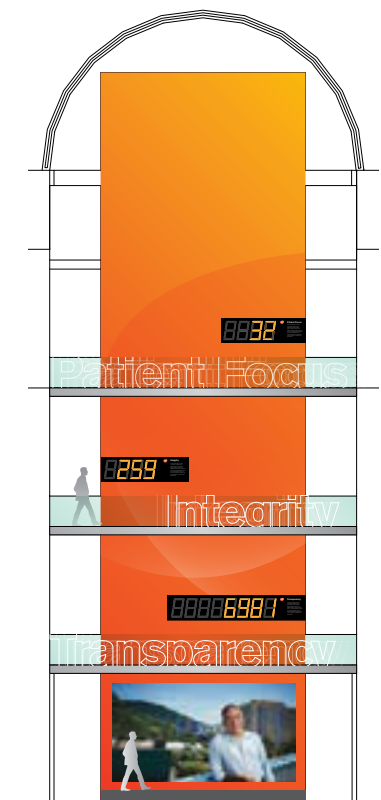
2. Living Wall (celebrate our community)



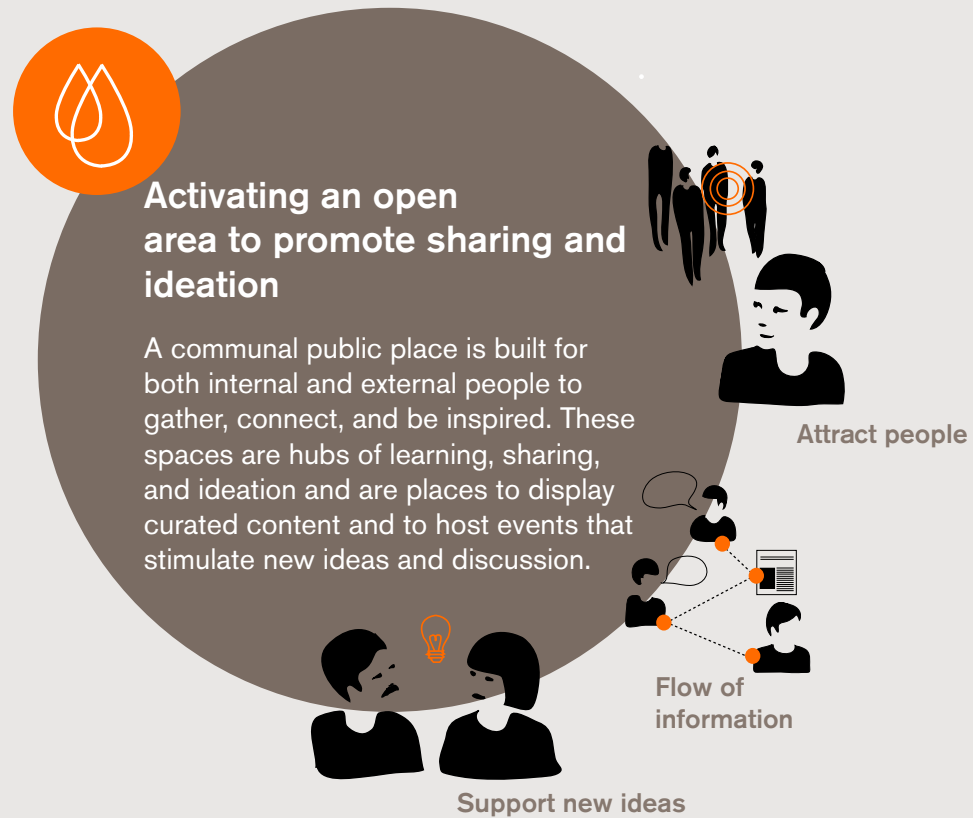
3. Elevator Lobby (celebrate our science)



