

Photo Essay

Life in the Googleplex

Inside Google Headquarters [ENTER >>](#)



Forward!

An employee heads to his next appointment via electric scooter.

ERQS HOAGLAND / REDUX FOR TIME

Flexcity 07 Googleplex, Mountain View, Silicon Valley

Las nuevas fábricas creativas

José Pérez de Lama, 2010

Composición Arquitectónica Grupo C

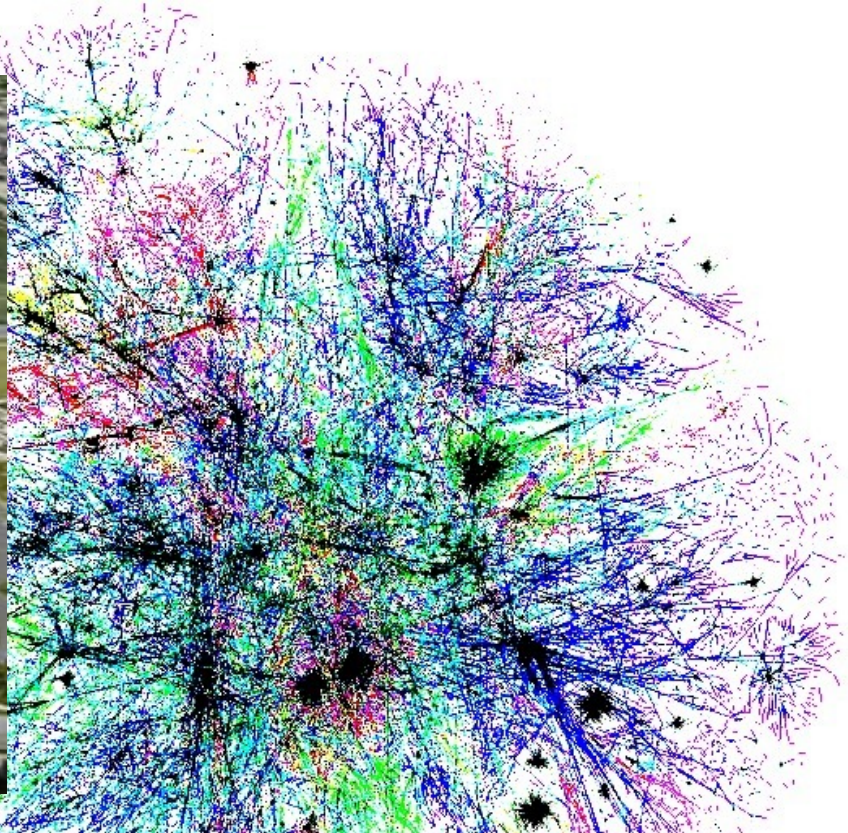
Universidad de Sevilla

The Google Culture (google.com 2006)

Though growing rapidly, Google still maintains a small company feel. At the Googleplex headquarters almost everyone eats in the Google café (known as "Charlie's Place"), sitting at whatever table has an opening and enjoying conversations with Googlers from all different departments. Topics range from the trivial to the technical, and whether the discussion is about computer games or encryption or ad serving software, it's not surprising to hear someone say, "That's a product I helped develop before I came to Google."

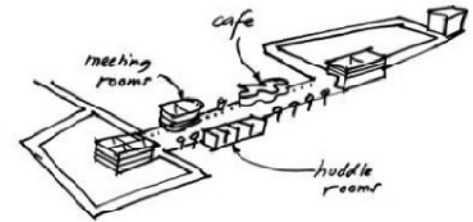
Google's emphasis on innovation and commitment to cost containment means each employee is a hands-on contributor. There's little in the way of corporate hierarchy and everyone wears several hats. The international webmaster who creates Google's holiday logos spent a week translating the entire site into Korean. The chief operations engineer is also a licensed neurosurgeon. Because everyone realizes they are an equally important part of Google's success, no one hesitates to skate over a corporate officer during roller hockey.

Google's hiring policy is aggressively non-discriminatory and favors ability over experience. The result is a staff that reflects the global audience the search engine serves. Google has **offices** around the globe and Google engineering centers are recruiting local talent in locations from **Zurich** to **Bangalore**. Dozens of languages are spoken by Google staffers, from Turkish to Telugu. When not at work, Googlers pursue interests from cross-country cycling to wine tasting, from flying to frisbee. As Google expands its development team, **it continues to look** for those who share an obsessive commitment to creating search perfection and having a great time doing it.



