

EVERY THING!

ALL

AT

ONCE... + MORE

BILBAO AFFECT VS. EMERGENT PROGRAM



**POLITICAL OPEN FORUM | BDE |
FETE DE LA SCIENCE | DANCE
CLASS | POP CONCERT | DESIGN
FESTIVAL | BUDGETING
WORKSHOP | GLASS BLOWING
WORKSOP | AUGMENTED
REALITY CONFERENCE |
STUDENT WORK IN PROGRESS
SHOW | MARKETING SEMINAR |
NEW INCUBATEE SELECTION |
TEXTILE CONFERENCE | JEWELRY
MAKING CLASS | ENGINEERING
FELLOW SHOW | HISTORIAN TALK
| INVESTMENTPALOOZA | FORUM
ASSOCIATION | MAGIC SHOW |
LEGAL ADVICE | PODCAST**

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PRECEDENTS:

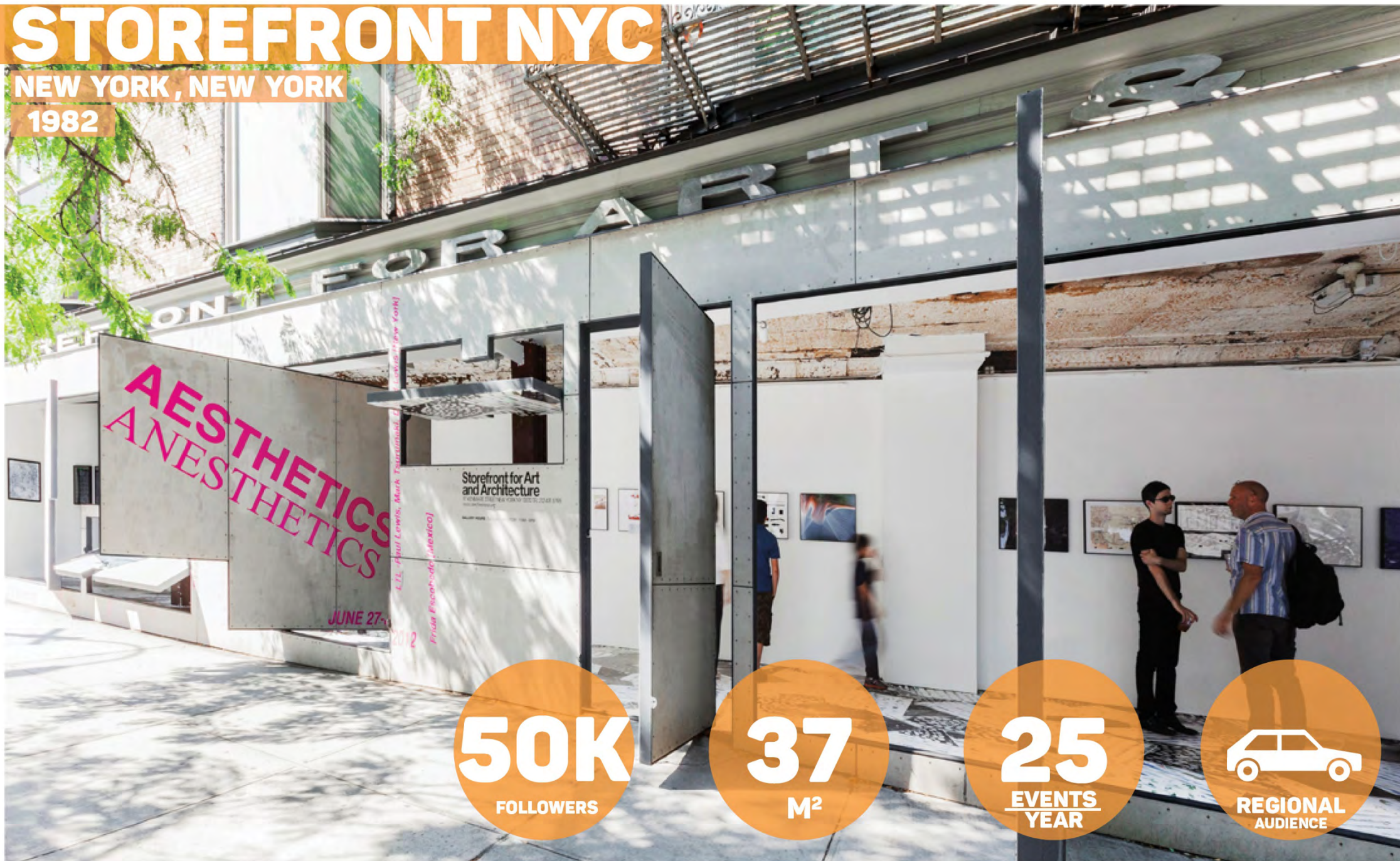
*INSTITUTIONS THAT DRAW
VISITORS*

BRANDING BY PROGRAMING

STOREFRONT NYC

NEW YORK, NEW YORK

1982



50K

FOLLOWERS

37

M²

25

EVENTS
YEAR

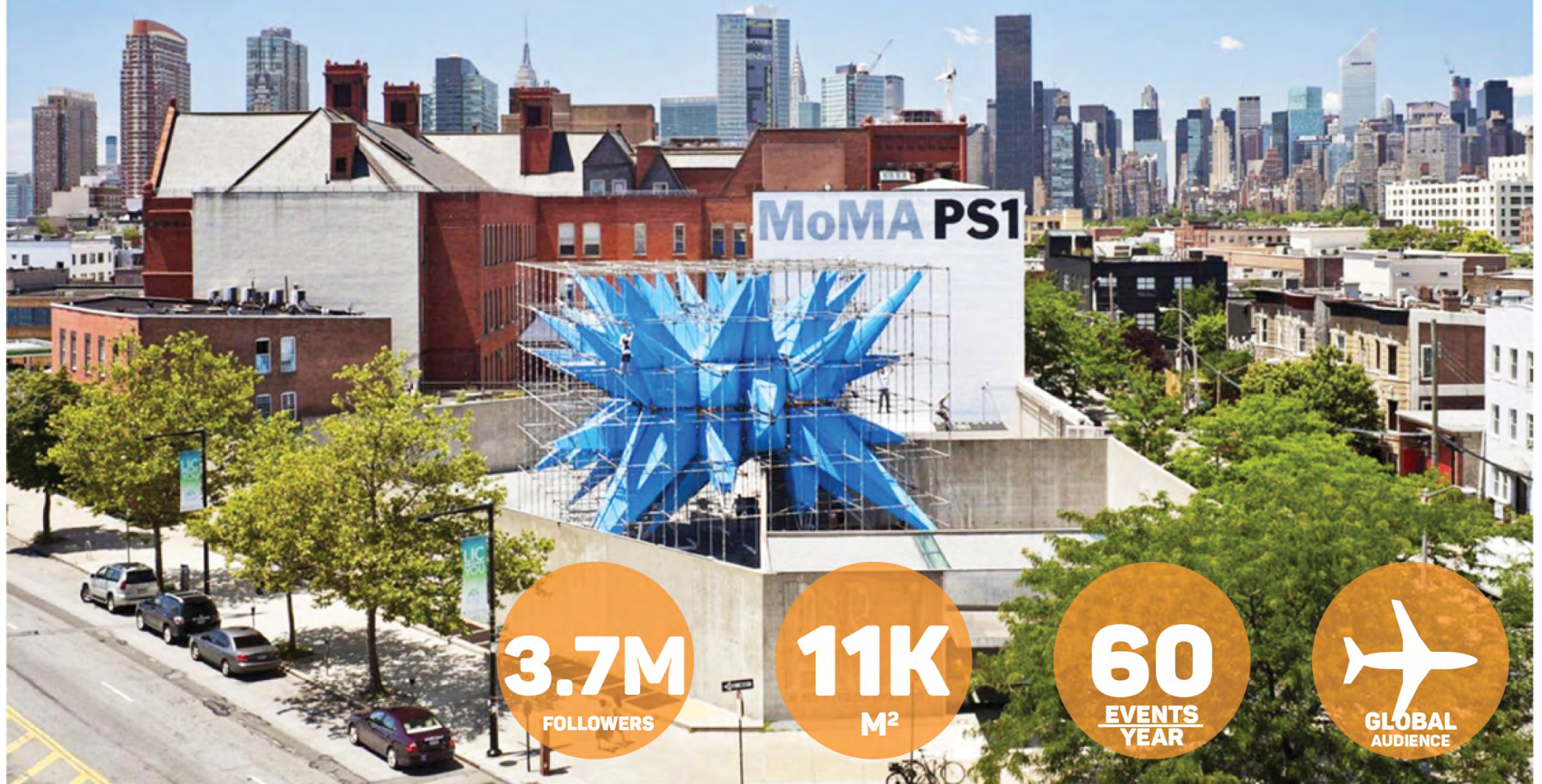


REGIONAL
AUDIENCE

MOMA PS1

NEW YORK, NEW YORK

1971



3.7M

FOLLOWERS

11K

M²

60

EVENTS
YEAR



GLOBAL
AUDIENCE

GSAPP STUDIO X

NEW YORK | AMMAN | BEIJING | ISTANBUL
JOHANNESBURG | MUMBAI | RIO DE JANEIRO

2008



12K

FOLLOWERS

7

LOCATIONS

35

EVENTS
YEAR



LOCAL
AUDIENCE

SXSW ECO

AUSTIN, TEXAS

1982



.5M
FOLLOWERS

10K
M²

3
DAYS
YEAR


GLOBAL
AUDIENCE

DETROIT DESIGN FESTIVAL

DETROIT, MICHIGAN

HOSTED BY DC3

2010



15K
FOLLOWERS

6K
M²

4
DAYS
YEAR


REGIONAL
AUDIENCE

STOREFRONT NYC

A PLATFORM FOR EMERGING IDEAS IN ART AND ARCHITECTURE.