4. Atrium (celebrate our patients)



Watering Hole

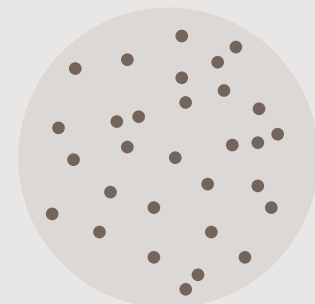


Pilot Site: Stevenage

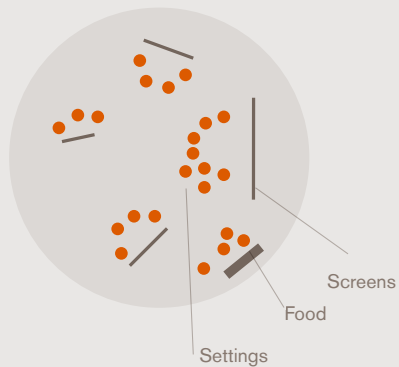


A space that draws people together

Before



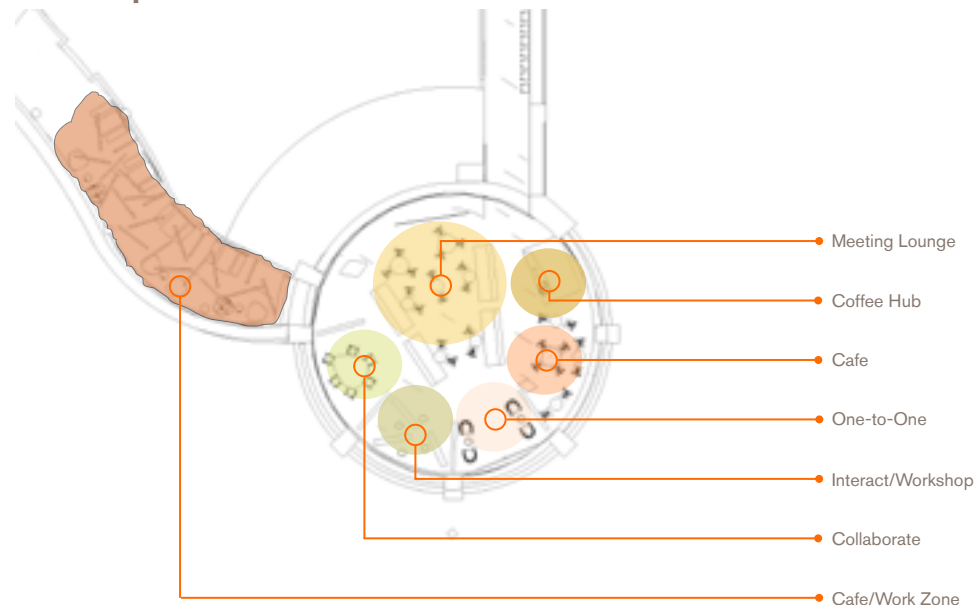
After



Inspiration



Masterplan



3D Views



Design

1. Meeting Lounge



2. Coffee Hub



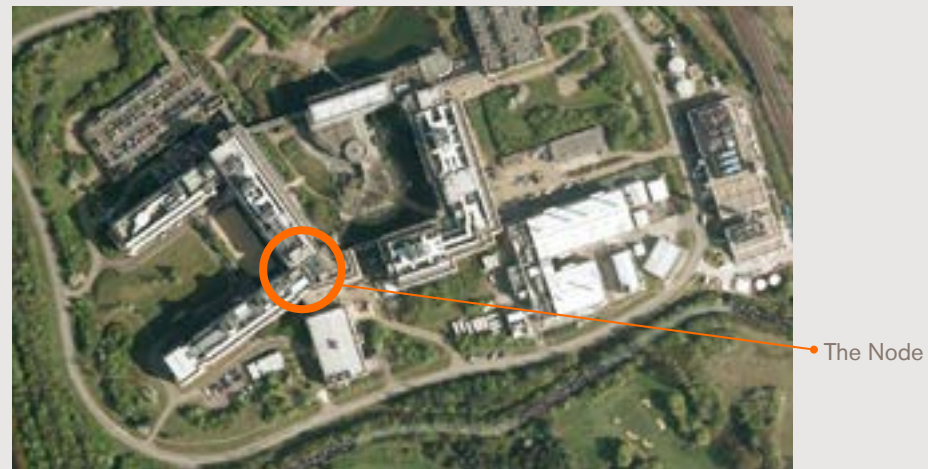
4. Cafe/ Work Zone



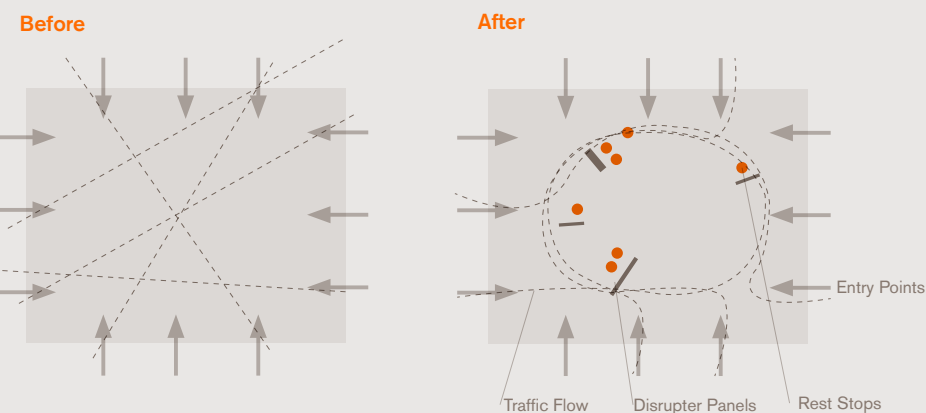
Focused Activation



Pilot Site: Stevenage



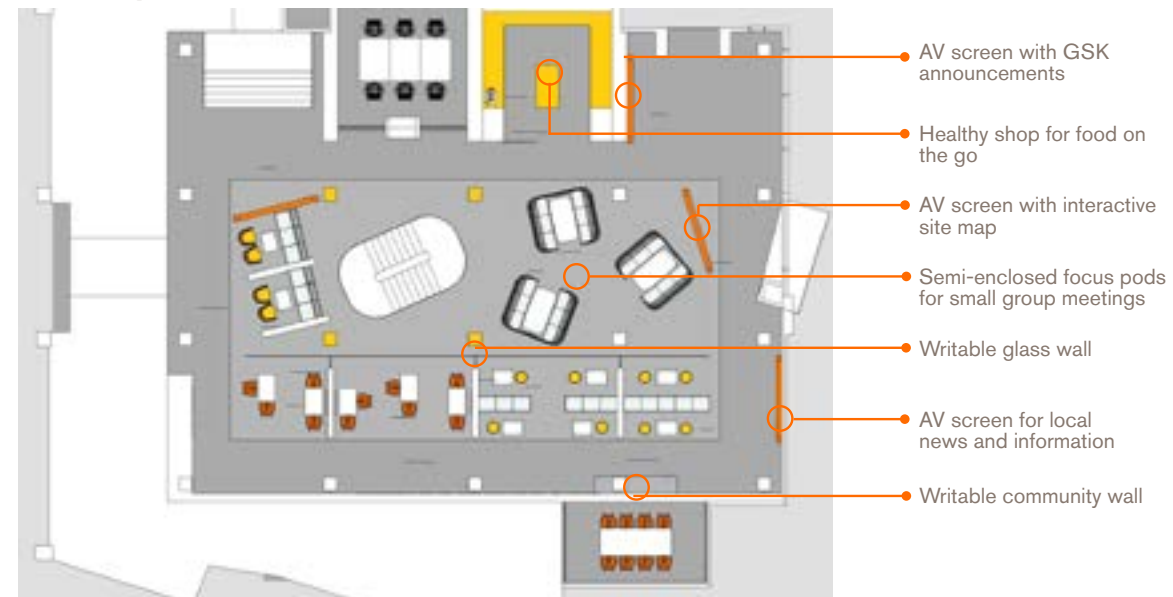
An intervention to create collisions



Inspiration



Masterplan



3D View



Design

1. Controlled Circulation



2. Disrupter Panel




3. Quick Meeting Areas



4. Standing/ Writing Surfaces

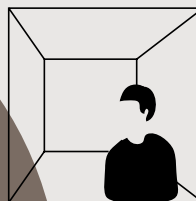


Heads Up/ Heads Down




Allowing for a balance of work modes


Different working zones provide choice of how to work. There are energizing and open 'heads up' zones that help people connect, get inspired, and feel stimulated. There are also 'heads down' zones for individual, focused working that are situated front and center in the space to ensure that people can concentrate without being isolated.



