

# Productive “I-I (Izakaya-bar & Internet) Work style”

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Japan Facility Management Promotion Association (JFMA)

# What to talk about.

40min.

Outline

Case study of JFMA-UD team

Izakaya-bar & Internet

Survey of Office Workers

Old Izakaya-bars in Tokyo

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# Nommunication

清酒 菊正宗  
酒場 鶯 大衆  
協和焼酎  
ダイヤ

# Brainstorming



大衆酒場



うくす酒場



# Bars & Internet

# Virtual & Physical



# Creativity at the Bar



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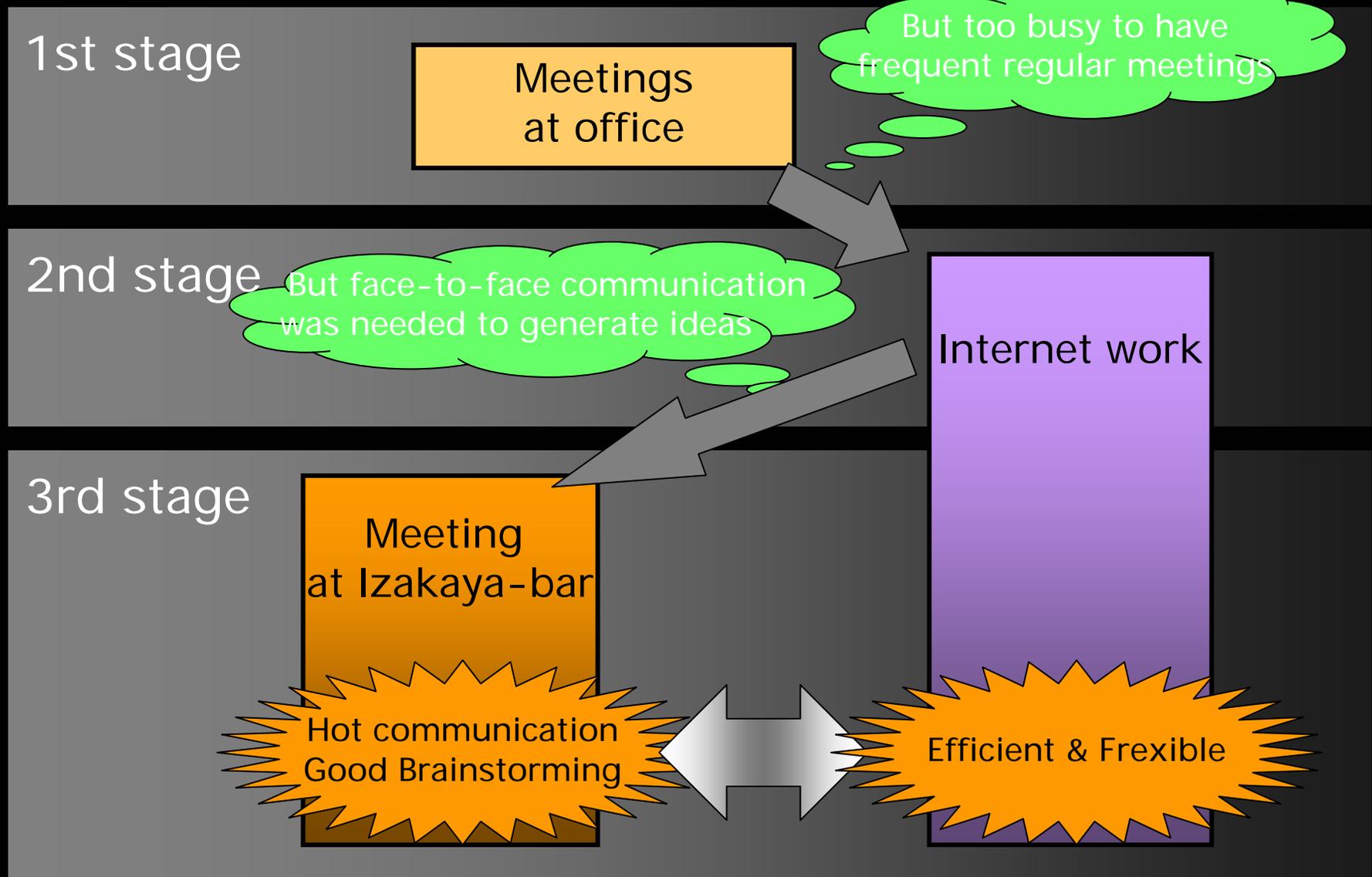
Survey of Office Workers

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# Case study of JFMA-UD committee

1. Mission : To share the Value of Universal Design with workers and corporate managers
2. Goals
  - Study and Publication
  - UD Guideline for workplaces
  - UD Consultation (in the future)
3. Members : 12 persons (from 10 corporations)
4. Term : Feb 2002 - now
5. Workstyle : Internet & Izakaya-bar

