



IVES INNOVATION COMMONS ON THE GREEN

[WORKING TITLE]

**New Haven
Free Public Library**







01	Introduction Executive Summary
02	The Vision: Why New Haven? Why Now?
03	Commons Culture Library as Marketplace Library as Salon Library as World's Fair Building Narrative
04	Activities and Programs
05	Customer Narratives User Narratives
06	Concept Concept Plan For the Creative For the Civic Leader For the Entrepreneur
07	Thank You
08	Appendix Methodology: Workshops Visits Case Studies

“Creativity is thinking up new things. Innovation is doing new things.”

Theodore Levitt

Introduction

In the spring of 2016, Margaret Sullivan Studio (MSS) was hired to strategize on what a new Innovation Commons could be for the New Haven Free Public Library (NHFPL).

The original motivation of the project was to create an area of the library dedicated to interactive, state-of-the-art technologies where collaborative learning could take place and to be a center where business programs could serve the community more effectively.

Realizing that with intentional visioning the project could represent the significant advancements 21st century libraries are experiencing, the library leadership embarked on a three-month visioning study to “Imagine the Possibilities!”

This document is intended to serve as a tool for NHFPL that provides a new vision for the role of the library in the greater New Haven area. It reflects the goals of the project as articulated by the NHFPL staff and community leaders.

Executive Summary

Considering the project holistically, the area of the New Haven Free Public Library dedicated to the project will have the opportunity to serve as an anchor of a New Haven innovation “ecosystem.” It will amplify the resources of the community, tap into the existing mindset of ideation and innovation that defines the New Haven community and promote the spirit of entrepreneurship and creativity that is bubbling up in incubators across the city and the region.

New Haven residents will enjoy innovative (free!) and participatory library services that will ignite their curiosity, connect them with experiences throughout the city and renew their learning through creative programming, transforming the public library. The goal is to provide a robust 21st century toolkit for the community.

The goal of the Innovation Commons is not simply to create a place or platform, but to create the mindset for innovation, creativity and learning to flourish in a way that reflects the New Haven “brand” and is free, accessible and meaningful to the local and regional community.



Photo by @tatisrubin

Goals for the Library:

1. To ignite innovation and entrepreneurship at the library and in the community!
2. To be known as a “go to” spot in the community for the innovation and entrepreneurship “brand.”
3. To be a pivotal conduit and connector to “Innovation” in New Haven.
4. To be free and accessible to the public.
5. To broaden the audience and the contributions of the New Haven Free Public Library.

Goals for the Community:

1. To be a place that intentionally builds on the assets of the community in brand, attitude and programming.
2. To be an integral part of connecting the community to “innovation.”
3. To be a “free” forum for community organizations who want to enable the innovation brand of New Haven to improve their goals.
4. To support and leverage the library’s unique position of providing trusted space to a diverse user population.
5. To be an active connector of “Town and Gown,” providing a forum for purposeful conversations about community advancement; to continue to be the place for the conversations, such as those with stakeholders in MSS workshops, to happen at the New Haven Free Public Library regularly.

What does it mean for New Haven?

Ideas and Talent

New Haven has always been about ideas. Innovation is about ideas. Ideas and talent are an asset of New Haven that can be tapped into more effectively.

Velocity

Supporting ideas is also creating an environment of *velocity*.

Connect

A key ingredient to the success of the work will be to connect: Create conditions for silos to be broken down, for the community to know as much as possible about New Haven's assets and resources; to be aware of what other organizations and individuals are doing.

Innovation

In support of the effort, the library is committed to creating an environment for innovation to flourish through its space, people and enabling technologies (platform).

Entrepreneurship

There is also the opportunity to create an entrepreneurship and innovation culture based on theories of design thinking: acknowledging that play and imagination are essential conditions in stimulating curiosity and creating a culture of innovation.

Equity and Allies

We will develop and expand the basic fundamental skill sets for the individuals in the community.

What will this new center be?

1. The Ives Innovation Commons on the Green will be designed to amplify innovation and ideas by connecting individuals and the community to people, places and platforms in the New Haven innovation ecosystem.
2. It will do this in the first year by focusing on creating successful partnerships and providing the space, tools and resources for those partnerships to flourish. All partnerships will be committed to achieving the strategic goals for the Innovation Commons.

Partnerships will elevate the project's stature and multiply resources.

Engagement with community organizations will cultivate social capital and their attachment to place.

Activity of creatives, innovatives, and civic leaders will change perception.

The Vision

“Come Curious & ...

Play! Invent! Imagine!

Innovate! Collaborate!

Contribute! Catapult!”

The Vision

The Vision of the Ives Innovation Commons on the Green is to be a community-owned and community-activated space to foster 21st century learning.¹ The goal of the Innovation Commons experience, in both place and program, will be to provide a vehicle for the curiosity of all citizens to be ignited. The role of the New Haven Free Public Library will be to provide resources for the curiosity to be activated!

The Innovation Commons will have programs, spaces, and a staffing model based on a Design Thinking “curriculum” to intentionally foster ideation and iteration. The Commons will support three primary areas of strategic focus: Civic Engagement, Creativity and Entrepreneurship.

How can we foster imagination in our community today?

As a place, the Innovation Commons will foster ideation by creating conditions for the imagination to flourish.² NHFPL will provide resources for the users to capture those ideas in order to create tangible results.



¹Institute of Museum and Library Services, “Museums, Libraries, and 21st Century Skills,” July 2009.

²Stanford Graduate School of Business, “Stanford Business: Driving Innovation and Ideas,” 2016.

**CIVIC
ENGAGEMENT**

CREATIVITY

ENTREPRENEURSHIP

Why New Haven? Why Now?

NEED + ASPIRATION + COMMUNITY ASSETS + LIBRARY ASSETS = IMPACT

As part of the process, MSS engaged in dialogue with community leaders to hear what they believe are the needs, aspirations and assets of the community and how the library can work with the City’s existing “infrastructure” to advance New Haven and the region.

New Haven is an important American city with a history of intellectual, innovation and ideation advancement. It is the origin of groundbreaking inventions such as the cotton gin, the submarine, the can opener, and the Frisbee. Currently, it is the 4th most pedestrian-friendly community in America. With the New Haven Green at its center, coupled with the density of downtown development, the city is well-suited for serendipitous human interactions that foster connections and collaboration, essential elements to innovation.

The City of New Haven is already a space of activity, creativity, culture, and innovation, yet this innovation occurs largely in isolated silos; different organizations work for similar goals without awareness. The challenge for New Haven is to bring the creative efforts together in order to catalyze and optimize outcomes.

**What does
New Haven need?
What does New Haven
REALLY need?**



There is a spirit of renewed pride of place in New Haven and the region of the Northeast corridor where New Haven serves as a symbolic hub, represented by a series of recent developments and programs.

The New Haven Free Public Library is uniquely positioned to bring disparate partners together because of its inherently neutral and welcoming position in the city’s cultural life. The public library is already known to residents as a space of free and extensive resources. The natural next step for the library is to expand the resources to include those pre-existing in the region.

What’s your Eli Whitney moment?

New Haven is a City of Promise

Located equidistant between New York City and Boston, New Haven has and continues to capitalize on the intellectual and human capital enabled by this geography. Unique assets include being a city with one of the highest densities of non-profits in the country, being home to renowned institutions of higher education, including Yale University, Quinnipiac University, Gateway Community College, Albertus Magnus College, University of New Haven, Southern Connecticut State University, and being a city well-known for innovation and invention.

The Innovation Commons will capture the spirit, brand and assets of New Haven to provide a place for New Haven citizens to connect, converge, and create.

The library will play a pivotal role in capturing this energized spirit or hyper-local creative incubation and entrepreneurship and facilitating civic engagement through intention design.

Goals of Intentional Design

To break down silos and activate existing social and professional networks

To connect individuals and organizations to each other to introduce, expose and educate on what work they are doing

To promote a culture of collaboration among non-profit and for-profit institutions

To foster an atmosphere where individuals with diverse socioeconomic and educational backgrounds can come together and innovate

To create a place where all age groups can enjoy collective experiences

To curate a gallery where New Haven innovations - past, present and future - can be showcased and celebrated



Commons Culture

What are the qualities of the Commons Experience?

Ideate • Prototyping • Testing • Iterating • **Cultures Intersecting** • Imagining • Creating • **Trying New Things** • Exploring • Nurturing Entrepreneurship • Inspiring Unexpected Combinations • Inventing • **Accessibility** • Learning New Technology • **Experimenting** • Meeting Like-minded People • Expanding Network • **Sharing New Experiences** • Learning • Socialization • Tinkering • Challenges • Development • Happiness • Playing

Commons Culture

The Ives Innovation Commons on the Green will be comprised of “people, places and platforms” that will foster and *nurture* innovation, ingenuity, exploration, creativity, curiosity and play.

As a public institution, how do we create an environment and a culture that is customized for the individual’s unique process to flourish? What will incite curiosity? What will catalyze creativity? How will our environment, comprised of librarians and customers, the physical character of the space and the resources in the environment enable a learning culture that is relatively new to the public library, yet critically important to the future of “life-long learning” for communities, individuals and institutions to be relevant in the 21st century knowledge economy?

Furthermore, how do we measure success? What are the desired outcomes that we are working toward to ensure that what this public institution is offering is relevant and meaningful to its community? How do we ensure that the public dollars that the NHFPL is entrusted to manage effectively will contribute to the health and well-being of New Haven? And, ideally, how do we ensure that the public money will create a measurable economic development impact?

These are challenging questions, even more challenging goals, but we are committed to creating a program and a place that will be successful and influential in the lives of residents.

