

PRESS RELEASE

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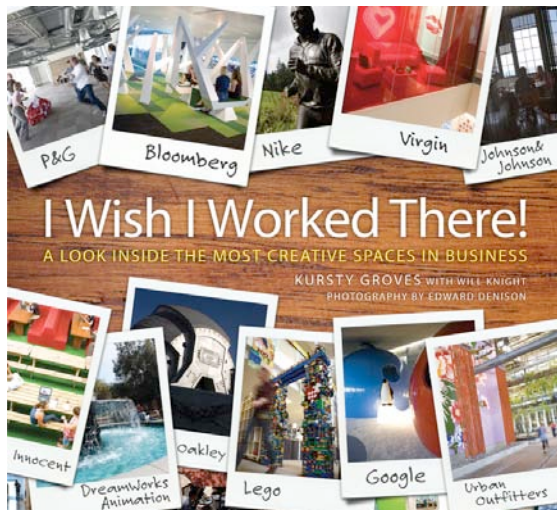
I Wish I Worked There!

A Look Inside the Most Creative Spaces in Business

by Kursty Groves with Will Knight
Photography by Edward Denison

Published by John Wiley & Sons on Monday 8th March 2010,
priced £39.99

Imagine you worked for a company that has slides instead of stairs, a medieval maze to stroll through during your private mediation, or perhaps an airline bed to sit on whilst



brainstorming ideas with your colleagues...

I Wish I Worked There! reveals some of the world's most inspiring and innovative places to work and shows the reader what it might be like to actually work there.

This new book goes behind the scenes of 20 famous brands, such as Nike, the Lego company, Urban Outfitters and Virgin, who place innovation and creativity at the heart of their working culture, demonstrating how they have used their own unique creativity to design stimulating places to work and therefore increasing productivity and efficiency in their staff. Never before has a title looked so

specifically at how the working environment fosters the flow of ideas from both practical and emotional perspectives and explores how this creative design in the workplace logically leads to better business results.

The book includes easy-to-adopt principles, which can be implemented in a corporate environment or 'home office', that facilitate the design, creation or finding of spaces that are conducive to different types of creative activity, namely: reflection, collaboration, stimulation and play.

Each organisation's case study is extensively illustrated with beautiful photography and informative diagrams that show in detail how these office designs differ from the 'norm' and essentially function better. *I Wish I Worked There!* is an accessible and inspiring book that will make you wish you worked there...!

For more information please visit

www.iwishiworkedthere.com

For further information or to speak to Kursty Groves, please contact Claire Barnett at Midas Public Relations on either 020 7361 7862 or claire.barnett@midaspr.co.uk.



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About the Authors:

Kursty Groves is a designer, innovation consultant and presenter. She worked for industry-leading firms Seymour Powell, PDD and ?What If! before taking a break to write this book. Learning that even the most creative organisations still need to go off-site for inspiration, she has since launched creative venue finder www.spacehopper.com. Kursty has also taken her experience to a wider audience through broadcasting. Her television credits include: BBC's That's Genius!, Young Foresight, Teachers' TV and Channel Four's Design Challenge. For more information on Kursty, please visit her website www.kursty.com or Kursty's blog at www.iwishiworkedthere.com/blog.php.



Will Knight is a freelance designer and illustrator, whose rich experience ranges from product development of new telecoms devices to character design and storyboarding for animation. His clients include global brands, leading advertising and media agencies, design consultancies, animation and film studios. Will is also the founder of brew collective, a London- and New York-based freelance organisation for creatives. To view Will's work visit www.willknight.com and for more information on brew collective visit www.brewcollective.com

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For more information on *I Wish I Worked There!* please visit www.iwishiworkedthere.com.

Featured companies in *I Wish I Worked There!* include:

- Aardman Animations, Ltd • Bloomberg LLC • DreamWorks Animation SKG • Dyson • Electronic Arts • Google Inc. • Hasbro • Innocent Drinks • Johnson & Johnson • The LEGO® Group • Nike Inc. • Oakley • Philips Design • Procter & Gamble • Sony Design • Sony Music • T-Mobile USA • Urban Outfitters • Virgin • Walt Disney Imagineering

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