



Washington Post: Rethinking the Modern Newsroom

WASHINGTON, DC | CATEGORY: INTERIOR ARCHITECTURE

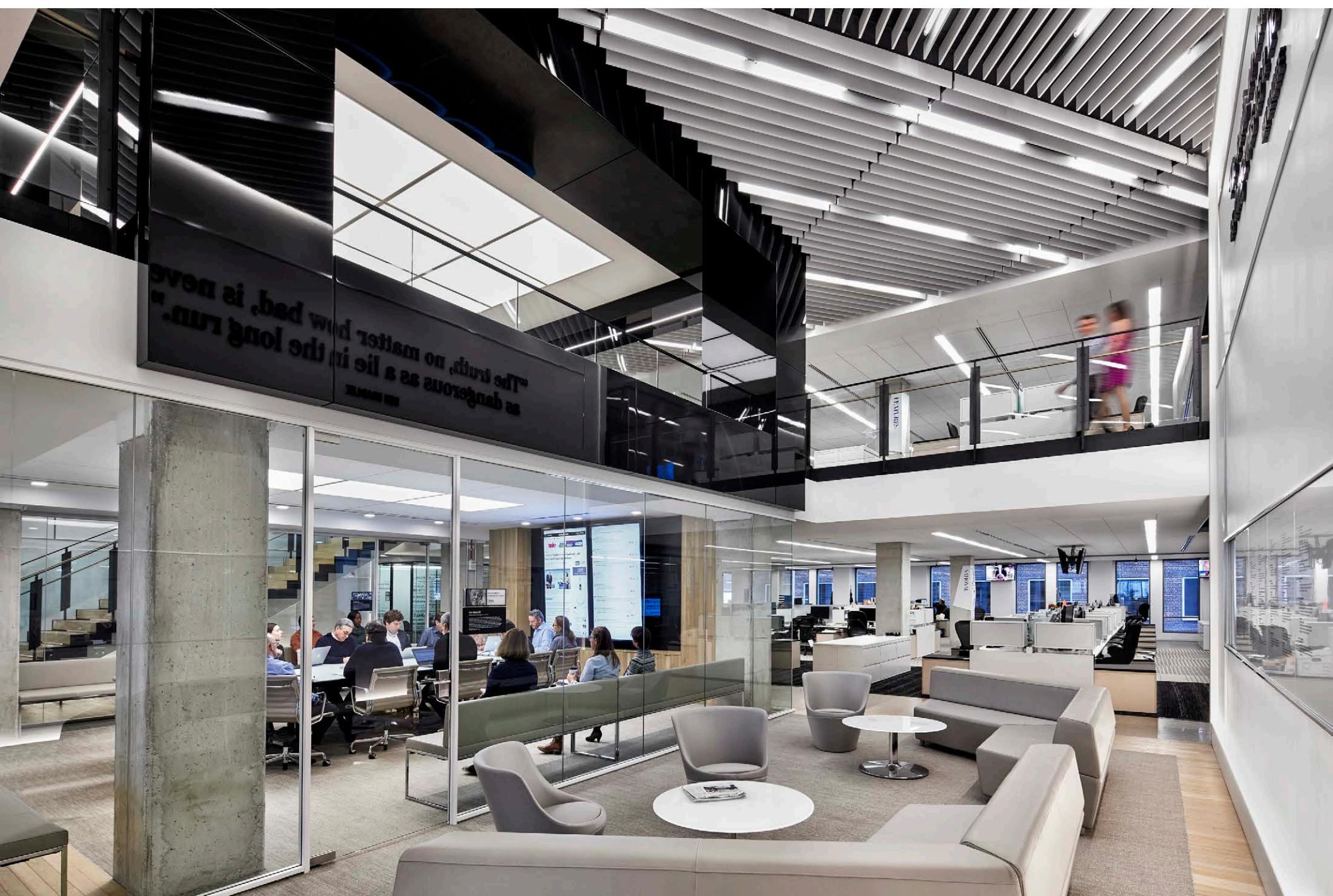
An open, energized, and wired space helps a venerated newspaper reinvent itself as a media and technology company.

