

WORK HARD PLAY HARD

From the inspired commercial interiors at 2014 NeoCon (North America's largest design expo for interior specifications) to the groundbreaking interactive experiences at E3 (the world's premier computer and video gaming show) our team has studied the trends shaping both work and play.

NEOCON 2014

THE MERCHANDISE MART, CHICAGO

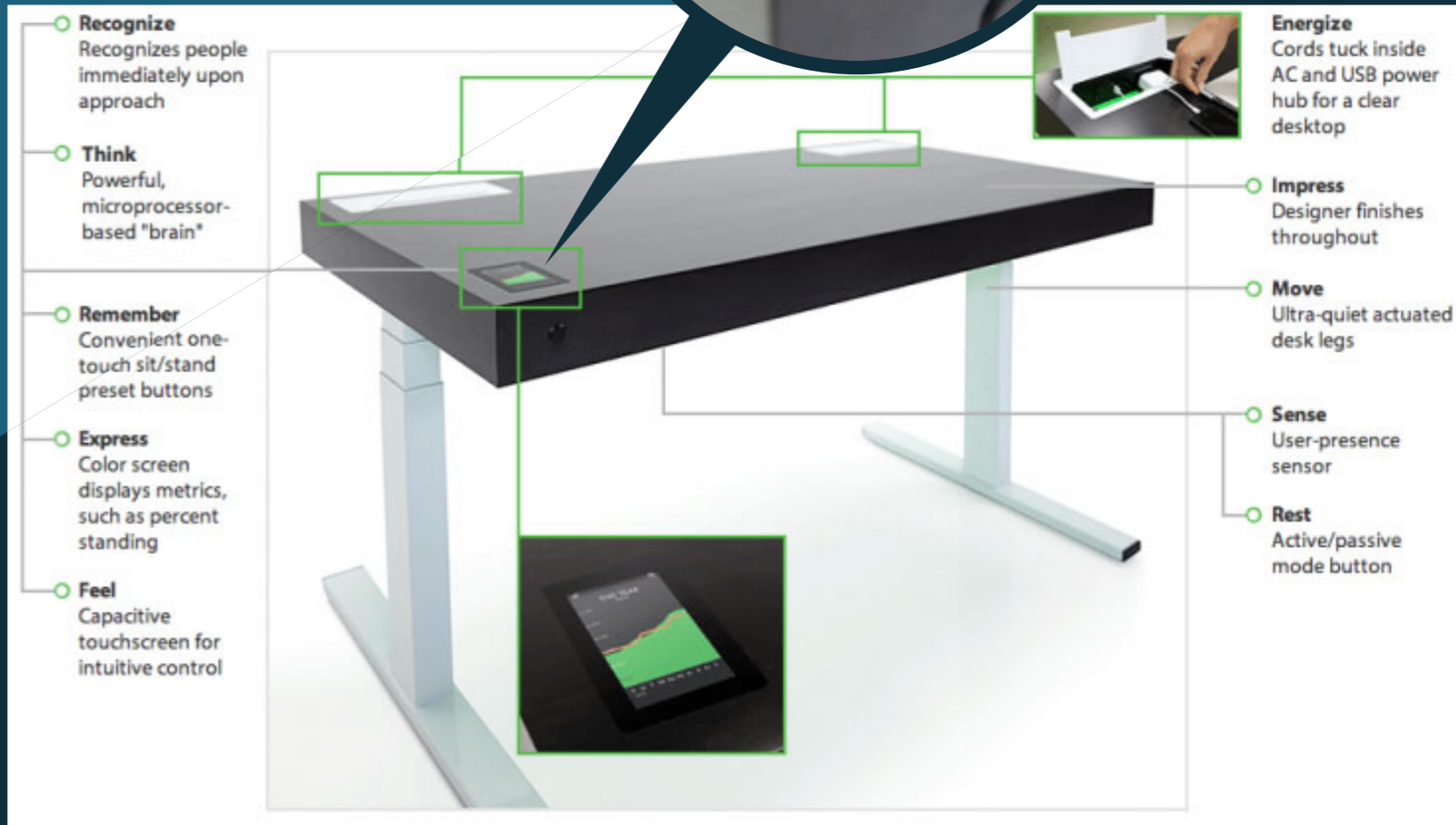
JUNE 9-11, 2014

Boasting a 20% increase in attendance, NeoCon's commercial interior focus is obviously a hot topic. Located in Chicago's famed Merchandise Mart (also location to PDT's downtown studio), we didn't have to travel far to come away with insights into how we may work in the future.



TRENDING: WORKING HEALTHIER

The Stir Kinetic Desk automatically raises and lowers itself to keep you active throughout the day.



TRENDING:
WORKING HEALTHIER

The Ballo is a modern answer to traditional ball seats in the office.



TRENDING:
NATURALLY PRODUCTIVE



Words like “bio,” “renewable,” and “sustainable” were hard to miss at booths such as HON’s. Happier employees are more effective employees.



TRENDING:
NATURALLY PRODUCTIVE

3Form's "100 Percent" offering includes resin panels made from 100% post-consumer recycled high density polyethylene.