# Case study of JFMA-UD committee



# Izakaya-bar & Internet



Izakaya-bar



Internet work



Note-taking



Sake

Physical space

Izakaya-bar  
to generate ideas



reference

Virtual space

Internet  
to produce substantial output

# Physical Space

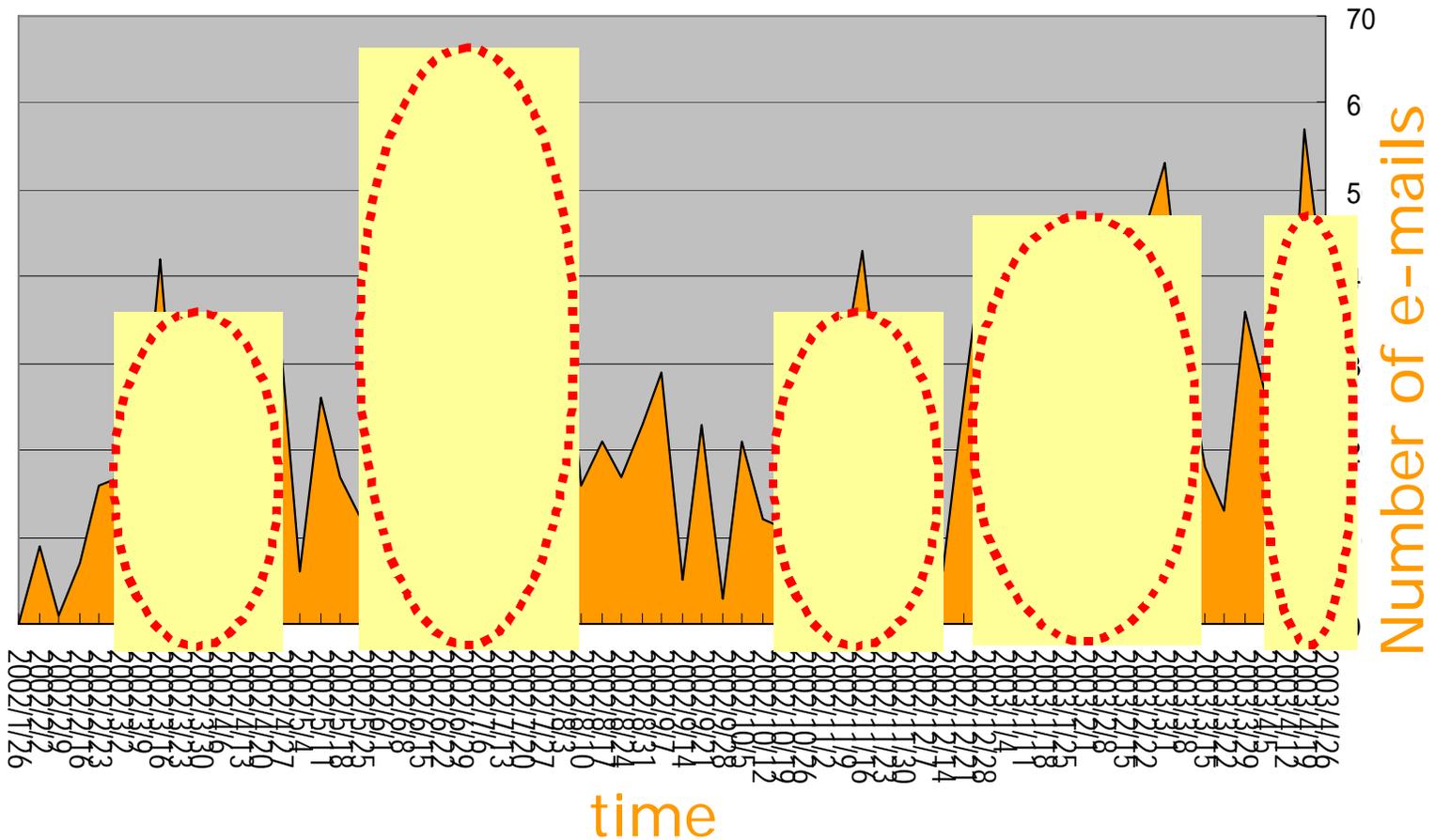
Izakaya-bar to generate ideas



# Virtual Space

Internet to produce substantial output

## Number of e-mails per week



# Interaction

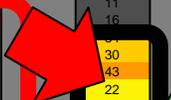
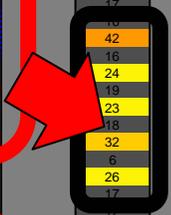
Izakaya-bar meeting