The Washington Post's new home is a 92 percent open plan, thereby allowing reporters, engineers, social media specialists, and videographers to intermingle in a truly converged newsroom. In this converged environment, the news hub serves as the center of information. This centrally located, double-height space features a ribbon of monitors displaying the Post's real-time website analytics as well as news channels, news websites, and social media portals. The setup allows the Post to fine tune its content and distribution instantly.

Off the news hub sits the Ben Bradlee Story Conference Center, where the Post's editors gather twice daily to discuss news content. Increasingly, such content includes video. Hence the newsroom's offering of a traditional broadcast-video studio and three live shot settings that capture the newsroom's full length and branding elements, including the Post's iconic nameplate.

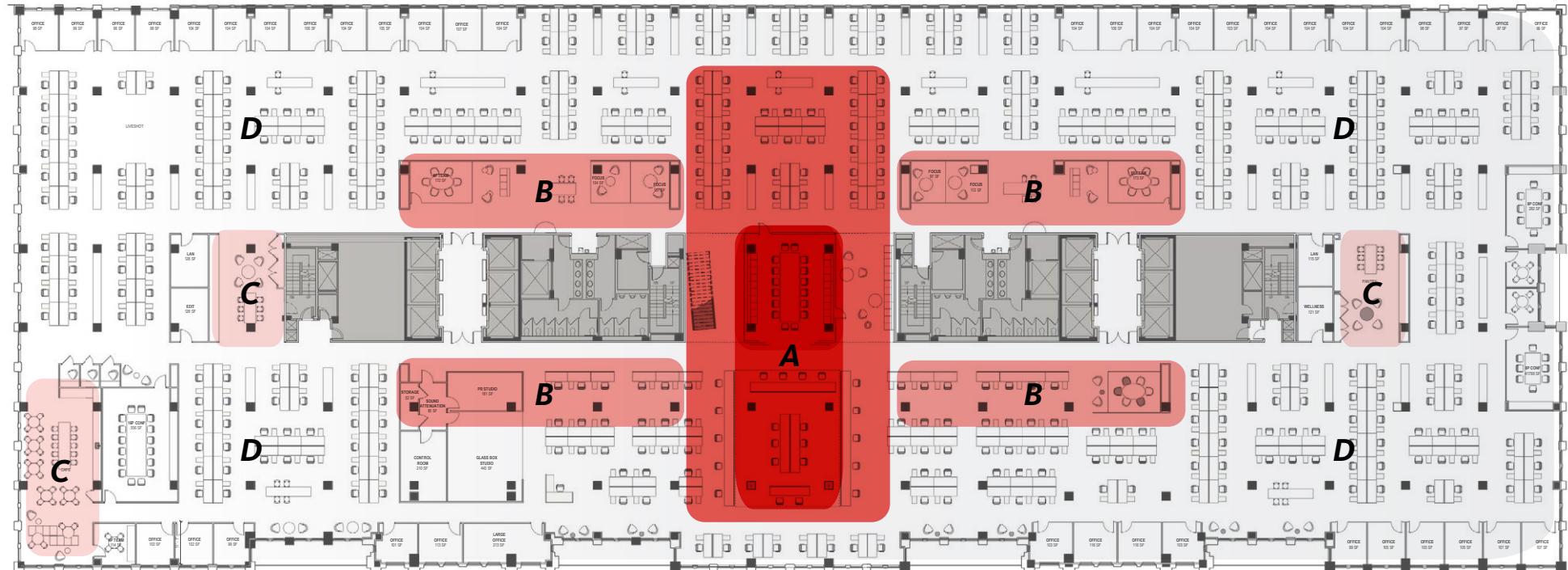
“At the heart of this project was the idea of helping a legendary newspaper company evolve into a media and technology enterprise. We did not take that lightly.”