“The push to prioritize 21st century skills is motivated by the belief that all citizens should be equipped with the knowledge, skills, work habits, and character traits they will need to pursue continued education and challenging careers after graduation, and that a failure to adequately prepare citizens effectively denies them opportunities, with potentially significant

consequences for our economy, democracy, and society.”¹

Essentially, this project is a “prototype” for incorporating the 21st century learning skills identified as fundamental for America’s workforce in the knowledge economy. The goal is to *educate* individuals to be creative thinkers, self-starters, entrepreneurial and take responsibility for their own skillset development in order to achieve both personal and career goals. Our current educational institutions alone are not providing skills and life-long learning opportunities for the individuals in our communities to be active contributors to and advancers of the knowledge economy. The library is strategically positioned to provide this platform, pathway and process for individual improvement and advancement. In fact, isn’t that what the critical, core role of the public library has always been?

The Ives Innovation Commons on the Green will be a signature project for the New Haven Free Public Library that will align its core mission with the tools required for a 21st century learning environment. The Ives Innovation Commons will introduce new educational tools to a community primed for innovation. New Haven’s strengths, character and brand are a history of innovation and a density of intellectual capital and the public library’s assets bring equity and access. Marrying these strengths will amplify impact.

The following strategic goals are intended to frame the customer experience and provide a basis for the skills, talents and competencies required to facilitate the learning culture, as well as, to help inform the design development of the physical space for the Ives Innovation Commons on the Green.

1 <http://edglossary.org/21st-century-skills/>

Create a Culture of 21st Century Learning

A tremendous amount has been written about the definition of 21st century skills, such as the *Institute of Museum and Library Service's 21st Century Skills* and the *Partnership for 21st Century Learning - Framework for 21st Century Learning*.² The purpose of these documents is to identify the comprehensive set of skills that will be required for the complex, competitive, knowledge-based, information-driven economy and society. The skills are intended to provide the foundation for every individual to take ownership of their own advancement. Among the skills identified in the document are the following:

Creativity, artistry, curiosity, imagination, innovation, personal expression

Perseverance, self-direction, planning, self-discipline, adaptability, initiative

Leadership, teamwork, collaboration, cooperation, facility in using virtual workspaces

Information and communication technology (ITC) literacy, media and Internet literacy, data interpretation and analysis, computer programming

Civic, ethical, and social-justice literacy

Economic and financial literacy, entrepreneurial-ism

Global awareness, multicultural literacy, humanitarianism

The Commons Culture will be a learning culture designed for constant, iterative and on-going learning that is based on the unique curiosity, passion, problems and/or interest of the individual. It will be a highly customized experience for the customer that will result in an ongoing relationship with the librarians, the Commons community and the physical place.

The experience will be designed as a “universal” learning pathway for every member of the community to “learn,” “apply,” “practice” and “enjoy” a process to foster 21st century learning.

The Librarian’s relationship with the customer will be critically important. There are days when the Librarian will be a connector, teacher, resource provider, mentor and coach. The Library may not have all of the unique resources required for each individual (tools and resources may not be “housed” or “owned” by the library). Tools, resources and even activities needed to nurture the individual’s “project” goals may not be the traditional tools the library provides. As a result, partnerships with aligned institutions in the community will be key to ensuring the individual’s learning journey is successful, complete and comprehensive. In this case the librarians will have the confidence and knowledge that these tools can be provided by a variety of community resources, institutions and even other individuals.

Expose Customers to a Learning Process Fostering 21st Century Skills

The goal of the Ives Innovation Commons on the Green will also be to expose, educate and

² <http://www.p21.org/our-work/p21-framework>

demonstrate the most contemporary educational methods for 21st century skillset development. Currently, the research and experience of leaders in education are identifying processes, such as Design Thinking, that value creativity and imagination as foundational tools for success in a knowledge economy. As a result, much of the work we engaged in as we developed this program was rooted in the question, “How do we design an experience to foster creativity; to foster imagination; to foster curiosity?” We were intentional about researching how the characteristics of these specific words informed the learning culture that the Ives Innovation Commons on the Green intended to create.

1. **Creativity** is identified as a 21st century skill in most of the systems used in developing curriculum in schools, especially partnerships for 21st Century Skills: <http://www.p21.org> (*Learning and Innovation skills*)
2. In their book, *Creative Confidence*, Tom Kelley and David Kelley describe how **critical creativity** is a skill for companies to develop in their employees. They define creativity as a skill, that similar to a muscle, that needs to be constantly developed. “Use imagination to create something new in the world.”
3. In a *Whole New Mind* by Daniel Pink, **Design, Art and Story** are defined as being essential to developing 21st century skills. His work states that **creativity and imagination** are what differentiates a person from his/her peers.
4. Educators, such as John Seely Brown, have demonstrated the difference and the importance of helping people develop their imaginations so they have something to create. Future economic

development will rely more on the development of **imagination than creativity**. “If you can’t visualize it, you can’t create it!”

5. Curiosity is an accessible portal into creativity. Many people believe that they are not creative, but instead they have **curiosity**, which is more accessible. Therefore **creativity through curiosity** becomes a democratic and equitable approach to provide everyone who participates in the Commons Community a vehicle to develop their own form of imagination to foster innovation, change and self-reliance.

The Design Thinking process has proven to be an effective device for developing creativity, innovation, curiosity and other 21st century skills. Design Thinking is solution-focused framework defined as:

Design Thinking is a methodology applied to solve complex problems, and find desirable solutions. A design mindset is not problem-focused, it’s solution focused and action oriented towards creating a preferred future. Design thinking seeks to build ideas up, unlike critical thinking which breaks them down. Design Thinking draws upon logic, imagination, intuition, and systemic reasoning, to explore possibilities of what could be, and to create desired outcomes that benefit the end user.³

Design Thinking is iterative and allows for ambiguity and re-direction.

³ <http://www.creativityatwork.com/design-thinking-strategy-for-innovation/>

Two leaders in Design Thinking, Christoph Meinel and Larry Leifer define the following four Design Thinking Principles:

The human rule – all design activity is ultimately social in nature

The ambiguity rule – design thinkers must preserve ambiguity

The re-design rule – all design is re-design

The tangibility rule – making ideas tangible always facilitates communication

The Stanford University Institute of Design has led the development of the process, which incorporates the following iterative steps:

1. **Empathize**
2. **Define**
3. **Ideate**
4. **Prototype**
5. **Test**
6. **Iterate**

The Ives Innovation Commons on the Green is intended to incorporate the Design Thinking approach by educating the librarians on the pedagogy and to build capacity in the community of users on its guiding principles. It is also intended to be one of many learning tools the library can and will offer in the future to assist the customers achieve their goals.

Foster Connections that Encourage Application

The third guiding principle is that the Commons will be a vehicle for the social networking identified during this process as critical for the individual and the community to achieve optimum success. Breaking down institutional silos, disciplinary cross-pollination and encouraging human interaction will be achieved by creating an environment that will encourage networking at every level of engagement, formally and informally. Every experience in the Ives Innovation Commons will encourage human connections that create opportunity. In fact, what really *is* the most frequent explanation of success: being at the right place at the right time with the right people!

Experience Principles

The Ives Innovation Commons on the Green will:

Be active and dynamic, fostering human dialogue and human connections

Provoke curiosity and imagination, by having “follies” that activate all of the senses

Provide immersive experience in play, a key experience portal to the imagination

Provide “escape” from the institutional constructs of the day to day to encourage reflection, critical for creativity to flourish

Promote equity among all customers by creating a welcoming environment for all innovators, creatives and curiosity seekers in the community, meeting the individuals at their skill level!

Library as Marketplace



The marketplace is a wide open space organized with dozens of individual shops and vendors of all kinds. Some are permanent fixtures operating year-round at the same location, while others are temporary and sell during specific seasons. Communities converge at the marketplace. Local vendors bring their own unique flavor to the market, while customers weave in and out of the bustling stands. Marketplaces naturally function as a microcosm of the local culture, bringing together people of all walks of life to share in buying, selling and perusing.

The purpose of the Library as Marketplace will be to bring the community together through a sharing economy. The community evolves and progresses as it shares expertise, experiences and knowledge. It can become a place for people to discover something they had never expected to find.

Marketplace for the Commons

A place to showcase work of entrepreneurs, businesses and services so that all can be aware of what's happening

To connect customers to new and unexpected experiences

To discover serendipitously what's happening in the library, the city, and the region

Library as "Cosmopolitan Canopy"

Library as Salon



An influential and radical vehicle for the “democratization of the public sphere,” historically the salon provided a context in which writers, artists and intellectuals exchanged ideas across barriers of class, gender, nationality, ethnic origin, and religion in the development of all aspects of culture and society, such as art, music, philosophy, and politics. The Salon, as an extended living room, is a “Third Place” where ideas are nurtured through dialogue and debate in an environment that is accessible and congenial.

Comparable to the Viennese Salon or the neighborhood coffeehouse, the Library as Salon is a platform for intellectual advancement through social collaboration.



Salon for the Commons

To be an environment to facilitate conversation

To open up new dialogues

To function as a central location where people can convene and gather

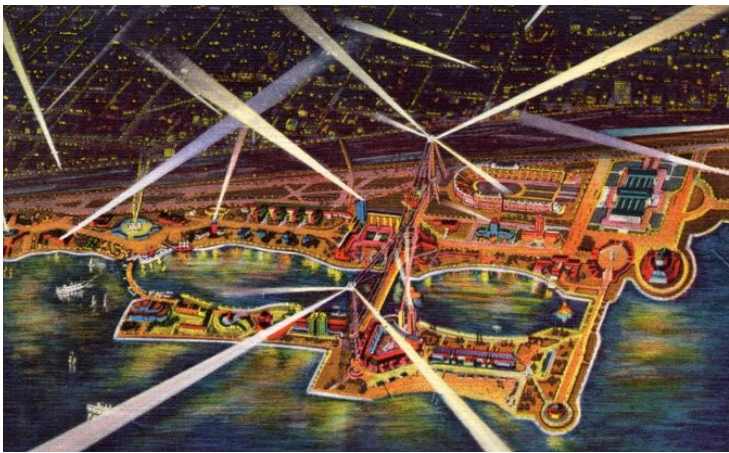
To be a social place

To open up opportunities to discover serendipitously

To display new products and ideas

To make new connections - to acknowledge innovation doesn't come alone!

