

Essay #3/10
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MY BODY IS MY OFFICE

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magazine for the future working landscape

curated by
Studio Makkink & Bey

Introduction

Now that the impending integration of technology becomes more and more substantial, the current concept of 'work' needs to be revised. Our office environment and corresponding postures are now a pragmatic reaction to the tools and devices we work with. What happens when these everyday examples of 'hardware' merge with our physique? What could this merge mean for concepts such as collaboration, communication or commuting?

My Body Is My Office is an exploration of future products to illustrate and exemplify integrated biotechnology and its effects. By means of four fictional radio-commercials in four different fields – collaboration, information, posture, commuting – a peek at the future is provided in regard to possible bio-technological applications and their effect on the working environment.

Collaboration

The future possibility of thought-exchange on a neurological level allows will allow communicating in a post-linguistic manner. 'Neuro-networking', the phenomenon of neurologically connected brains, will alter our relation to collaboration, intellectual property and globalization. Commercial: **1. Brainwave.**

Information

Our society is mostly constructed by two out of five human senses: seeing and hearing. However, our other three senses can become useful now that we are reaching our audiovisual limits. By using these three underestimated and underdeveloped senses – taste, smell and touch – our reception of information will become multi-layered, more emotional complete and even easier. Commercial: **2. Drinc..**

Posture

As technology has moved from outside of the body to a wearable, it now moves towards a form embedded in the human body. This transformation asks for a thorough revision of our 'working body' posture. Working spaces will develop in a supportive, dynamic environment that encourages our bodies' full potential. Commercial: **3. Acrobat.**

Commuting

When your office is integrated in your physique, how can you distinct the private sphere from the professional? Now that the question of 'where we work' becomes more prominent, so does the notion and effect of commuting. Can the concept of commuting or 'going to work' be interpreted not only in a physical but also in a mental way? Commuting needs to be reinvented as a necessary means to facilitate the transition from not-working (the private sphere) to working (the professional sphere). Commercial: **4. B&C.**

1. Brainwave



Audio

[Soundcloud.com/my-body-is-my-office/brainwave](https://soundcloud.com/my-body-is-my-office/brainwave)

Transcript

It looks like you're in need of a little bit of help. Are you looking for creative input? The thoughts of an artist or film director? But you always thought that brain-sourcing was scary... and expensive? Well... Not anymore.

We at Brainwave own the planets largest neuro-network and finally put the world's brightest brains fully at your disposal. Our database offers you anything from Indian Illustrators to Dutch designers and from Egyptian Engineers to American Architects.

At rates starting as low as €9,99 an hour you can now source the input of up to three brains simultaneously. All you need to do is order the WaveBand at Brainwave.

Brainwave, Bridging brains since 2031

Brainwave is not responsible for any loss of intellectual property. Thoughts of the past are no guarantee for thoughts in the future.

2. DRINC.



Audio

[Soundcloud.com/my-body-is-my-office/drinc](https://soundcloud.com/my-body-is-my-office/drinc)

Transcript

Acquiring knowledge used to sound like this:

(SOUND: Page turning)

Then it sounded like...

(SOUND: Mouse clicking, scroll wheel scrolling)

But with Drinc, it now sounds like this

(SOUND: Button is pressed, liquid flowing, drinking)

Taking in information has never been so easy.

(SOUND: "Pling")

With an unrivaled capacity of 12 gigabites per centiliter, large documents are no longer a challenge, and are processed within seconds.

This makes Drinc. the most efficient information absorbent on the market.

Drinc. With a 'c'.

3. Acrobat



Audio

[Soundcloud.com/my-body-is-my-office/acrobat-office-furniture](https://soundcloud.com/my-body-is-my-office/acrobat-office-furniture)

Transcript

Sit! Sit! Siiiiiiiiit!
(SOUND: Barking Dog)

Oh, well excuse me I wasn't talking to you.
(SOUND: Dog sighing)

Ssssst.

But I do see that you are seated, working are you? What if I would tell you that from now on you could be up to 40% more efficient?

How?

Well, by getting out of that chair and start using Acrobats office furniture.

The Acrobat collection provides you with furniture that offers optimum flexibility, support and connectivity. So whether you are Free printing, Brain-sourcing or simply having lunch, Acrobat allows you to have the perfect posture for any activity.

Curious of what acrobat can do for you?
Please visit to our space and download the fee sample.

Acrobat. Embracing flexibility.

4. B&C



Audio

[Soundcloud.com/my-body-is-my-office/b-and-c](https://soundcloud.com/my-body-is-my-office/b-and-c)

Transcript

Are you having trouble distinguishing your private from your professional life?

Then make sure to visit the “commit to commuting”-weeks at B&C where all physical and mental commuting solutions are now on sale at a thirty percent discount.

So join the mobile workshops by the carpool collective

The “Off is On” mindfulness courses.

Or order any apparel from the B&C blocking collection.

And add some structure to your life.

B&C, Getting to work.

About PROOFFLab Magazine

PROOFFLab Magazine is a new professional magazine that aims to define the future working culture. Every first day month a visionair is invited to share his or her vision on the new working landscape through an essay in text and images. Based on their writings referential articles and projects are published daily.

About this month's contributor

Tom Loois (1986, Tilburg, NL) is a Design Academy alumnus exploring the use of audio within the field of design. The unique capabilities of audio — from communication and documentation to shaping space and creating identity — and the fact that this intangible form of design can vastly trigger imagination have fascinated Loois for quite some time. A wide variety of projects and an involvement in different audio oriented initiatives have been the effect of this fascination.

Over the past two years Loois has created audio tours, radio commercials, museum installations and radio for public space purposes. Together with Wineke van Muiswinkel and Marc van Dijk he founded 'Radio Rodeo', a radio collective focusing on the reinvention of this particular medium.

Another, still ongoing project of Loois is EMMA Radio: online radio podcasts concerning design-related topics created by students from the Design Academy Eindhoven. Loois is joined by Danielle Arets in establishing EMMA Radio as a platform for design and journalism.