Shaw Industries' Evergreen Nylon Recycling Facility in Augusta, GA reclaims these carpets at the end of their useful lives and recycles into new carpet. More than 1 million pounds of post-consumer carpet from U.S. hotel renovations have been saved from the dump since 2009.

TRENDING:
**MAKING THE WORKPLACE
YOUR SPACE**

Cubicles are out in favor of workspaces that foster creativity and a sense of the individual.



TRENDING:
CUSTOMIZABLE

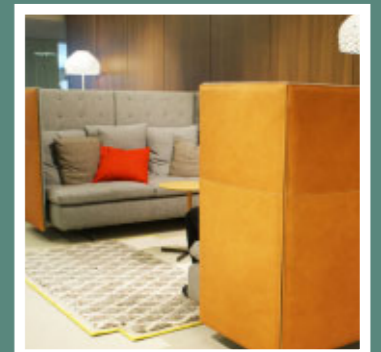
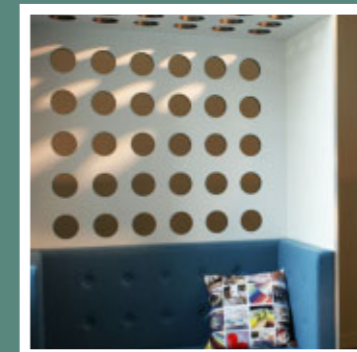
Patcraft's unique mixed media flooring allows ultimate design flexibility many take for granted.



TRENDING.
CUSTOMIZABLE



This year's Best of Competition award was given to The Openest Collection by Studio Urquiola. Shown above, the furniture set features high-raised panels to prioritize privacy and acoustics. Similar high-backed furniture was seen throughout the show.



TRENDING:
A HOMEY FEEL

Many exhibitors presented furniture and accessories defined by curved, sensual lines. We felt this lent a warm, homelike feel to the work environment.





E3 2014

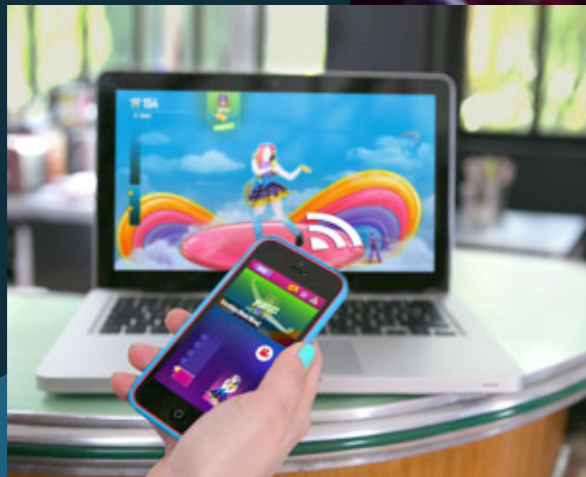
LOS ANGELES CONVENTION CENTER

JUNE 10-12, 2014

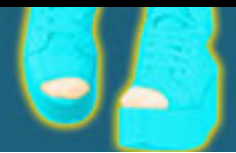
E3, the annual Electronic Entertainment Expo, has become a must attend event for our team - whether developing solutions for gaming, medical devices, consumer products or military electronics, interaction design is paramount to creating a successful solution.