Library as World's Fair



Since the inception of the event in 1851 in London, the World's Fair has served as an exchange and exhibition of ideas from all around the world. These expositions influenced the development of several aspects of society, such as art and design education, international trade relations and tourism.

Since then its purpose and function has evolved, but the spectacle of the World's Fair has always stayed the same: a place of inspiration and imagination.

The purpose of Library as World's Fair will be to bring together disparate organizations and parties throughout the city. The vision for NHFPL is to be a place that inspires its constituents and sparks the imagination through seeing and enjoying the creative contributions of a community!

World's Fair for the Commons

To inspire conversation between strangers

To elevate the city's profile as a world class city

To begin a dialogue about the future and possibilities, not about the limits!

To pave the way for a World's Maker Fair

Building Narrative

It's 9:00 a.m. and the City of New Haven is alive and bustling. Neighborhoods and cultures converge on the street as people leave their homes to commute to school and work. Hurried college students hustle through the campus green to get to their morning classes on time.

The newly-designed Ives Innovation Commons on the Green has been open for nearly six months now and has been generating buzz throughout greater New Haven. As always, there is already a short line at the door, however, with the new Innovation Commons the crowds are even larger: teenagers, mothers with young children, and excited entrepreneurs are all waiting for the library to open. At 10:00 a.m., the doors promptly open and the library fills with a variety of people.

The crowd comes in through the main entrance where a spacious foyer greets them. There are bright and colorful signs that alert people to find the services that they need, both inside and outside of the library. Most of the crowd heads towards the Innovation Commons where they can also find the new Hi-Tech Cafe to get their daily fix of caffeine. The hallways are filled with the warm aroma of the latest Fair Trade coffee.

Upstairs, the crowd funnels in through the main entrance of the Innovation Commons where they come across the Curiosity Station. A librarian stands at the service desk, ready to answer any questions that a customer might have. In front of the librarian, tech demos are laid out on the tables. One college student puts on a Virtual Reality headset that is showcasing a video game demo. A couple that is new to the city uses the large touch-screen City Itinerary table to map out an itinerary for their day in the city, which they can either print or email to themselves.

Some customers come into the Innovation Commons to grab their preferred spot for the day. Some of these people have been using the Commons since its inception six months ago. One musician likes to sit outside in the Prototype Porch for an hour with a cup of joe to be inspired by both the beauty of New Haven and the rotating exhibits of inventions on display. Today, he is on the porch with a pen and pad, looking for lyrical inspiration for a song he is composing. Some days, he likes to strike up conversations with other people on the Prototype Porch; the exhibitions serve as natural conversation starters and he likes to meet new people in between working on his songs.



Firm: AECOM. Project: Microsoft. Photography: Manolo Yllera.

A well-known community leader likes to respond to emails with a pastry and an iced coffee on a sofa and plugs in with her laptop in the corner. She likes to work next to the full-length windows so that she can

be near the natural light. When she isn't responding to her emails, she is conducting meetings or interviews with other community leaders. The calming ambiance of the cafe with its comfortable sofas and large leafy plants makes it an ideal environment for quiet conversation.

As the morning crowd settles in, the real business begins. The Tinker Lab opens up for the afternoon. This month, a local artist who teaches at the Creative Arts Workshop has taken residence in the Tinker Lab and is hosting a series of weekly workshops with the help of her top students. These weekly noon art classes have become a fast favorite among retirees who have been looking for simple ways to exercise their creative juices.

Across the room, the Community Incubator comes to life as students from the University receive one-on-one consulting from mentors at the Yale Entrepreneurial Institute. Yale Entrepreneurial Institute (YEI) has made a second home in the Innovation Commons over the past half year. Some students, creatives and entrepreneurs work together at the tables, while others prefer to sit at sofas and discuss ideas with one another. One group of students is using a mobile whiteboard to jot down ideas for a University-wide competition they will be entering soon.

As the sun begins to set on the library, the Innovation Commons takes on a second life. An after school program begins in the Tinker Lab for teenagers who come to the library after school. Today, they are designing custom key chains on laptops and printing the models through a portable 3D printer on loan from MakeHaven. The key chains will be on display at the entrance of the Innovation Commons in a gallery of the community's successes.

The portal is also seeing active use - this season, the portal is an enclosed interactive art piece that takes two viewers on an adventure that utilizes all five senses. Since the space is limited, the librarian at the Hello Station controls the flow of traffic. While people are waiting to use the portal, they wander into the cafe where a local musician is playing an acoustic set. Some people are working at tables, while others are having quiet conversations. Others are simply taking in the music while sipping on an iced tea.



Fablab Lugano at the Laboratory of Visual Culture in Switzerland

The day finally winds down at New Haven Free Public Library and the Innovation Commons is closing soon. Some faithful users stay at the Commons until closing - they feel that the creative atmosphere inspires them and helps them to get their work completed. Others stop by the Hello Station one last time to pick up some pamphlets on the week's community events before they leave. When everyone leaves the library, they leave with an extra spark of imagination.

User Scenarios

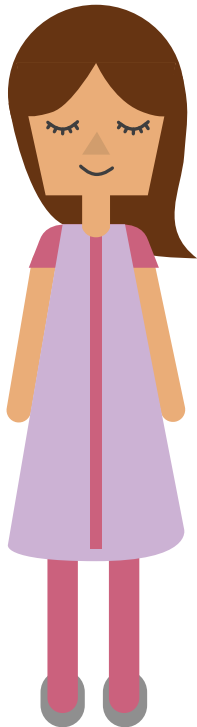
The following User Scenarios were designed for the workshops hosted by MSS. MSS presented four potential users and outlined their backgrounds and interests and their reasons for using NHFPL's Innovation Commons. The participants were then tasked with fleshing out the users with their Play Personalities, Curiosities and Desired Outcomes. Then they proposed a sample itinerary of a library-hosted conference that the user would attend. Based on the information they had created, the participants identified Essential Elements in the Innovation Commons for their user and listed community partners that would strengthen and enable each of the elements.

The work produced from this workshop was a crucial step of identifying not only how the Innovation Commons could empower and inspire users, but also how it could connect users to resources in the greater New Haven region.

Who will the Commons Community be?

Entrepreneurs • **Families** •
Community Activists • New Haven
Natives • **Passion-Based Learners**
• University Students • Social
Entrepreneurs • **Civic Leaders** •
Scientists • Social Justice Leaders
• **Technology Experts** • Makers •
Immigrants • Teenagers • Professors
• Millennials • **Tinkerers** • Homeless
• **Inventors** • English as a Second
Language Students • **Leaders** •
Musicians • **Artists** • Designers •

The Musician



User Scenario

User:

Maria is 17 to 20 years old, a fresh graduate from high school. She's from and is deeply connected to the Puerto Rican community in New Haven. She is an aspiring songwriter, vocalist and guitarist that used to make music with her friends in her high school years. She currently works in her family's restaurant to help them out.

Play Personality:

1. Artist, Creator
2. Explorer

Curiosity:

Could music get her out of the restaurant business?

Thoughts of the music industry, making money and the possibility of becoming famous get her out of the bed in the morning!

Inspired by YouTube channels

Leaving her comfort zone in the hopes of meeting new people

Desired Outcome:

Meeting new musicians

Recording a song

Inner transformation! Self discovery, validation

A space to perform regularly

Receiving mentoring from role models in and out of her community

Connection to local resources

Library Conference

VIDEO
PRODUCTION
WORKSHOPS

OPEN MIC
NIGHT!
JAMMING

KEYNOTE
PERFORMERS

TECHNOLOGY
WORKSHOPS

COPYRIGHT
LAW

Essential Elements

User

CAFE TO EXHIBIT SUCCESSES

MESSY MAKERS SPACE

TECHNOLOGY PRODUCTION LAB

FLEXIBLE PERFORMANCE SPACE



Tom Smith, Brad Bullis, Lee Faulkner, Christina Kane, Bill Derry

Community Partners

- CitySeed
- Local Foodpreneur
- The Grove
- Local Art Galleries
- Comcast
- Frontier
- University partners
- Ecoworks
- Baobab Tree Studio
- Independent Software
- MakeHaven
- Yale Entrepreneurial Institute
- Stamford Innovation Center
- Gateway Community College
- Southern Connecticut State University

Community Engagement

- High-end art production
- Video editing
- Audio/video production
- Design Thinking opportunities
- Ideation, prototype, invention

The Creative



User Scenario

User:

Zoe is a Gateway Community College Freshman and 18 years old. She is interested in Etsy and Pinterest, using the Internet as both a means of inspiration and for sharing her work. She loves to spend time at the Yale University Art Gallery. She is self-driven, eccentric and lives at home with both parents and her two older brothers in Westville.

Play Personality:

1. Artist, Creator - She loves doodling and art and listens to all music.
2. Collector - Zoe collects from nature what inspires her. She loves thrifting and has a number of vinyl records.

Curiosity:

She likes to read and loves to create and express herself in drawing/doodling. She's very visual and loves to see the world! She wants autonomy in terms of her experience. She longs to inspire others which is why she leaves her comfort zone. She looks forward to meeting potential investors for her work.

Desired Outcome:

She desires to be mentored and to make a living through her art. The library opened up opportunity and potential that she didn't know existed. She is now freelancing and creating design for entrepreneurs and selling her work on Etsy, as well as increasing her following on Pinterest. As a result, she seeks out mentors in New Haven. She realizes she enjoys teaching and has multiple potential career trajectories.

