

The background of the image is white, overlaid with a complex pattern of thin, black, hand-drawn lines. These lines intersect to form a star-like or web-like structure that fills the entire frame. The lines vary in orientation, with some being nearly vertical and others at sharp angles, creating a dynamic and abstract visual field.

# The Idea Factory

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**The Workplace of the Future will be an environment that promotes entrepreneurship and equality. It will represent the best of American capitalism, creativity, and cultivation of success with the spirit that the best idea wins!**

As has been evident since the first “dot com” boom of the 1990s, extending into the current “creative” company enterprising, the new workplace is a 24/7 environment. Companies need to provide amenities that cultivate a constant and productive culture.

Even more so, incubators currently sprouting up are evidence to the shift from a corporate system of employment of the individual to an entrepreneurial entity with more expansive, concentrated support systems. In advancing this idea to 2020, The Workplace of the Future will comprise a network of cross disciplinary individuals who utilize each other to form a network for professional success.

It is with this premise that H3 Hardy Collaboration Architecture has partnered with the Downtown Alliance to imagine The Workplace of the Future—the next generation

incubator space. The Idea Factory will be a clubhouse for the techies, creatives, and innovators that have pioneered their office spaces in Lower Manhattan but seek new alliances, ideas, and expanded technical facilities. The membership-based environment will be a central social and collaborative space that will function like the Flatiron district’s Ace Hotel, bringing together makers, funders, and end-users in a social and collaborative environment that identifies and galvanizes Lower Manhattan’s creative community.

The goal for the Idea Factory will be product to market, expediting and efficiently generating ideas, matching funders, and testing ideas in a way that the density of Lower Manhattan has historically accomplished.

## Program

For this competition entry, we have selected the “Public Space” category. As a basis of design, we have partnered with a hypothetical client, the Downtown Alliance. The Alliance, in reality, is in the process of programming a new incubator space whose goals are outlined below.

1. To re-imagine the Downtown Alliance’s incubator space, currently called The Hive, to be a branded, centrally located social hub that provides a space for the growing creative industry in Downtown Manhattan. Fields will come together to re-enforce the identity of Downtown Manhattan’s transformation into a creative collective. This collective is marked by a community

of cross disciplinary creative companies that use conventional and unconventional, virtual and physical making styles, including Condé Nast, SHoP Architects, We Work, Paperless Post, Crane.tv and Stella Service. The new “clubhouse”, although not exclusive in character, will be a membership-based non-profit enterprise where these companies will pay dues to use the space 24/7. This will be in addition to their conventional office space and will offer a collaborative environment with social, cultural and work-related programming and events, both planned and unplanned.

2. Our particular space is intended to accommodate as many as 100 people at any given time, although the intent of this competition is for The Idea Factory to be a prototype scalable across platforms of size and place. User experience from entry to exit offers a variety of spaces for 24/7 ideation and production: brainstorming, think-tanking, socializing, deal-making, prototyping, testing, dreaming, and resting. It is intended to reinforce the process of production that expedites a successful product to market outcome. Therefore, the Idea Factory will bring together the creators of a new product, the funders/investors of this product, and the potential end-users.
3. As one potential end user stated, the success of the Ace Hotel is on the premise of the following three characteristics that The Idea Factory will incorporate:

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- A. Espresso bar by day; cocktail bar by night: a seamless transition from day to night activities
- B. See and be seen: an exciting mix of people coming together to be social and collaborative
- C. Extras: “work” is augmented by cultural, social and entertainment programming

As a result we have proposed three plans showcasing “work”, “cultural” and “social” programming layouts by customizing flexible furniture layouts.

Illustrated in the plans are these as well as the main framework of the experience which is intended to reflect a production sequence. The plans also presume that the location is in a typical downtown loft building with a 20'-0" x 20'-0" structural grid, a ground floor storefront location, and convenient location near a major transit hub: in this case, Fulton Street at Broadway. It is 10,000 square feet located on 2 levels. This size is specific to the Downtown Alliance's current thoughts about the next generation incubator space; the ideas explored here could be scaled up or down.

The virtue of the collaborative workplace environment is demonstrated in the creation of space that supports individuals and their passions and connects them to the tools, resources, and human capital that make dreams not only possible, but economically feasible. The support system also speaks to health and well-being, providing spaces for rest and relaxation as well as materials and food that support a healthy, livable, and nurturing

workplace culture. It is a model in which we all flourish with a higher level of productivity and a more efficient method of product delivery. Knowledge is the industry of 2020 and a workplace that combines the best of the public realm can be an innovative incubator where true transformation and contribution can occur.