Arriba: Vista general de GooglePlex, (proyecto de central solar, ca. 2007). Abajo: Distribución global de oficinas de Google; su presencia distribuida (en cada ordenado, derecha, mapa de Internet) sería ubicua

Main Street
The Strip
entornos
urbanos



Structure a 'Main Street'
with shared-use building blocks.

Universidad
espacios
investigación



**Espacios
empresariales
modernos**

**Espacio
creación/
producción
artísticos**



Burning Man



MIT Building 20



Garage Culture

Steve Wozniak and Steve Jobs, ca. 1975
Apple's Garage



Google Campus

© 2005 Google
Shoreline Lake

Pointer 37°25'42.95" N 122°05'13.83" W elev 0 ft

Streaming ||||| 100%

Eye all 5286 ft

- Lodging
- Dining
- Roads
- Borders
- Terrain
- Buildings

Navigation controls including zoom in (+), zoom out (-), a central directional pad with a red center button, and a compass icon.

Utility icons including a pushpin, a print icon, and an email icon.

About the Googleplex (google.com 2006)

Google's world headquarters building is located in Mountain View, California, a stone's throw from the Shoreline Regional Park wetlands. While not all Google offices around the globe are equally well-stocked, these are some of the essential elements that define a Google workspace:

Lobby Décor - Piano, lava lamps, and live projection of current search queries from around the world.

Hallway Décor - Bicycles and large rubber exercise balls on the floors, press clippings from around the world posted on bulletin boards everywhere. Many Googlers standing around discussing arcane IP addressing issues and how to build a better spam filter.

Googler Offices - Googlers work in high density clusters remarkably reflective of our server setup, with three or four staffers sharing spaces with couches and dogs. This improves information flow and saves on heating bills.

Equipment - Most Googlers have high powered Linux OS workstations on their desktops. In Google's earliest days, desks were wooden doors mounted on two sawhorses. Some of these are still in use within the engineering group.

Recreation Facilities - Workout room with weights and rowing machine, locker rooms, washers and dryers, massage room, assorted video games, Foosball, baby grand piano, pool table, ping pong, roller hockey twice a week in the parking lot.

About the Googleplex (cont.)

Google Café - Healthy lunches and dinners for all staff. Stations include "Charlie's Grill," "Back to Albuquerque," "East Meets West" and "Vegheads." Outdoor seating for sunshine daydreaming.

Snack Rooms - Bins packed with various cereals, gummi bears, M&Ms, toffee, licorice, cashew nuts, yogurt, carrots, fresh fruit and other snacks. Dozens of different drinks including fresh juice, soda and make-your-own cappuccino.

Coollest stop on the tour - A three-dimensional rotating image of the world on permanent display on a large flat panel monitor in the office of the engineer who created it. What makes it special is the toggle switch that allows you to view points of light representing real time searches rising from the surface of the globe toward space, color coded by language. Toggle and you can see traffic patterns for the entire Internet. Worth a trip to the second floor.

Nearest 24 hour doughnut shop - Krispy Kreme, Mountain View, CA.

Reforma de Googleplex, Clive Wilkinson, 2006

Antecedentes Oficinas Chiat Day

***Shangrila culture.* Espacio de trabajo, juego, encuentros informales. Espacio creativo. Atracción del talento**

Town square, main street. Comida: pizarra de 20 pies de largo (6.5 m)