Library Conference

KEYNOTE
SPEAKER
FROM ARTS
COUNCIL

OPEN STUDIO
& INFO SESSION

MENTORING
SESSIONS

SOCIAL MEDIA
WORKSHOPS

INVESTOR
NETWORKING

Essential Elements

User

HI-TECH
DEMO &
COMPUTER
LAB

EXHIBITION
GALLERY

DOWN
TO EARTH
CAFE

SOLITARY
WORK
PODS

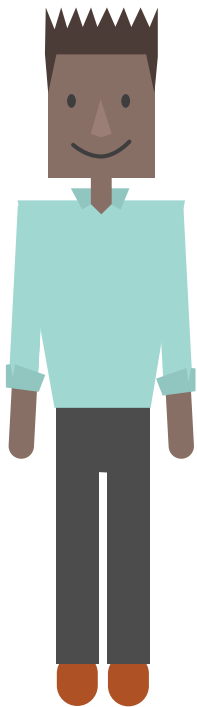


Onyeka Obiocha, Maria Pacheco, Luis Chavez-Brumell, Kristen Roberts, Maggy Wilkinson, Cathy DeNigris

- Community Partners**
- Comcast
 - Alexion
 - Yale Entrepreneurial Institute
 - Arte Inc.
 - International Festival of Arts and Ideas
 - CEID: Yale Center for Engineering, Innovation & Design
 - CT Tech Council
 - Artspace
 - 101 Art Threads
 - Yale University Art Gallery
 - Chabaso Bakery
 - CT Young Professionals
 - Cafe 9
 - Ashlawn Farm Coffee

- Community Engagement**
- Social media content
 - Prototyping and experimenting
 - Inspiration from Technology
 - Shows work to others
 - Leads to more opportunities
 - Exposed to other artists
 - Gains inspiration
 - Meets investors/clients/collaborators
 - Iterates
 - Retraces/sketches designs

The Entrepreneur



User Scenario

User:

Came for MBA and stayed in New Haven, likes the access to NYC and Boston
 Wants to engage beyond school network
 Social enterprise for profit w/social good
 Mid- to late 20s, married, middle class suburban
 Good with technology, not an expert
 Cares about the world, politics and social justice
 Sees potential in the city to become an upcoming hot spot of entrepreneurs

Play Personality:

1. Competitor - MBA, Gamer, Bike Rally. Likes to do social competitive activities. Promotes friends' ventures. Vocal with ideas - strong, confident
2. Explorer - Attending unknown events, going to new activities, hard to pin down, often over commits and under delivers. High energy - is often excited

Curiosity:

Winning, success, belief in the future
 Loves playing the game, driven by passion
 Always searching for his own path
 Wants to be a successful person

Desired Outcome:

Finding out about New Haven resources
 Truly understanding problems/issues and going in the right direction
 Knowledge and foundation of industry
 Connecting with similar people

Library Conference

UNCONFERENCE

MEETINGS WITH POTENTIAL PARTNERS

FUNDING SEMINARS

PANEL ON SOCIAL JUSTICE ISSUES



Essential Elements

User

UNEXPECTED NETWORKING OPPORTUNITIES

BRAIN-STORMING CAFE

INTERACTIVE EXHIBITION SPACE

DIY DEMO LAB AND STAGE

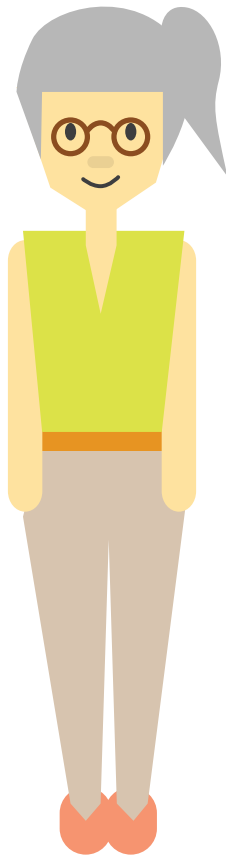


Erika Smith, Kevin Ewing, J.R. Logan, Cassandra Walker-Harvey, Ashley Sklar

- Community Partners**
- Marrakech Inc
 - Ecoworks
 - Creative Arts Workshop
 - New Haven Tech
 - Baobab Tree Studio
 - MakeHaven
 - City Departments
 - The Grove
 - Yale Entrepreneurial Institute
 - CTNext
 - ReSET
 - Gateway Community College
 - Project Storefronts
 - City Wide Open Studios
 - Connecticut Mental Health Center
 - Fellowship Place

- Community Engagement**
- Speed dating networking
 - Walking tours/site visits
 - Lunch clubs
 - Scavenger hunt - Entrepreneurship themed
 - Making people ask questions they didn't know
 - Using space if they have constraints elsewhere
 - New Haven Expo
 - Block party
 - Pitching events
 - Community brainstorm events
 - Exhibitions - challenging and unique

The Civic Leader



User Scenario

User:

After her retirement from teaching, Anna spends her time volunteering. She lives in East Rock with her husband, who works at the local hospital. She is well-connected to the community and loves to meet people. She spends her free time writing, storytelling and mentoring.

Play Personality:

1. Explorer - She has broad interests and attends community engagement meetings. She wants to meet people unlike her and seeks inspiration.
2. Director - As a retired educator, she takes on responsibilities with several different organizations. She actively reaches out to recruit other volunteers.

Curiosity:

Likes to be active and social
 Curious about activities in New Haven that she might attend
 Wants to learn about non-profit organizations and how she can help
 Curious about art and likes to explore, particularly interactive, engaging exhibits
 Curious about people and ideas

Desired Outcome:

Connecting multiple organizations
 Meeting new friends
 Stimulated by new ideas from presentations
 Plans to create her own conference with a cohort of like-minded people
 New collaborative relationships

Library Conference

LOCAL CIVIC LEADER PANELS

VIRTUAL SPEAKERS

NON-PROFIT MATCHMAKING

SIMULTANEOUS CONFERENCE SATELLITE FEEDS

60 IDEAS IN 60 MINUTES

Essential Elements

User



Xia Feng, Patrick McGowan, Seth Godfrey, Sue Rapini, Cindy Clair

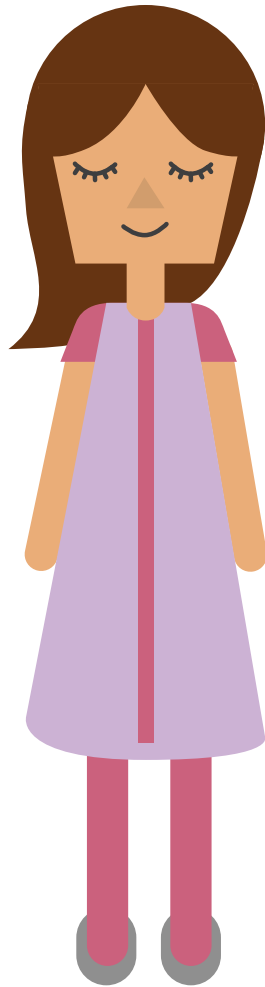
Community Partners

- The Grove
- SCORE
- Small Business Administration
- Connecticut Small Business Development Center
- Banks
- Chamber of Commerce
- Small Business Council
- CT Tech Council
- Pecha Kucha
- Baobab Tree Studio
- Comcast
- Frontier
- Universities
- MakeHaven
- Paier College of Art, Inc.
- Verizon Wireless

Community Engagement

- Access to technology
- Networking opportunities
- Meeting spaces
- Eventually feeding into higher level use: The Grove, MakeHaven
- Can connect with potential employers
- Tech Petting Zoo
- Use equipment to generate content
- Non-profits and individual companies use resources such as graphic design, multi-media content to develop marketable skills

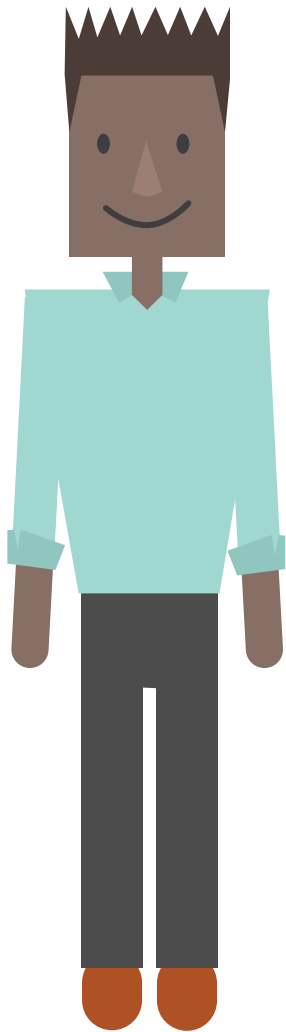
Thank you for giving me a space to learn more about video and music production!



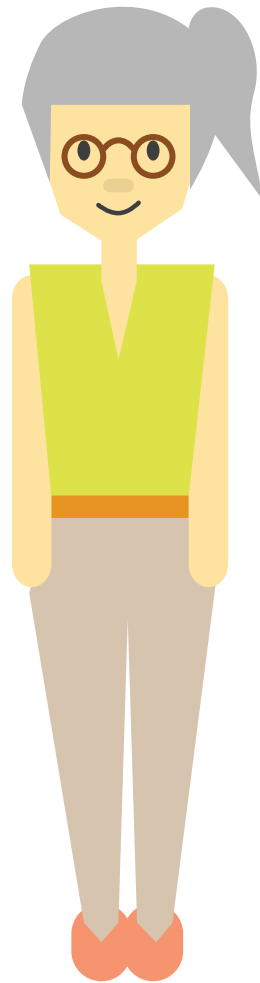
Thank you for giving me a space for inspiration and iteration!



