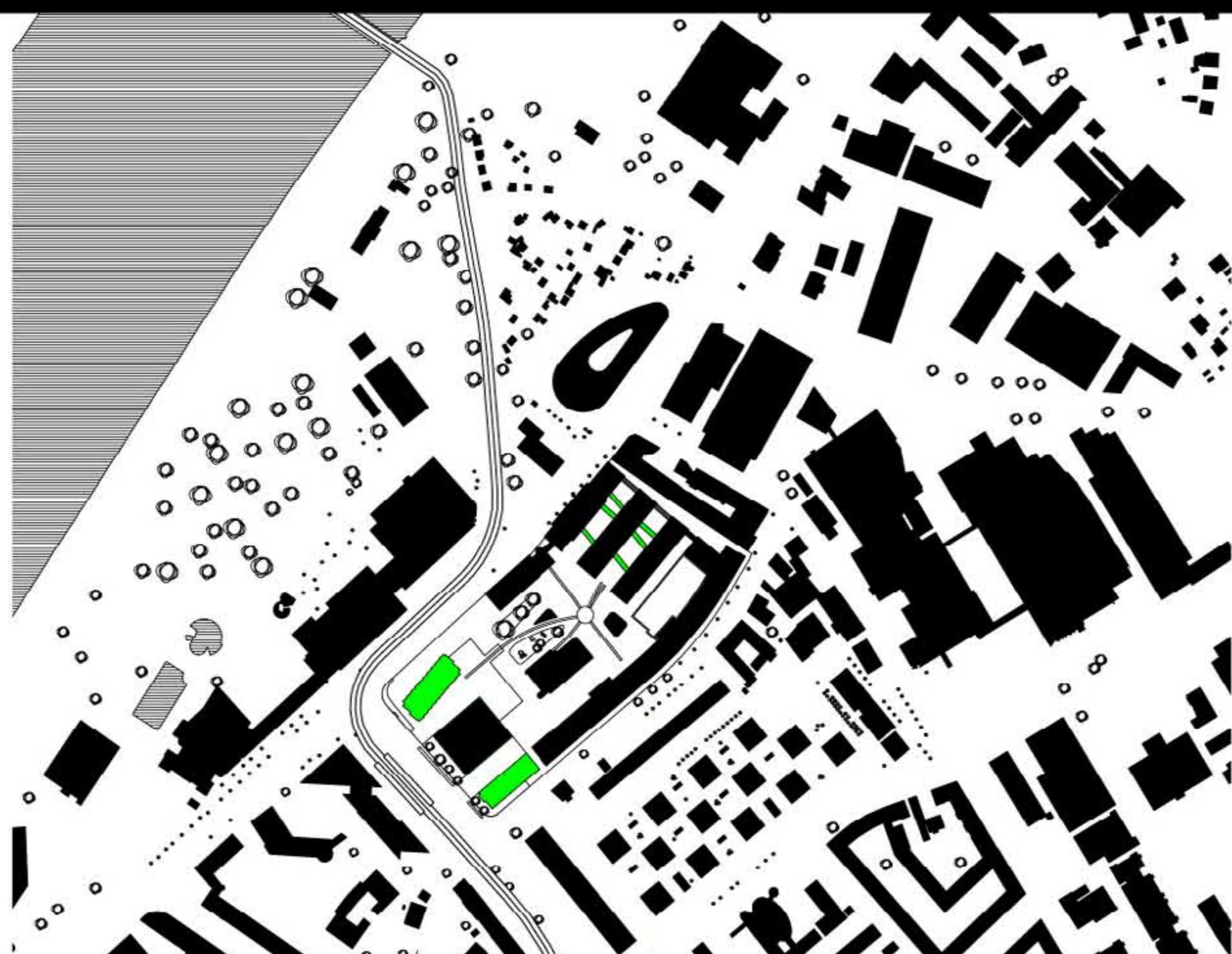
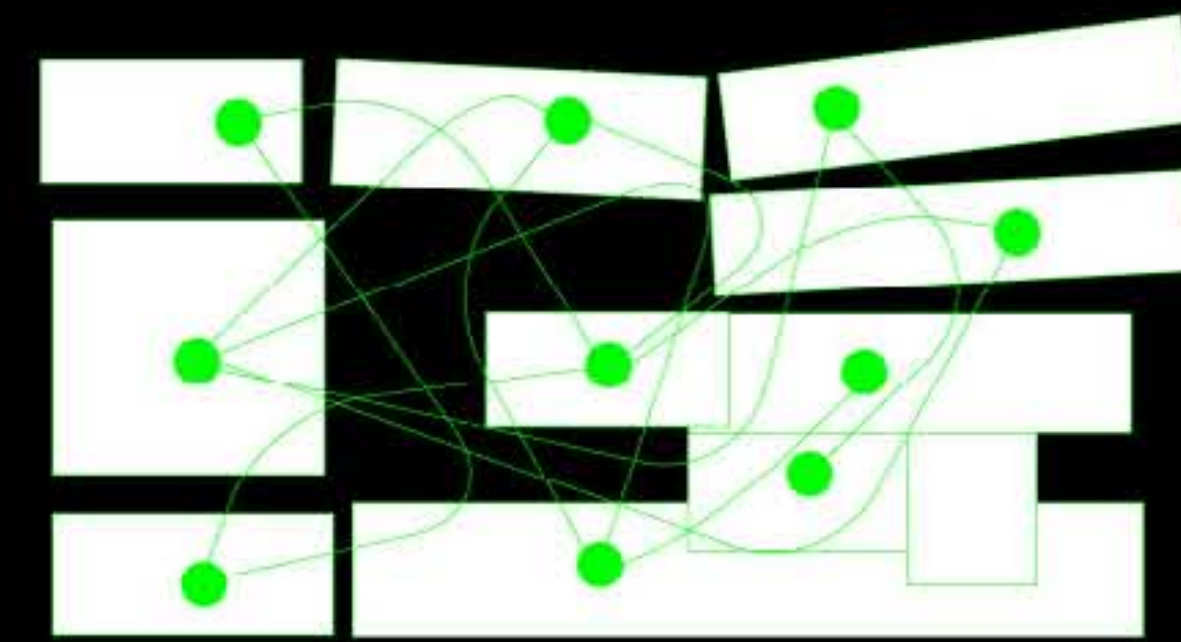
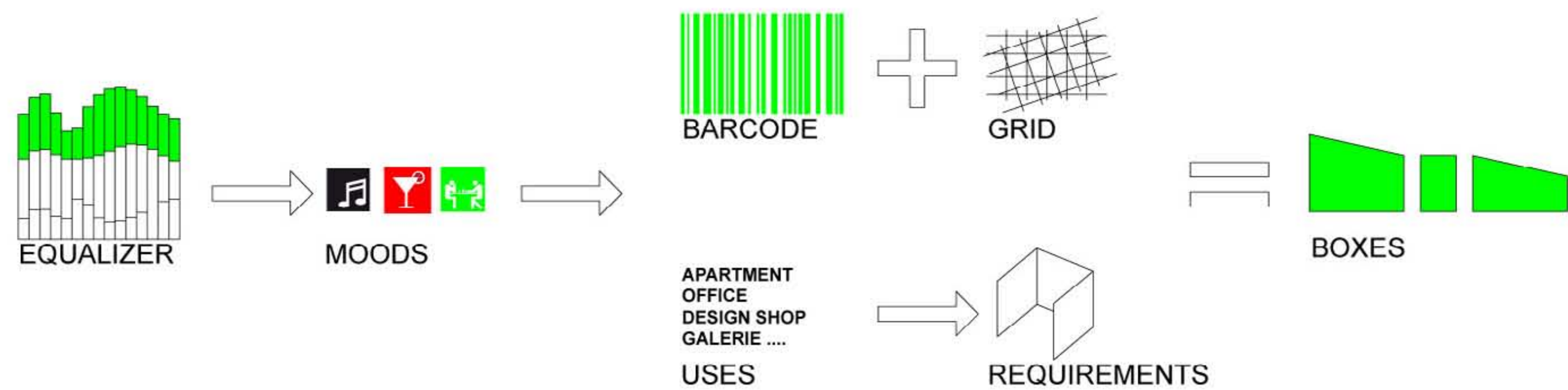