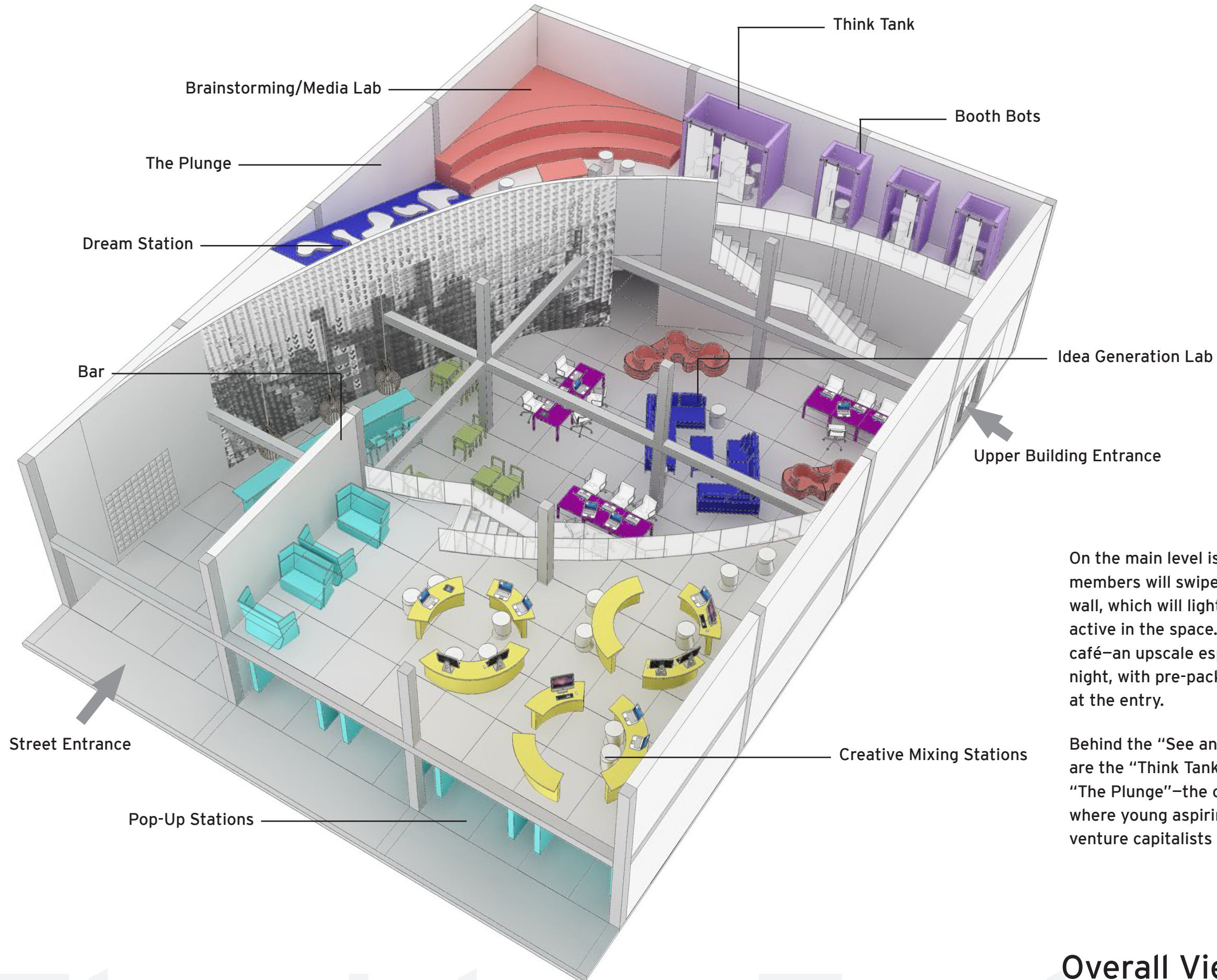
Potential Idea Factory members, like industrial designers Moorhead & Moorhead, acknowledge the value of this model:

“We are a two-person design studio that works on projects ranging in scale from furniture to buildings. Like a growing number of creative businesses that have chosen to remain small, we have learned to amplify our capabilities through strategic collaboration.

H3's proposal, The Idea Factory, is exciting because it shows a keen understanding of what small studios, like ours, need to thrive. They have designed a space that not only encourages collaborative interaction, both planned and serendipitous, but also nurtures the development of ideas, from concept to final product.