-Design Director



The Ben Bradlee Story Conference Center

Newsroom: An Open, Energized, and Wired Workspace

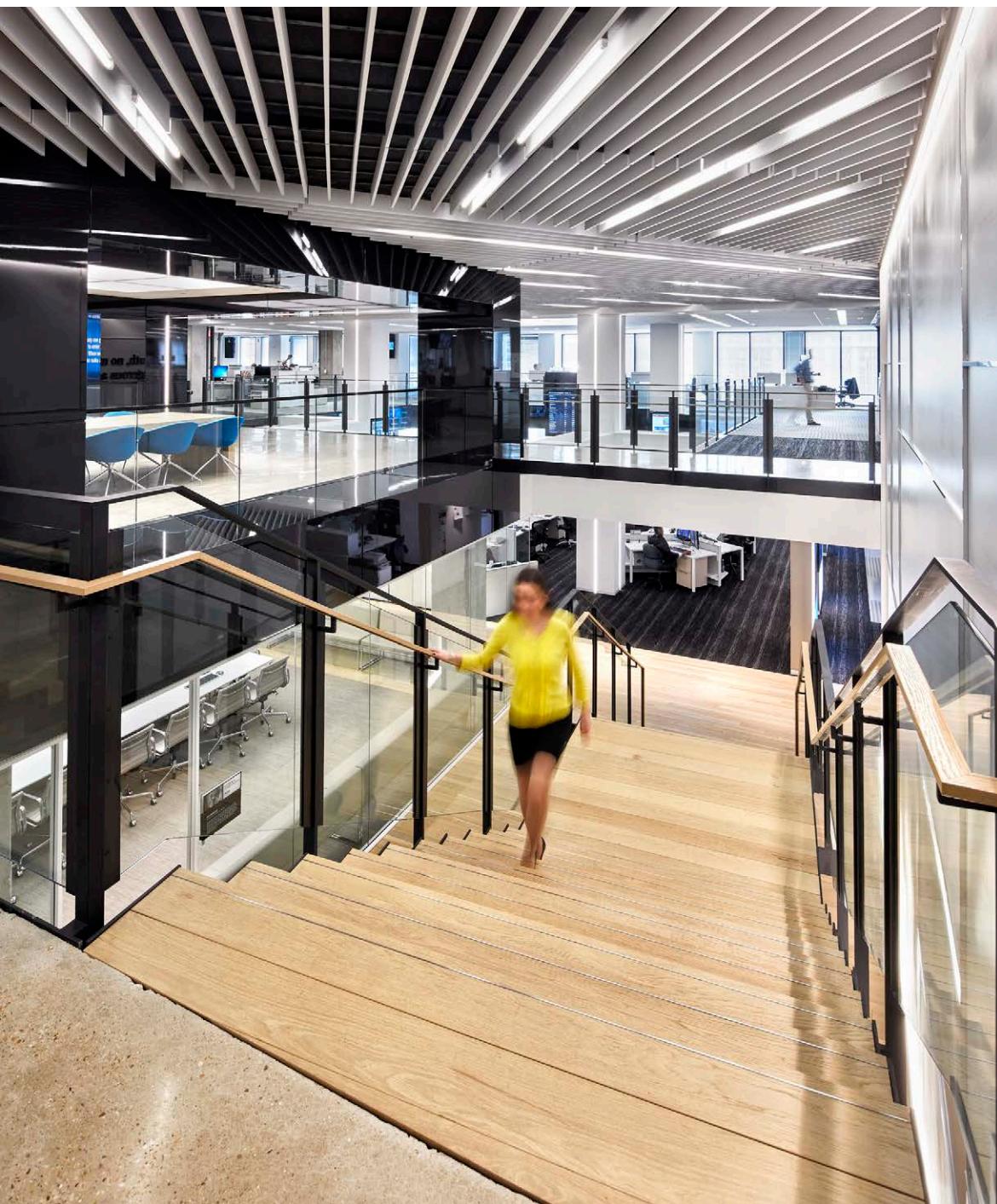


A HIGH ENERGY “The Buzz”

