
The Idea of Design

A Design Issues Reader

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Nevertheless, the idea that design could impact productivity was not one to be easily dropped. With what came to be referred to as the human relations movement, executives aimed to offer their workers a more humane and benevolent workplace. Several architects were part of that movement and designed architectural utopias to root out any form of social unrest. The idea was to make every aspect of the design mobile. A flexible office was cheaper and could be reorganised at will, depending on the needs of the moment. But sadly, in the years that followed, these open spaces were more often filled with the standardised and numbing cubicles that reflected the large dominance of individual-crushing bureaucracies.