



**Ain Shams University  
Faculty of Engineering  
Department of Architecture**

# **Analysis of experiences of creative class workers in the innovative workplace**

## **A Dissertation**

Submitted to the Faculty of Engineering at Ain Shams University  
in partial Fulfillment of the Requirements of the degree of  
**DOCTOR OF PHILOSOPHY IN ARCHITECTURE**

**by**

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Title: **Analysis of experiences of creative class workers in the innovative workplace**

Degree: **Doctor of Philosophy in Architecture**

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### **Author's Declaration**

This dissertation is submitted to the Department of Architecture, Faculty of Engineering at Ain Shams University in Cairo, Egypt, on June 2017 in the partial fulfillment of the requirements for the degree of:

**“Doctor of Philosophy in Architecture”.**

The work included in this dissertation was accomplished by the author in the Department of Architecture, Faculty of Engineering, Ain Shams University, during the period from 2012 until 2017.

No part of this dissertation has been submitted for a degree or a qualification at any other University or Institute.

**Name:** Nancy Maged Yassa

**Signature:** -----

**Date:** -----



## Dedication

I dedicate this thesis to my Family, especially...

*My late Grandparents,  
My dear Mother, Father and brother,  
My Father, Mother and Sister in law,  
And My forever supporting, loved husband  
and  
lovely children...*

Every one of you had set an example in a way that brought along this success, without your continuous support, patience, love and prayers; it would have been a lot harder for me to be who I am.





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## **ABSTRACT**

**Nancy Maged Yassa**

**“Analysis of experiences of creative class workers in the innovative workplace”**

A Thesis Submitted in Partial Fulfillment of the requirements for the degree of:  
Doctor of Philosophy in Architecture.

Ain Shams University, Faculty of Engineering, Department of Architecture.

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The challenge in today’s developed countries’ global market is not about the amount of production as much as the creativity in such production. Technology in the workplace -as a major factor- is playing an important role in changing the nature of work, and creativity as an output is an important issue of research.

Creativity has been a subject of study for the last years and this dissertation aims to identify the workplace as a factor that support or discourage creativity through personal experiences of its users. Data is collected and analyzed from both literatures reviews and two survey studies.

The direct link between the workplace and creativity is not well defined but biased or incomplete in literature and it needed more practical elaboration to be considered; and that was the aim from the survey study. The dissertation then presents the findings through an ethnographic study that took place in two creativity-based firms; a professional and a hyper-active one. Samples were chosen

according to their user's interest to participate in the research. The research main vision is to consider the challenges of investigating the subjective experiences of creative class workers in the physical workplace while presenting its impact on their creativity.

The results were concluded; through in-depth interviews, focus groups meetings, long term field observations, photographs, and field notes. It showed how creative class workers gave support to the benefits of working in interactive workplace. Positive discussions keep up the substantial impact of the physical workplace and were supporting the idea of work enjoyment and confirmed the fact that being in the right workplace does matter.

## SUMMARY

The research studied the impact of innovative workplaces on creative class workers through analyzing real-life experiences of a sample group of creative workers that showed their interest in participation in two different firms. The two firms are classified as: *the professional workplace*; where the pilot study took place and *the hyper-active workplace*; where the long-term survey study happened.

The research carried out a qualitative approach of grounded theory that uses ethnography as the method; it went through long term field observation, interviewing and multiple focus meetings in addition to some questionnaires. The method main goal is to conduct an in-depth study about the phenomenon occurring in context, through experiences and compare it with what previous studies have concluded.

First, the dissertation begins in ***Chapter One*** with the summary, and introduction. It includes the problem definition, the research scope, goals and objectives, the hypothesis and the methodology used in the dissertation data analysis. It also presents the research structure, list of contents, tables and figure.

***Chapter Two***, presents the introduction to the literature review on creativity. It defines Creativity as a term and introduces the four principles of creativity (the four Ps). The chapter then presents the creative class workers and the literature behind the creative personality, work enjoyment and motivation. It went in depth through the psychological benefits of creativity and how the office design, arrangement, fun, play and happiness can impact its users.

**Chapter three**, introduces an overview of the scientific method used to analyze and collect data. The ethnographic approach was explained, beside the other methods used as questioning, interviewing, and field observation. It presents the firms chosen for both pilot and field work and how the sample was chosen.

**Chapter four**, presents the creative class workers' real-life experiences analyses. It also identifies the two categories of creative firms; classified as; *the professional workplace*, where the pilot study took place *and the hyper-active workplace*, where the long-term observation field study happened. This chapter, also identifies the emergent footprints from the study with clear narration of the analysis and findings from the data collection and analysis stages.

**Chapter five**, links the concluded real-life footprints with what literature reviews and previous researches have studied on the principles of creativity (the four Ps of creativity) under the term "experiences". It presents a timeline of experiences that has three consecutive stops reflected into group meetings. Each meeting address one stop on the timeline that represents the link between a footprint with its alternative creative (P).

**Chapter six**, consists of three main sections as follows:

First, the original contribution in the research; including the observed and analyzed field work conclusion that resulted from real-life experiences as well as theoretical background research. This conclusion is presented as; the impact of creativity on the workplace context, the reaction to creativity from real-life experiences, the psychological and organizational benefits behind introducing creativity at the workplace, and the research on creativity and innovation.

Second, recommendations are presented in three main axes that have been recognized during the research work. It encourages taking creativity as a decision that is supported, motivated and promoted at the workplace, as well as facilitating that innovative/ creativity-friendly environment that support every initiative towards using the benefit of creativity.

Finally, this chapter concludes suggested points that are explored and encouraged for future researches.