B ACTIVITY ZONE - Meeting

C ACTIVITY ZONE - Copy and Pantry

D FOCUS ZONE - Work

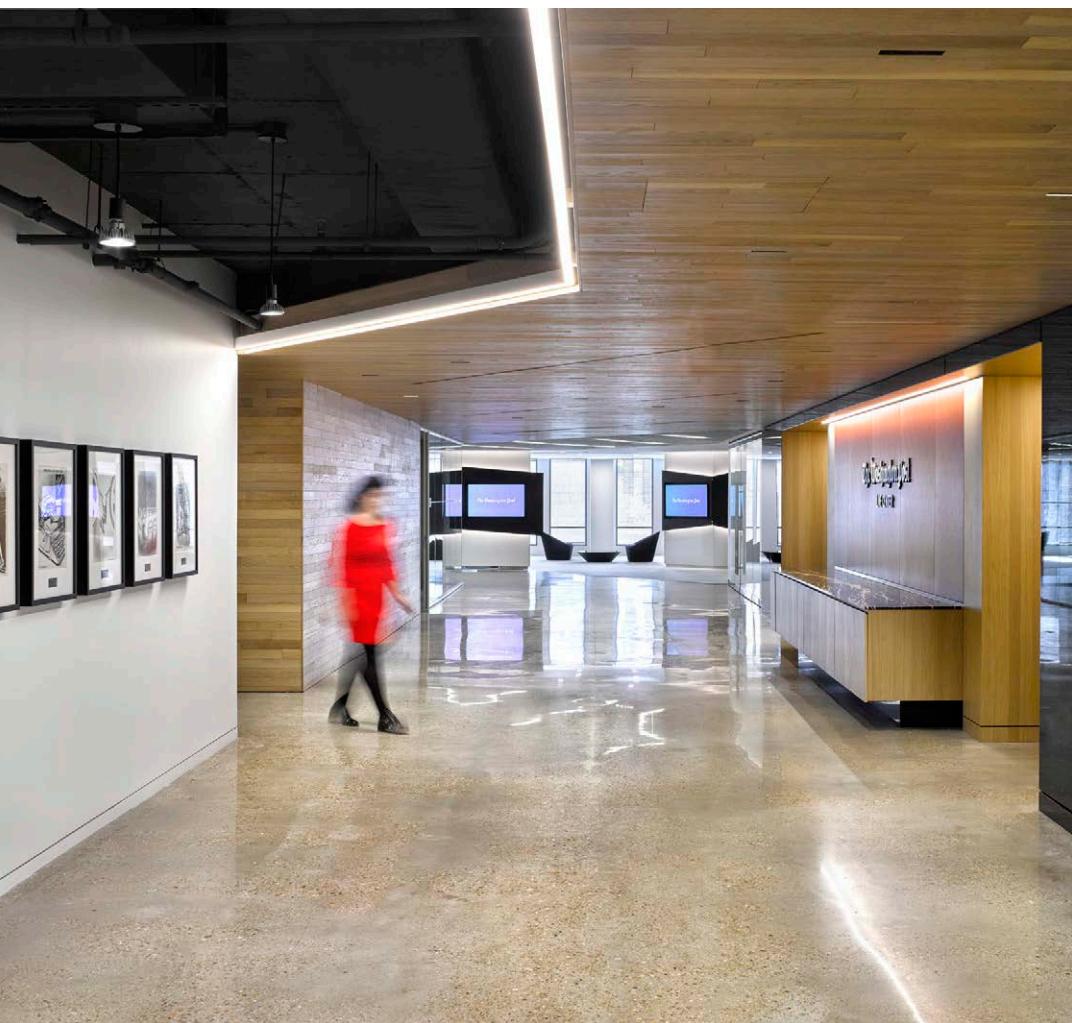


Above: Newsroom Connection Detail
Left: News Room Connection

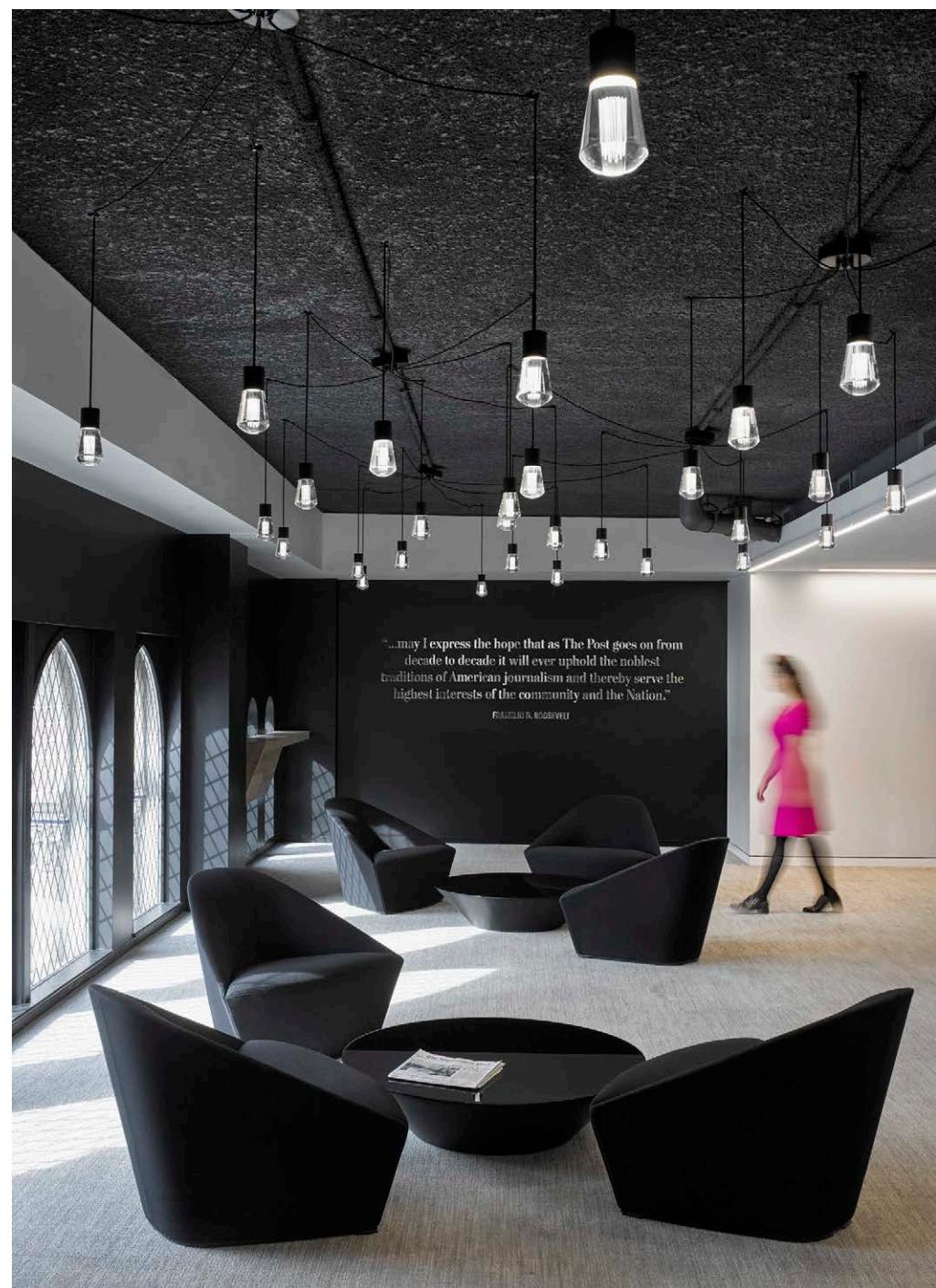


Signage from the Post's Former Office

