

Time Inc. - Industry City

TPGArchitecture

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TIME INC.

A CENTURY-OLD FACTORY ADAPTED
FOR A NEW GENERATION OF THINKERS

SIZE

57,000 SQUARE FEET

COMPLETION DATE

DECEMBER 2015

LOCATION

220 36TH ST #2-A, BROOKLYN, NY 11232

IMAGE FORMAT

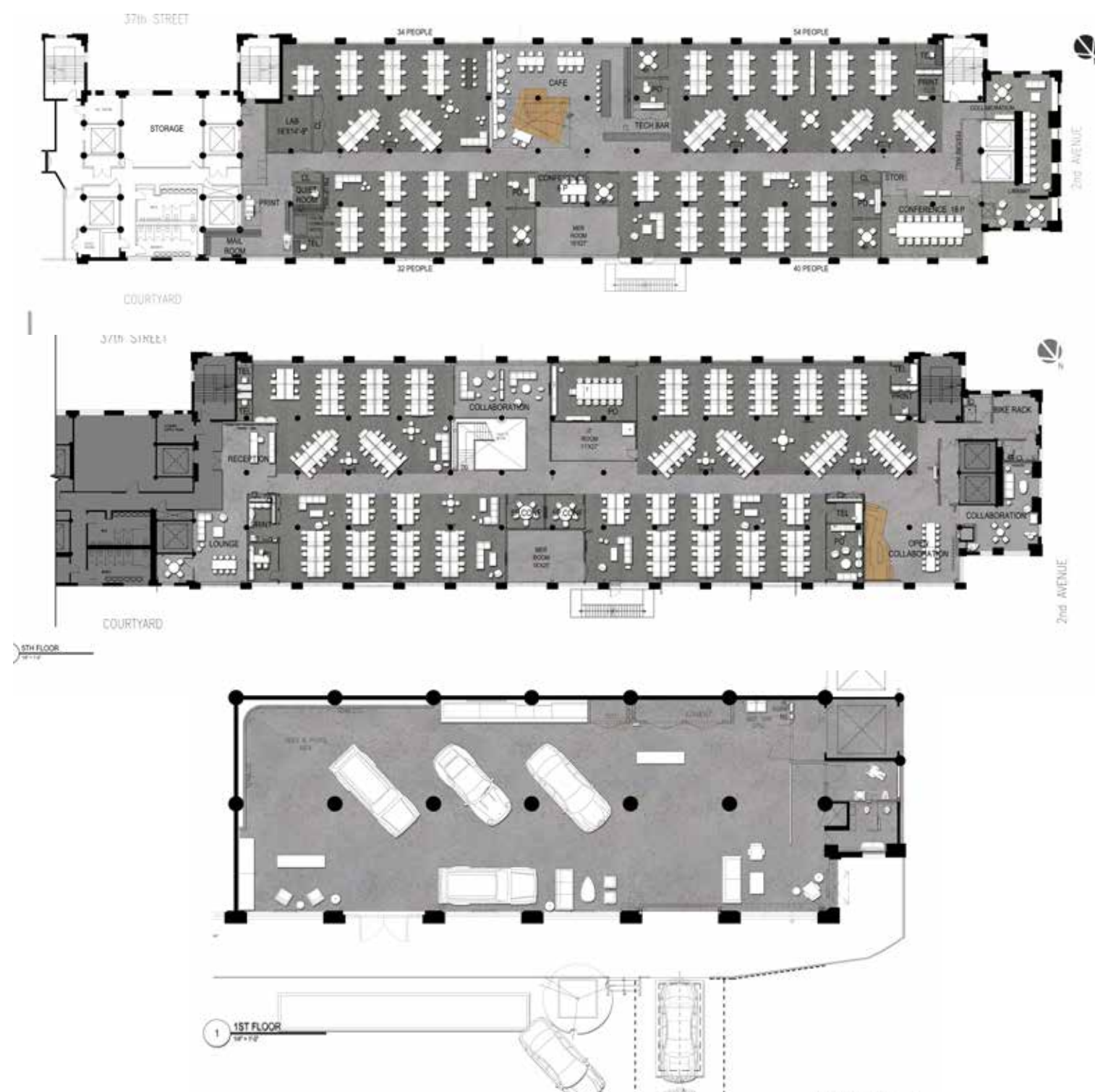
PHOTOGRAPHY

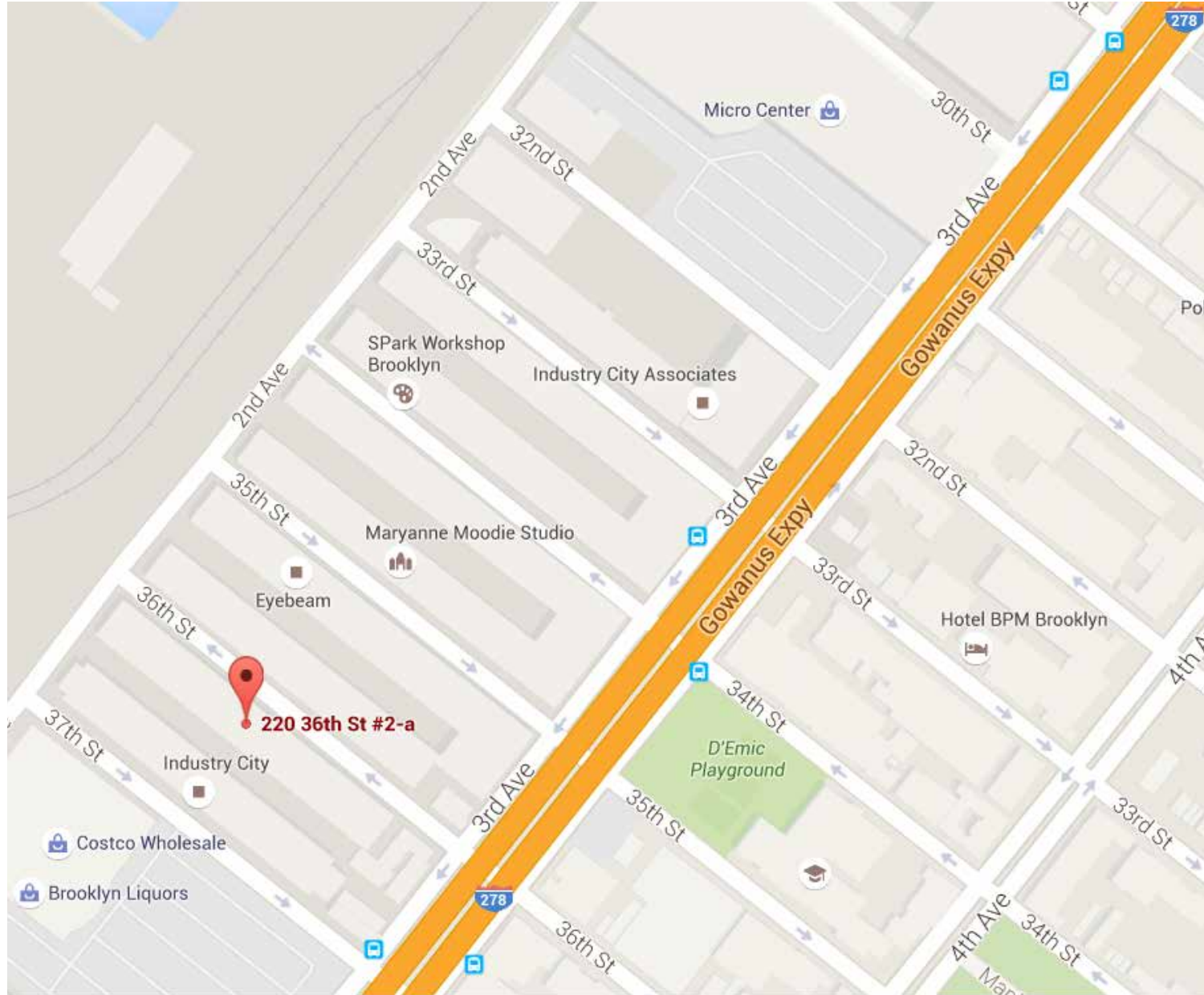
Project Summary

In June 2015, Industry City engaged the Architect to design a new satellite campus for Time Inc. The 57,000 SF, three-floor space is home to The Foundry, Time Inc.'s creative lab that launches new editorial brands and offers innovative, next-generation marketing solutions, as well as the majority of Time Inc.'s Technology team. It also houses The Drive—a new digital brand devoted to car culture launched by The Foundry in September 2015—with a 5,000 SF showroom and studio.

