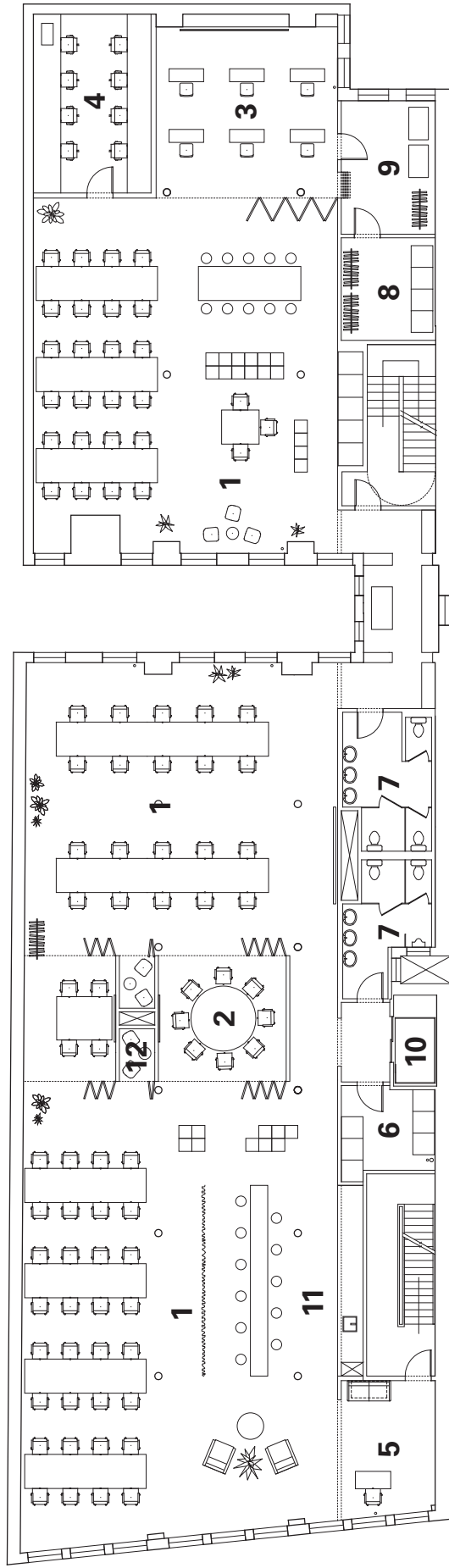


NEW INC
New York, USA

New Museum commissioned SO–IL to consult and design NEW INC, the first museum-led incubator. NEW INC is a shared workspace and professional development program designed to support creative practitioners working in the areas of art, technology, and design.

Conceived by the New Museum in 2013, the incubator is a not-for-profit platform that furthers the Museum’s ongoing commitment to new art and new ideas. Launching in summer 2014, NEW INC will provide a collaborative space for a highly selective, interdisciplinary community of one hundred members to investigate new ideas and develop a sustainable practice. With 11,000 sq. feet of dedicated workspace, labs, social areas, and event space, NEW INC offers an ideal environment for seeding and testing creative enterprises. WSO–IL’s design organizes the space to maximize chance encounters, interaction and cross pollination, in line with NEW INC’s mission.

Client	NEW INC / New Museum of Contemporary Art
Program	Co-working space, project rooms, conference rooms, quiet booths
Area	8,000 sf / 750 m²
Status	Construction 2014
Team	Florian Idenburg, Jing Liu, Ilias Papageorgiou, Andre Herrero
Collaborators	Local Architect: Gensler



Floor plan

- | | | | | | |
|----------|------------------------|-----------|--------------------|-----------|---------------------|
| 1 | Workspace | 6 | Storage | 11 | Kitchen area |
| 2 | Conference room | 7 | Restrooms | 12 | Phone booth |
| 3 | Event plaza | 8 | Server room | | |
| 4 | Prototyping | 9 | Office | | |
| 5 | Reception | 10 | Elevator | | |



Workspace