A sense of belonging



Clear options

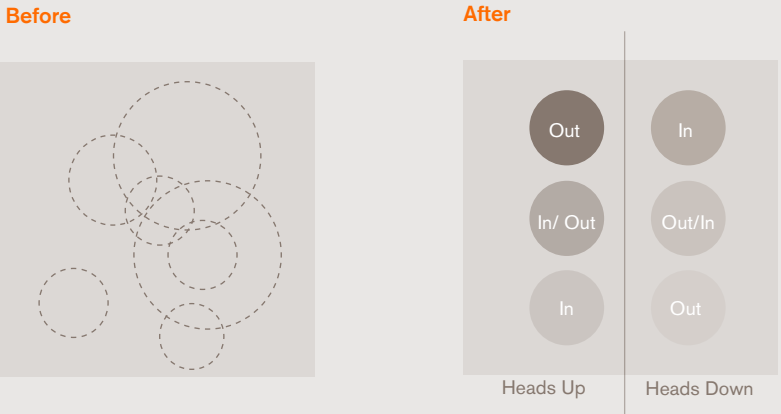


Collegial spirit

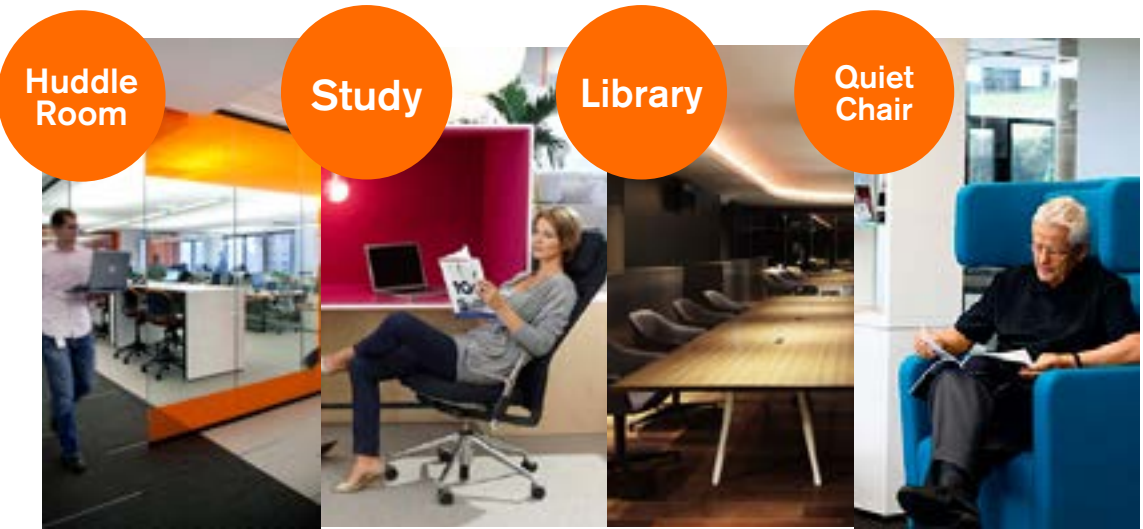
Pilot Site: Research Triangle Park



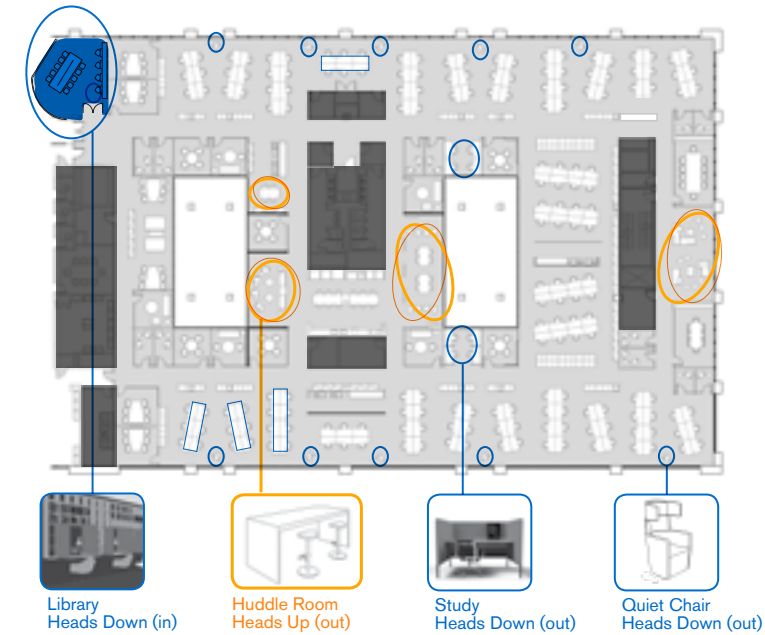
A clarity and distinction between work modes



Inspiration



Masterplan



3D View



Design

1. Huddle Room (Heads Up Out)



2. Study (Heads Down Out)



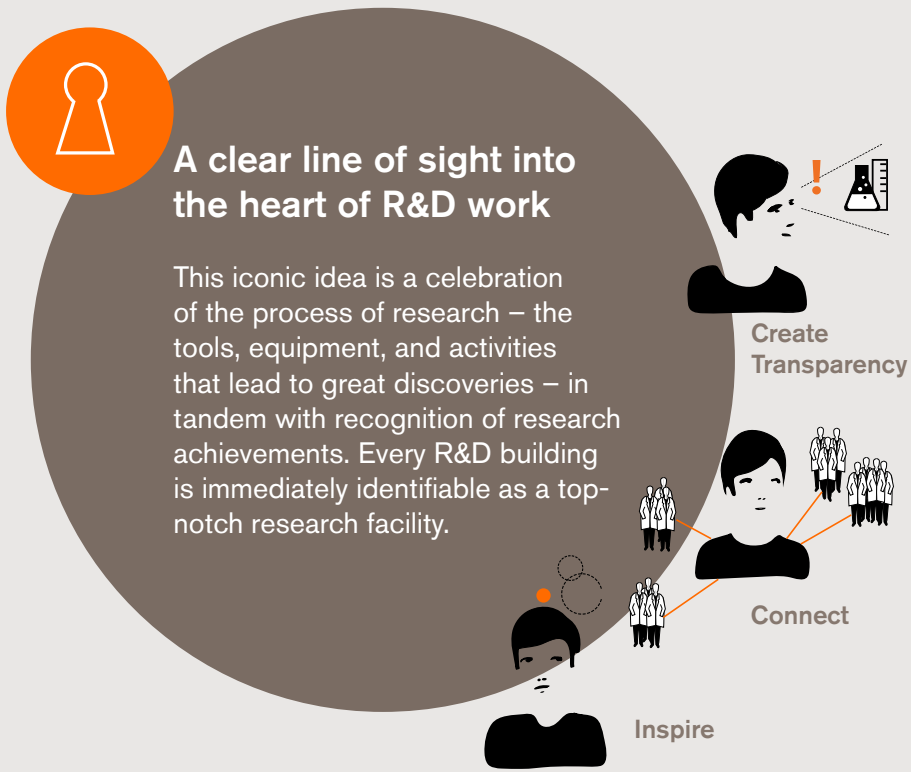
3. Library (Heads Down In)