MULTI-MEDIA **EXHIBITIONS** • **LECTURE SERIES** • **DISCUSSION
PANELS** • **COMPETITIONS** • PUBLICATION DISTRIBUTION • **BOOK
STORE** • **DESIGN SEMINARS**.

MOMA PS1

AN INSTITUTIONAL SATELLITE PROMOTING CREATIVITY.
COMPETITIONS FOR YOUNG ARCHITECTS • **LECTURE SERIES** •
DISCUSSION PANELS • **PARTIES** • **EXHIBITIONS** • SUNSET VIEW-
ING • **DESIGN SEMINARS** • **RESTAURANT** • **CONCERTS**.

GSAPP STUDIO X

ACADEMIC STUDIO COORDINATING RESEARCH + PUBLICATIONS.
STUDENT WORK **EXHIBITIONS** • **LECTURE SERIES** • PUBLIC OUT-
REACH WORK • PUBLICATION DISTRIBUTION • **BOOK STORE**
DESIGN SEMINARS WITH COMMUNITIES • **DISCUSSION PANELS**.

SXSW ECO

ADVERTISING NEW CONNECTIONS FROM FUNDING TO ROMANTIC.
NETWORKING HALL • **LECTURE SERIES** • **COMPETITIONS** • MEET-
INGS • LABS • START UP MENTORING • **CONCERTS** • **DISCUSSION
PANELS** • **PARTIES** • **FOOD** • MERCHANDISE SHOW.

DETROIT DESIGN FESTIVAL

A CITY WIDE (INCUBATOR HOSTED) CELEBRATION OF CREATIVITY.
CREATIVE PRESENTATIONS • **LECTURE SERIES** • **SOCIAL DRINKS** •
CONCERTS • ART **EXHIBITIONS** • **PARTIES** • **DISCUSSIONS** •
TECHNOLOGICAL SHOWCASES.

CLEAN

LECTURE SERIES
EXHIBITIONS
PANEL DISCUSSIONS

DIRTY

PARTIES
FOOD
CONCERTS

SCALED EVENTS FOR ARTEM

1 OF EACH TYPE, EACH MONTH



LECTURE SERIES

EXHIBITIONS

PANEL DISCUSSION



PARTIES

FOOD

CONCERTS

"CLEAN"

"DIRTY"