# [INCUBATOR] 2



SITEPLAN 1:5000



**Frameset**

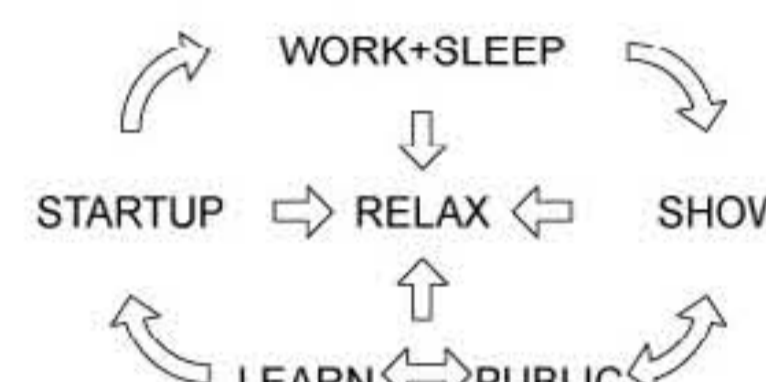
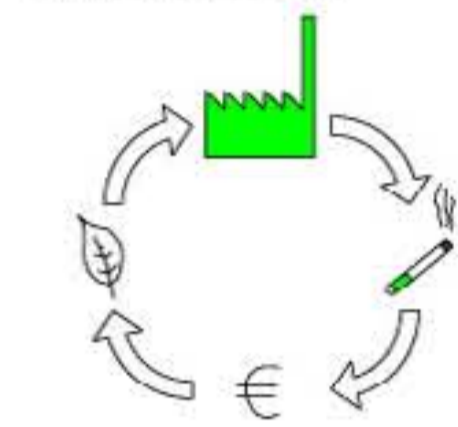
sourcecode : calculate!

construction element = if ( parameter: attraction ≤ 3 ; parameter: history = 1 ) ; result = box

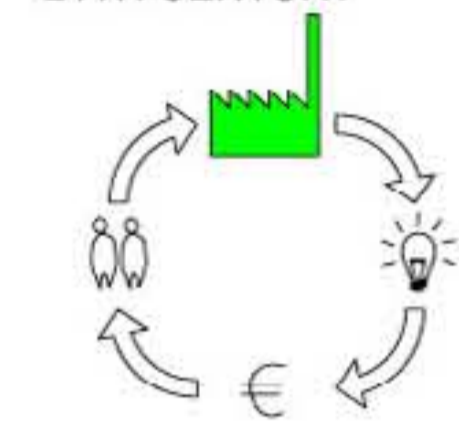
construction element = if ( parameter: attraction ≥ 3 ; parameter: history = 1 ) ; result = no box

construction element = if ( parameter: attraction ≥ 3 ; parameter: history = 0 ) ; result = hyperbox

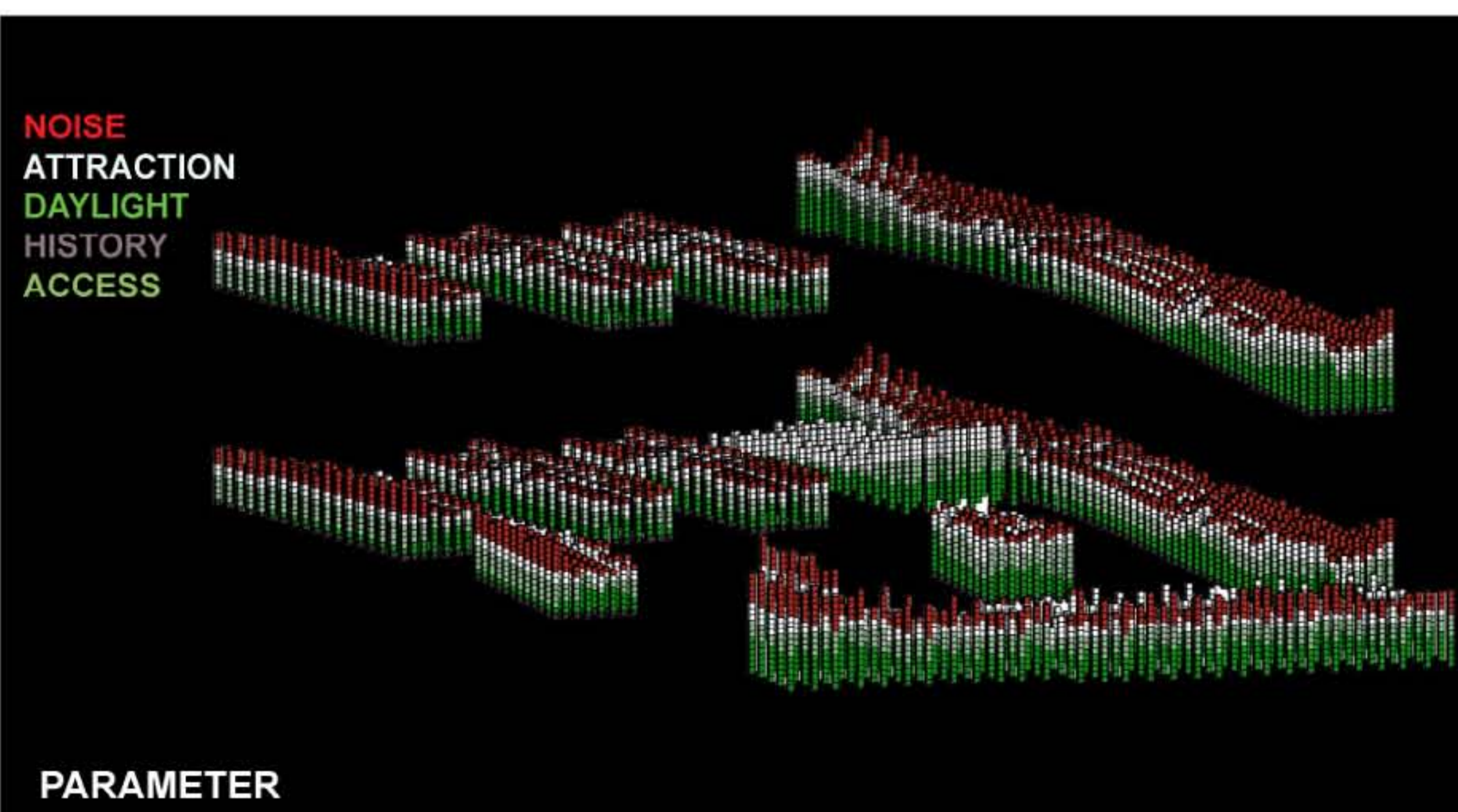
**20TH CENTURY**



**21TH CENTURY**



CULTURE + EDUCATION + WORKING + LIVING



PARAMETER



MOODS



PERSPECTIVE CUBE

**CULTURE COMMUNICATION CUBE \_ FORMER HIGH RACK BUILDING**

**SKATE PARK**  
**GREAT HALL**  
**BAR / MEET UP**

**SECTION CUBE**

**GROUND FLOOR**  
RECORD FI FA MARKET  
POETRY SLAM  
CHESS TOURNAMENT  
LECTURE  
EXHIBITION  
FASHION SHOW  
CAFE  
RESTAURANT  
BAR