Industry City is known as Brooklyn's hotbed for creativity, a key driver for Time Inc.'s decision to move there. As Time Inc. transforms as a business, the move to Industry City underscores the organization's renewed commitment to editorial innovation and establishes Time Inc. as a member of Brooklyn's thriving "maker" community. Indeed, the repurposed factory buildings of the neighborhood were both a driver and a feature of the eventual design: a state-of-the-art workplace drawing strength and style from its historic roots, and inspiring a culture of innovation. The client wanted a space which encouraged collaboration and creativity among the staff, favoring a mostly open plan with an abundance of meeting spaces: a large café and theater space, a loft featuring vintage arcade machines, and the library – a quiet and elegantly outfitted respite from the vibrant open floor work spaces. All floors feature sweeping vistas of Brooklyn and the New York and New Jersey skylines.

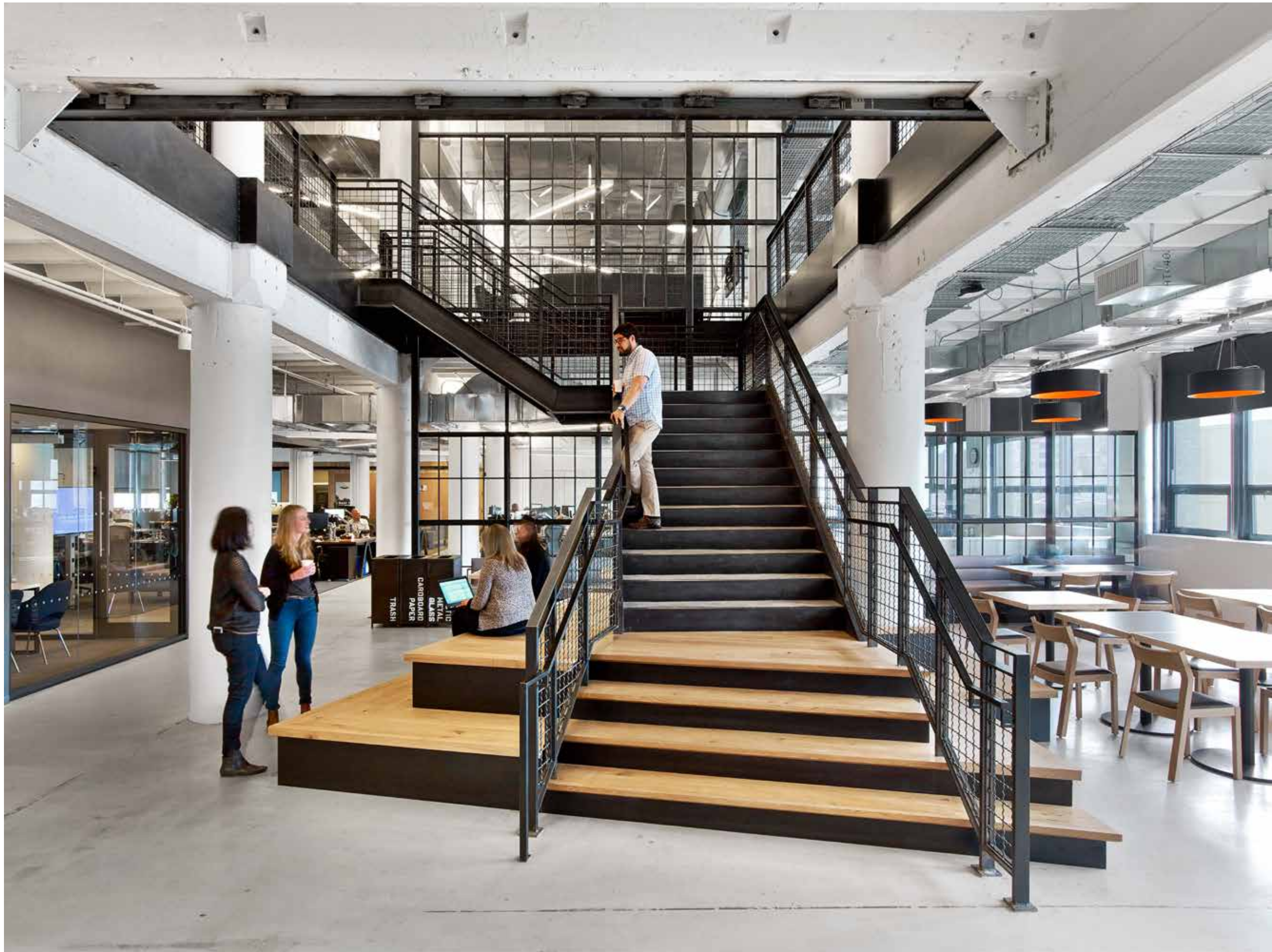
The design aesthetic, inspired by the neighborhood's industrial legacy, combines raw materials with bright hits of art and artifact. Two workplace floors are united by a blackened steel staircase. Structural columns and beams, ductwork, and ceilings have been left exposed in much of the space, while metal dropped ceiling features and brick veneer paneling in select areas bring focus to the raw industrial vibe. Local artisans and craftsmen were commissioned to create custom art and signage, infusing the space with signature Brooklyn touches. Artifacts from the old Time & Life Building, including original Saarinen chairs and a large conference table made for Henry Luce, were refreshed and repurposed for the new space. The original brass printing plates that once adorned the ceiling of the Time & Life Building Executive floor will become an art installation. Design details suggest innovation and freshness with appropriate attention to the organization's distinctive legacy.