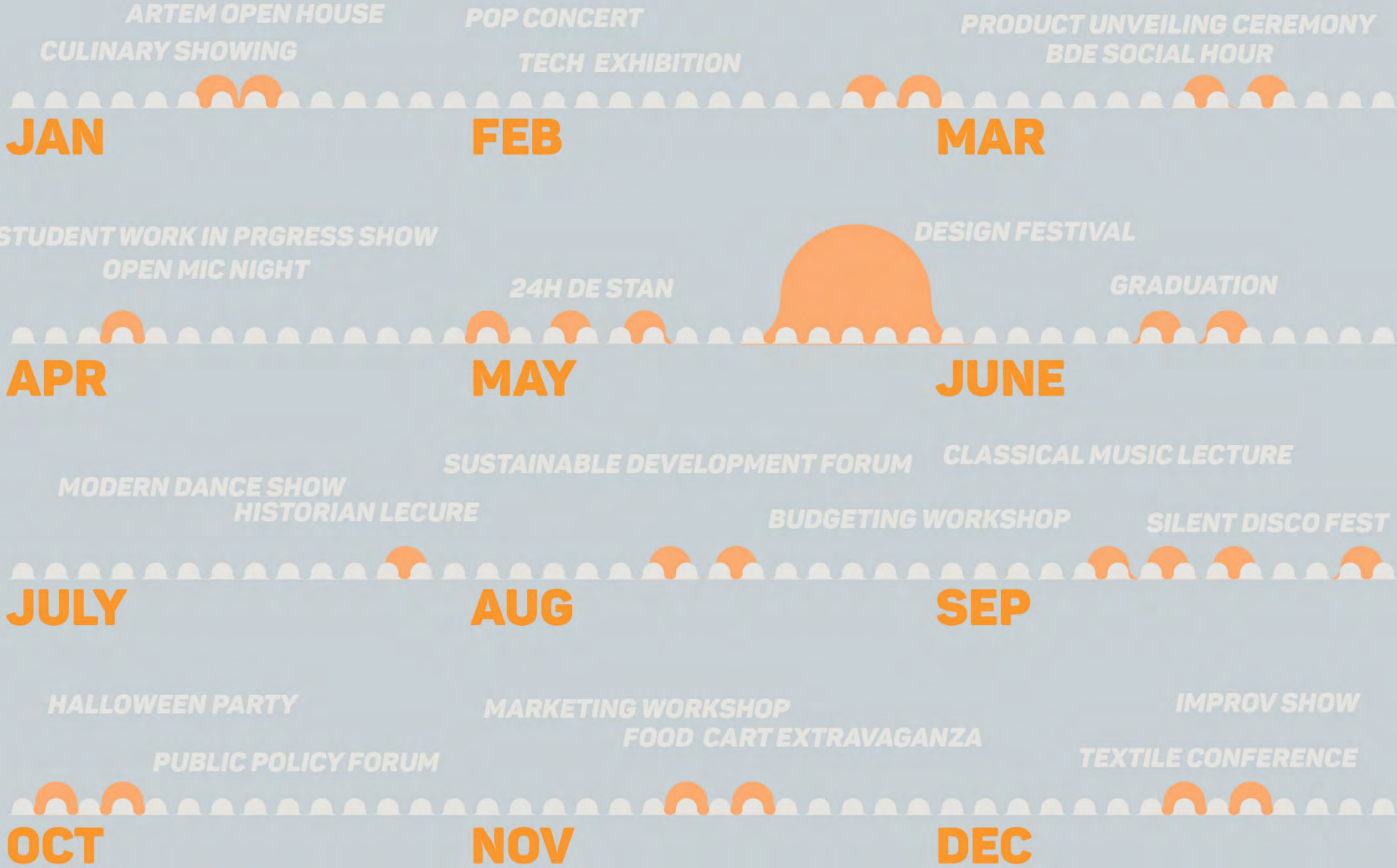
"ALL THE TIME"

WORKING

SOCIALIZING

SERVICING

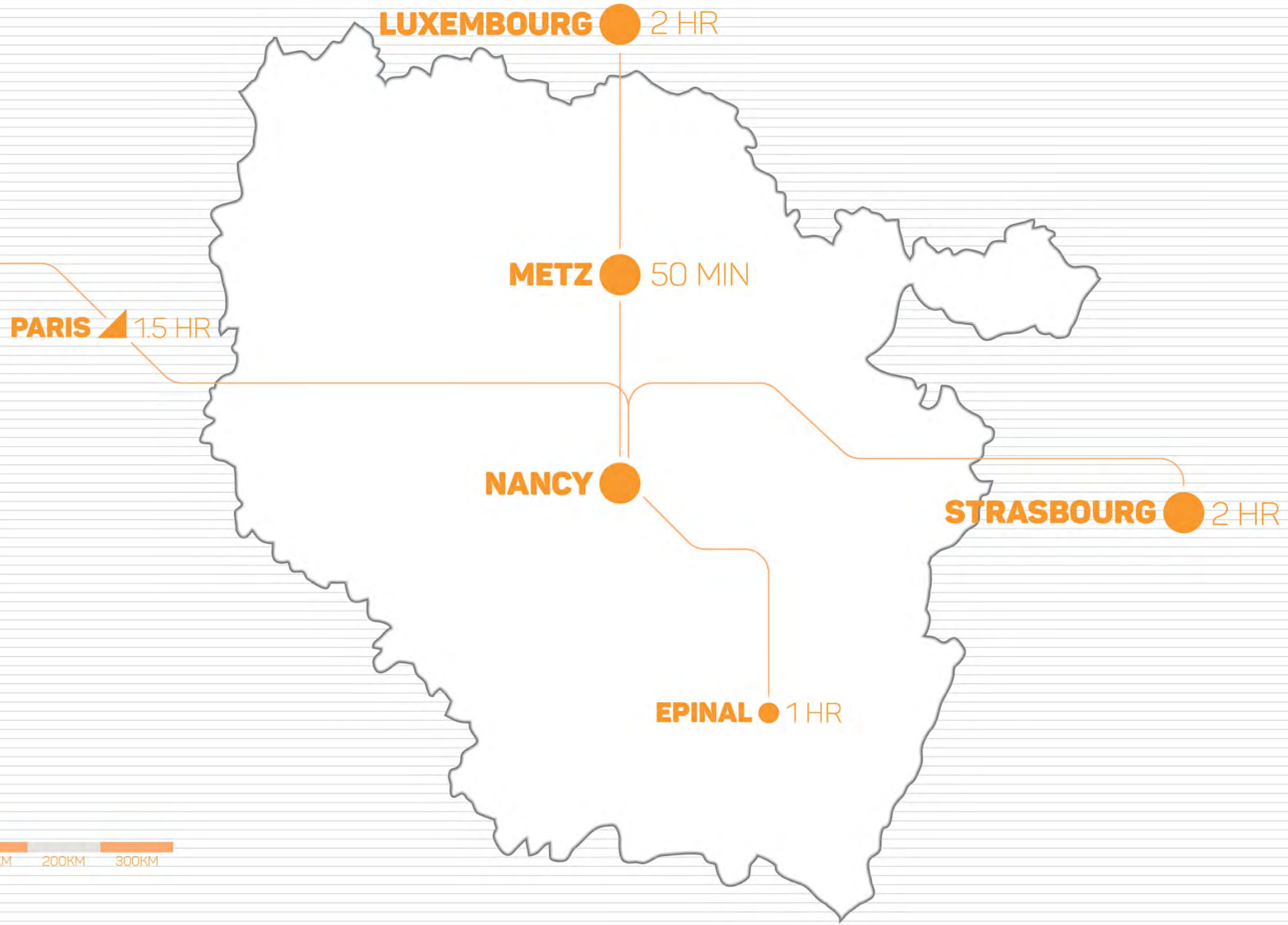
SCALED EVENTS FOR ARTEM



BUILDING A NETWORK:

*VISITORS COMING FOR
DISCIPLINE-DRIVEN EVENTS*

ZONES OF TRAVEL





LONDON ● 7 HR

AMSTERDAM ● 6 HR

BRUSSELS ● 4 HR

FRANKFORT ● 3.5 HR

LUXEMBOURG ● 2 HR

PARIS ● 1.5 HR

NANCY ●

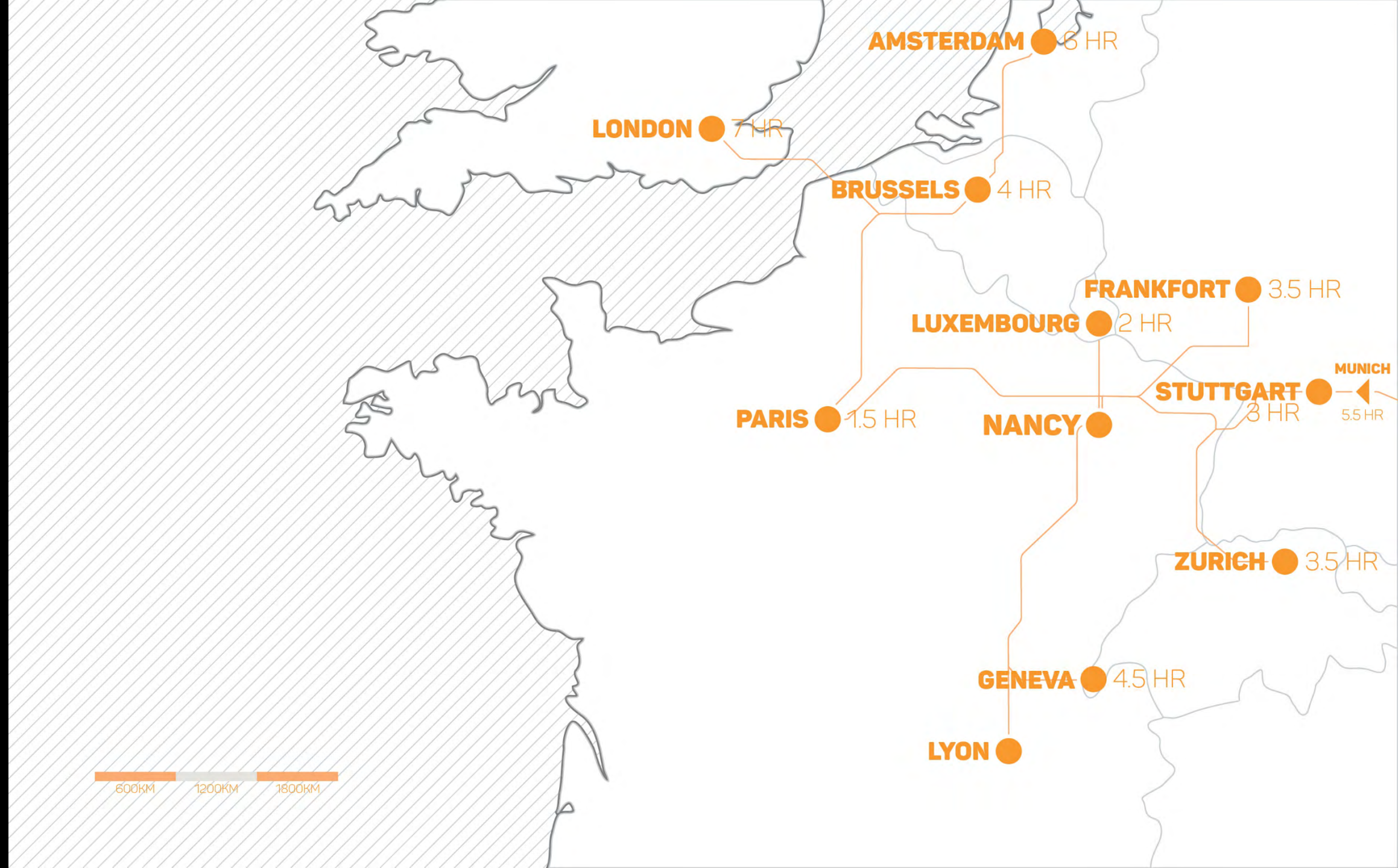
STUTTGART ● 3 HR

MUNICH ● 5.5 HR

ZURICH ● 3.5 HR

GENEVA ● 4.5 HR

LYON ●





VISITORS:

*DIFFER BY LENGTH OF STAY +
INTERESTS*

BENEFITS ARTEM + NANCY

**TYPE 1.
EXPEDITED
VISIT**

**10
MIN.**



REASON: GRAB COFFEE, PASTRY

*MAIN BENEFITS: EXPOSED TO PROJECTS+IDEAS
DEVELOPED THERE, EXPOSED TO DANCE+COMMUNITY
PROGRAM*

**10
MIN.**



REASON: SHOP

*MAIN BENEFITS: PRODUCTS AND PEOPLE GAIN
EXPOSURE, VISITORS GET UNIQUE + QUALITY PRODUCTS*

TYPE 2. SHORT VISIT

1-2
HR.



**REASON: WORK ON PERSONAL PROJECT
(ALONE OR TEAM-BASED)**

*MAIN BENEFITS: EXPOSED TO PROJECTS+IDEAS
DEVELOPED THERE*

1-2
HR.



REASON: SEE EVENT, SPEAKER

*MAIN BENEFIT: EXPOSED TO NEW PROJECTS+IDEAS, GAIN
INFORMATION, DEVELOP CULTURE OF LEARNING*

1-2
HR.



**REASON: MEET WITH CONSULTANT, OR
INFORMAL MEETING**

*MAIN BENEFIT: DEVELOP PROJECT, BRAND, PERSONAL
PROJECT*

1-2
HR.



REASON: MEET FOR COFFEE

*MAIN BENEFIT: EXPOSED TO PROJECTS+IDEAS
DEVELOPED THERE, EXPOSED TO DANCE+ COMMUNITY
PROGRAM, EXPOSED TO EVENTS IN NANCY*

TYPE 3. RAPID INVOLVEMENT

1-7
DAY



**REASON: WORK ON GRANT, OR
OTHER SHORT PROJECT**

*MAIN BENEFIT: EXPOSED TO AVAILABLE
RESOURCES*

1-7
DAY



**REASON: RENT SPACE FOR SPECIFIC NEED
(PHOTOSHOOT, VIDEO, MEETING)**

*MAIN BENEFIT: EXPOSED TO SERVICES OF INCUBATOR,
MEET OTHERS IN SAME FIELD*

1-7
DAY



**REASON: ATTEND CONFERENCE OR SHORT
SEMINAR**

*MAIN BENEFITS: DEVELOP CULTURE OF LEARNING, MEET
OTHERS IN SAME FIELD, LEARN NEW SKILLS, BRING
VISITORS TO NANCY*

1-7
DAY



REASON: ATTEND FESTIVAL

*MAIN BENEFITS: PROJECTS BEING MADE, PROJECTS BEING
TESTED, NEW PROJECTS REVEALED, VIDEO, MUSIC,
DANCE, TECHNOLOGY, INNOVATIONS, CITY OF NANCY,
CAMPUS OF ARTEM*

**TYPE 4.
COMMITTED
RELATIONSHIP**

1M-
1Y



REASON: RENT DESK/STUDIO SPACE

*MAIN BENEFITS: WORKING FLEXIBLY AND COMFORTABLY,
MEETING OTHERS IN SAME FIELD, MEETING OTHERS IN
ALTERNATE FIELDS*

1M-
1Y



REASON: USING TOOLS PERIODICALLY

*MAIN BENEFITS: DEVELOPING PROJECTS WITH
APPROPRIATE TECHNOLOGY, MEETING OTHERS IN
SAME FIELD, MEETING OTHERS IN ALTERNATE FIELDS*