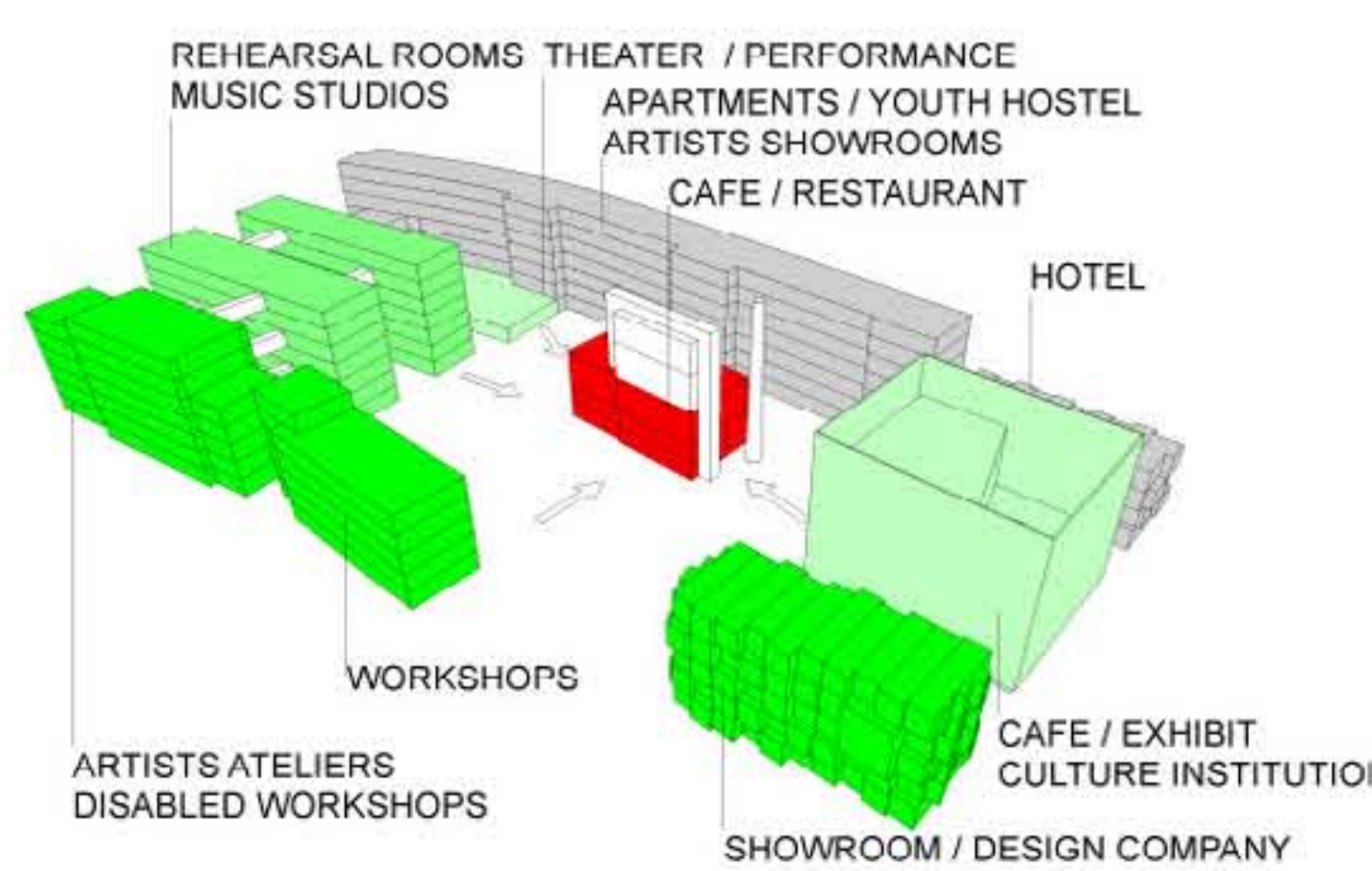
**FIRST FLOOR**  
FOYER  
GREAT HALL  
BATHROOMS  
CHECKROOM

**ROOF LEVEL**  
SKATE PARK

REHEARSAL ROOMS	SMALL ARTS	MEDIA DESIGN
CLASSROOM	DIGITAL LAB	DIGITAL ARTS
WORK + SLEEP	GALLERY	START UPS
CAFE	HIERARCHIC OFFICE	FASHION DESIGN
EDUCATION CENTER	MEETING	WEBDESIGN
YOGA	THINK TANK	FITNESS
ARCHITECTS OFFICE	GOOGLE	WORKSHOP
SPEAKERS CORNER	PHOTO STUDIO	APARTMENT
URBAN DESIGN	CO-WORKING SPACE	MAISONNETTE
ARTIST BLACKSMITH	STUDIO	MEETING
PRINT MEDIA	OFFICE	GRAPHIC DESIGN
WRITER	HEALTH BAR	ARTS & CRAFTS
CARPENTER	SELF-PROMOTER	OPEN PLAN OFFICE
ENTREPRENEURS	EVENT ORGANIZER	BAR
		PRINT MEDIA