time

Year	Month	Period	Meeting & izakaya	workplace	E-mail communication	Presentations	Outcomes
					# of e-mail messages		Papers etc.
2002	Jan	20-26	29mt#0		0		
		27-2			9		2 Purpose of JFMA-UD
	Feb	3-9	7mt#1		1		
		10-16			7		
		17-23	18mt#2		16		
	Mar	24-2			17		
		3-9	4mt#3		10		
		10-16			42		
	Apr	17-23			16		
		24-30			24		
		31-6	1mt#4		19		
		7-13			23		
		14-20			18		
	2003	Jan	21-27	22mt#5		32	
5-11					6		
Jun		12-18			26		
		19-25			17		
		26-1			14		
Jul		2-8	8-9 lodge		37		
		9-15			66		
		16-22	20mt#6		35		
Aug		23-29			21		
		30-6	4 tour		30		
	7-13			52			
	14-20	19mt#7		43			
Sep	21-27			46			
	28-3			40		1 summary for UD Int'l Conf.	
	4-10	5 summer party		16			
	11-17			21			
Oct	18-24			17			
	25-31	31mt#8		23			
	1-7			29			
	8-14			5			
Nov	15-21			23			
	22-28			3			
	29-5			21		3 paper for UD Int'l Conf.	
	6-12			11			
Dec	13-19			16			
	20-26	27-28 lodge		37			
	17-2			30			
	3-9			43		13 paper for WWW-J2003	
2003	Jan	10-16			22		
		17-23			22		UD Int'l Conf.
	24-30	1mt#9		23		Interview (IBM) Interview (NTT)	
Feb	1-7			6			
	8-14			26			
	15-21			43			
	22-28			46			
Mar	12-18	16 party, 18mt-L#10		43			
	19-25			3			
	26-1			22		Questionnaire survey	
Apr	2-8	8mt-L#11		45			
	9-15			45			
	16-22	22mt-L#12		53		Nikkei UD, 26 WFM	
	23-1			33		1 paper for WWE2003	
May	2-8			18			
	9-15			13		WWP-J2003	
	16-22	20mt#13		36			
	23-29			27			
Jun	30-5			20			
	6-12			57		19 paper for AIJ2003	
13-19			37				
20-26	26mt-L#14						

Number of e-mails

Output -conerence -articles



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# Ultimate Alternative Workplace

## Physical space

Izakaya-bar to generate ideas (once a month)