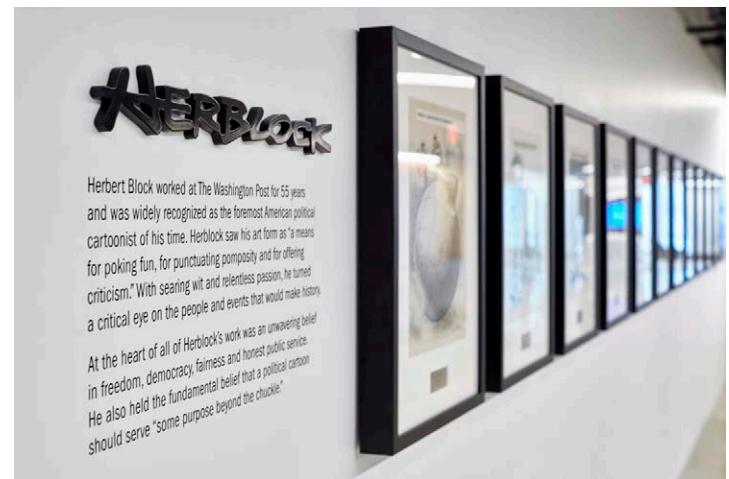
...may I express the hope that as The Post goes on from decade to decade it will ever uphold the noblest traditions of American journalism and thereby serve the highest interests of the community and the Nation.