SCENARIO ART LAB



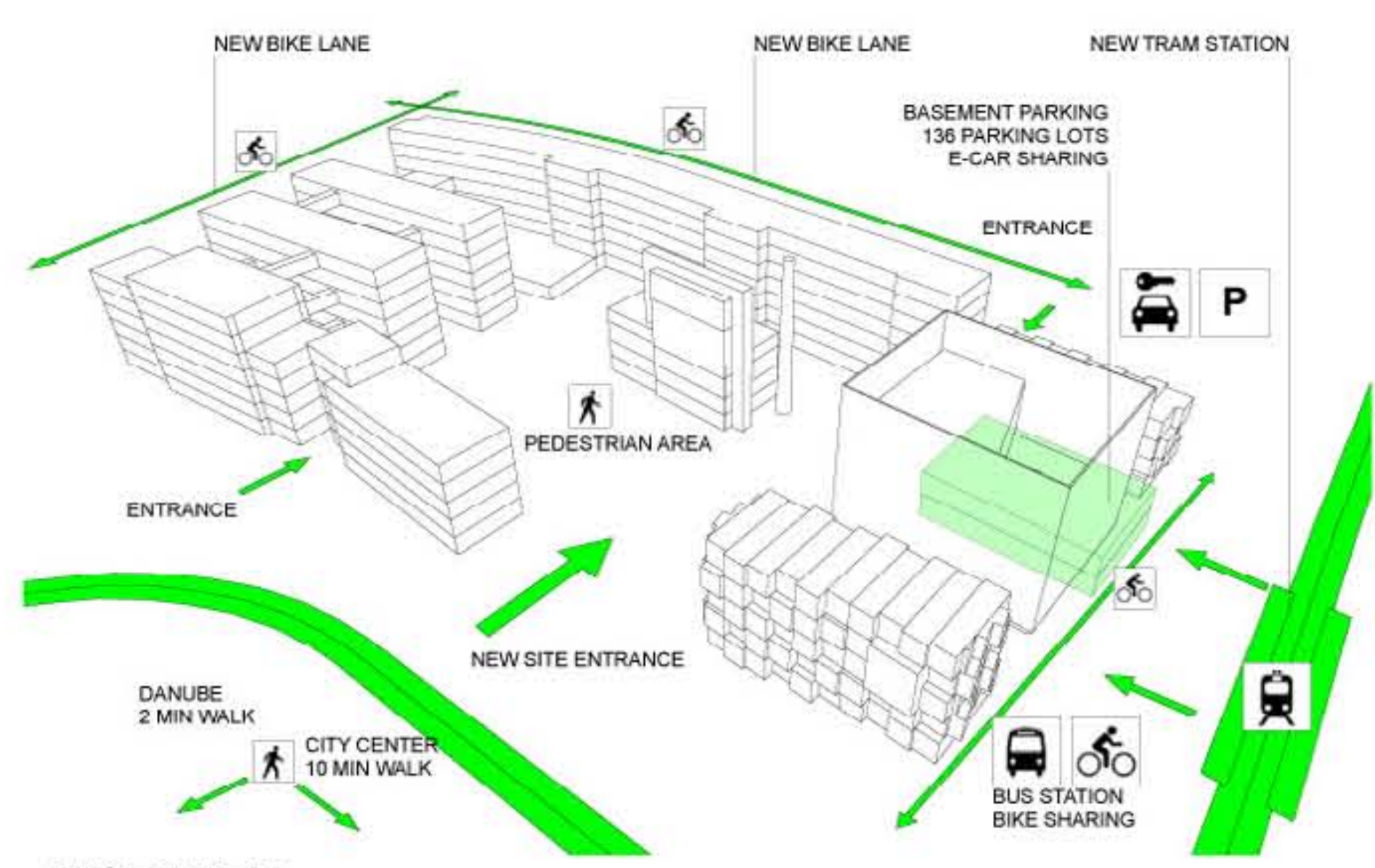
**IRINA, 35, FASHION DESIGNER**

WITH MY FASHION STUDIO IN THE OLD TOBACCO-FACORY MY DREAM CAME TRUE. NOW I CAN DO WHAT I ALWAYS WANTED TO DO. ESPECIALLY THE AMBIANCE OF THIS OLD BUILDING - THE COMBINATION OF OLD TRADITIONS AND VALUES WITH MODERN AND FUTURE-ORIENTATED STUDIO SPACE HAS AN INSPIRING EFFECT ON ME. WHEN I TOLD MY FRIENDS THAT I AM GOING TO START MY OWN BUSINESS HERE, THEY WERE DOUBTFULLY ABOUT IT, BUT NOW THEY ARE CONVINCED AND VISIT ME VERY OFTEN IN MY STUDIO. ONE HIGHLIGHT WAS THE BIG FASHION SHOW LAST MONTH WITH INTERNATIONAL ARTISTS IN THE HUGE BREAK UP HALL. IN MY OLD STUDIO SOMETHING LIKE THIS WOULD HAVE BEEN IMPOSSIBLE. BESIDE ALL THIS IT IS VERY PROFITABLE TO WORK HERE. I CONSTANTLY SELL A LOT OF MY SHIRTS TO THE VISITORS OF THE TOBACCO-FACORY AND ALL THIS EVENTS HERE ARE GOOD FOR MY MARKETING. THIS PLACE REALLY BECOMES A FUTURE-HOTSPOT. NOW I AM THINKING ABOUT LIVING HERE AS WELL. THE LAYOUT OF THE FLATS ARE PERFECT AND WOULD ALLOW ME TO WORK AND LIVE EVEN MORE FLEXIBLE THAN NOW.