**TYPE 5.
ENGAGED**

1Y-
3Y



REASON: FELLOWSHIP PROJECT

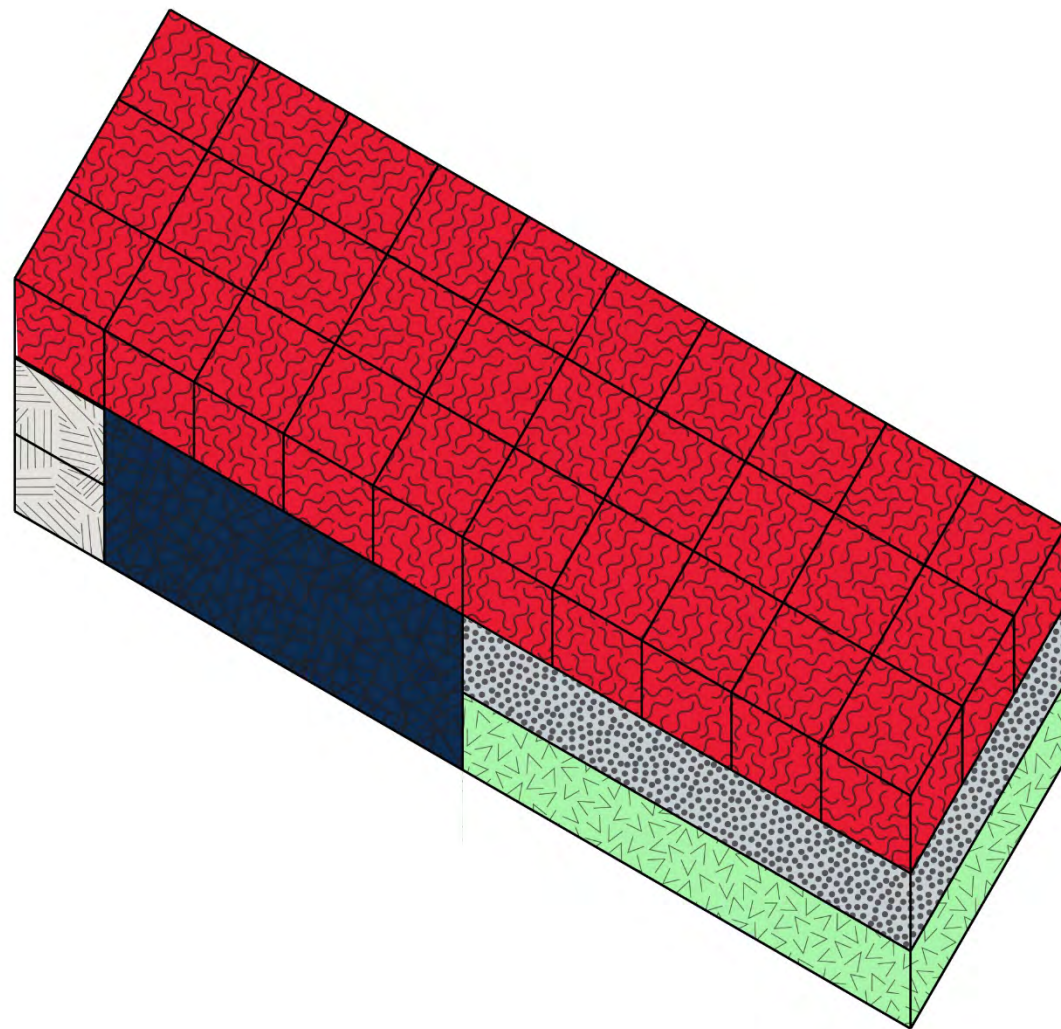
MAIN BENEFIT: CONTEMPORARY PROJECTS DEVELOPED AND SHOWN IN NANCY, OPPORTUNITIES TO TEACH STUDENTS, OPPORTUNITIES TO EMPLOY STUDENTS