TRENDING:
YOUR PHONE IS THE CONTROLLER

Just Dance 2015 and Just Dance Now are more than just the anticipated update for this popular game; now, you can use your smartphone anytime to participate in the fun and show off your dance moves.

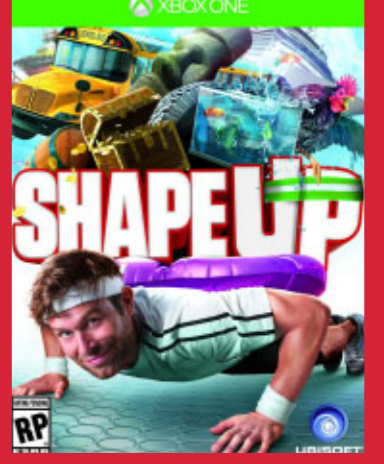


JUST DANCE 2015

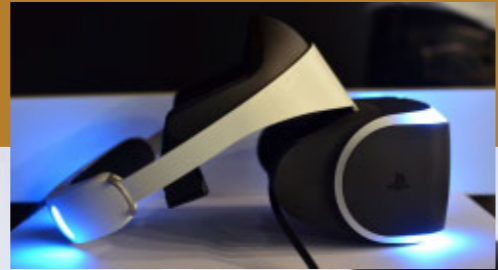


TRENDING:
FITNESS AND ACTIVITY

Shape Up for Xbox One mixes fitness with dance gaming for a whole new experience.



TRENDING:
VIRTUAL REALITY // THE BATTLE IS ON



Oculus Rift, a virtual reality headset, will change the world far beyond games.