**Thank you for
allowing me to
break out of my
comfort zone!**



**Thank you for
making me a
leader of non-profit
collaboration!**

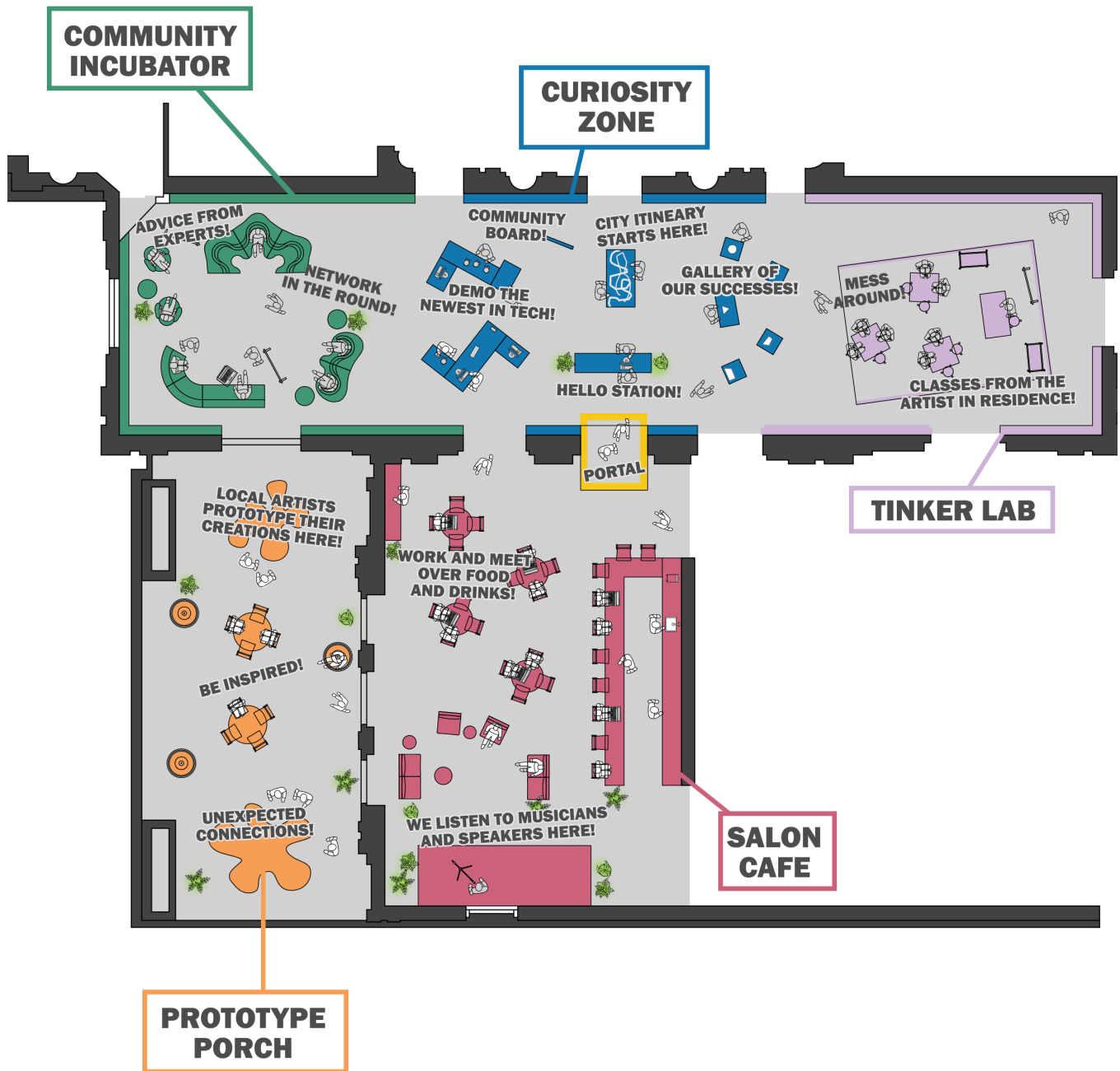


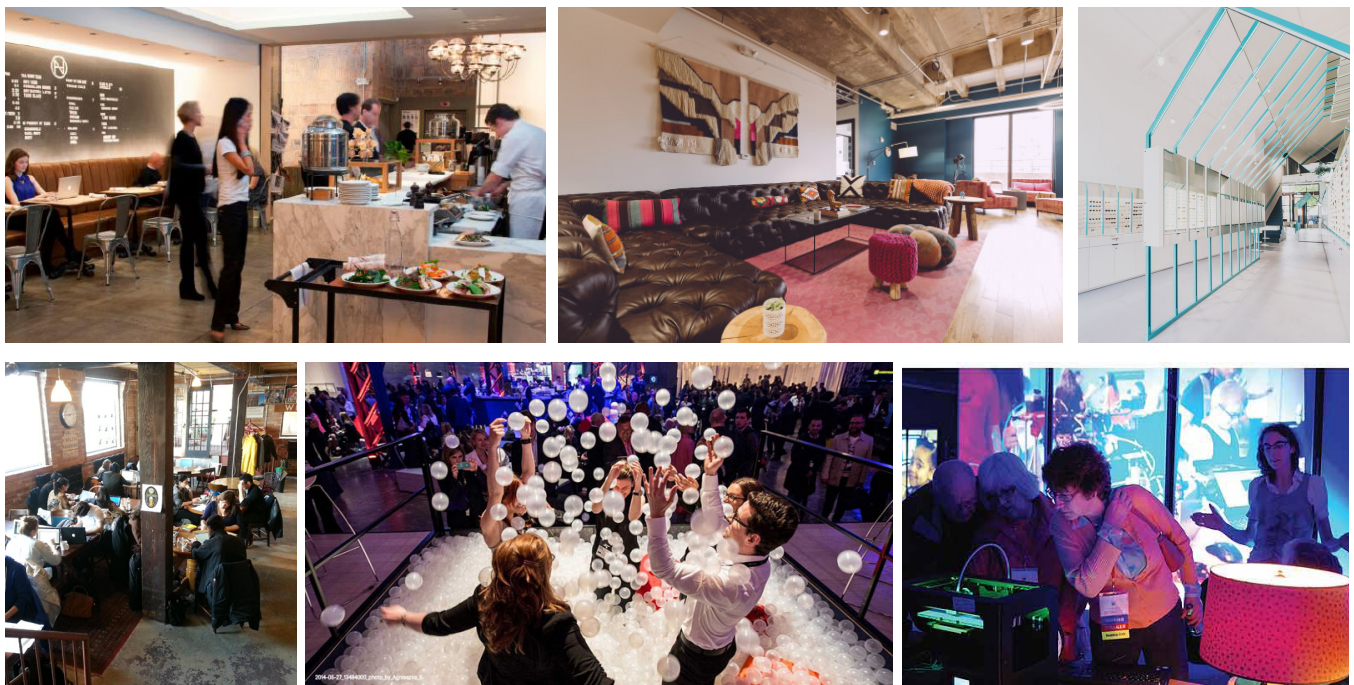
Concept

What activities and programs will the Commons facilitate?

TED Talks • Creative Mornings • Meet-ups • **Hack-a-thons** • Green Screens • Brainstorming • **Town Hall** • Civic Touch Point • DIY Workshops • **Local Performances** • Etsy Pop-Ups • Conversations • **Career Fair** • Wacky Club House • Pin-up Area • **Shark Tank** • Tech Tree House • Solitary Work Pods • **Messy Maker Arts** • Share and Sell • Open Mic Night • **Tech Testing** • Experimentation • Community Pecha Kucha • **Mentoring** • Prototyping •

Concept Plan





Pictured clockwise from top left: NeueHouse in New York, NY; WeWork; Eye Eye in Seattle, WA; Chattanooga Public Library 4th Floor in Chattanooga, TN; C2 Conference in Montreal, Canada; Centre for Social Innovation in New York, NY

The Ives Innovation Commons on the Green will be comprised of five major programmatic zones. Intentionally flexible, the zones are designed to foster user experience outcomes as defined in this document and for a purposeful and meaningful experience based on a Design Thinking culture, incorporating the “Library as...” concepts.

Zone of Curiosity

The Zone of Curiosity will be the welcoming space for the library customer to connect their interests to opportunity. The experience for the user will be

concierge services with the librarian connecting the customer to traditional services, databases and reference resources, as well as non-traditional resources. Have a new idea for a start-up? Enjoy spending time in the Community Incubator with other folks who are “starting up!” Do you need a collaborative workspace near-by? We can connect you with the Grove! Want to learn about how to create with emerging technologies such as laser printers? Come to our program with the Creative-in-Residence in the Tinker Lab. And when you are ready for more, we can direct you to MakeHaven.

Want to be engaged with transformational and entrepreneurial social change in the community? Join our Social Innovation community that meets regularly in the Innovation Zone café for brainstorming, in the Community Incubator for practicing the pitches and in the Tinker Lab for creating marketing materials.

The Zone of Curiosity will have technology that enables interaction and will be staffed by knowledgeable and friendly librarians and potentially, community volunteers that will be responsible for igniting the curiosity of all who enter the Commons!

The Zone of Curiosity will have a look and feel that is smart, playful and interactive!

Emerging Technology Zone

The Emerging Technology Zone will be a place to test emerging technologies and an area will be dedicated for customers to use these technologies for projects they are working on! It is intended to be not just a static showplace, but to be actively in use. The Emerging Technology Zone will be comprised of interactive exhibits, testing of new technologies and applied use. Individuals who are working on projects may even become teachers to customers testing the products. “Disruptive” technologies will make their debut here.

The Emerging Technology Zone will be a destination feature, a pride of the library and the community! A WOW Factor showcasing possibilities!

Community Incubator Zone

The Community Incubator Zone will be the “social” space for collaboration and co-working. Characterized by flexible, relaxing seating, marker boards on casters for brainstorming and areas for flexible technology use, the space will be filled daily with customers working on long-term and short-term projects in an environment more similar to membership-based incubators such as General Assembly, WeWork and the Centre for Social Innovation. The space will also be flexible to host small group presentations and conversations (like New Haven Exchange Dialogues), informal meetings of like-minded community leaders (such as a Social Justice interest group), and informal gatherings for watching TED Talks and virtual conferences.

Tinker Lab

The Tinker Lab is where real work is done! The Tinker Lab will provide ample space for experimentation and an introduction to the world of creating and making, an essential element of the 21st century learner. Because of the aesthetic character of the existing and the current programming capacity of the library, this area is intended to be the “contained” introduction to possibilities. We envision it will be staffed by an active “exhibitor” or maker, such as a Creative-in-Residence, who will be tinkering with a project in which participants will easily be able to engage. These activities can be broad and varied. Partners such as MakeHaven and the Eli Whitney Museum may also utilize this space to showcase the “making” and “creating” happening throughout the

region and encourage serendipitous participation for a community that may not ever utilize their institution without this accessible introduction at the library! As the tinkering becomes more popular and robust, participants may be directed by their concierge at the Zone of Curiosity to places like MakeHaven. NHFPL may also see that there is a need in future master planning and renovations to have dedicated “messy” and “media” spaces for creating; full of the latest and greatest equipment for the maker-learners of New Haven to realize their dreams!