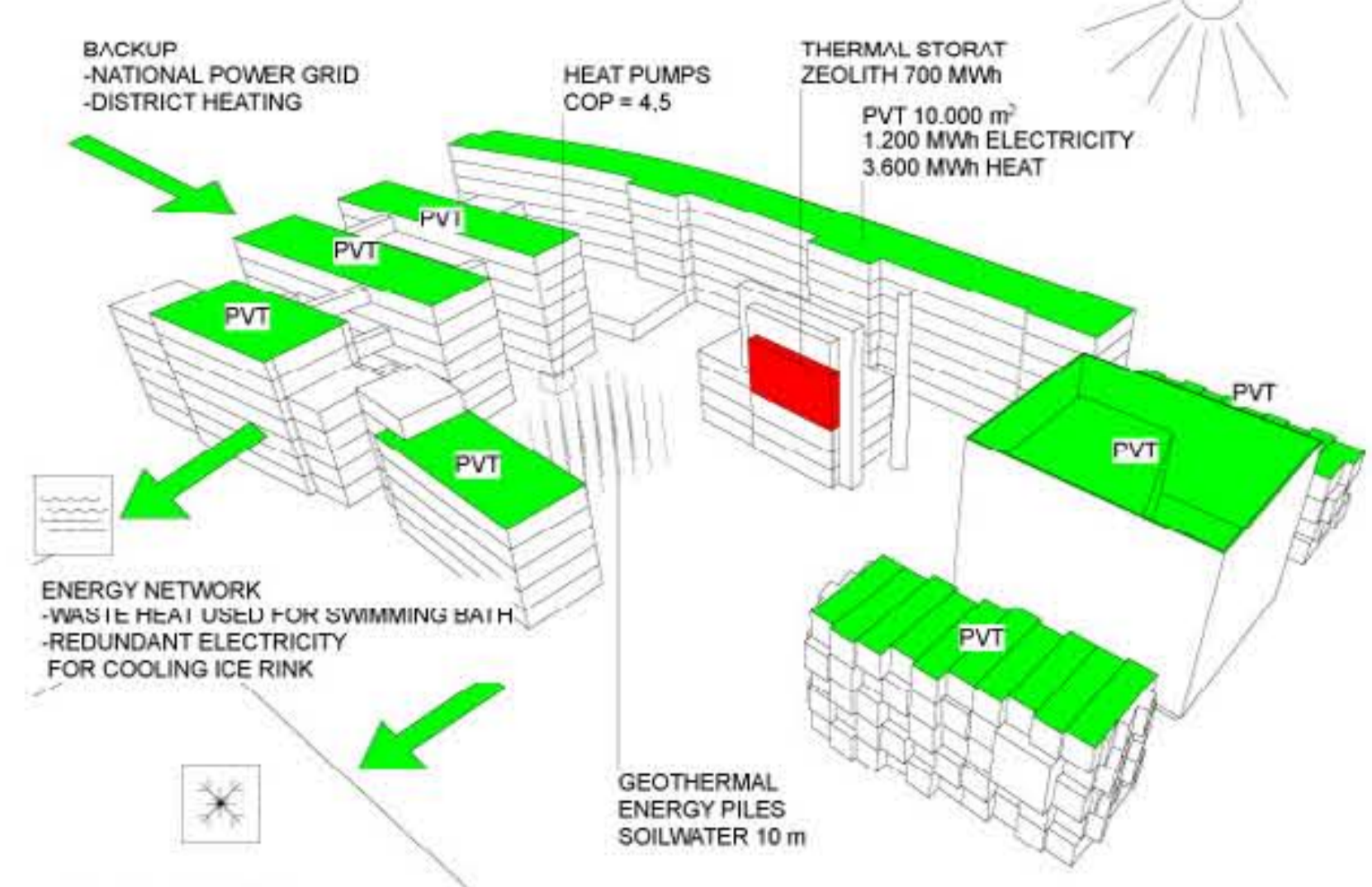


SCENARIO TECHNOLOGY

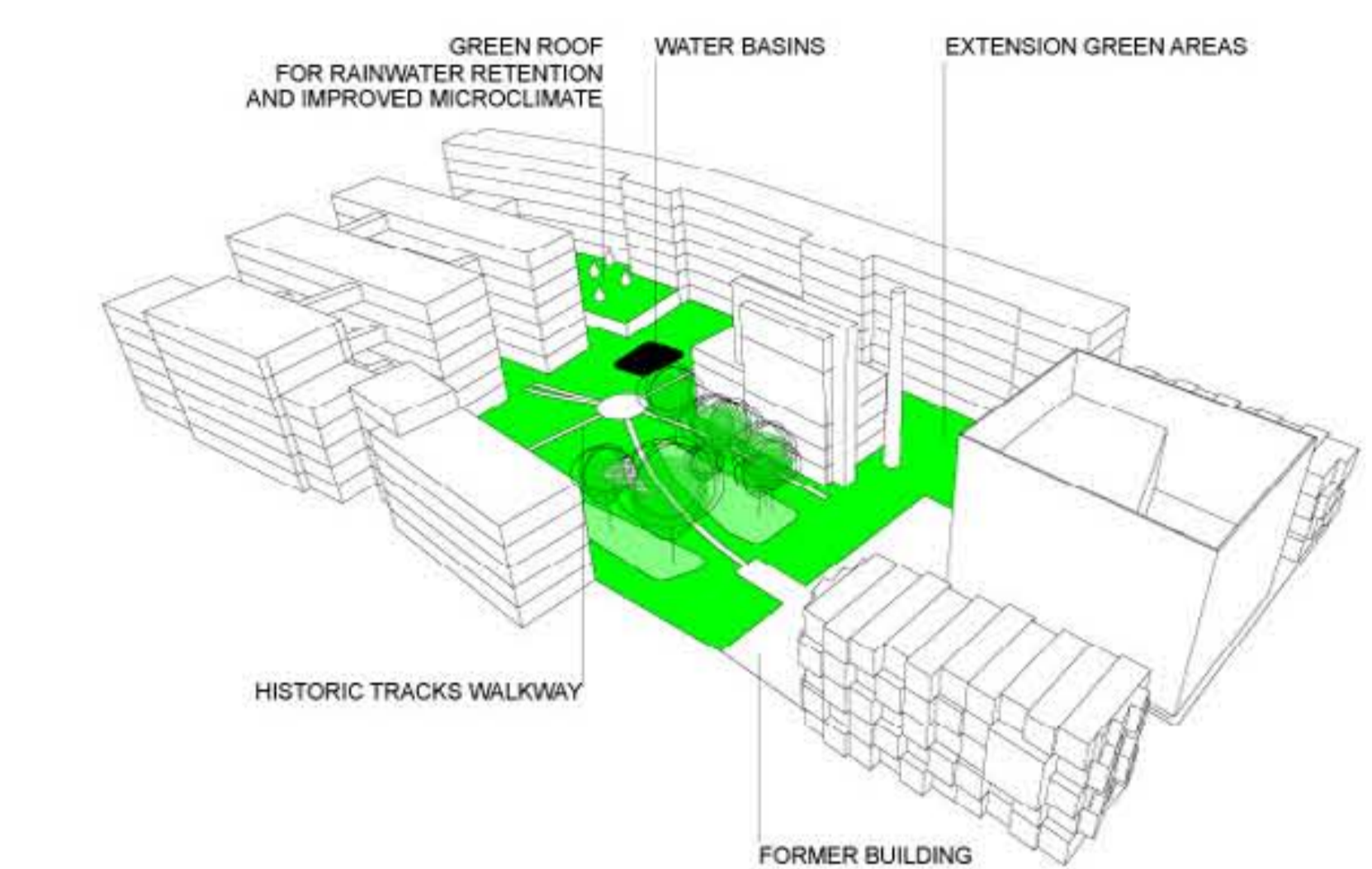