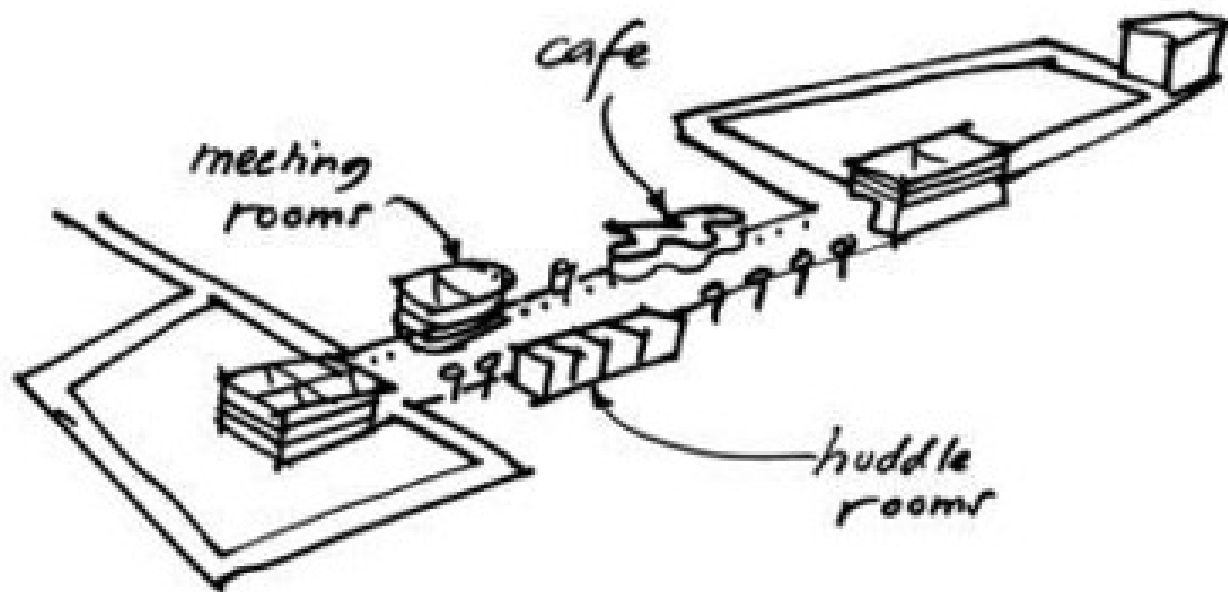
Ambiente casual y espacios aislados

13 zonas diferentes: hot to cold

“clubhouse”: pool table and lounge area, to cold (closed workrooms)

Each floor of the building was divided into five or six flexible neighborhoods separated by “landmarks,” the shared public spaces that are the center of Google life. There are kitchens full of snacks, lounges with pool tables and comfortable seating, and libraries of stacked plywood box shelves filled with books and games that Googlers have brought in from home and based on, Wilkinson says, “the idea of the village library as the repository of thought.” On either end of the floor is a structure that looks like a cross between a tree house and a guard tower, used for meetings and offices. In the center atrium, overlooking the grand staircase, is a group of larger, more luxurious meeting rooms. Other small meeting rooms take the shape of yurts — another Wilkinson creation — which look like little padded igloos and are easily assembled or torn down.