The Salon Café

The café will be the symbolic heart of the space and essential to activating the Innovation Commons culture. Programming in the café will be as robust as programming for the other dedicated areas, including a lunchtime salon series of new ideas, evening music programs, open mic night and community Pecha Kucha. The primary purpose of the Salon will be to promote meaningful community gathering in a relaxed, open-ended environment. Coffee will be a perk! One idea generated during programming was that the café vendor could be a budding entrepreneur with a partnership model like the Seeds Library Cafe at Boulder Public Library (<http://www.seedsboulder.com/>).

The Salon Café is envisioned as both a part of and independent from the Innovation Commons. Accessible to all, it is the forum for genuine incubation where collaborators, innovators, creatives, and entrepreneurs can work individually, co-create and simply just relax and refresh. It is the place to be alone, together and alone/together! It will connect all users of the library, expand the perception of the

library in the community and draw in a new group of constituents!

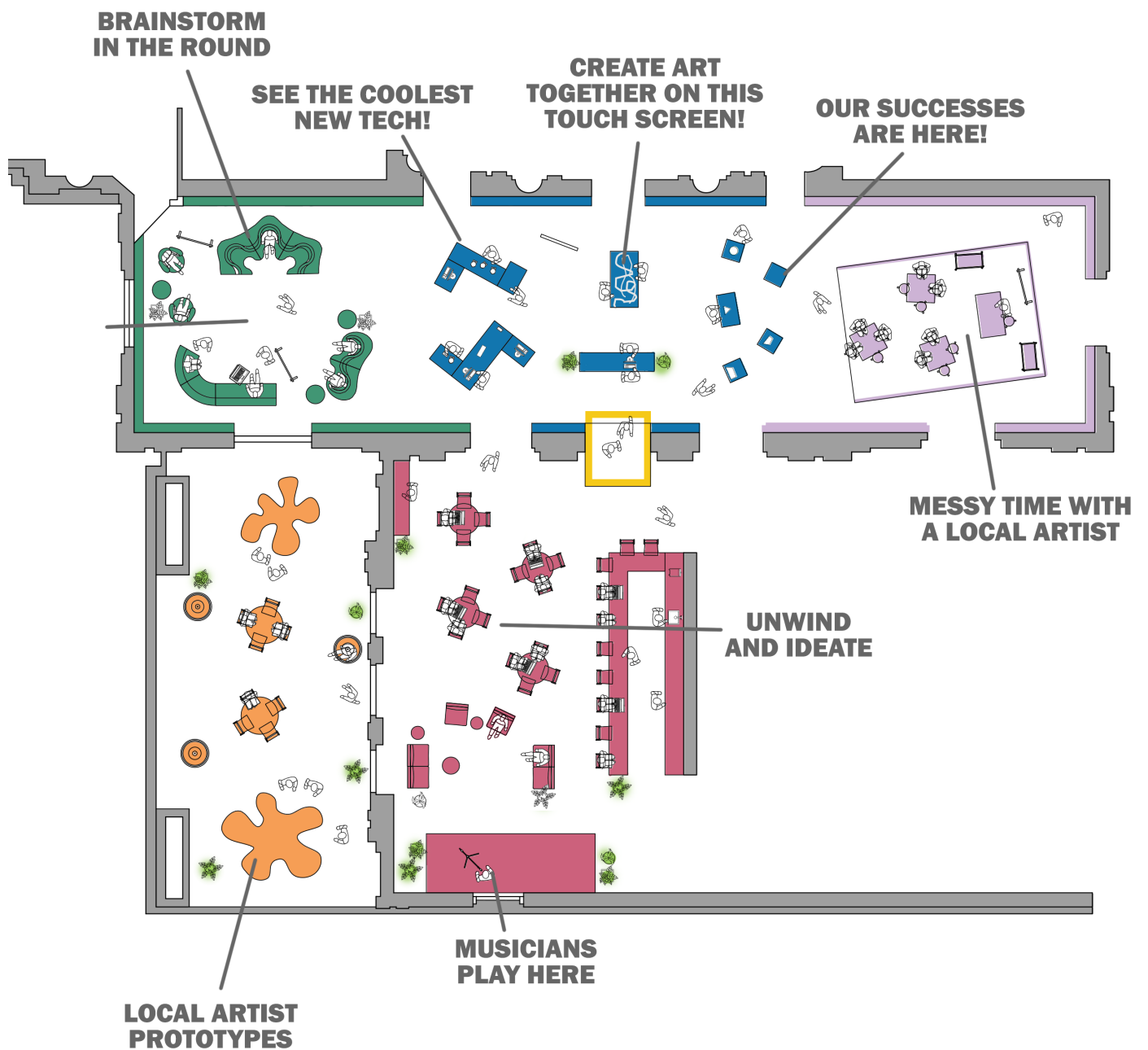
Prototype Porch

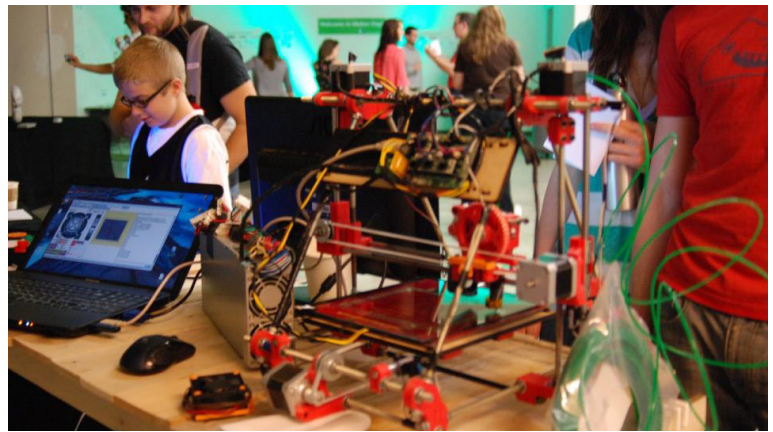
An extension of the Salon Café, the Prototype Porch will be an outdoor café area announcing to the Green that there is gathering, making and ideating happening at the Ives Innovation Commons. On good weather days, all ages will be working, creating and collaborating on the porch! The space will also be a showplace on the Green of all of the exciting making the Innovations Commons has inspired with interactive prototype “follies” created by local creators, often in collaboration, to be seen and experienced. This deck is existing underutilized space and will be the perfect way to connect the library symbolically and programmatically to the New Haven Green.

Gallery of Our Successes

Scattered throughout the space will be a dedicated display for showcasing innovations and achievements - past, present and future - that will inspire the personal potential of all who enter the Innovation Commons, as well as provide a sense of pride of place. Intentionally focusing on innovations taking place in New Haven and the region, the Gallery of Our Successes will be a reminder that everyone has the potential to create and contribute and that there is a forum at the NHFPL to celebrate the successes of the community!

For the Creative





Pictured clockwise from top left: MakerSpace in New York Hall of Science; Chattanooga Public Library 4th Floor in Chattanooga, TN; Natural History Museum in London, UK; Las Vegas Mob Museum in Las Vegas, NV