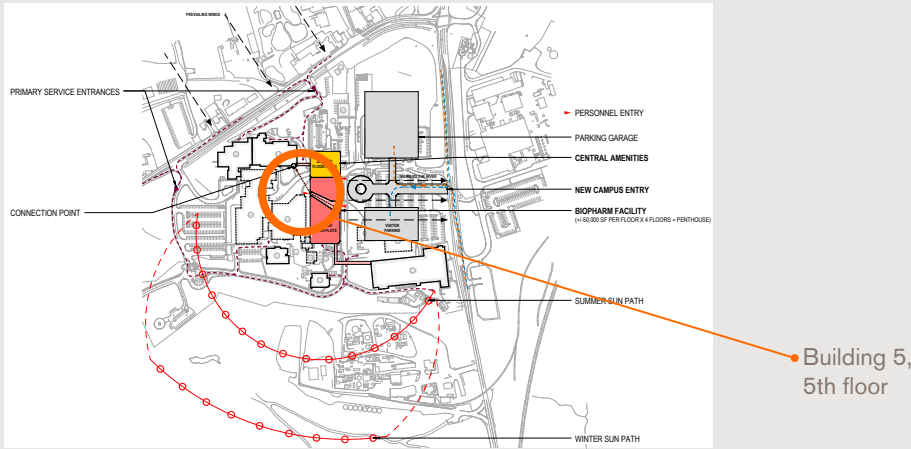
4. Quiet Chair (Heads Down Out)



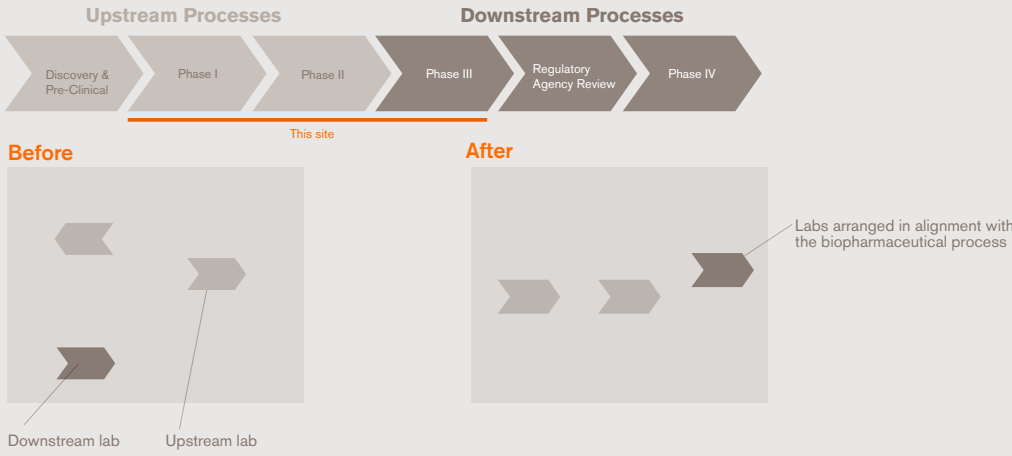
Front Door Research



Pilot Site: Upper Merion



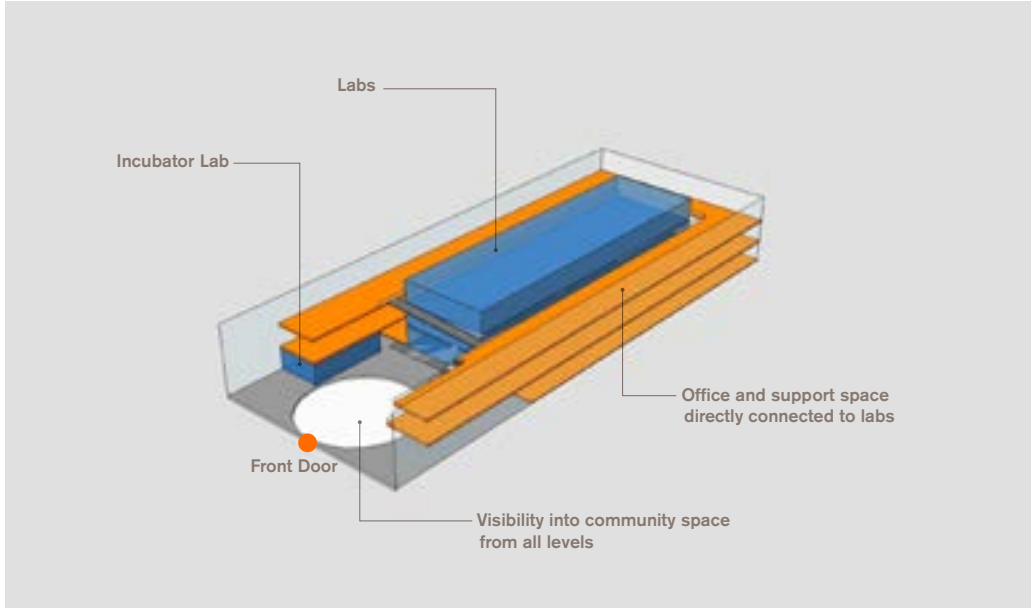
Designing a building to elucidate a scientific process