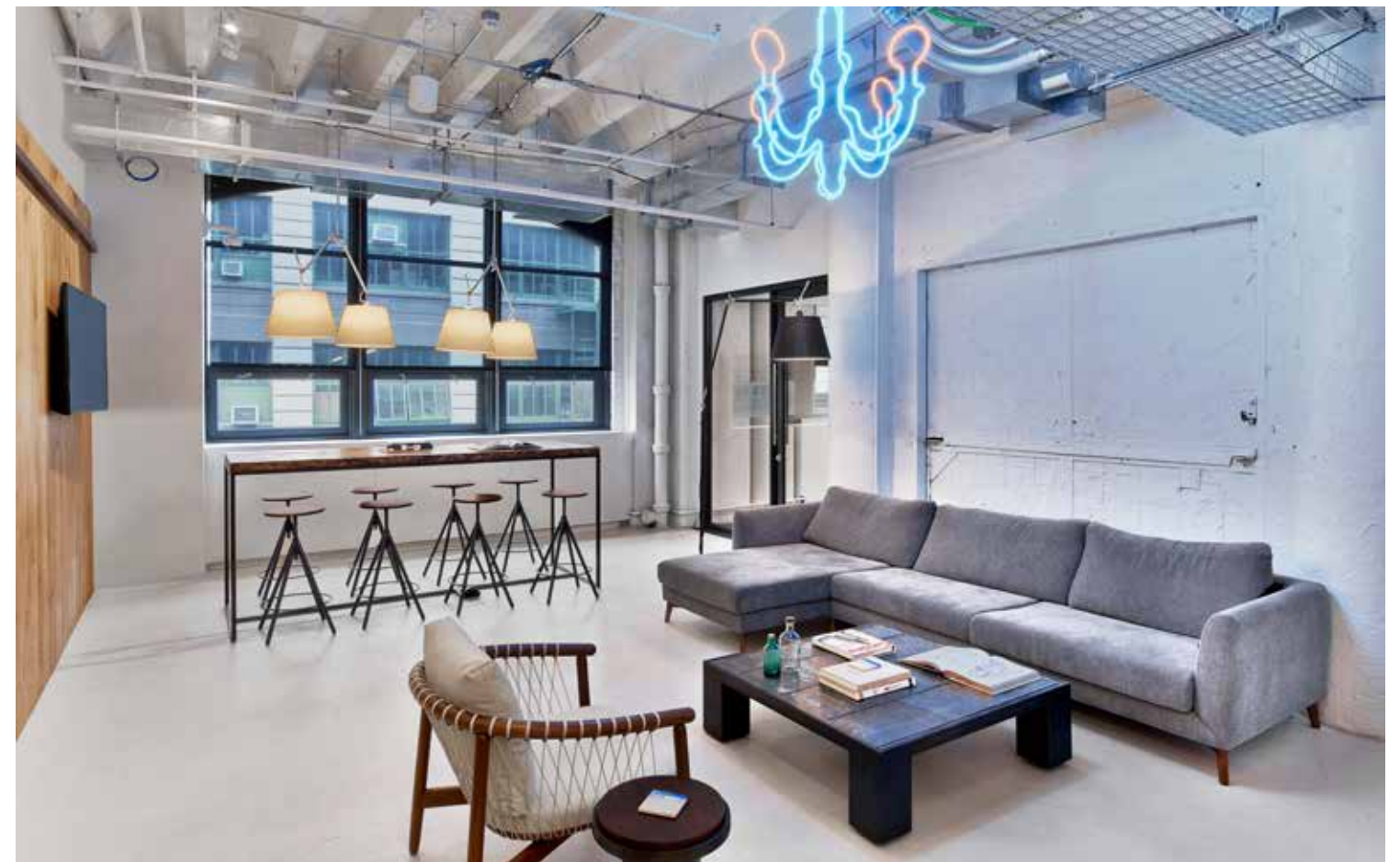




TIME INC - 220 36TH ST #2-A, BROOKLYN, NY 11232
RECEPTION



TIME INC - 220 36TH ST #2-A, BROOKLYN, NY 11232
FEATURE STAIR