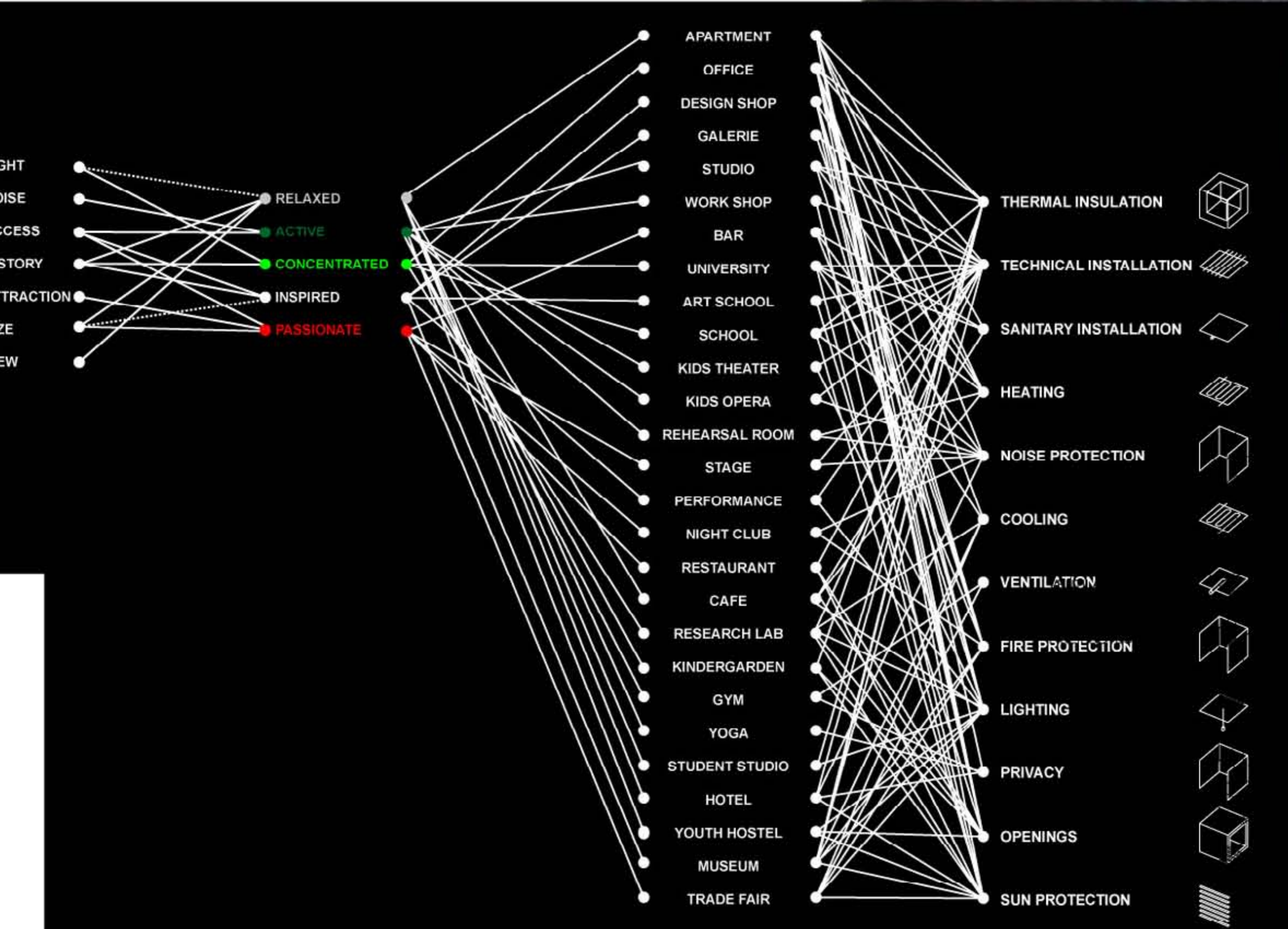
MOBILITY



ENERGY

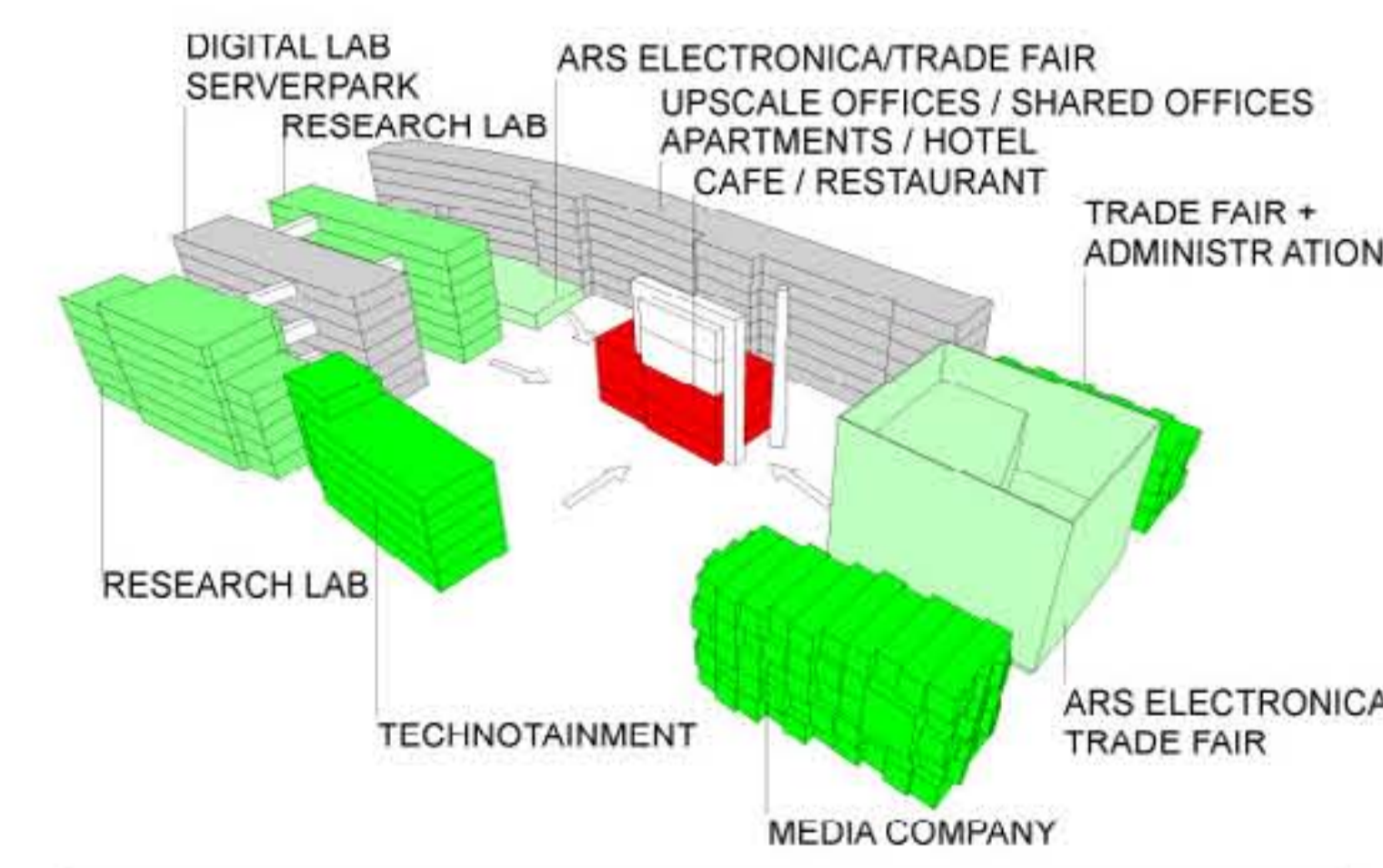