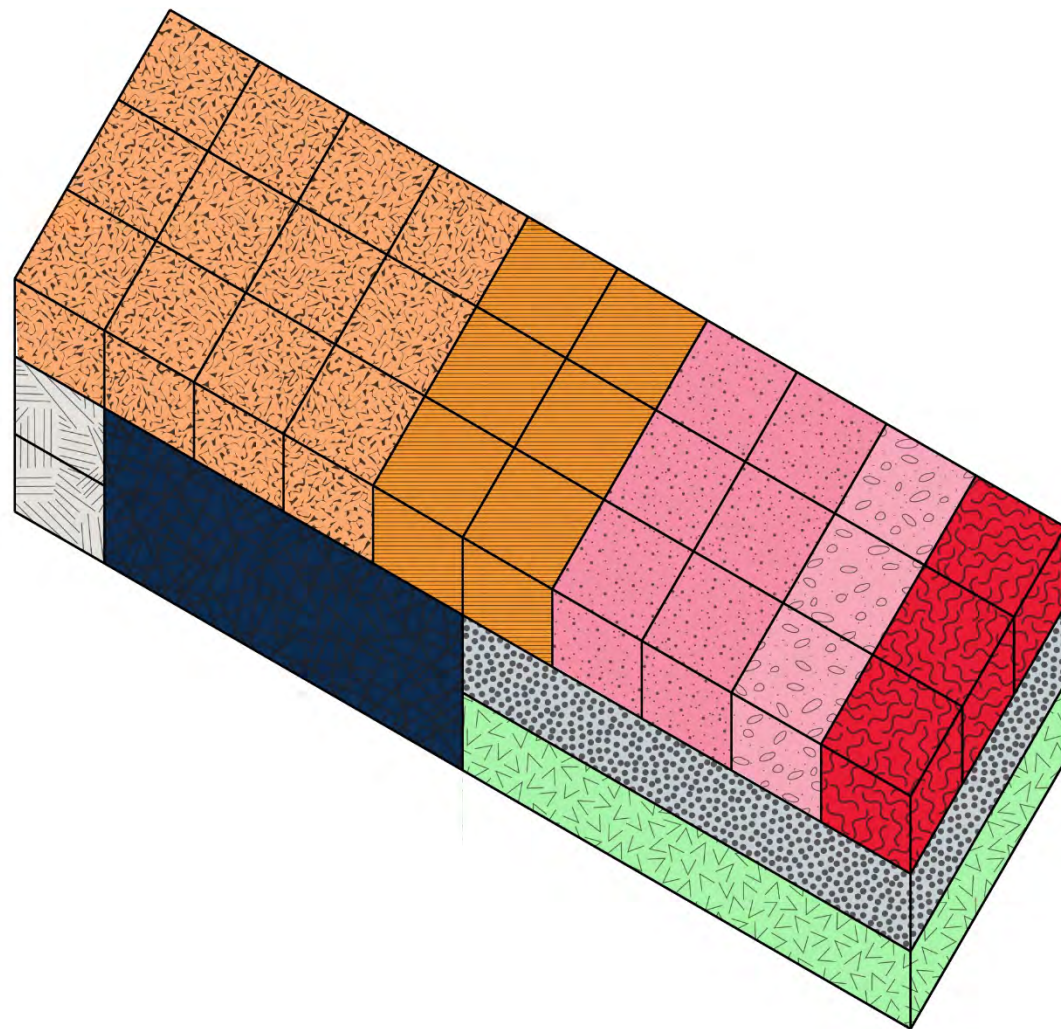
1Y-
3Y

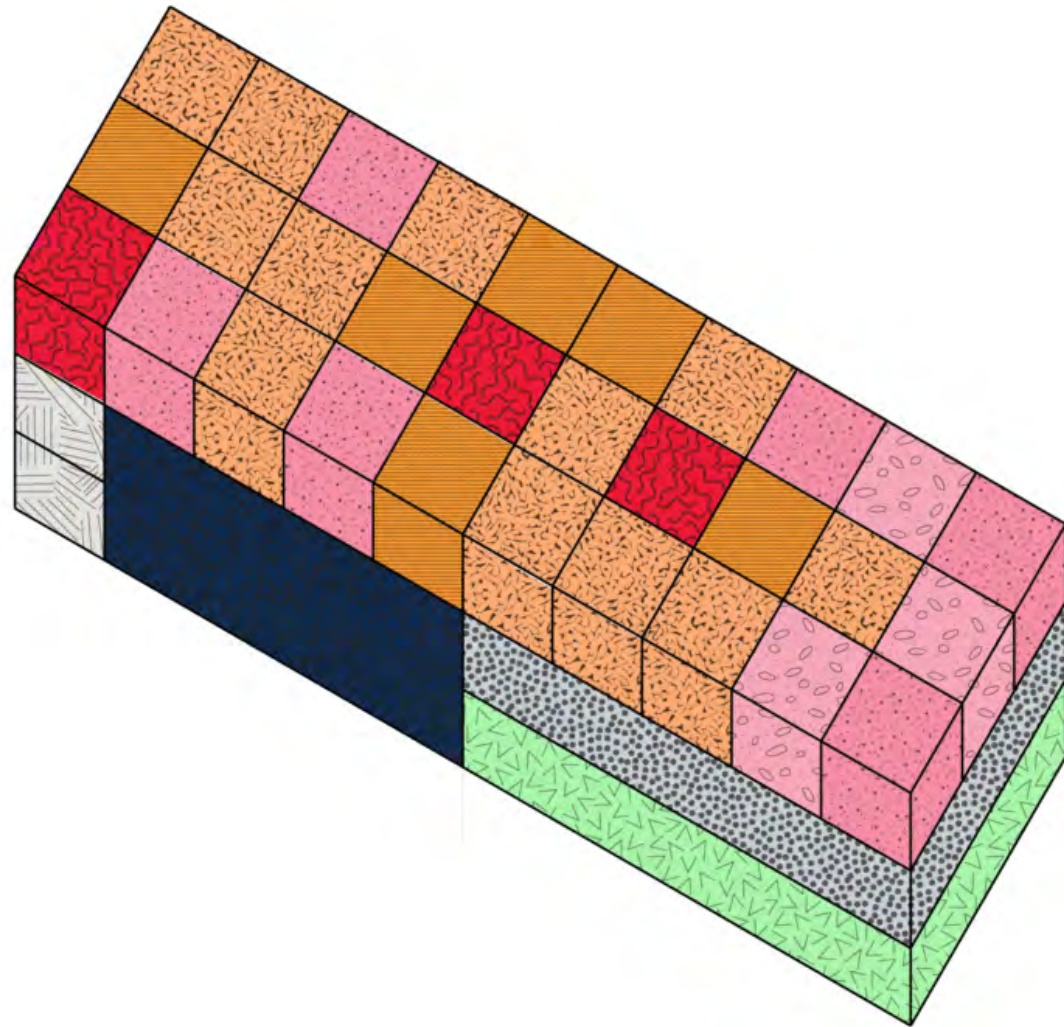


REASON: LONG-TERM PROJECT

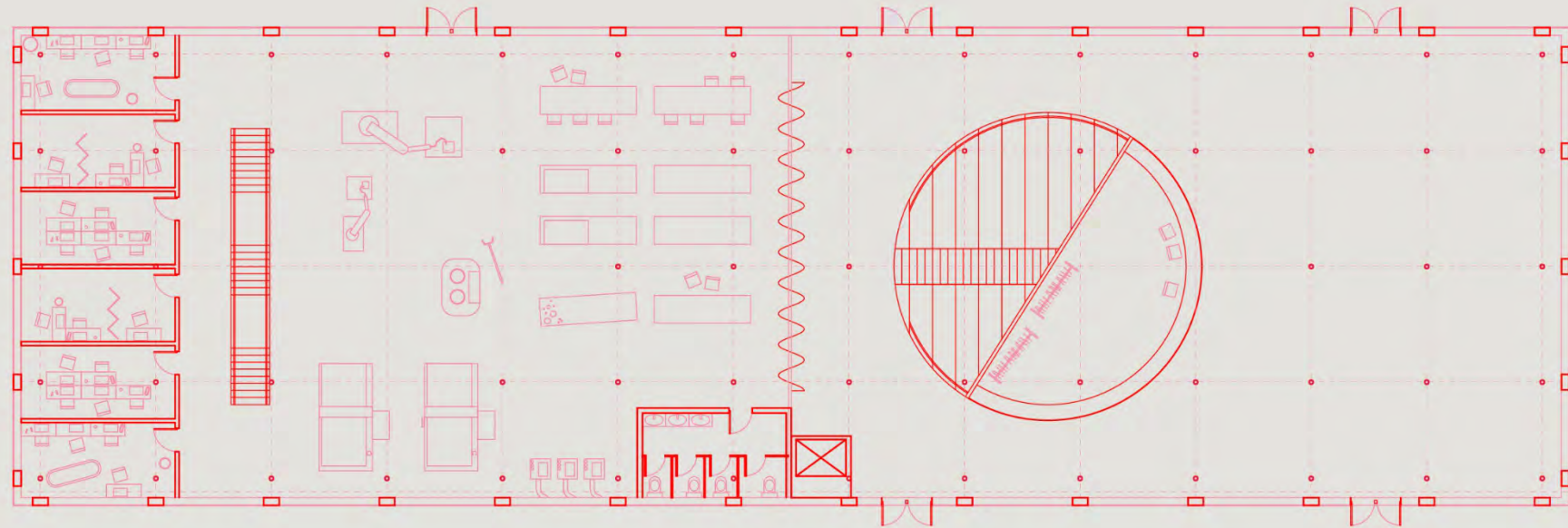
MAIN BENEFIT: EXPOSURE TO BUSINESS SERVICES AND SUPPORT, MEETING OTHER PROFESSIONALS, OPPORTUNITY TO EXPAND AND SHOW