Transformabilidad y posibilidades de acabado personal de los espacios

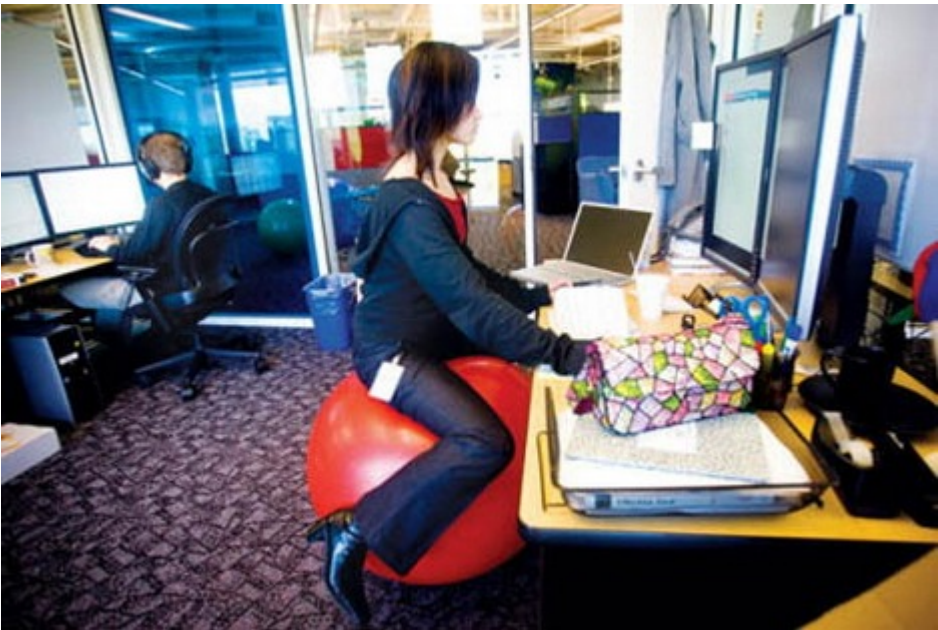


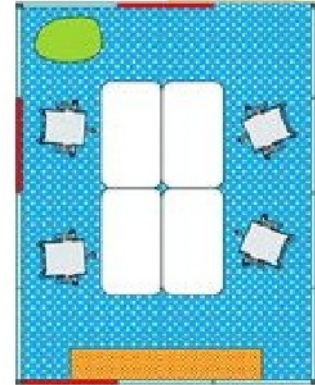
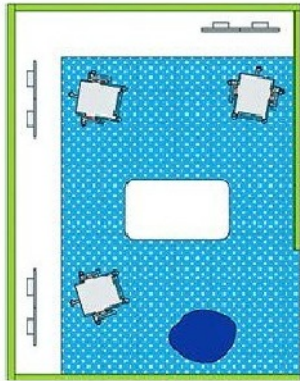
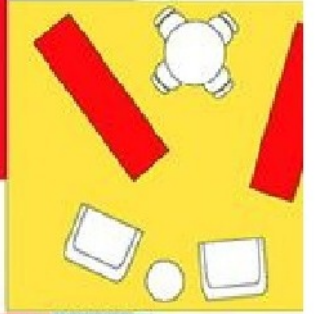
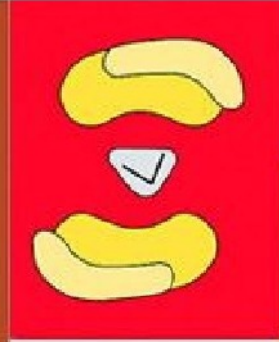
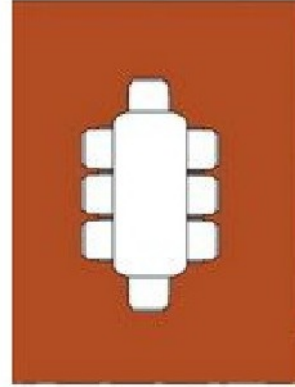
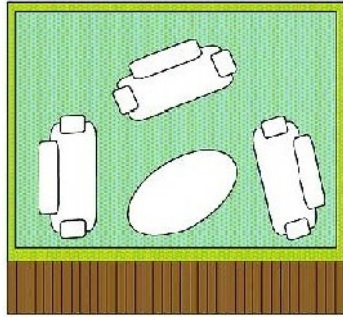
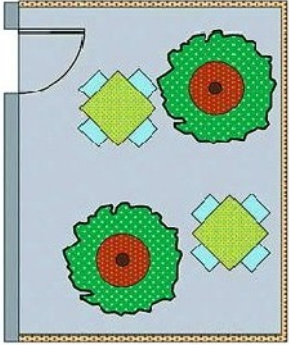
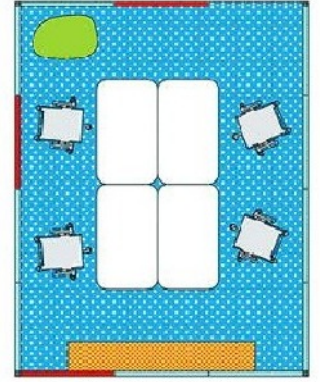
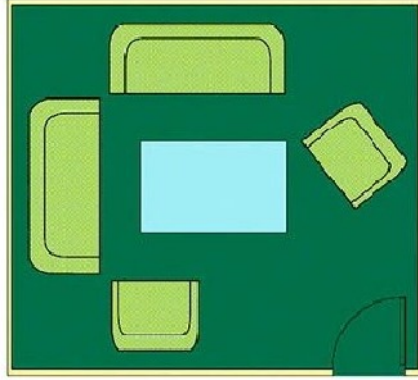
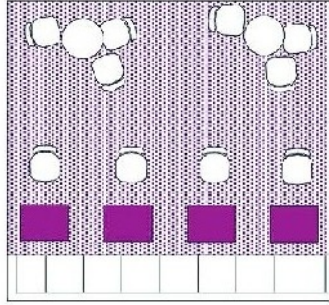
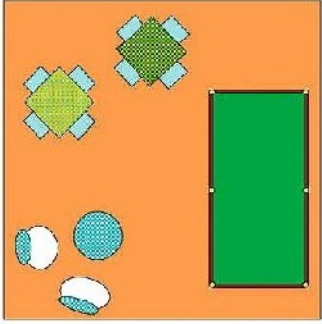
Structure a 'Main Street'
with shared-use building blocks.