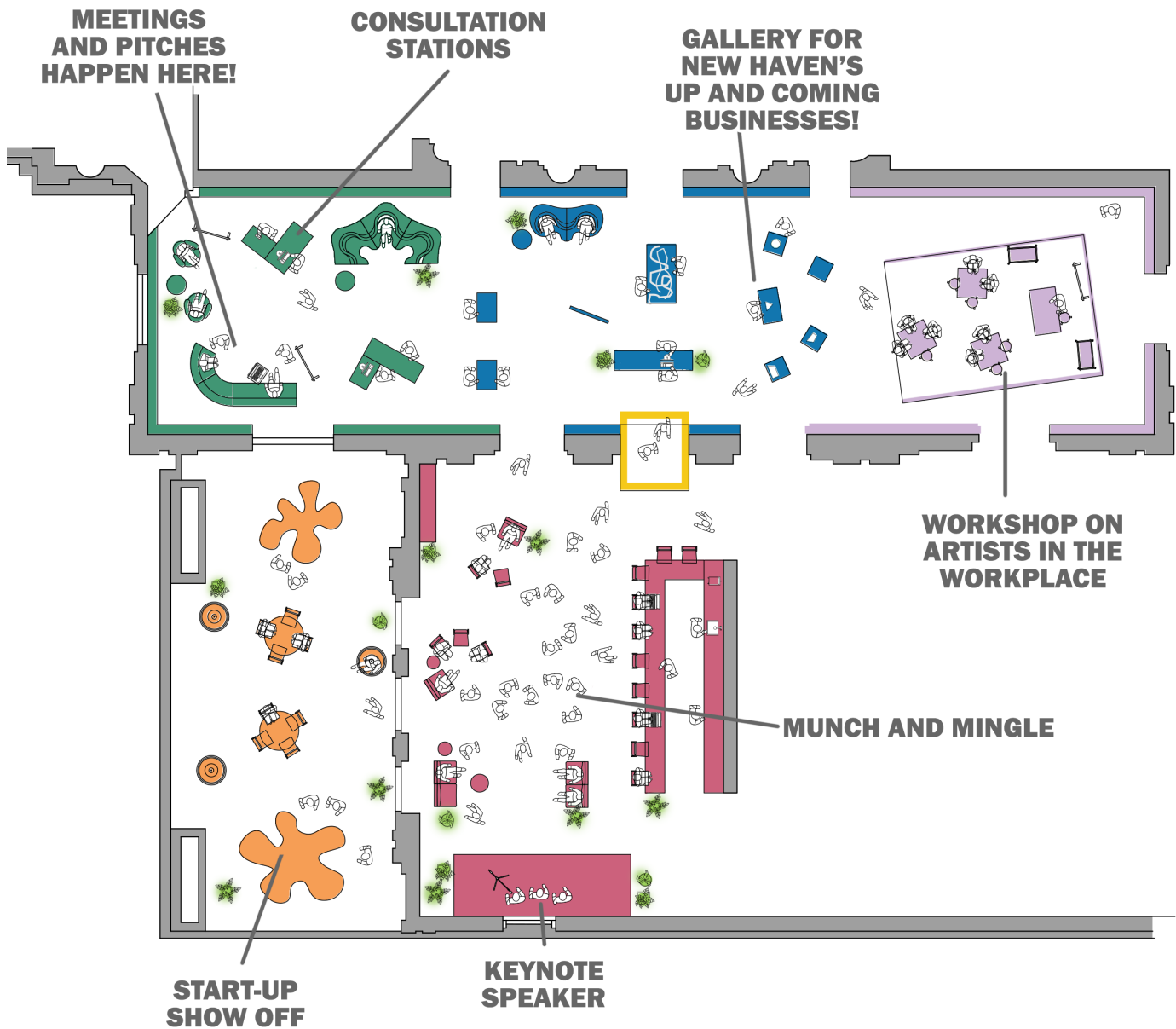
For the Civic Leader

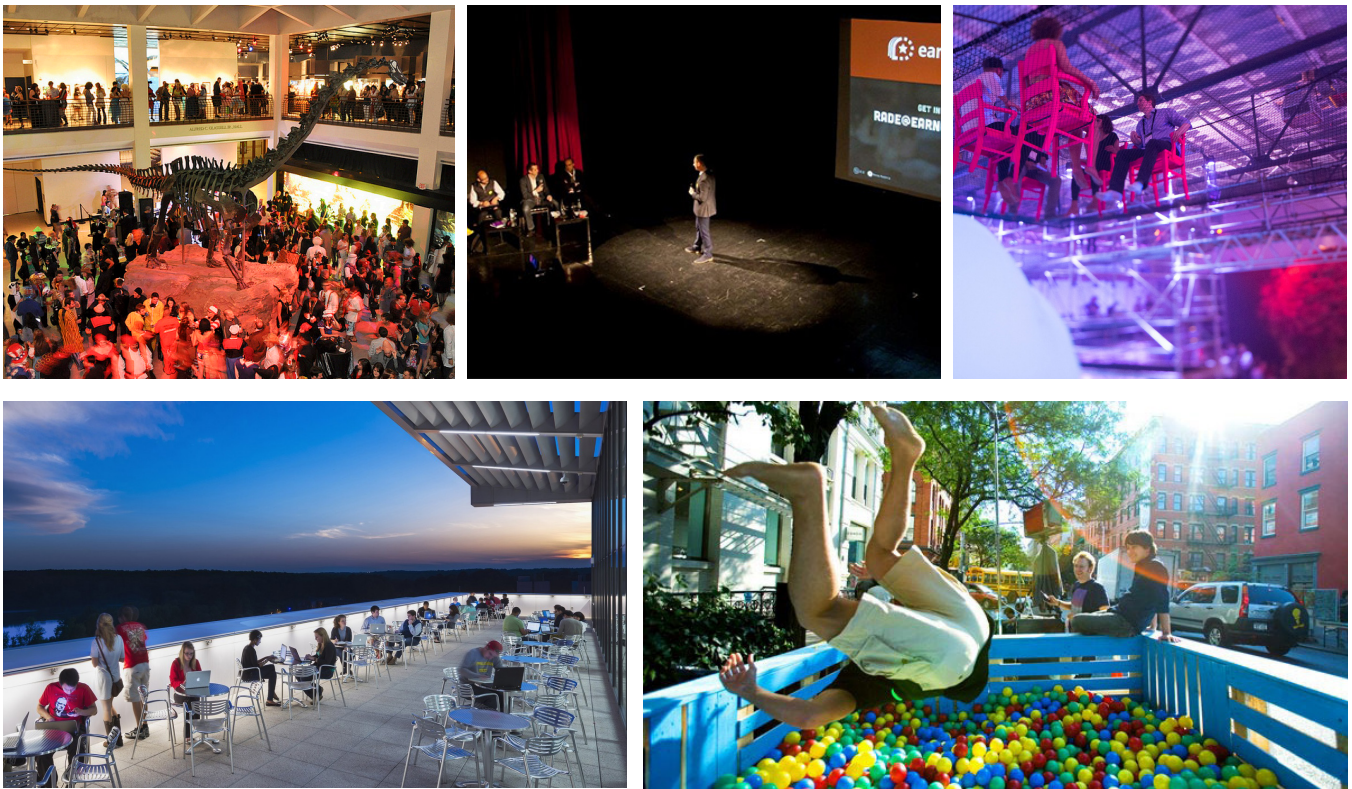




Pictured clockwise from top left: The Candy Factory in Lancaster, PA; General Assembly in New York, NY; NeueHouse in New York, NY; Town Meeting in Bethel, VT; Los Trompos at High Museum of Art in Atlanta, GA

For the Entrepreneur





Pictured clockwise from top left: Houston Museum of Natural Science in Houston, TX; Startup Standup in UK; C2 Conference in Montreal, Canada; James B. Hunt Library in Raleigh, NC; Park(ing) Day in New York, NY

Thank You

This document would not have been possible without the contribution of the following individuals who engaged in a three-month process to articulate the programmatic needs of the new Innovation Commons.

Community Leaders

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 Cindy Clair, Arts Council of Greater New Haven
 Joe Cooper, Comcast Knowledge Green journalist
 Lee Cruz, Community Foundation of Greater New Haven and Chatham Square Neighborhood Association
 Adam Davis, Elmseed Enterprise Fund
 Jackie Downing, Community Foundation of Greater New Haven
 Kevin Ewing, Baobab Tree Studios
 Lee Faulkner, Digital Arts Media
 Anna Festa, Board of Alders, City of New Haven
 Aly Fox, The Futures Project
 Peter Giammarco, Verizon Wireless
 Doug Hausladen, Transportation, Traffic & Parking, City of New Haven
 Daryl Jones, Controller, City of New Haven
 Christina Kane, The Grove
 J.R. Logan, MakeHaven & United Way
 Dennis Martinek, Verizon Wireless
 Art Mollengarden, University of Bridgeport and SCORE
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 Kristen Roberts, Comcast

Hugh Seaton, Aquinas Training and Stamford Innovation Center
 Rohit Sharma, Economic Dev. Corporation - New Haven
 Erika Smith, Yale Entrepreneurial Institute
 Sarah Tankoos, The Futures Project
 Cassandra Walker-Harvey, Yale Entrepreneurial Institute
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NHFPL Board of Directors and NHFPL Foundation

Elsie Chapman
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NHFPL Staff

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 Bradley Bullis
 Luis Chavez-Brumell
 Cathy DeNigris
 Xia Feng
 Seth Godfrey
 Patrick McGowan
 Ashley Sklar
 Tom Smith

Workshop Facilitators

Bill Derry
 Brooke Rho
 Margaret Sullivan

Special thanks to Comcast for their programmatic and financial support of this phase of Innovation Commons planning.

Appendix

Methodology: Workshops

MSS aimed to articulate the vision for the Innovation Commons by engaging the library staff and community leaders. Three workshops were held over the course of three months. Each workshop built on the ideas and inspirations that the previous workshop had generated. The workshops enabled NHFPL to receive feedback from individuals representing important organizations in the community.

These organizations include, but are not limited to: Administration for the City of New Haven; Arts, Culture & Tourism for the City of New Haven; Comcast; Community Foundation of Greater New Haven; MakeHaven; Small Business Administration; Eli Whitney Museum; State Department of Economic & Community Development; Yale Entrepreneurial Institute; Yale School of Management. A complete list of participants and organizations can be found in the Thank You section of the document.



WORKSHOP #1: Community Organizations April 28 and 29, 2016

Part 1 - All participants introduced themselves and each person identified the world invention they thought was most important. To start off the workshops with inspiration, MSS introduced a variety of innovative initiatives, both in and out of the library. Varied discussions focused on empowering community members, taking advantage of entrepreneurial and innovative spaces that already exist in New Haven, and the NHFPL as a place to facilitate concrete results.

Group members discussed the power of “disruptive” technologies and some asked about the scope of the project with the possible concern of the Innovation Commons crossing over into other organizations’ turfs. Upon leaving, the group was asked to sleep on the ideas overnight and look at how the library space might provide opportunities for partnerships and meet community needs.

Part 2 - The participants reviewed the purpose of the gathering: many of the smartest minds in the region were gathered together to capture expertise that would inform the development of the Innovation Commons at the NHFPL. The recap from the night before was summed up in one comment: “This is not just a space we are talking about, but a place to create a mindset and a culture!” Another person saw this as an opportunity to create and build on partnerships. The importance of a café was discussed for creating the atmosphere of innovation and collaboration. Margaret Sullivan presented Vienna’s early cafés as essential incubators for the arts and sciences.

The discussion centered on *how* the Innovation Commons can create the conditions for innovation to flourish. Keeping activities free and attracting a diverse audience were both mentioned as very important. The strategic plan of the library includes goals that align with the proposed goals of the Innovation Commons: life-long learning, cultural awareness, economic engagement and the development of young minds and family learning.

A connection was created between 21st century skills and the skills that all citizens need in today's world. How could the Innovation Commons help people practice these skills? Comcast talked about how they would like to help drive innovation forward in the community. The YEI staff brought up health literacies as important 21st century skills. Conversations focused on creating private public partnerships and breaking down some of the silos that exist between institutions. Providing opportunities to learn and practice soft skills were seen as important. Helping people learn to teach their children was discussed.

Access to and adoption of technology in the Innovation Commons could serve as an equalizer for some of the poverty issues in New Haven. There was a discussion about how New Haven has a wonderful history of managing and feeding innovation and invention.