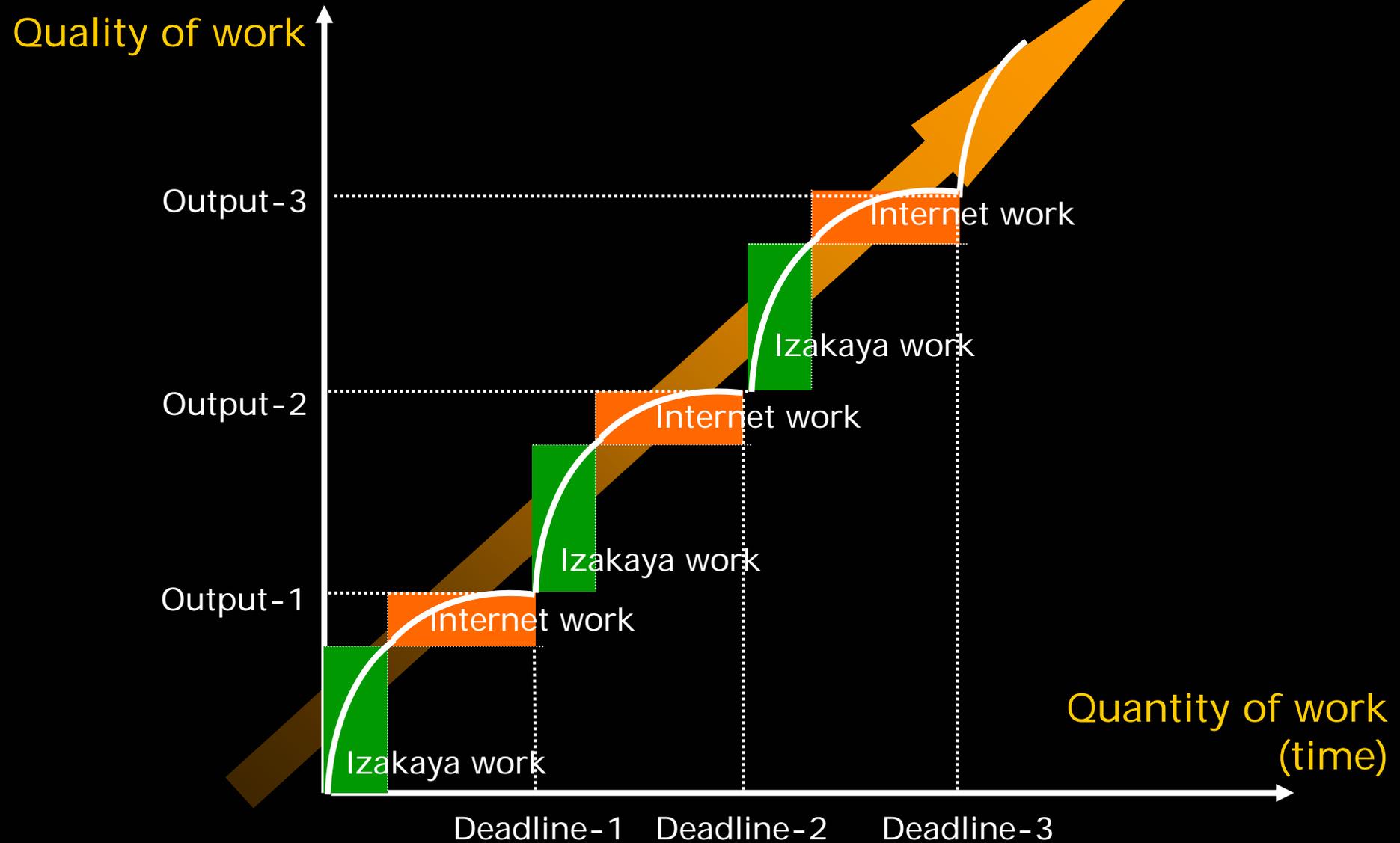
creative, emotional, communicative

## Virtual space

Internet to produce substantial output (anytime)