Googleplex, Mountain View, ca. 2007



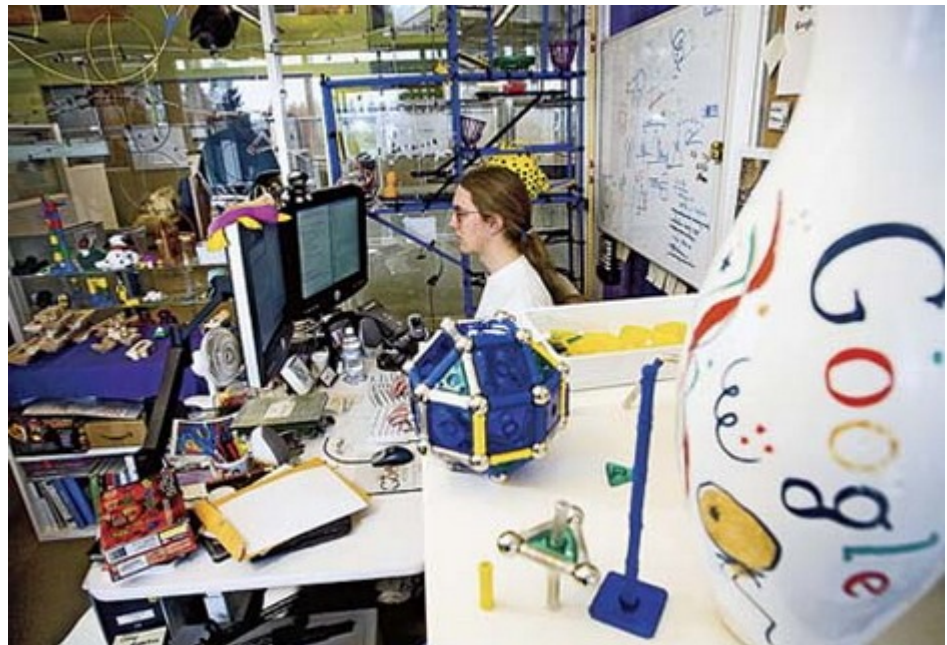






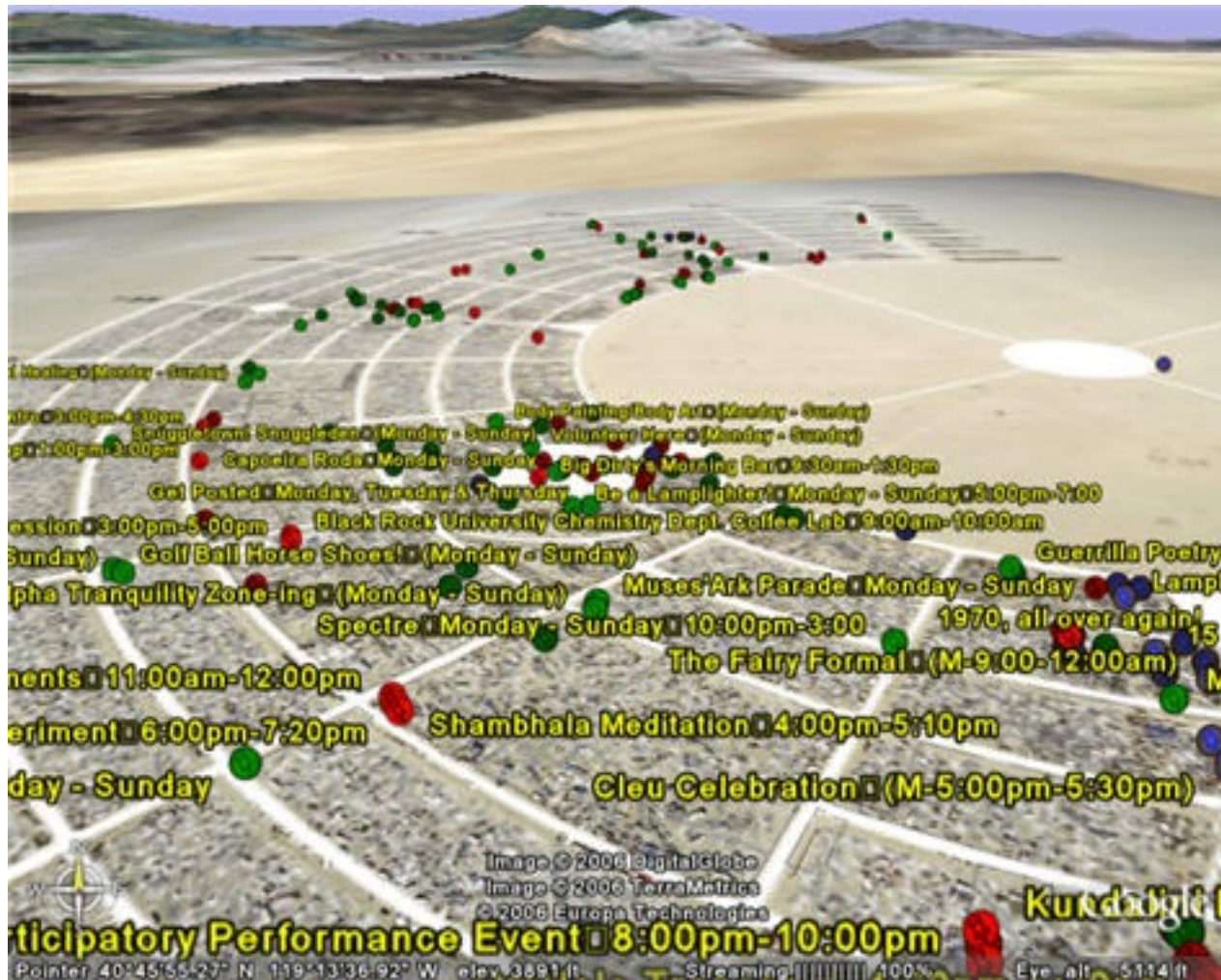


Google Garage
Ca 1998



Googleplex, ca. 2007





Interference: Burning Man, festival annual en Nevada
 According to Page and Brin, one of their main inspirations for Googleplex



Burning Man / Ten Principles

Radical Inclusion

Anyone may be a part of Burning Man. We welcome and respect the stranger. No prerequisites exist for participation in our community.

Gifting

Burning Man is devoted to acts of gift giving. The value of a gift is unconditional. Gifting does not contemplate a return or an exchange for something of equal value.

Decommodification

In order to preserve the spirit of gifting, our community seeks to create social environments that are unmediated by commercial sponsorships, transactions, or advertising. We stand ready to protect our culture from such exploitation. We resist the substitution of consumption for participatory experience.

Radical Self-reliance

Burning Man encourages the individual to discover, exercise and rely on his or her inner resources.

Radical Self-expression

Radical self-expression arises from the unique gifts of the individual. No one other than the individual or a collaborating group can determine its content. It is offered as a gift to others. In this spirit, the giver should respect the rights and liberties of the recipient.

Communal Effort

Our community values creative cooperation and collaboration. We strive to produce, promote and protect social networks, public spaces, works of art, and methods of communication that support such interaction.

Civic Responsibility

We value civil society. Community members who organize events should assume responsibility for public welfare and endeavor to communicate civic responsibilities to participants. They must also assume responsibility for conducting events in accordance with local, state and federal laws.

Leaving No Trace

Our community respects the environment. We are committed to leaving no physical trace of our activities wherever we gather. We clean up after ourselves and endeavor, whenever possible, to leave such places in a better state than when we found them.

Participation

Our community is committed to a radically participatory ethic. We believe that transformative change, whether in the individual or in society, can occur only through the medium of deeply personal participation. We achieve being through doing. Everyone is invited to work. Everyone is invited to play. We make the world real through actions that open the heart.

Immediacy

Immediate experience is, in many ways, the most important touchstone of value in our culture. We seek to overcome barriers that stand between us and a recognition of our inner selves, the reality of those around us, participation in society, and contact with a natural world exceeding human powers. No idea can substitute for this experience.





<http://htca.us.es/blogs/perezdelama>

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