WORKSHOP #2: NHFPL Staff May 19, 2016

Selected staff members participated in a one-day workshop. Margaret presented an overview of some well-known “Innovation Zones.” Staff members had done research in pairs about one of the featured Zones and presented their findings to the group. Bill Derry presented an overview of the Westport MakerSpace and talked about the role of imagination, play and tinkering in creating participatory learning spaces.

After lunch, groups brainstormed the essence of theme parks, museums, zoos, World’s Fairs, etc. and what the appeal is to make people want to spend time there. They then paired up and imagined what would happen if two of these areas were merged into one to create a public learning experience. Some very creative solutions were shared. The staff seemed positive and engaged in the discussions and presentations throughout the meeting and left looking forward to joining the community organizations at the next workshop.



WORKSHOP #3: NHFPL Staff and Community Leaders June 16, 2016

This was a cross section of NHFPL staff and leaders from community organizations, working together to create scenarios that might occur with specific audiences in the Innovation Commons. MSS presented a summary of the ideas that had come out of the previous two workshops, which had laid a groundwork for the definition of innovation and the role of the library in greater New Haven.

MSS prepared scenarios for different types of users and asked the group to imagine how they would use the Innovation Commons. Each group imagined and presented an extensive user scenario that detailed why the user would come to the Innovation Commons. Then they were tasked with designing a three-day conference that would be held in NHFPL's Innovation Commons and be tailored to the user's interest. These exercises helped to bring out what the community thought could be possible at the library.

Lastly, the groups identified and presented the four essential elements they would include in the Innovation Commons for their users, such as a Hi-Tech Cafe, Co-Working Space, Technology Production Lab, and a Flexible Performance Space. Then, these essential elements would be activated by key community partners who would work in conjunction with the library in order to program the spaces.

Visits

SPARK 2016: YALE SOCIAL IMPACT CONFERENCE April 2, 2016

The day of speakers and small group sessions included a keynote address by Garrett Melby, the CEO of GoodCompany Ventures, a Design Thinking workshop centered around participants solving a real problem, strategies for motivating community engagement and social innovations in the tech industry. The closing keynote was delivered by Andrew Yang, the CEO of Venture for America.

There was an Ideathon that looked at three NGOs (non-governmental/non-profit organizations), which included the NHFPL (Martha made a pitch for adding a Café), CitySeed and the New Haven Land Trust. After each group made their pitch there was a vote to determine who would win the prize. The New Haven Land Trust was awarded the cash prize. Parts of the model could be used in the NHFPL Innovation Commons for a social entrepreneurship space that may be developed in partnership with YEI.

VISIT TO FOUR INNOVATION SPACES IN NYC June 17, 2016

Margaret Sullivan Studio, Bill Derry and Martha Brogan visited LMHQ, The Made in NY Media Center by IFP, Local Projects, and the SVA Visible Futures Lab in New York City. MSS arranged and attended each of the visits. All were interesting and had components applicable to some area of the NHFPL Innovation Commons. Two spaces in particular stood out as models for the Innovation Commons; the Made in NY Media Center and Local Projects.

The Media Center was designed to keep video/media talent in New York. A collaborative media center in the Innovation Commons created in partnership with a telecommunications/media agency could do some of the same for the NHFPL. The Local Projects group led by Jake Barton demonstrated engaging, interactive technologies. It is likely that the cost of the exhibits would be high, but would be great in the first year of the Innovation Commons to have a section that showcased spectacular technologies.

Case Studies



LMHQ

LMHQ (Lower Manhattan HQ), created by Downtown Alliance, is a collaboration space geared towards Lower Manhattan’s creatives and creators. LMHQ is not a co-working space, but a hub where young companies can network, find talent, make deals, and host events.

ACTIVATING A NEIGHBORHOOD

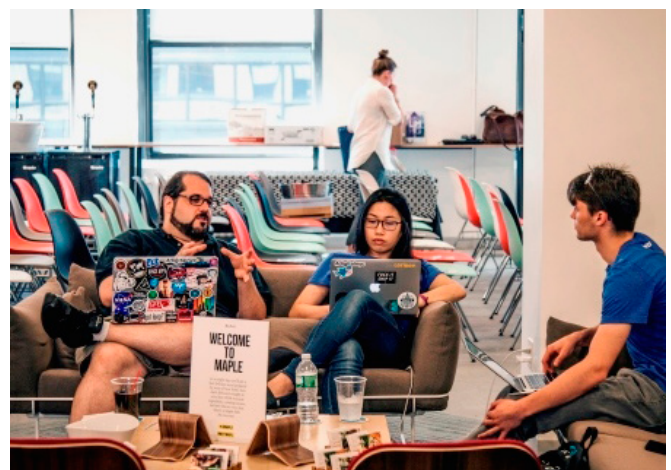
LMHQ is located in Lower Manhattan, an inspiring older neighborhood filled with contemporary minds. Lower Manhattan is rapidly growing with creative and innovative businesses, all at a crossroads of industries.

Downtown Alliance aims to make Lower Manhattan a wonderful place to live, work and play by creating a vibrant, multi-use neighborhoods where businesses and communities can flourish.

WHAT WE LIKE

The space is designed to be a functional blank canvas that can be used by groups to host events and programs and behave as an off-site office. Annual memberships for premium resources and services keep the space afloat and up-to-date on technology.

www.lmhq.nyc





MADE IN NY MEDIA CENTER

The Made in NY Media Center was launched as a joint venture between the city of New York and the Independent Filmmaker Project as a collaborative workspace that would support the next generation of media and tech entrepreneurs, innovators and artists by providing industry resources, events, mentorship and educational opportunities.

A STRATEGIC FOCUS

The Made in NY Media Center's strength lies in its specialized area of focus: the burgeoning media and tech industry in New York that may otherwise leave the city for greener pastures elsewhere in the US. Through specialized programs and resources, the Made in NY Media Center incentivizes creatives to stay in New York.

WHAT WE LIKE

Regular day-to-day operations are simple; both the meeting rooms and phone rooms are busy all day with meetings, calls and presentations. Groups and individuals work assiduously at their designated tables. Key partnerships is what activates the space to beyond a co-working space. Through partners such as Verizon, Hearst Corp, Illycaffè, and Vimeo, the center becomes activated with unique programming, classes and workshops.

www.nymediacenter.com





LOCAL PROJECTS

Local Projects is an experience design and strategy firm with a passion for testing the limits of human interaction. Local Projects has worked on projects such as the 9/11 Memorial Museum, the Cooper Hewitt Smithsonian Design Museum and the Cleveland Museum of Art.

CREATING UNIQUE VISUAL EXPERIENCES

At the Cooper Hewitt Smithsonian Design Museum, Local Projects designed an all-new visitor experience that would activate the visitors' creativity. The Immersion Room allows visitors to not only project historic wallpapers, but also to create their own in full scale. These projections are augmented by audio narrations from some of the best working designers.

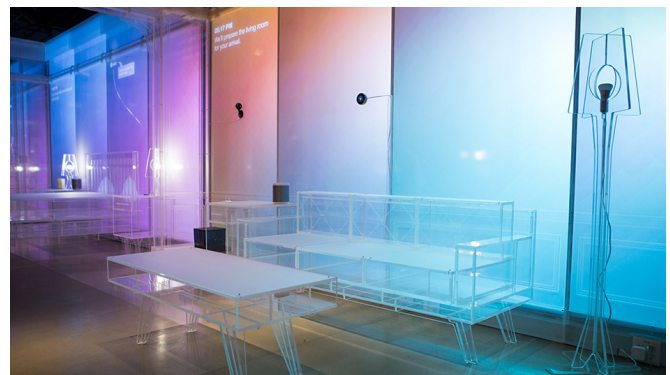
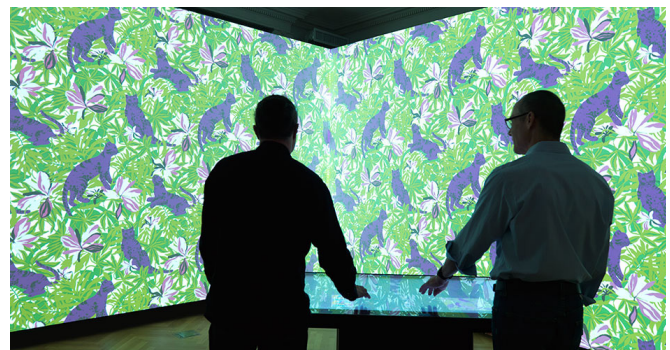
The designs created by Local Projects are specialized for their audiences and create different results.

WHAT WE LIKE

At Local Projects, the whole firm becomes a prototyping lab for their ideas and projects. The space is filled with iterations of their future installations to test the experience of the product. These in-house installations develop a culture and spirit of invention and innovation even in a corporate setting.

www.localprojects.net

LOCAL PROJECTS





SVA VISIBLE FUTURES LAB

The Visible Futures Lab is an advanced maker space that promotes problem solving through structured explorations of emerging technologies, systems and behaviors. The VFL is open to all SVA students in any department.

RESOURCES FOR ALL

The VFL makes a concerted effort at supplying its facilities with state-of-the-art tools that all members of the lab can use freely. In addition to the wood shop and digital fabrication tools, the VFL has audio/video equipment, sewing machines and computer workstations.

The Artist in Residence program allows a non-SVA student access to a studio space with full access to the lab for 7 weeks.

WHAT WE LIKE

The SVA Visible Futures Lab is a true tinker space that offers state of the art equipment- it is a successful lab in that it offers a platform for SVA graduate students to exhibit their projects and work alongside staff mentors in their hands-on project research and development of ideas.

vfl.sva.edu



>VISIBLE FUTURES LAB





Creativity Commons • **Imagination Commons** • Play Commons • Common Thought • **Common Aspirations** • Common Learning • Tinker Commons • **Idea Commons** • Common Salon • Future Commons • **Common Dialogue** • Idea Commons • Curiosity Commons • Common Creating • **Cafe Commons** • Common Critiquing • Common Passions • **Common Ground** • Future Commons • Common Senses • **Common Good** • Common Dream • Common Community •