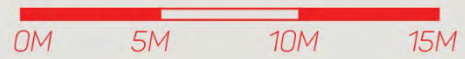
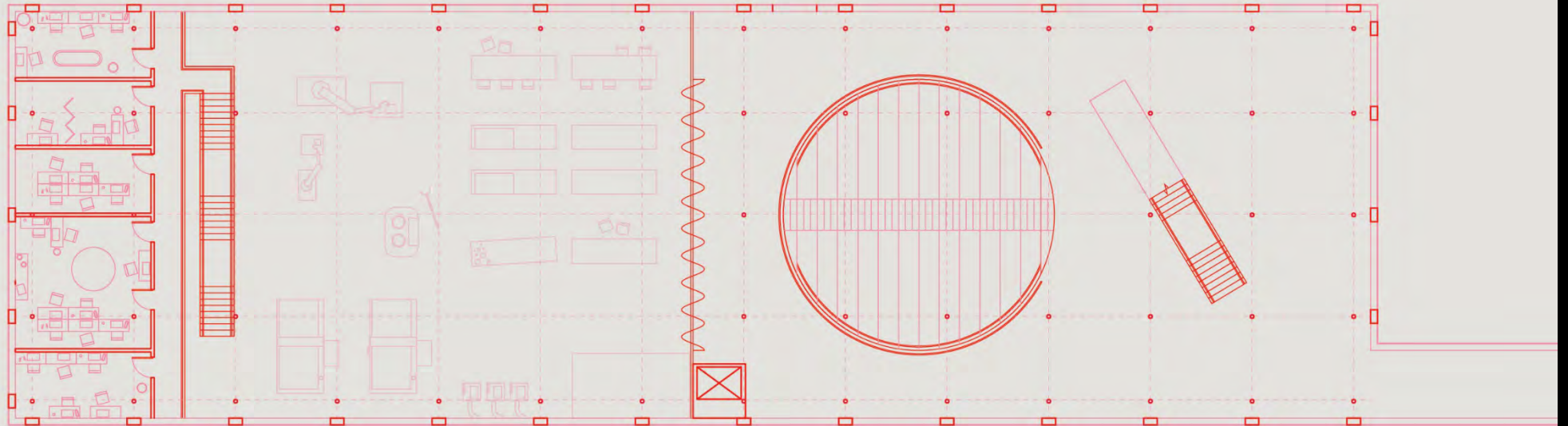


FLOOR **MAKING SPACE+**
PLAN: **OFFICE SPACE+**
LEVEL 0 **ENTRY**

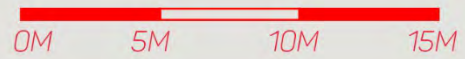
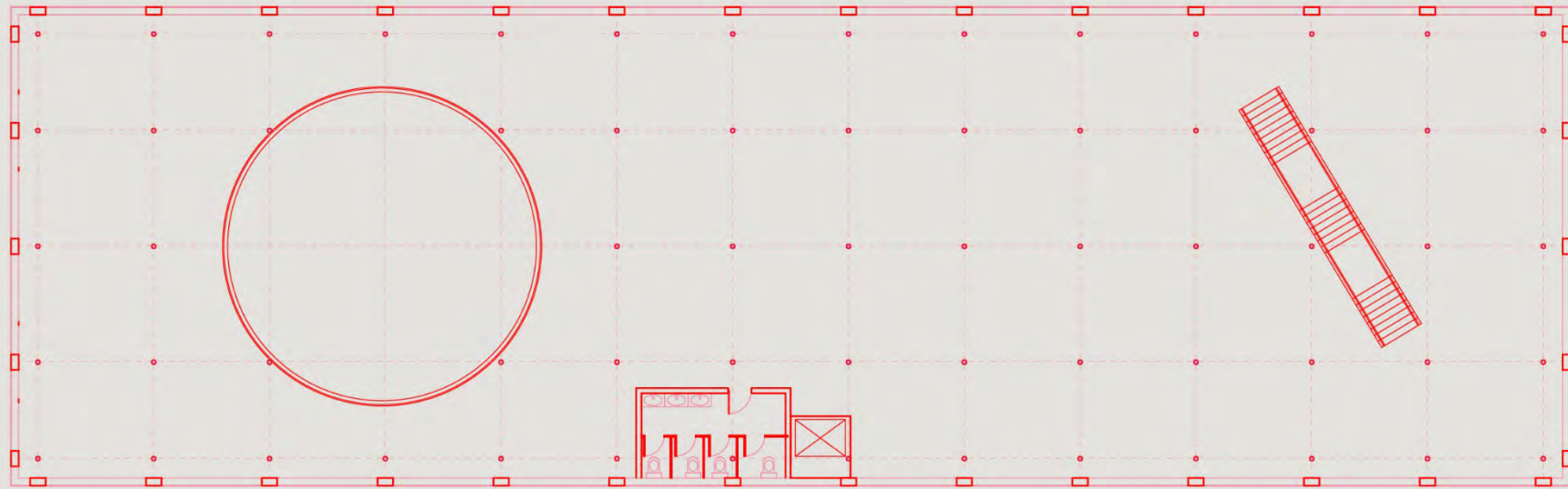