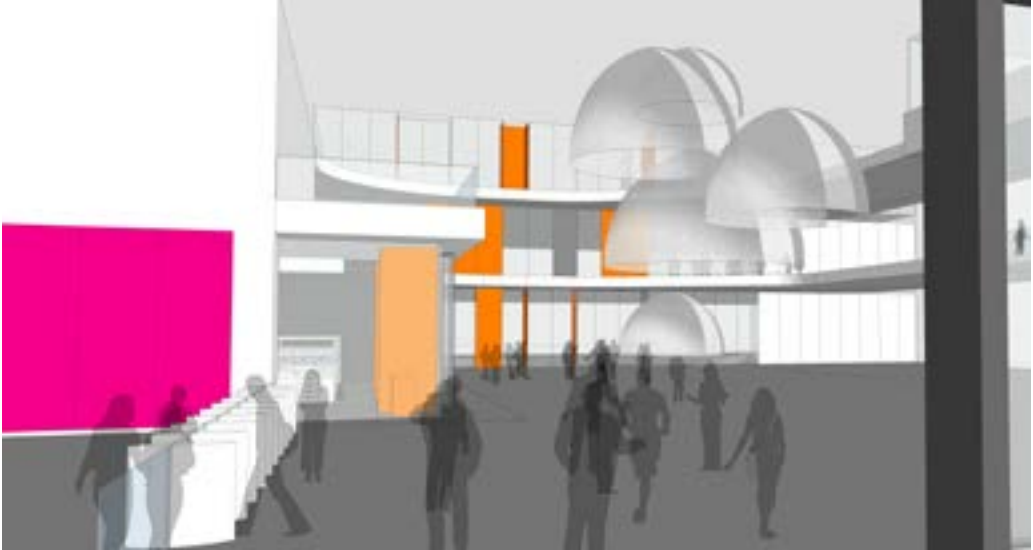
Inspiration



Masterplan

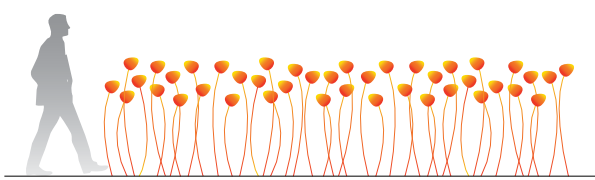


3D View

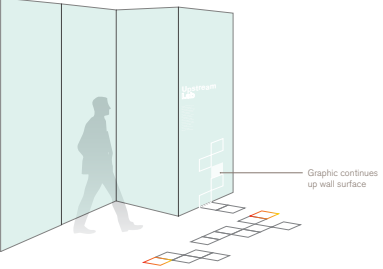


Design

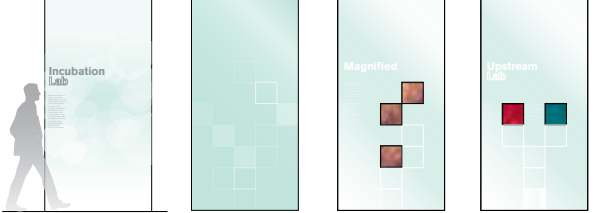
1. Art Installation (explore)



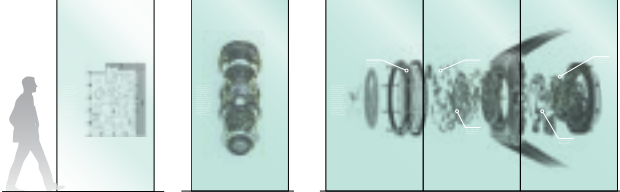
2. Wayfinding (discover)



3. Analog & Digital Display (magnify)



4. 3D Display (dissect)



5. Lab Fronts (observe)



6. Hall of Pharma (synthesize)



Do More, Feel Better, Live Longer

Give back to GSK employees

The GSK mission Do More, Feel Better, Live Longer, applies just as much to employees as to patients. The space encourages people to actively manage their physical and mental state to ensure that people feel alert, energized and focused each day. Amenities are offered at the site to make peoples' lives easier.