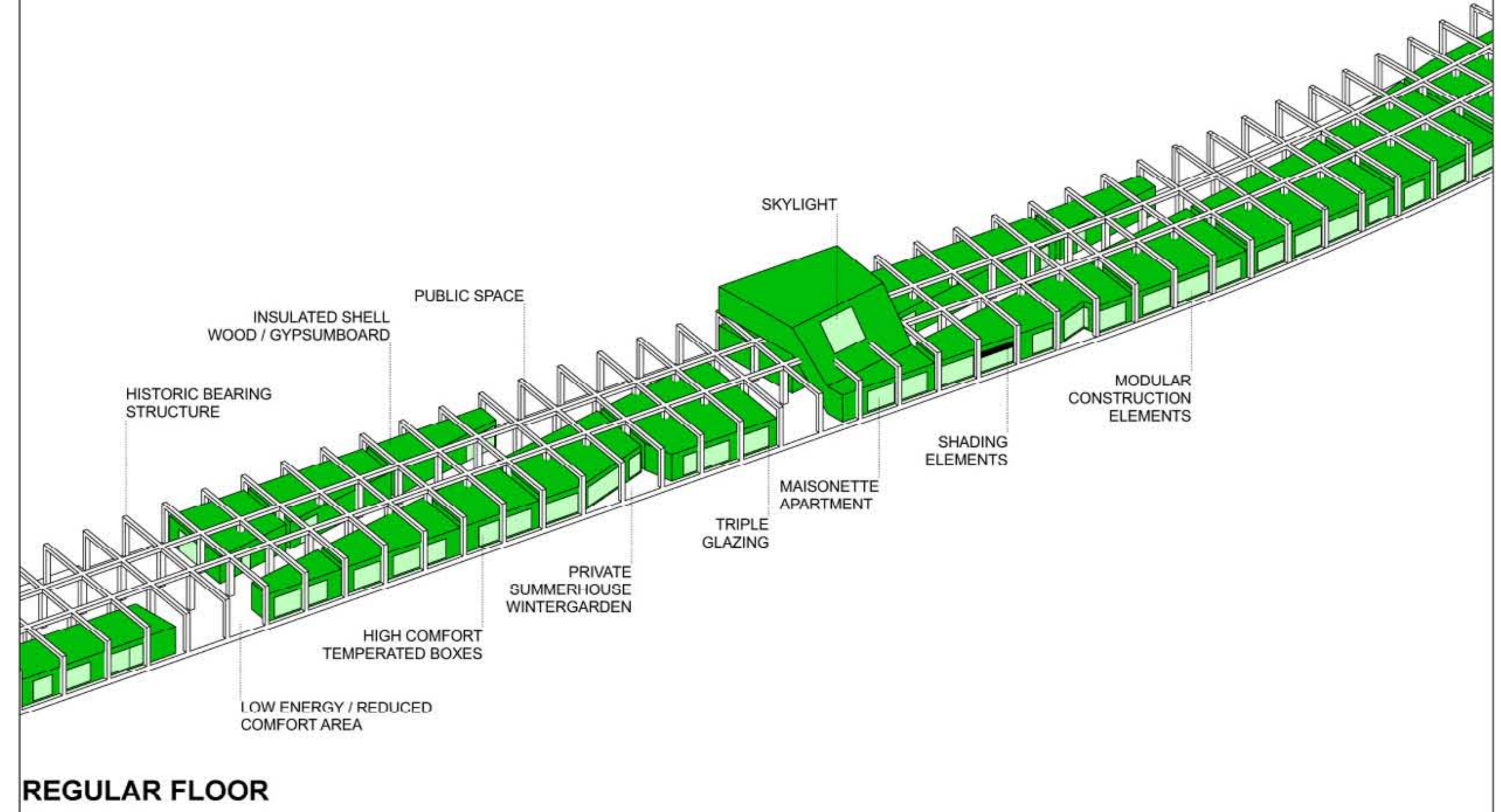
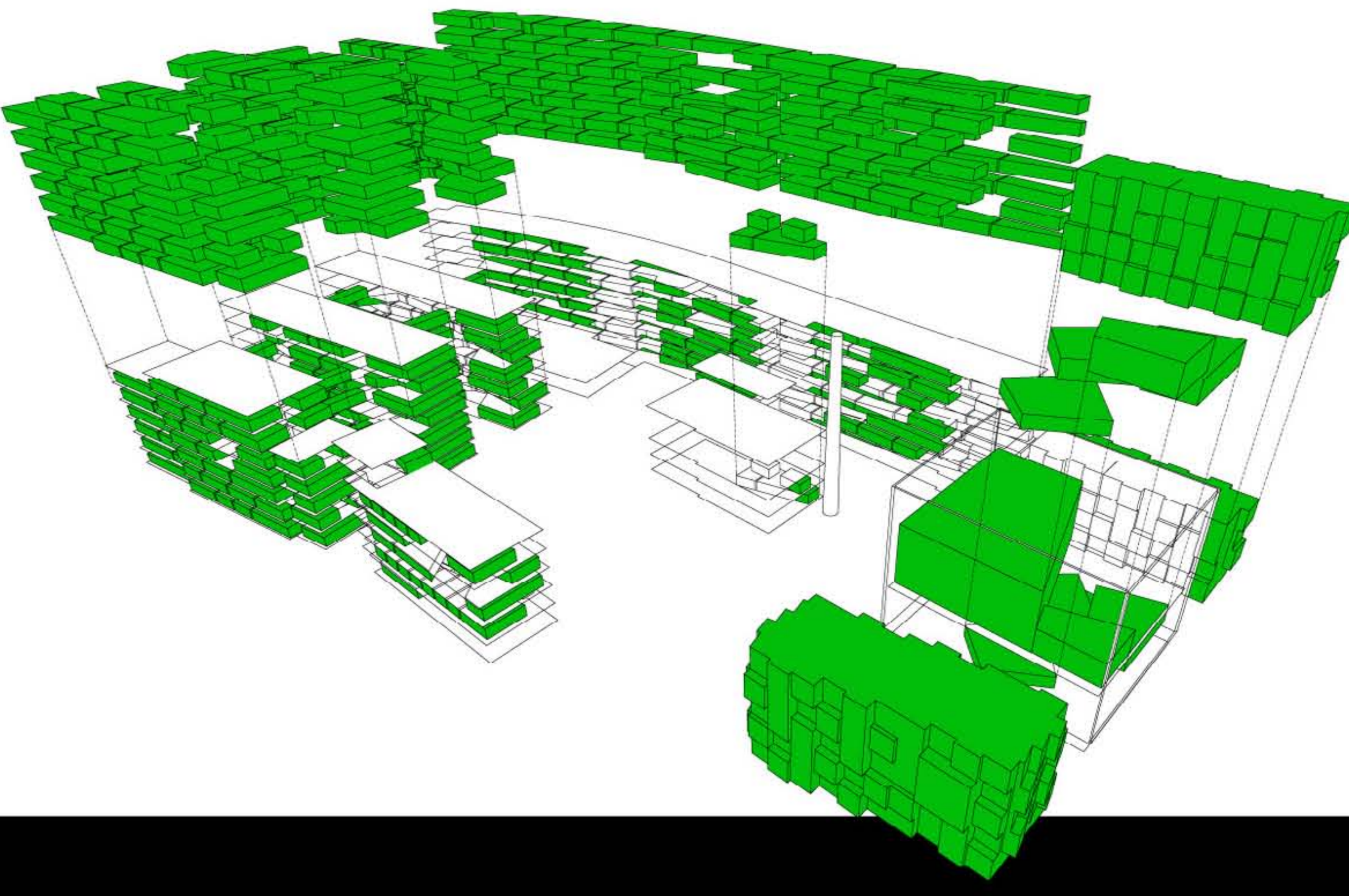