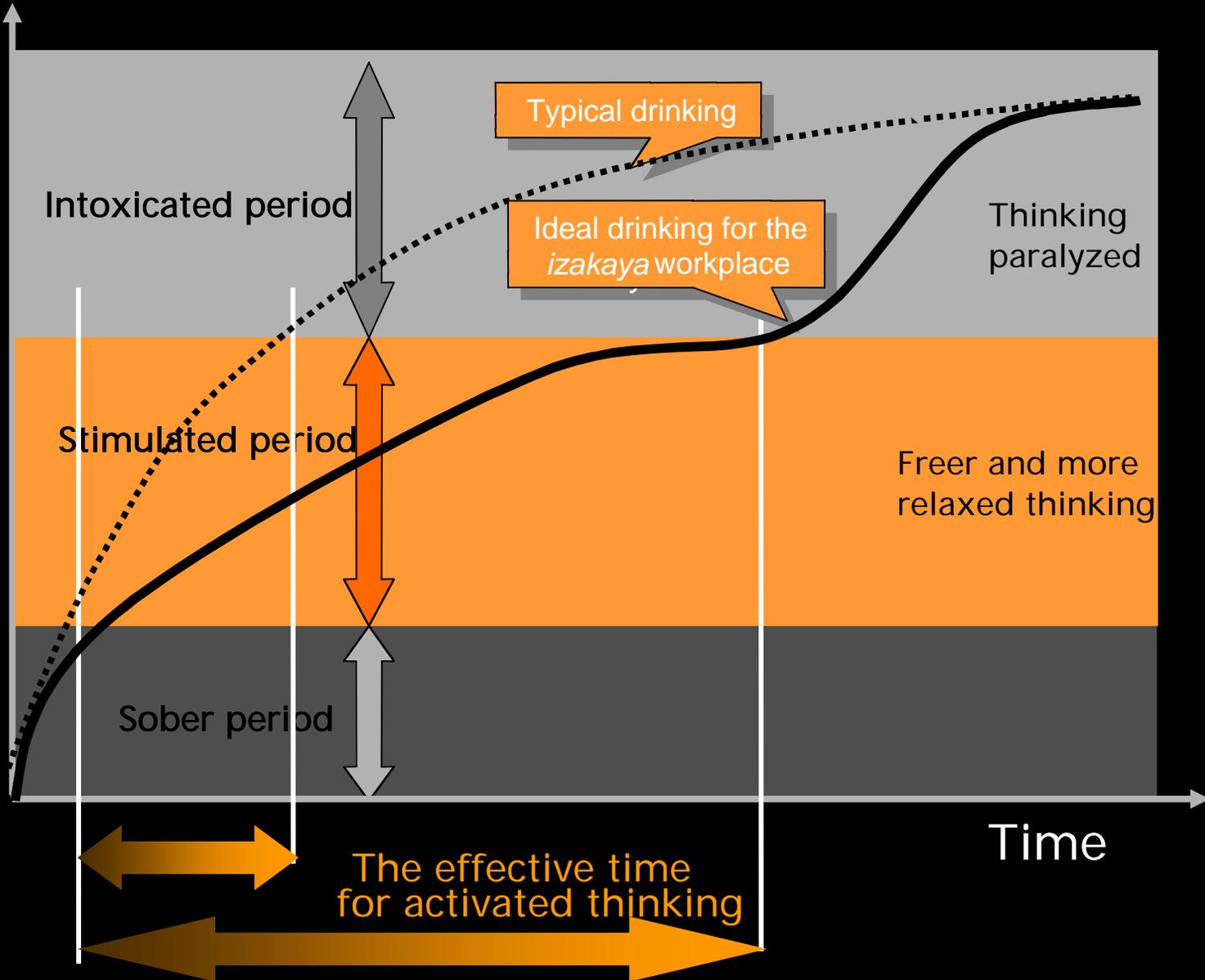
efficient, flexible, productive

# Different Competences



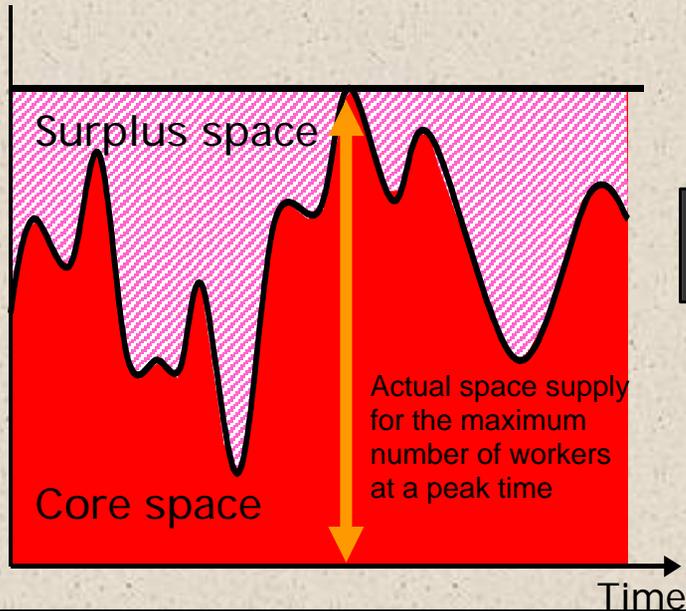
# Influence of Alcohol on Thoughts

The degree of intoxication



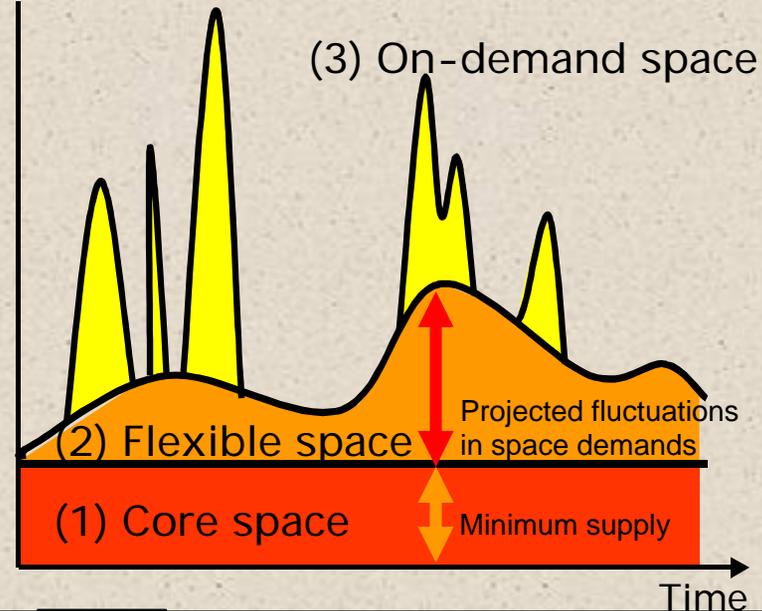
# Space Efficiency

The amount of space



Typical existing office

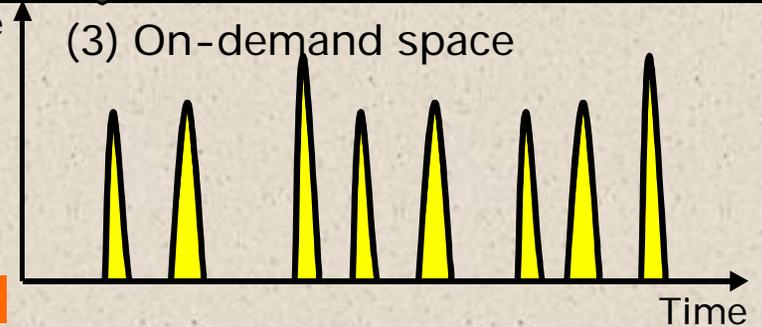
The amount of space



Efficient space supply

On-demand space only

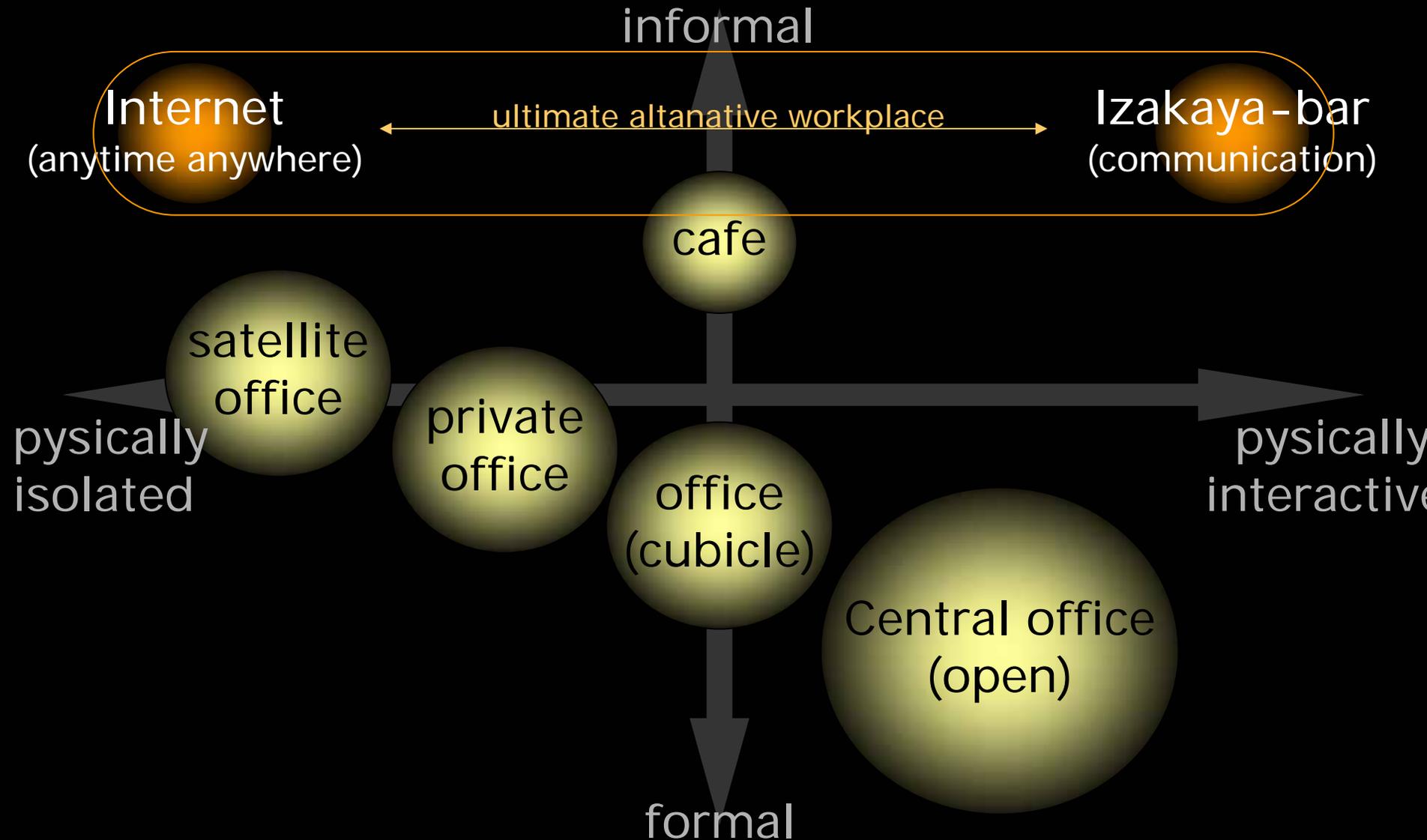
The amount of space



Izakaya workplace

# Comparison of Workplaces 1

regarding formality and interaction



# Comparison of Workplaces 2

regarding costs, productivity, & QOWL

	Productivity (creative work)	Productivity (routine work)	QOWL (worker)	Occupancy cost (company)
Central office				
Satellite office		suitable	Possible	efficient
Virtual workplace		Best suitable	Most possible	Most efficient
Reduced office + Internet		Best suitable	Possible	efficient
Reduced office				efficient
Internet		Best suitable	Most possible	Most efficient
Izakaya & Internet	Best suitable	Best suitable	Most possible	Most efficient
Izakaya	Best suitable		Most possible	Most efficient