**In short, The Idea Factory sets the stage for a thriving creative neighborhood under one roof."**





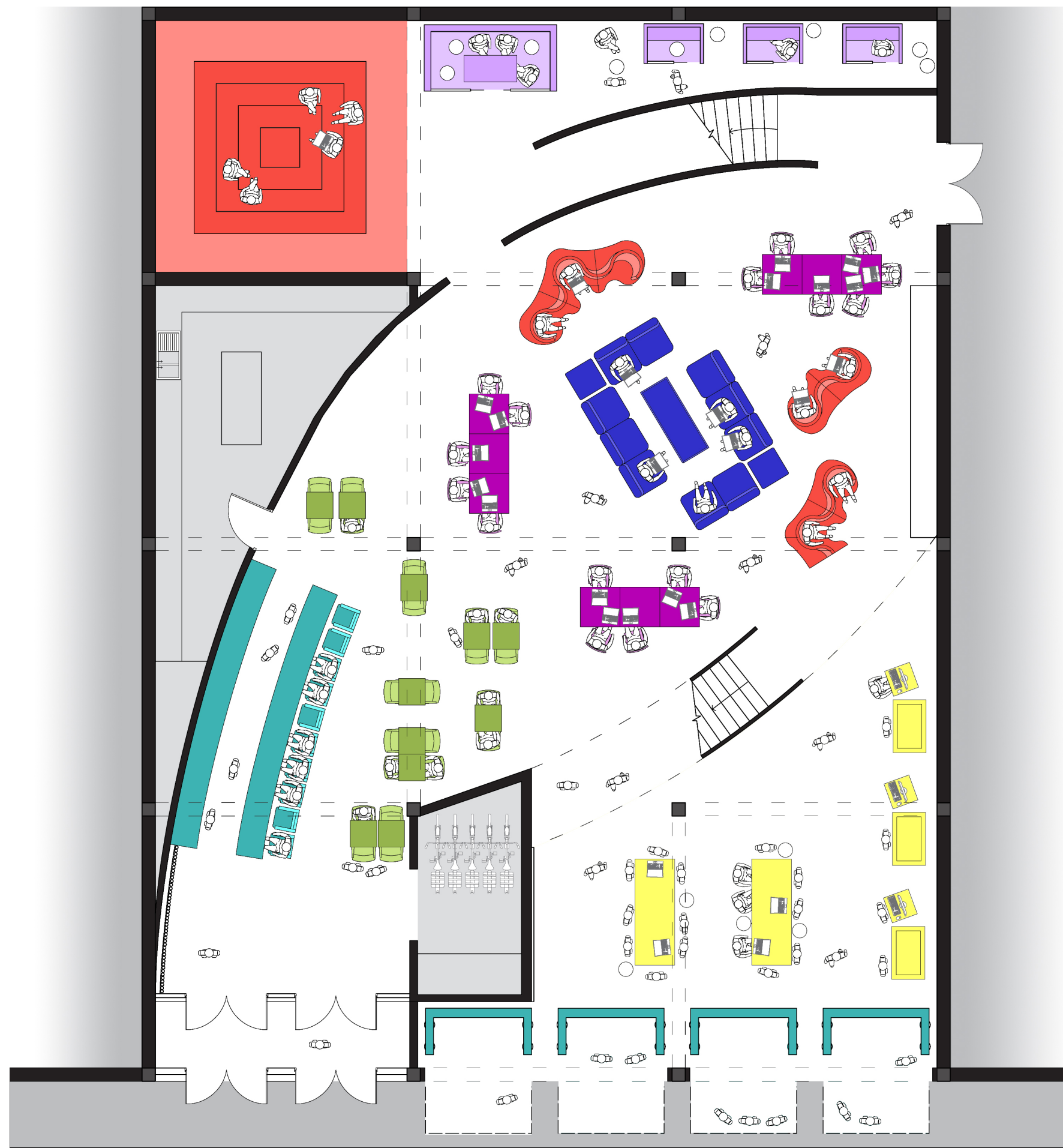
On the main level is the clubhouse entry. When entering, members will swipe their smart phones to a spot on the wall, which will light up with their signature to denote who is active in the space. Bike and coat storage is to the right. The café—an upscale espresso bar by day and a cocktail bar by night, with pre-packaged, self-serve health food offerings, is at the entry.

Behind the “See and Be Seen Staircase” on the lower level are the “Think Tank” and the “Booth Bots”, but also the “The Plunge”—the coveted place where the deal is made, where young aspiring entrepreneurs meet and present to venture capitalists and shake hands to close!