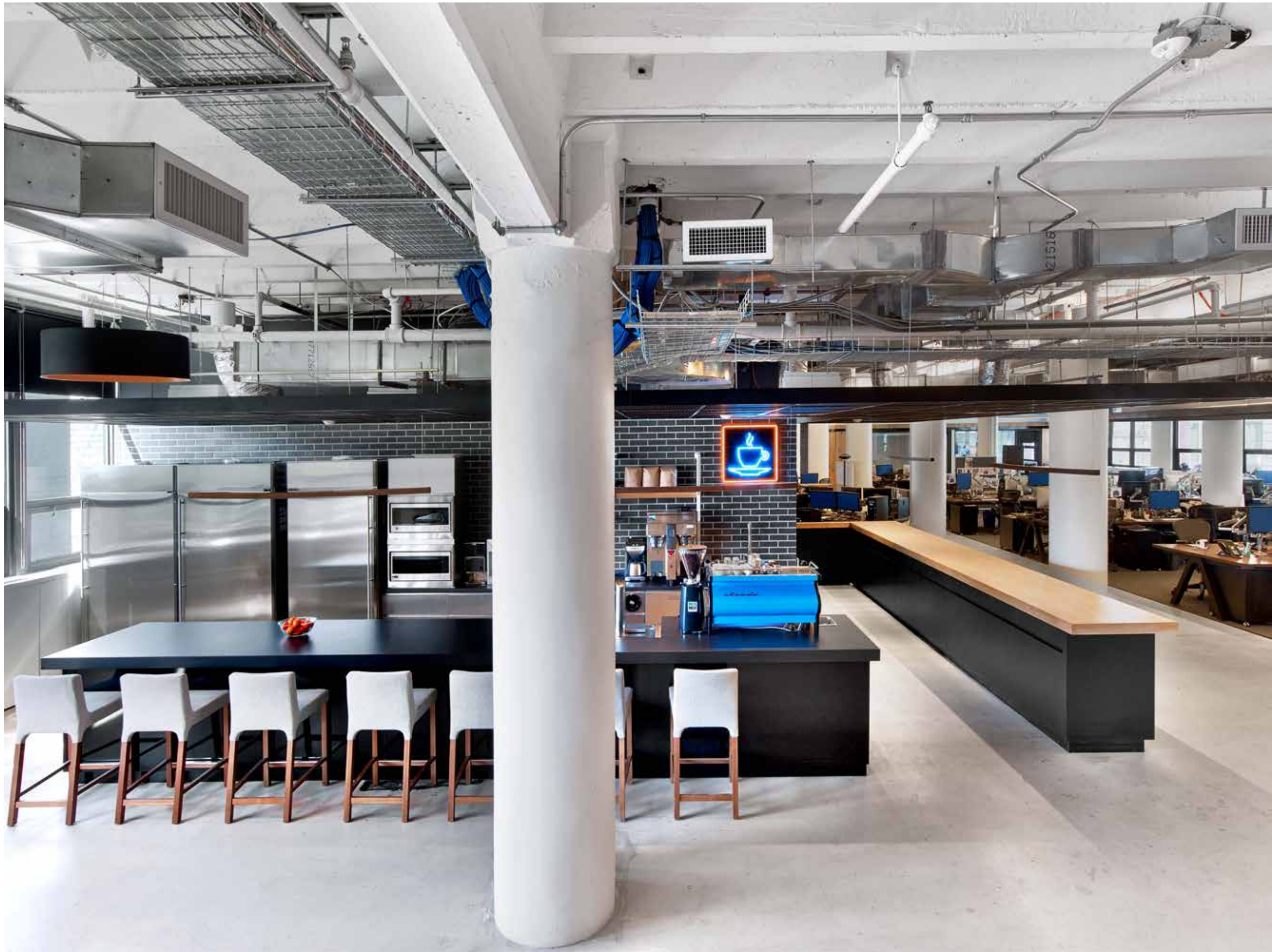


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MULTI PURPOSE AREAS - OPEN AREA MEETING SPACE, THE DRIVE LIVING ROOM, MEETING ROOM, RECEPTION AREA