0M 5M 10M 15M

FLOOR PLAN:
LEVEL 1 OFFICE SPACE



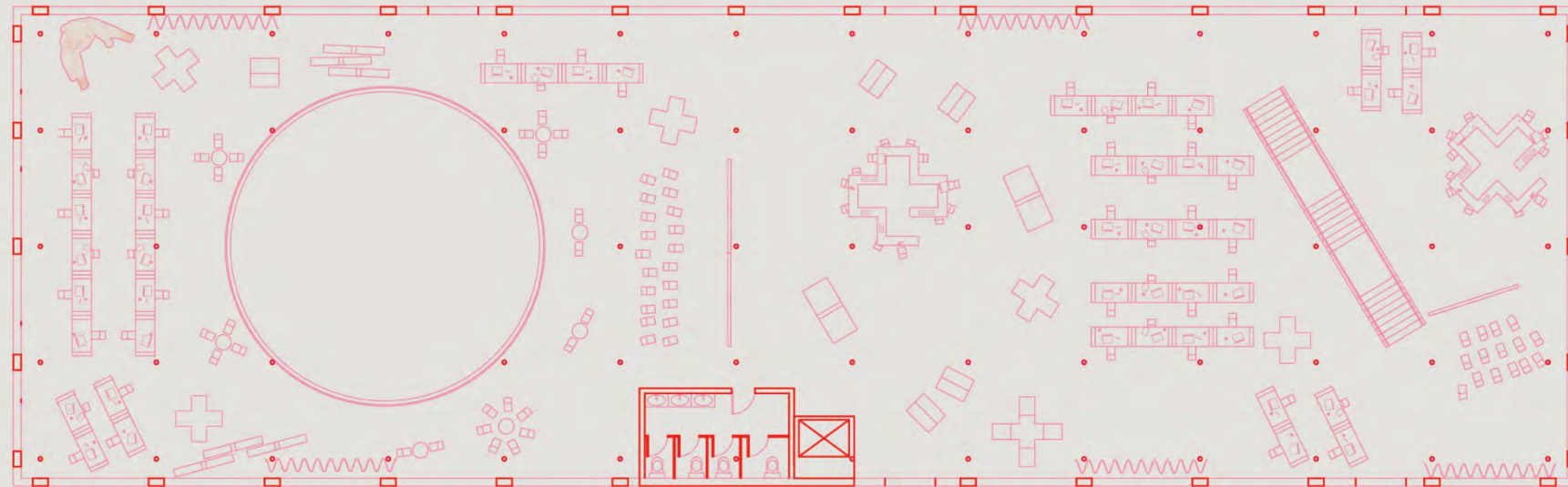
FLOOR PLAN: **"THE
LEVEL 2 SLAB"**



***HOW "THE EVERYTHING
SLAB" TRANSFORMS:***

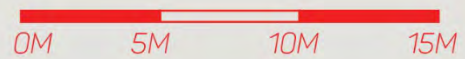
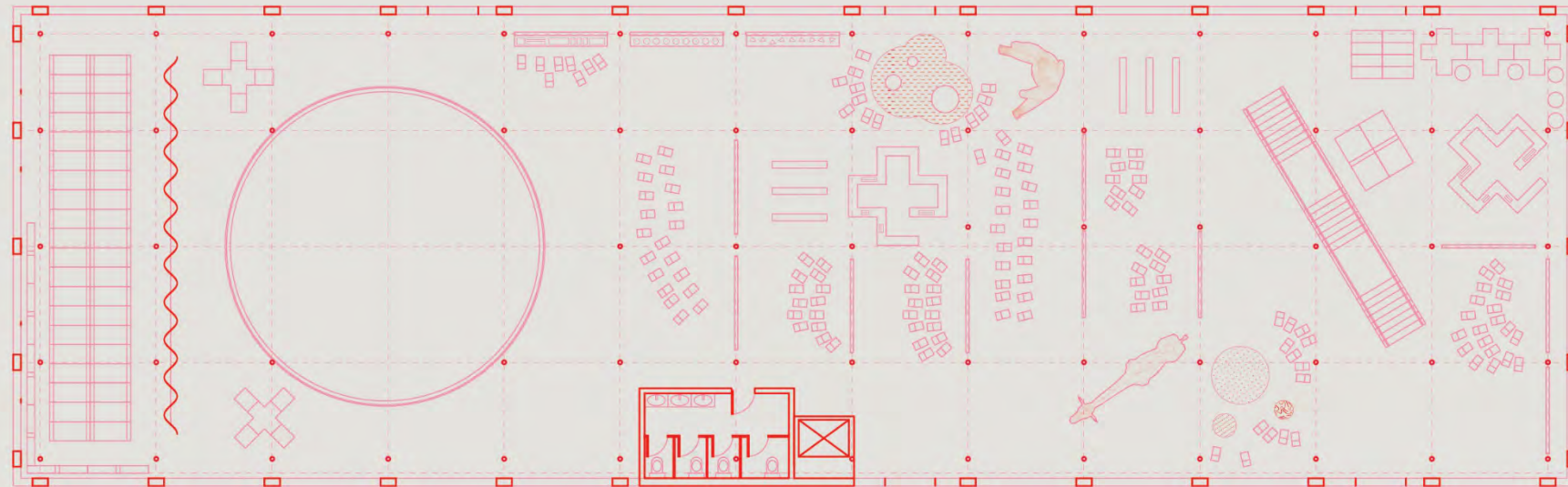
*FLEXIBILITY FOR VARIETY +
ECONOMY*

FLOOR **THE EVERYTHING ALL AT ONCE**
PLAN: **SLAB**
LEVEL 2 **AS AN EVERYTHING ALL AT ONCE SLAB**

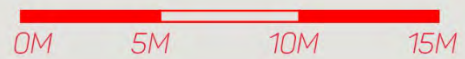
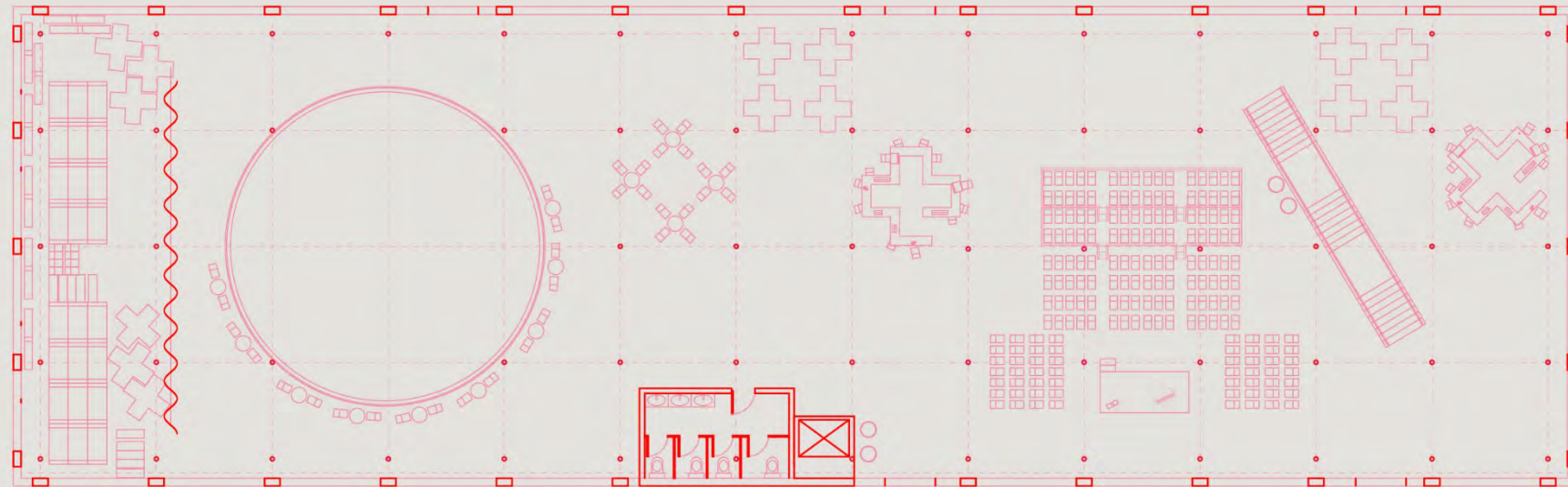


0M 5M 10M 15M

FLOOR **THE EVERYTHING ALL AT ONCE**
PLAN: **SLAB**
LEVEL 2 **AS AN EXHIBITION**



FLOOR **THE EVERYTHING ALL AT ONCE**
PLAN: **SLAB**
LEVEL 2 **HOSTS A CONCERT!**



FLOOR **THE EVERYTHING ALL AT ONCE**
PLAN: **SLAB**
LEVEL 2 **... WITH WORKSHOPS**