## Overall View

# The Idea Factory



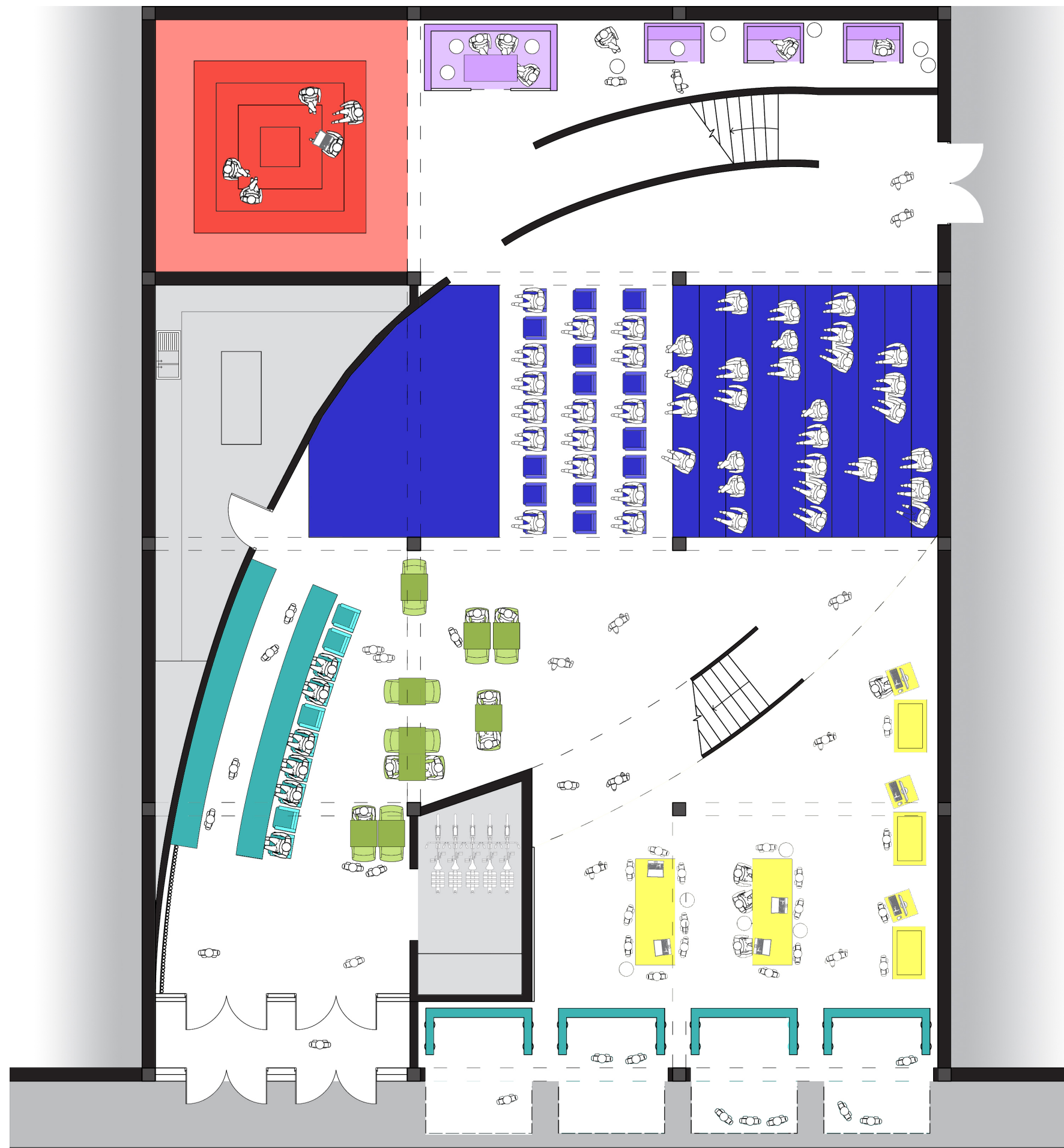


# Work

The main space is a customizable production lab with a central core primarily for virtual production (an ideation lab typical for the technology companies) and a side area for physical production (a studio space typical for the design companies). The entire area provides tools for idea generating in the “Idea Generation Lab” and actual physical prototyping in the “Prototyping Studio”. These consolidated amenities could include 3-D printers, laser cutters, graphic computer programs, and large-format printers. The sequence of events comes full circle on the main level with a Pop-Up Prototype testing display space in the storefront, with an upward operable window (a cooler version of the garage door) to allow instant access to the public to test new product design at street level.