GREEN



= [BOX]

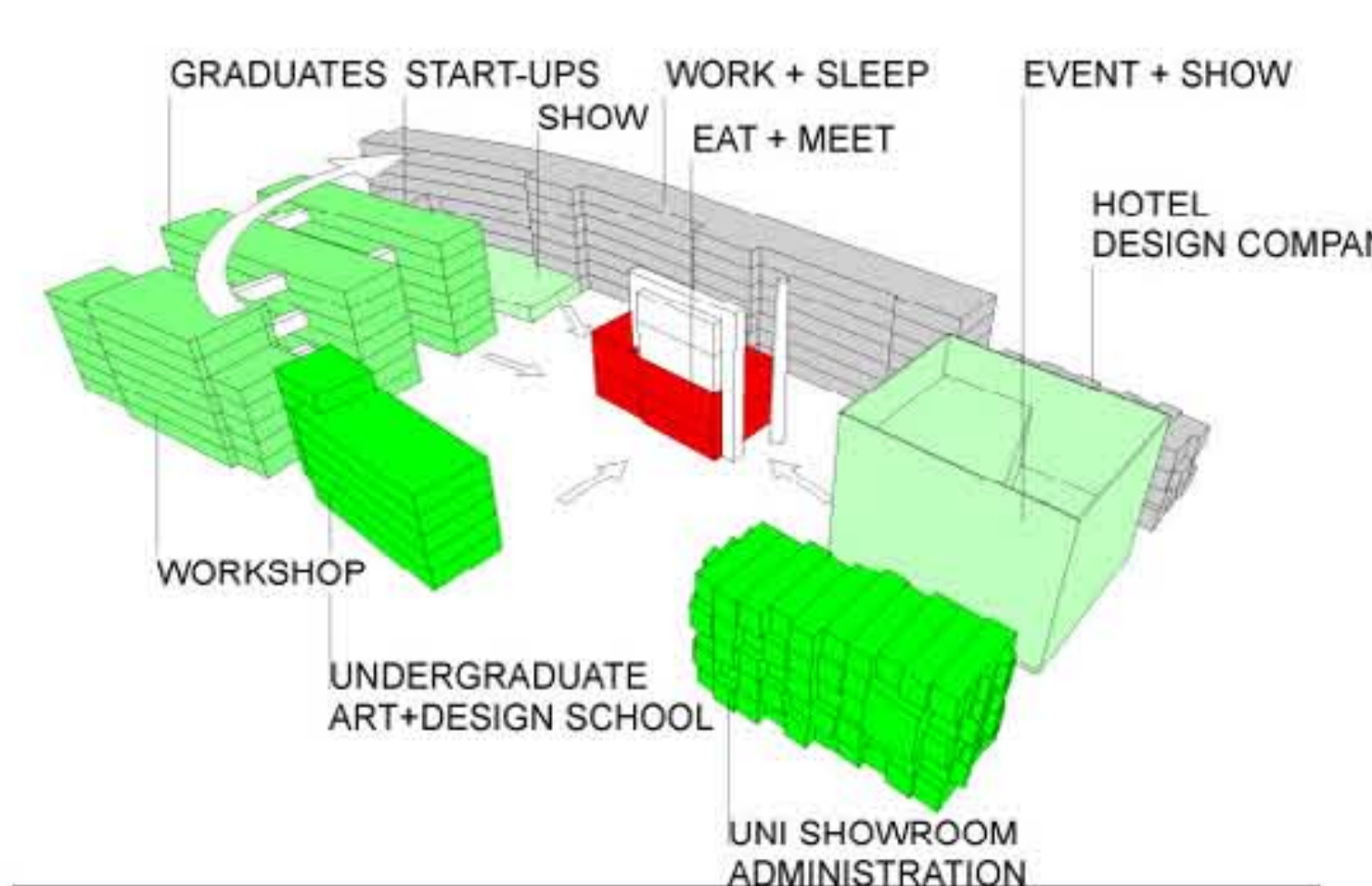
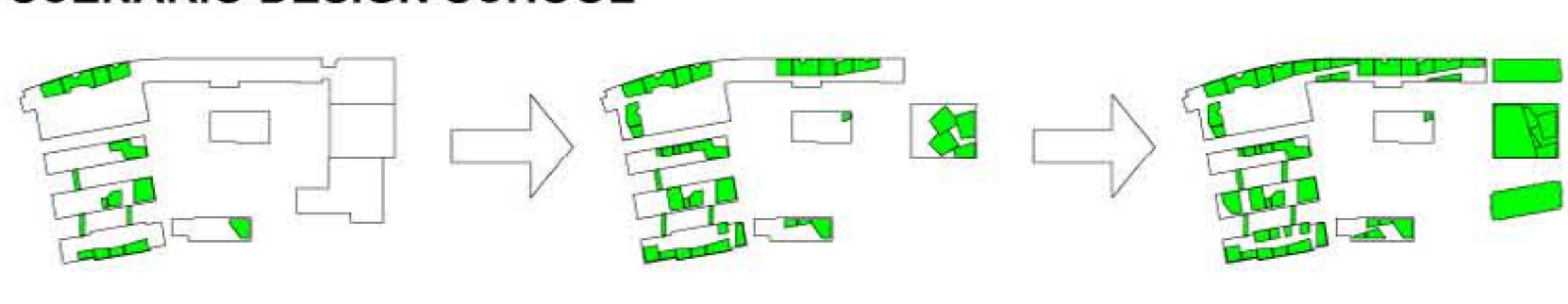
DESIGNING... BEING CREATIVE  
 WORKING... PAINTING  
 LISTENING... DESIGNING  
 READING... BEING CREATIVE  
 LISTENING... BEING CREATIVE  
 TALKING... INTERNET SURFING  
 MEETING PEOPLE  
 LISTENING TO MUSIC  
 LAUGHING... INTERNET SURFING  
 WATCHING MOVIES... LISTENING TO MUSIC  
 LISTENING TO MUSIC... DESIGNING  
 LAUGHING... COOKING  
 EATING... READING  
 THINKING... PLAYING GAMES  
 UNWINDING... LISTENING



**STEVE, 29, GRAPHIC DESIGNER**  
 NOWADAYS WORKING AND PRIVATE LIFE IS LINKED TOTALLY TOGETHER. COLLEAGUES AT WORK ARE ALSO PRIVATE FRIENDS. I AM A GRAPHIC DESIGNER RUNNING A LITTLE AGENCY IN THE HISTORIC TOBACCO FACTORY SINCE END OF LAST YEAR. THE CONDITIONS IN THE OFFICE-BOX I AM WORKING IN ARE JUST PERFECT TO PERFORM AND ALSO TO WELCOME MY CLIENTS. BECAUSE OF THE LARGE VARIETY IN THE TOBACCO FACTORY IT IS POSSIBLE TO COMBINE WORK AND LEISURE PERFECTLY. NETWORKING WITH THE OTHER DESIGNERS HERE IMPROVES MY WORKING PERSPECTIVES. CREATIVE CONVERSATIONS ADVANCE MY INNOVATIVE POTENTIAL. I FEEL MORE HEALTHY THAN BEFORE. BECAUSE I AM ABLE TO DO SPORTS IN BREAKS EASILY AND IT IS POSSIBLE TO EAT ORGANIC FOOD, TOO. IN THE EVENINGS I CAN GO TO A LOT OF ART EXHIBITIONS OR USE SOME OF THE FURTHER EDUCATION OFFERS HERE IN THE FACTORY.



SCENARIO DESIGN SCHOOL



**LOUIS, 55, ASSISTANT PROFESSOR**  
 I AM A TEACHER IN THE NEW FOUNDED DESIGN SCHOOL IN THE TOBACCO FACTORY. I WORK IN A NICE LECTURE BOX IN ONE OF THE UPPER LEVELS OF THE OLD MAGAZINE BUILDINGS. MY STUDENTS ARE ALSO FASCINATED TO WORK HERE. THIS INSPIRING HISTORIC SURROUNDINGS ARE FANTASTIC FOR CREATIVE WORK. THE GENEROUS STUDIO SPACE IS ALWAYS CROWDED WITH STUDENTS, DOING CREATIVE THINGS OR JUST RELAXING AND EXCHANGING WITH THEIR FELLOW STUDENTS AND THE GRADUATES FROM THE NEIGHBOUR BUILDING. THE GRADUATION PARTIES IN THE NEW ERRECTED CULTURE CENTRE HERE ARE ALREADY FAMOUS IN THE WHOLE CITY. IN THE LUNCHTIME I PREFER TO GO TO THE SMALL RESTAURANT IN THE UPPER LEVEL OF THE FORMER POWERPLANT. ALL MY COLLEAGUES GO THERE TOO. FROM THERE, YOU HAVE A NICE VIEW OVER THE WHOLE AREA. BY USING THE LIGHT RAILWAY WITH ITS NEW STATION NEAR THE FACTORY, I CAN DO SOMETHING FOR THE PROTECTION OF OUR ENVIRONMENT. FURTHERMORE THE NEW BOXES INSIDE THE BUILDING ARE BUILT SUSTAINABLE AND ENERGY EFFICIENT.

