

NPA Proposition

09/2021

art : architecture : work
inspiring creativity in the redefined workplace

The pandemic has radically altered where and how people work. It closed the doors to workplaces across the globe. Homeworking became the norm. As we explore ways to reopen and restructure the workplace, it is clear the needs of the business and those working within it, have changed. This presents an opportunity to reflect on how best to use that space, to entice people back, nurture their wellbeing and support their mental health.

Successfully creating a safe environment (physical and mental), and enabling staff interaction and engagement, are likely to be the measures for how well employers reintroduce colleagues to their place of work.

newplatform.art's collaborative project aims to bring early career artists into commercial space. Introducing creativity within the workplace through exposure to artists and their creative practice creates a conversation, a palpable ambience and a sense of community. It is also a way to provide opportunity and support to early career artists at a crucial moment, by providing space to work, and new audiences alongside np.a's programme of professional development. All this can create an important sense of wellbeing and inclusion for everyone in the building. It also creates a rare opportunity for dialogue between the commercial and the creative worlds. Both have much to learn from each other.

newplatform.art, a not-for-profit with a decade of experience supporting early career artists through the display of their work in corporate spaces, has partnered with architects Assemble and BC in Brussels, to introduce creativity into the workplace, and reinvigorate city centres.



ARCHITECTS & STUDIES
MATERIALS

ASSEMBLE

The Project

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- Reconfigure existing space to enable artists, through residencies, to make and create, articulate their ideas and inspire all those using the building
- Augment social capital through the introduction of creative capital
- Provide a skills exchange where artists impart creative learning (through classes and interactive sessions) in return for understanding core business skills from the businesses they cohabit with
- Support those early career artists by enabling them to participate in newplatform.art's Professional Development Programme
- Give staff a reason to come into the office, as a cultural and creative destination
- Represent real value, providing tangible improvements to wellbeing and an efficient use of space, all coordinated by an experienced not-for-profit organisation, collaborating with leading architects and designers.

The pandemic has ironically provided a rare opportunity to improve the working environment. This project offers a new, bold way to redefine the workplace to benefit business, its employees and an aspiring generation of artists.



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Who are we?

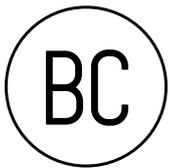
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newplatform.art is a not-for-profit organisation supporting early career artists through paid-for display and a professional development programme. It enables businesses to create a sustainable future for the next generation of artists.

ASSEMBLE

Assemble is a multi-disciplinary collective working across architecture, design and art. Founded in 2010 to undertake a single self-built project, Assemble has since delivered a diverse and award-winning body of work, whilst retaining a democratic and co-operative working method that enables built, social and research-based work at a variety of scales, both making things and making things happen.



ARCHITECTS & STUDIES
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BC architects, studies and materials. BC stands for Brussels Cooperation and points to how BC grew - embedded within place and people. Started in 2012 as a hybrid office, BC is manoeuvring the boundaries of architecture in a doers manner.

With 3 different legal entities, the team engages in a variety of experimental projects through which it designs bioregional and circular architecture, researches educational and construction processes and produces new building materials using local waste streams such as excavated earth.

More on: <https://www.bc-as.org/>

Contact:



hello@newplatform.art



newplatformart