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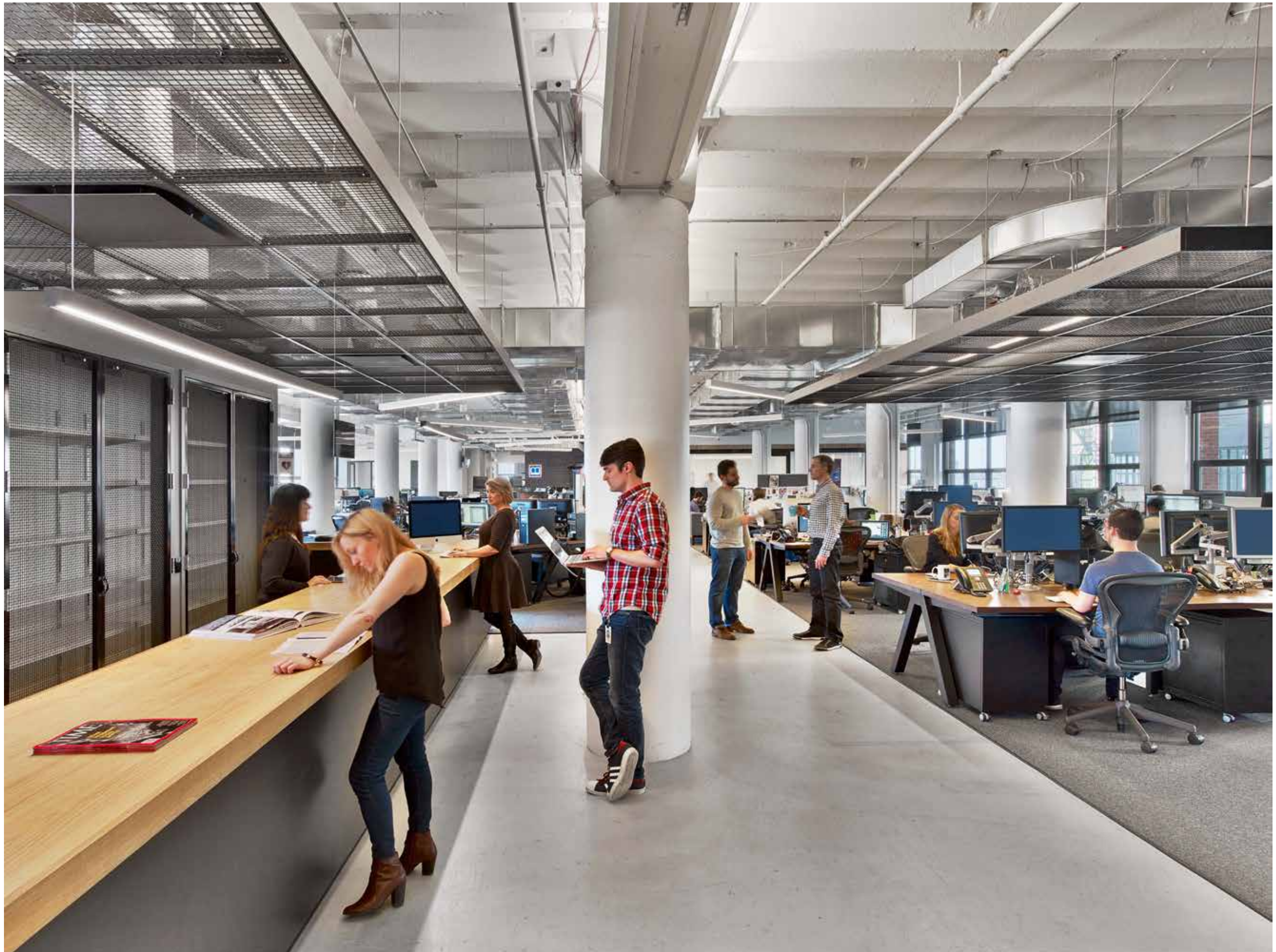




TIME INC - 220 36TH ST #2-A, BROOKLYN, NY 11232
CAFE



TIME INC - 220 36TH ST #2-A, BROOKLYN, NY 11232
BOARD ROOM



TIME INC - 220 36TH ST #2-A, BROOKLYN, NY 11232
WORK AREAS



TIME INC - 220 36TH ST #2-A, BROOKLYN, NY 11232
SPACE DETAILS