Create Transparency

Connect

Inspire

Inspiration



Design

1. Main Street (Do More)
2. Outdoor Programs (Live Longer)
3. Pavilion (Feel Better)
4. Work Pods (Feel Better)

Masterplan



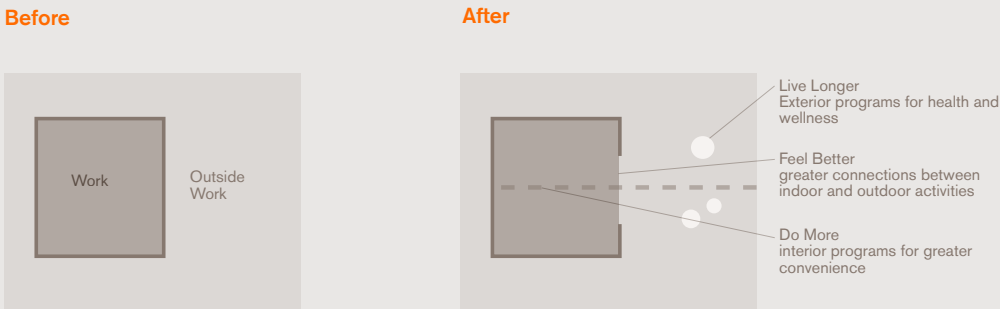
3D View



Pilot Site: Ware

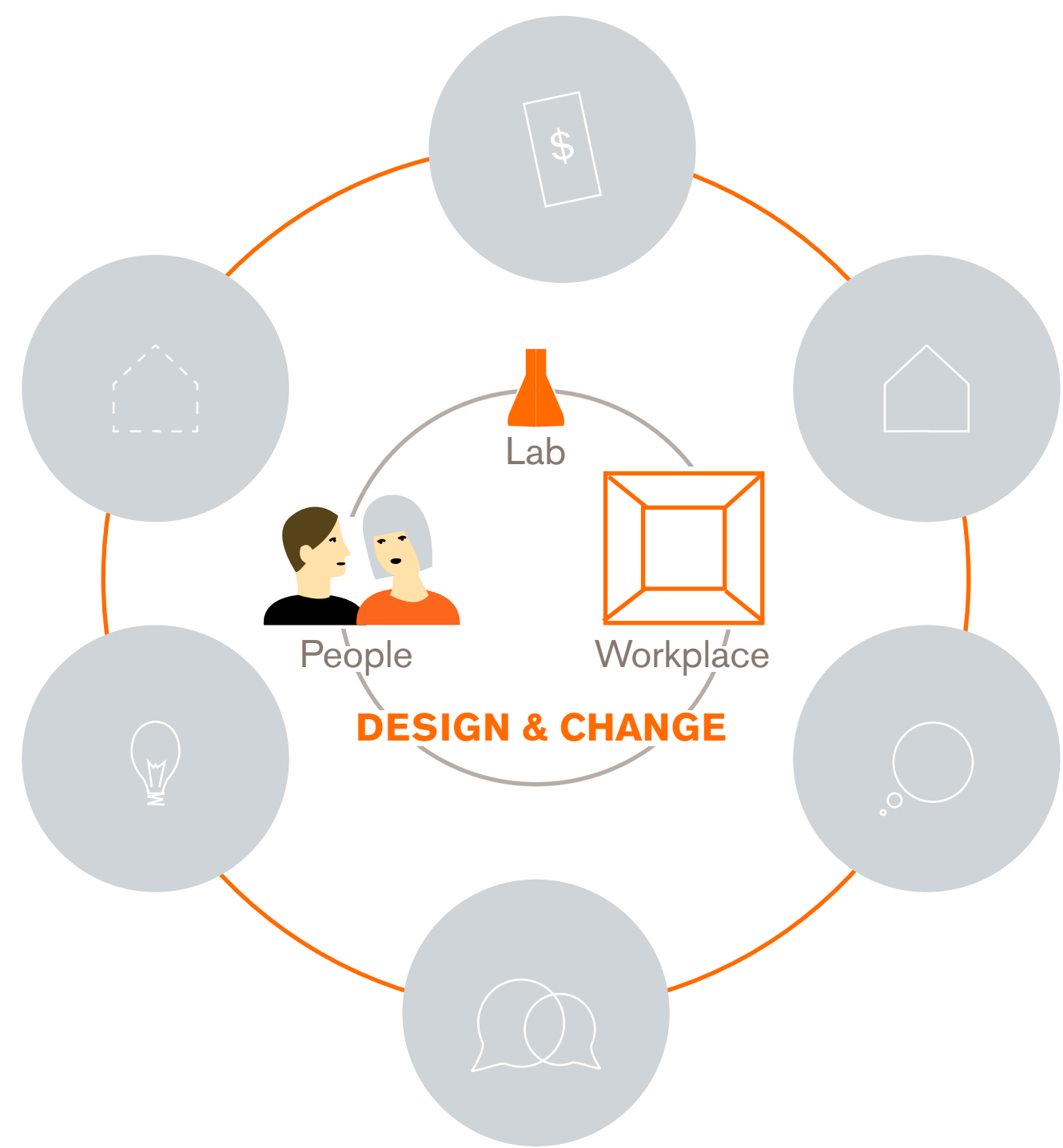


Integrating life and work to promote healthy and balanced choices



Journey

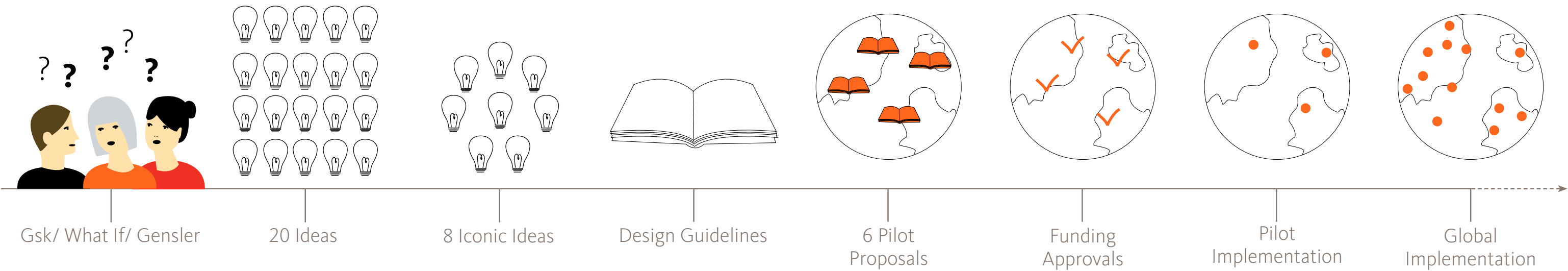
Point of View



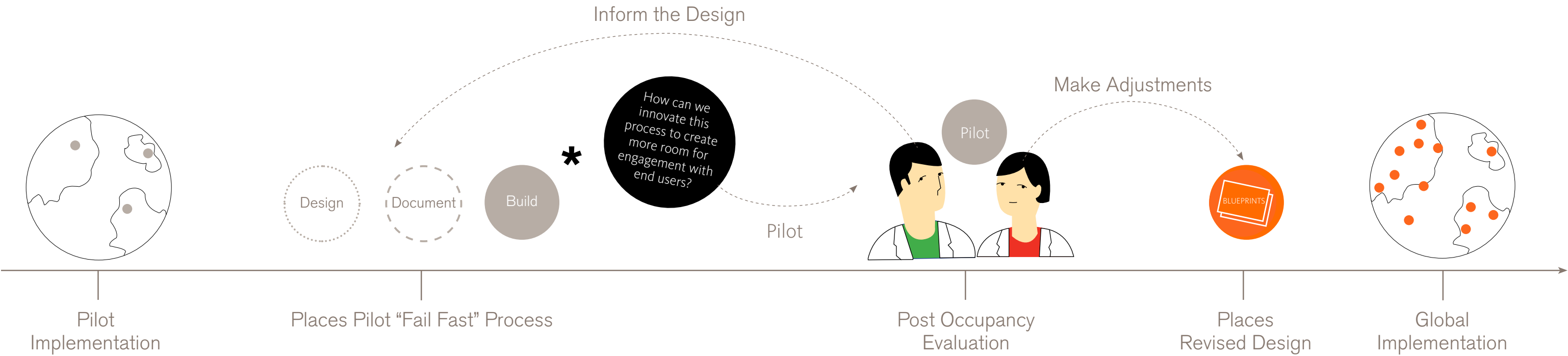
GSK | Gensler Journey



Places Journey



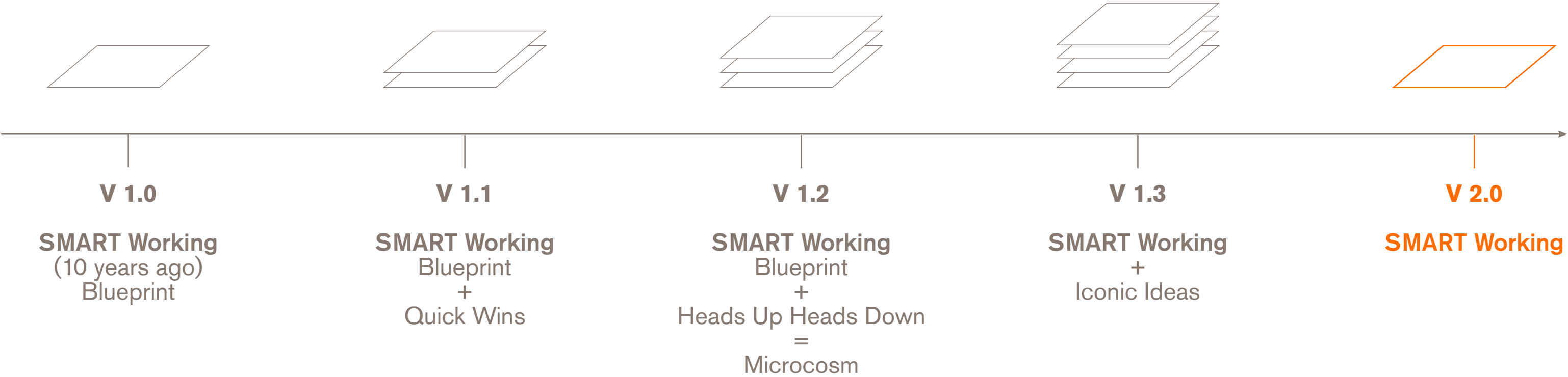
Process Innovation



*Traditional process



Smart Working Evolution



Places Project

REGION	SITE	PILOT	IMPLEMENTATION	OTHER
UK	WARE			Lab refresh Dirty corridor (B5, B6) Site security/access
	STEVENAGE			Building 8 Biopharm exit from Cambridge DMPK move from Ware Lab refresh Site security/access
	HARLOW			Harlow continuity (?) Demo H89, H87
US NE	UP			Master Plan - Renovation - Consolidate staff from UM West - Sitewide amenities refresh Change Management
	UM			Master Plan - Close West / Move to UP - Renovate East - New Biopharm Hub Building - Site wide amenities refresh - Animal safety assessment
US SE	RTP			Venture move and renovations Pedestrian street

STATUS

Priority

Planning

Upcoming

ICONIC IDEAS

HUHD - Microcosm

Watering Hole

Celebrate

Focused Activation

Front Door Research

Smart Labs

Do More, Feel Better, Live Longer

Places Program

GLOBAL	PROGRAM	Change Management POE (Post Occupancy Evaluation) ROI (Return on Investment) Brand IT Integration
	GOVERNANCE	Places Website Design and Delivery Approach Gensler POW WOW Places Forum

Thank You!