The “Work” layout show here is the primary layout, based on a Hack-a-Thon extravaganza,

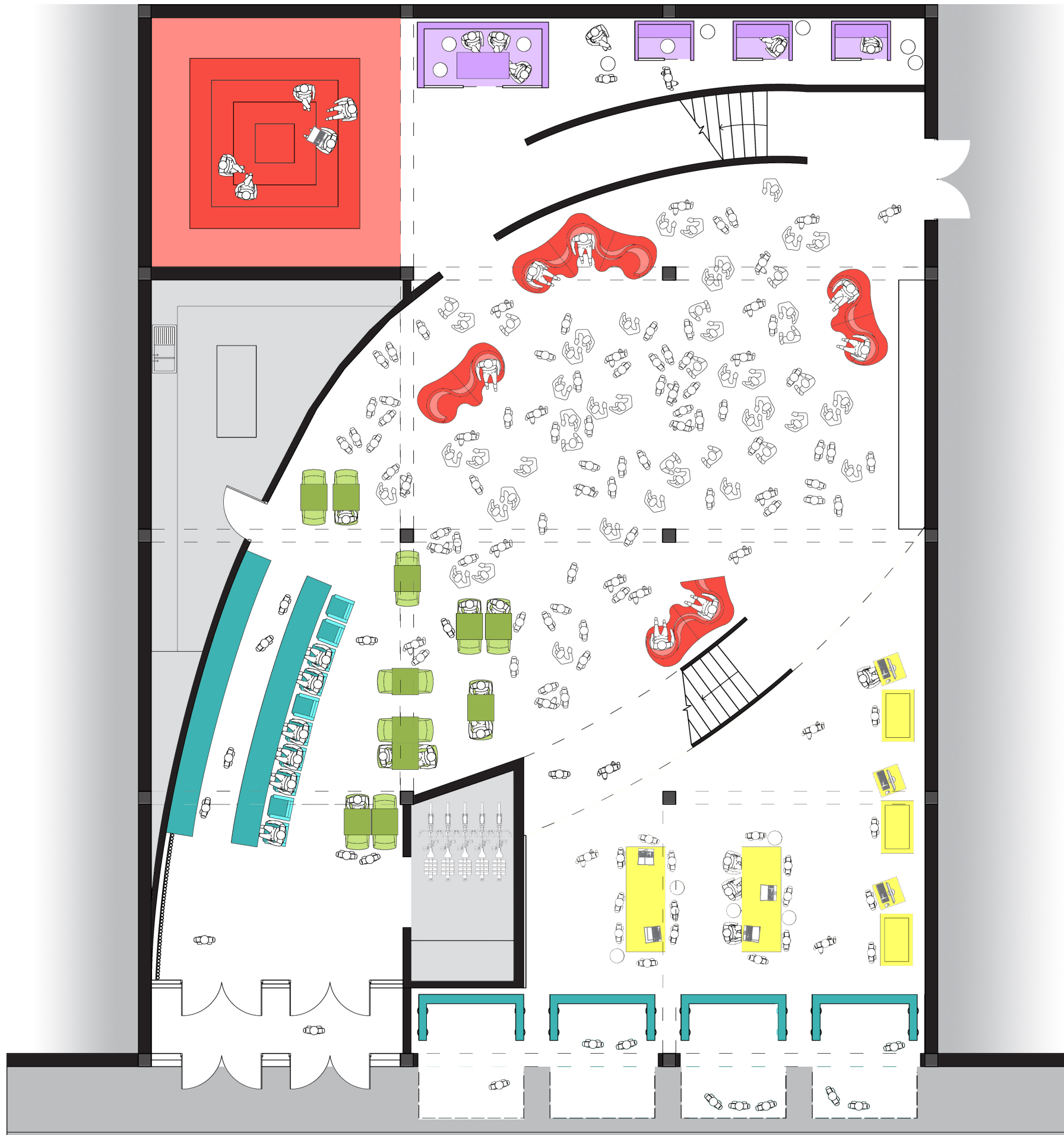
## Lower Level



# Culture

An additional layouts includes a “Cultural” programming layout. The cultural program could be a film screening, a lecture, or a performance, and we have proposed an innovative seating system by Jezet. With a push of a button, an electronically controlled retractable seating system converts the central production lab into a first rate performance venue.