Internet		Best suitable	Most possible	Most efficient

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# Outline of Survey

Q1 Regarding bars and the izakaya as workplace  
(18 questions)

Q2 Regarding work styles  
(6 questions)



Term: May 2003

Valid responses: 121

The proportion of men to women: 7 (men) to 3 (women)

Age distribution: 20s (8); 30s (53); 40s (34); 50s (19); 60s (6); NA (1)

Industry distribution

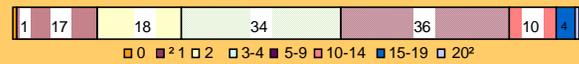
Services (81); Manufacturing (21); Government, education (17); NA (2)

# Result

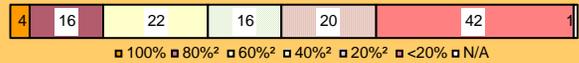
Q1. What kind of alcohol do you like?



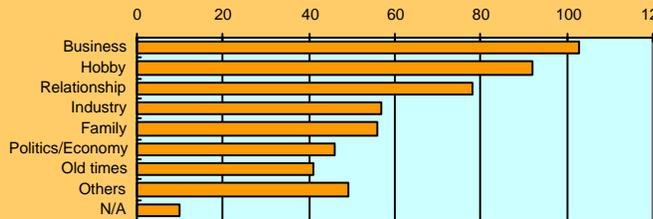
Q2. How many times do you go to a bar per month?



Q3. At what percent do you drink with co-workers IN YOUR COMPANY?



Q4. What is the most frequent topic with your colleagues at a bar? (Check all that apply)



Q5. What do you think of talking about business at a bar?



Q6. Have you ever experienced coming up with a business idea at a bar?



Q7. Have you ever come up with an idea that resulted in fruition at a bar?



Q8. Have you ever come up with an idea when drinking with friends?