Oculus

SONY



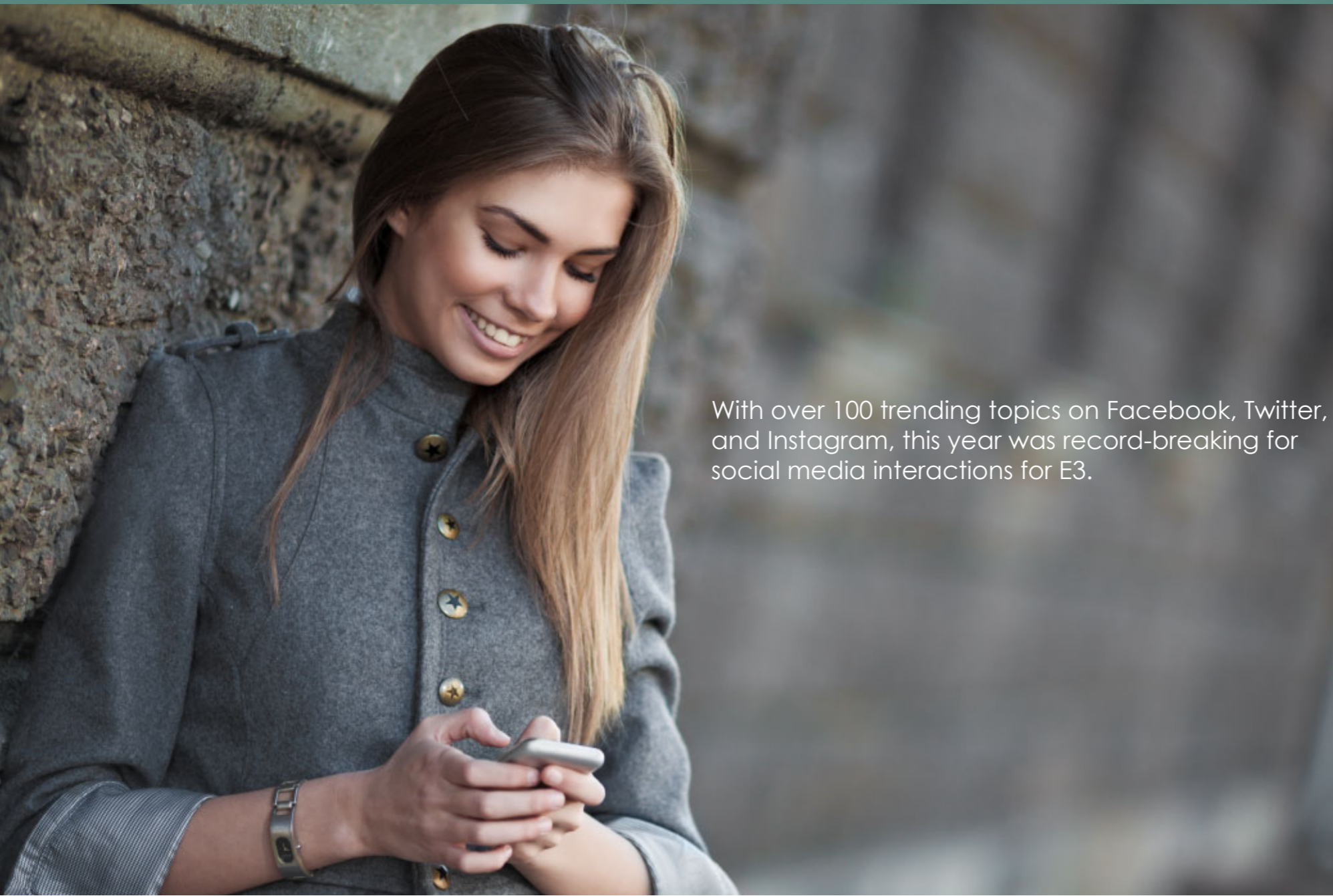
We think Sony absolutely nailed it with Oculus Rift competitor Project Morpheus, a headset with the power to immerse players in convincing virtual worlds.

TRENDING:
IS IT A MOVIE OR A GAME?



We were simply blown away by the graphics showcased in games including Homefront: The Revolution, The Order: 1886, The Witcher 3: Wild Hunt, The Division, and Assassin's Creed Unity.

TRENDING:
PEOPLE PLAYING, PEOPLE TALKING



With over 100 trending topics on Facebook, Twitter, and Instagram, this year was record-breaking for social media interactions for E3.



#Nintendo dominated Twitter, included in 47% of the total 55,000 #E32014 tweets.



TRENDING:
GAMING FOR GOOD



Play Games. Heal Kids.

extra life

WWW.EXTRA-LIFE.ORG



Put Your Money Where the Miracles Are



Children's Miracle Network Hospitals

give a miracle

We loved to see the juxtaposition of gamers, typically battling in first person shooters, joined together to benefit a worthy cause: the Children's Miracle Network.

Extra life presents gamers with a brilliant challenge - gather the support of friends and family, not unlike a walk-a-thon, to sponsor your gaming time.

The genius lies in leveraging people who are already regularly interconnected around the world to come together for the greater good. This year's event is scheduled for Saturday, October 25, 2014. Get more info at www.extra-life.org.

THIS ISSUE'S CONTRIBUTORS



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About PDT

At PDT we believe the success of a project relies on our team members' insight into today's product development issues, advances, technologies and trends. We actively seek out the information needed to stay savvy to the issues and opportunities facing our clients, continually building a foundation of knowledge and inspiration that helps our team design products which spark desire, devotion and success in the global marketplace. For more information, please visit us at www.pdt.com or contact us.

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