Lower Level

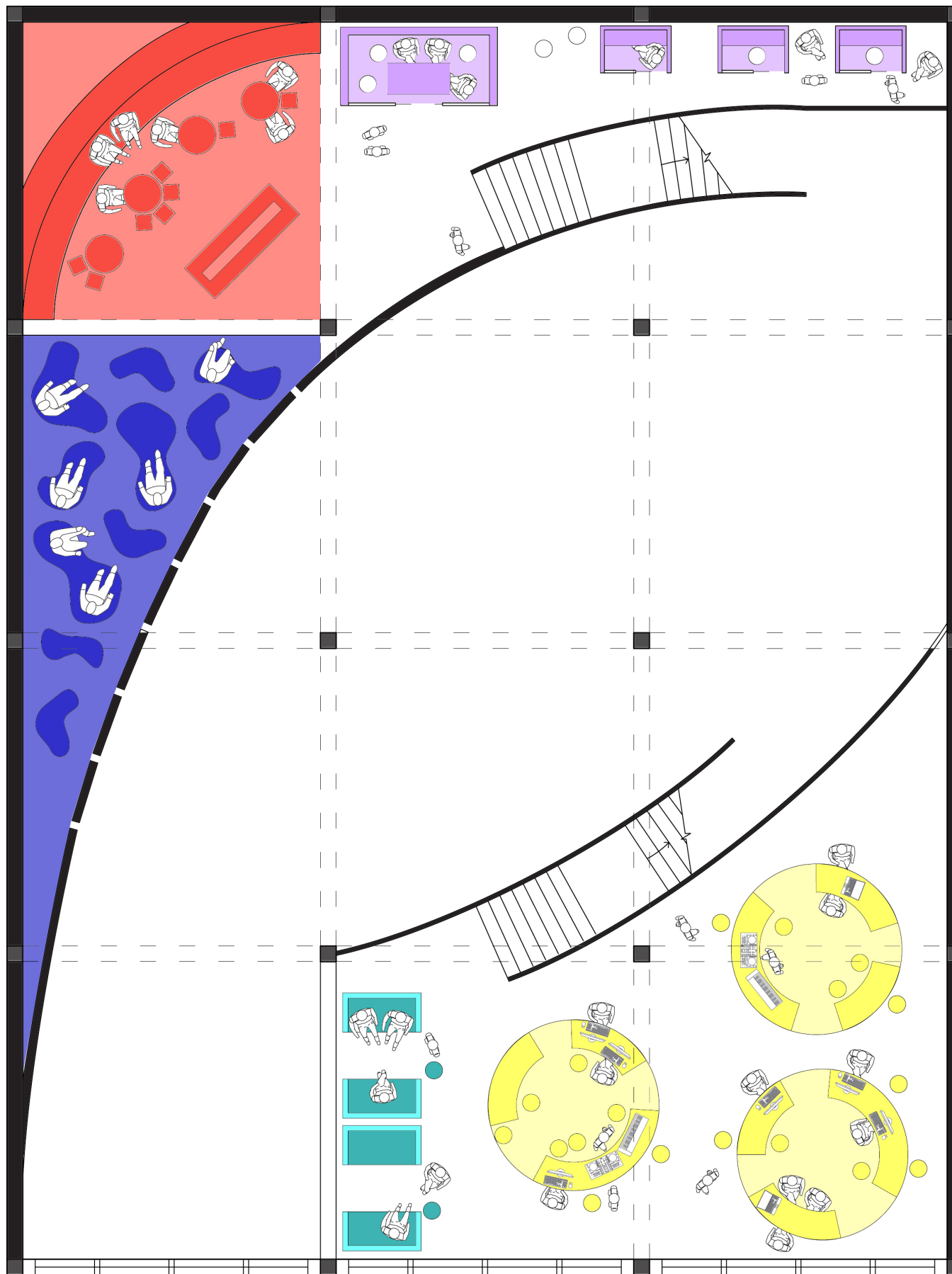


# Social

The "Social" layout shows a dance party; we've shown a Silent Rave, with three "Creative Mixing Stations" overlooking the lower level pit. Each project a music channel that participants tune into through headphones that have branded ahead of time in the "Prototyping Studio".

Lower Level





# Focus

A variety of spaces throughout the Idea Generation Lab support the product to market concept. On the upper level is the “Dream Station” where it all begins, the “Brainstorming/ Media Lab” where ideas are honed, and “Think Tanks” where work sessions among groups of 4-6 further refine ideas. “Booth Bots” provide quiet single person spaces for phone calls and focused work. On the opposite side of the staircase on the upper level are “Creative Mixing Stations” where equipment-heavy production occurs, like music-making, video-producing, animation studio-ing and, for social programming (like a silent rave), DJ-ing.