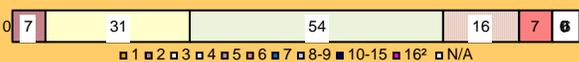
Q9. Have you experienced forgetting a business idea coming up at a bar?



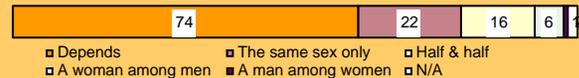
Q10. Which bar would you think is the best to produce an idea?



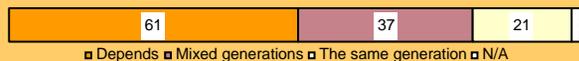
Q11. How many people in a group would you think are the best to produce an idea at a bar?



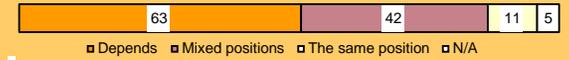
Q12. What ratio of women to men would you think is the best to produce an idea at a bar?



Q13. Which would you think is the best to produce an idea at a bar, a group of mixed generations or the same



Q14. What combination of occupations in a group would you think is the best to produce an idea at a bar?



Q15. Which would you think is the best to produce an idea at a bar, a group of mixed positions or the same?

Q16. What would you think is the most preferable level of noise at a bar to produce an idea?



Q17. What would you think is the most preferable level of lighting at a bar to produce an idea?

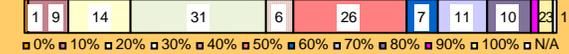


Q18. Have you ever failed in coming up with an idea at a bar?



## B. Regarding work styles

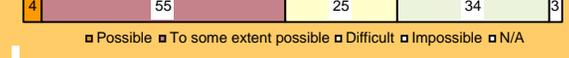
Q19. What percentage of your job do you think is possible to work on outside of office using the Internet?



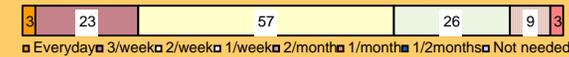
Q20. What would you think is the biggest problem(s) if you tele-work outside of office? (Check all that apply)



Q21. Would you think the "biggest problem(s)" can be complemented by communication at a bar?



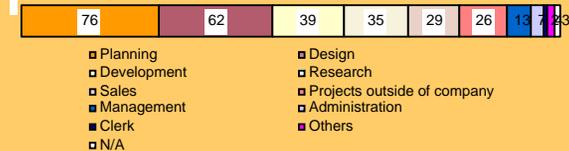
Q22. How often would you think face-to-face meeting is needed if you tele-work?



Q23. Are you interested in working using the combination of the Internet and bars?



Q24. What types of occupations do you think the "Internet & bar" work style is most suitable for? (Check up to 3)



# Izakaya-bar as Workplace

77% had come up with a biz idea at a bar.

63% experienced the idea **resulted in actual biz.**

58% **forget an idea** which comes up at a bar.

**Party of 3 to 5 people** are likely to produce an idea.

**Proportion of men to women** do not affect creativity.

**Variety** of generations, positions, and biz backgrounds is good to create ideas at a bar.

Appropriate level of **noise and lighting** should be maintained to facilitate discussion of a biz idea.

# Perception of Work style

49% answer **over 50% of their jobs** can be done outside of offices **using only the Internet**.

Most concerned issue is **personal communication** if they worke outside of offices.

49% answer that **remote work with Internet** can be **complemented with communication at a bar**.

43% are **interested in** trying the I-I work style.  
25% do not want to.

Occupations suitable for I-I work style are **planning, design, and research and development**.