Upper Level



TURNSTONE CAMPFIRE  
PAPERTABLE  
STEELCASE



ICON STACKING  
CHAIR BY STARCK  
EMECO



ICON STACKING BARSTOOL  
BY STARCK  
EMECO



THE BASKET  
SOFTLINE



SIERRA TASK CHAIR  
AGATI FURNITURE



VERNER PANTON CLOVERLEAF SOFA  
DESIGN WITHIN REACH



GOODLAND LARGE SECTIONAL  
DESIGN WITHIN REACH

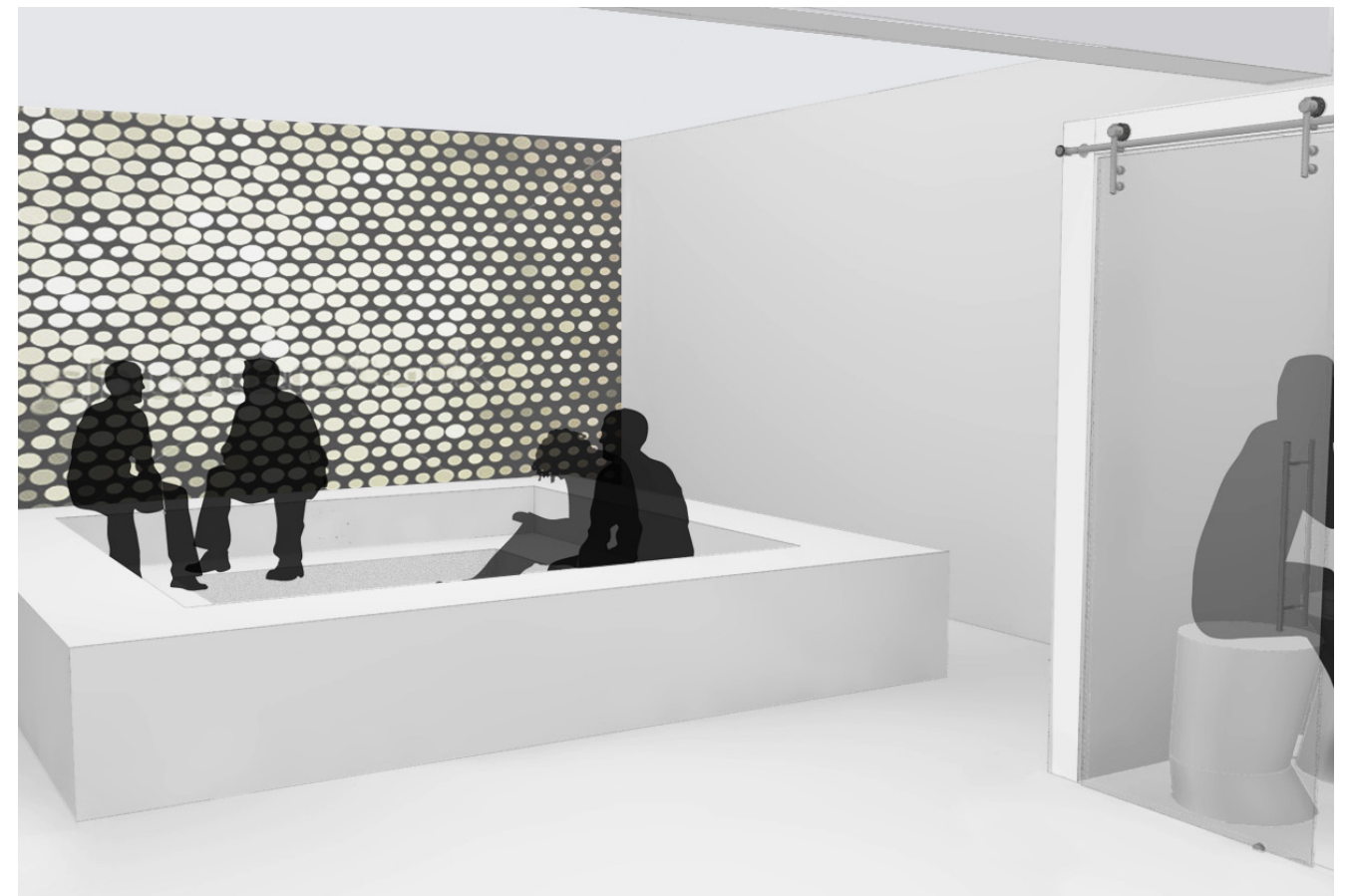
Furnishings and materials are comfortable and accessible, and a combination of off-the-shelf products and customizable pieces carefully selected for an added wow factor. Custom furnishings will be made by the Lower Manhattan Cultural Council's artists in resident.

## Furniture





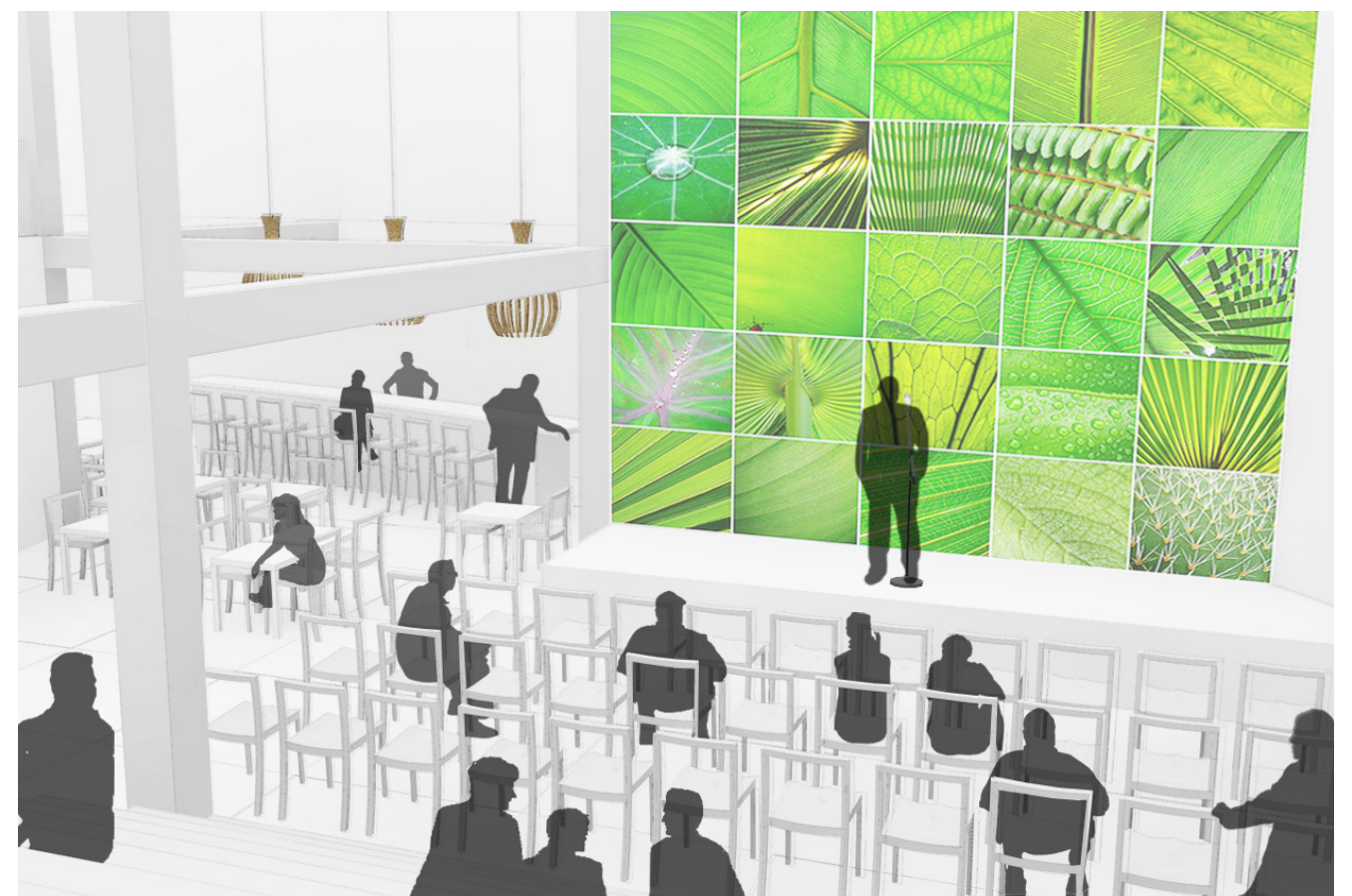
Socializing at the Hackathon



Deal Making at the Plunge



Creative Mixing Stations



Lecture at the Idea Generation Lab