Outline

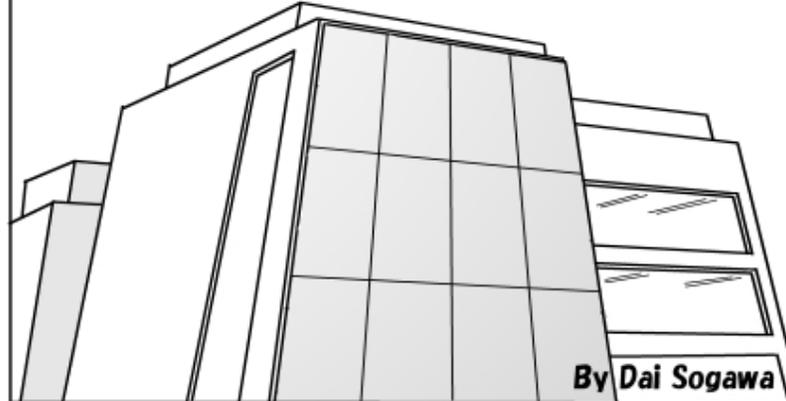
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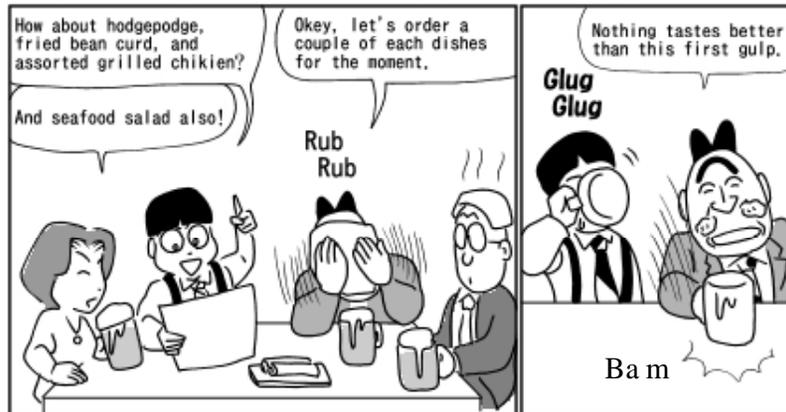
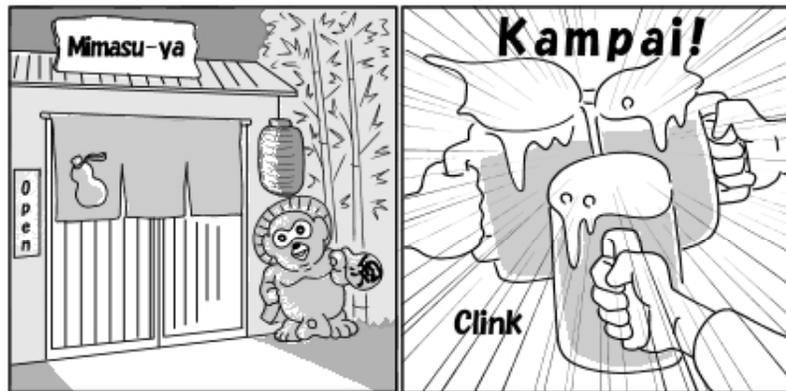
# Manga Izakaya Workplace



さらしくじ  
ハモ湯び  
ふぐ度ホ

かっを刺  
たい刺  
さけ刺

めさぼ  
うじす  
はだす

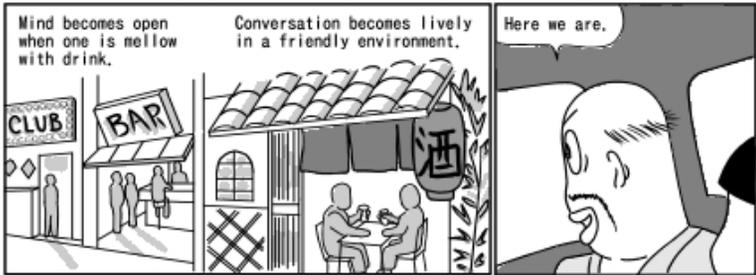


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刺 300

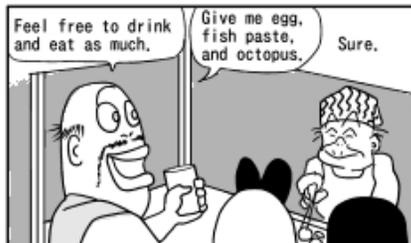
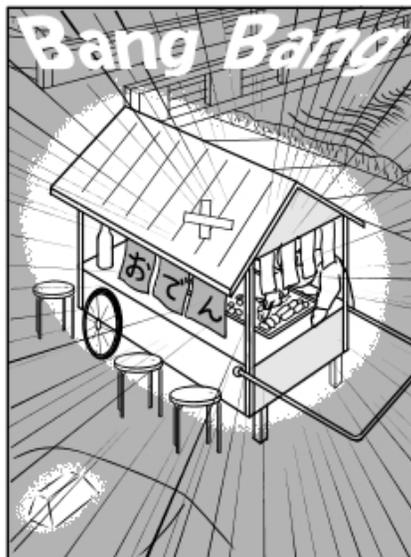
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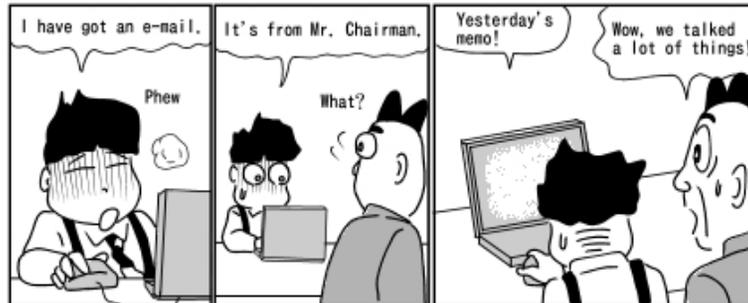






# Bang Bang





かしの餅

We sold our headquarters today in order to totally adopt Izakaya Workplace.

We wish you will do your best, taking full advantage of the new workplace we have just bought up.



Address: Somewhere along Kanda River  
Tel & Mail: Use your cellular phone  
Copy & Fax: Use convenience stores nearby

No way! How that stall could be!?



That was the only way I could do to save our company from bankrupt.



But Izakaya Workplace may really save our company and open up our way.



Why don't you try  
Izakaya-bar & Internet workstyle  
instead of  
working at office ?

**THANK YOU**