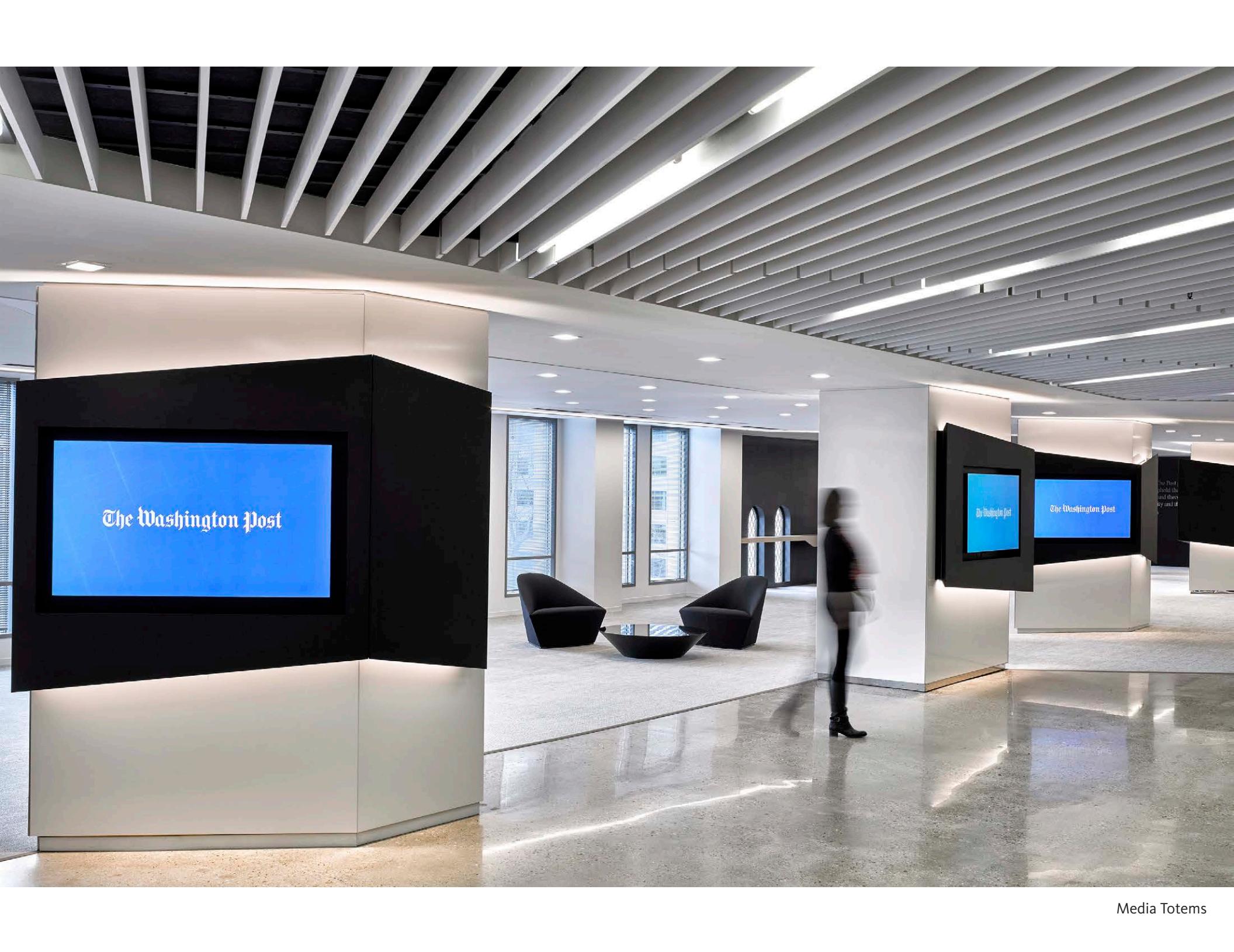
Washington Post Live and Legendary Art



Franklin Roosevelt Breakout

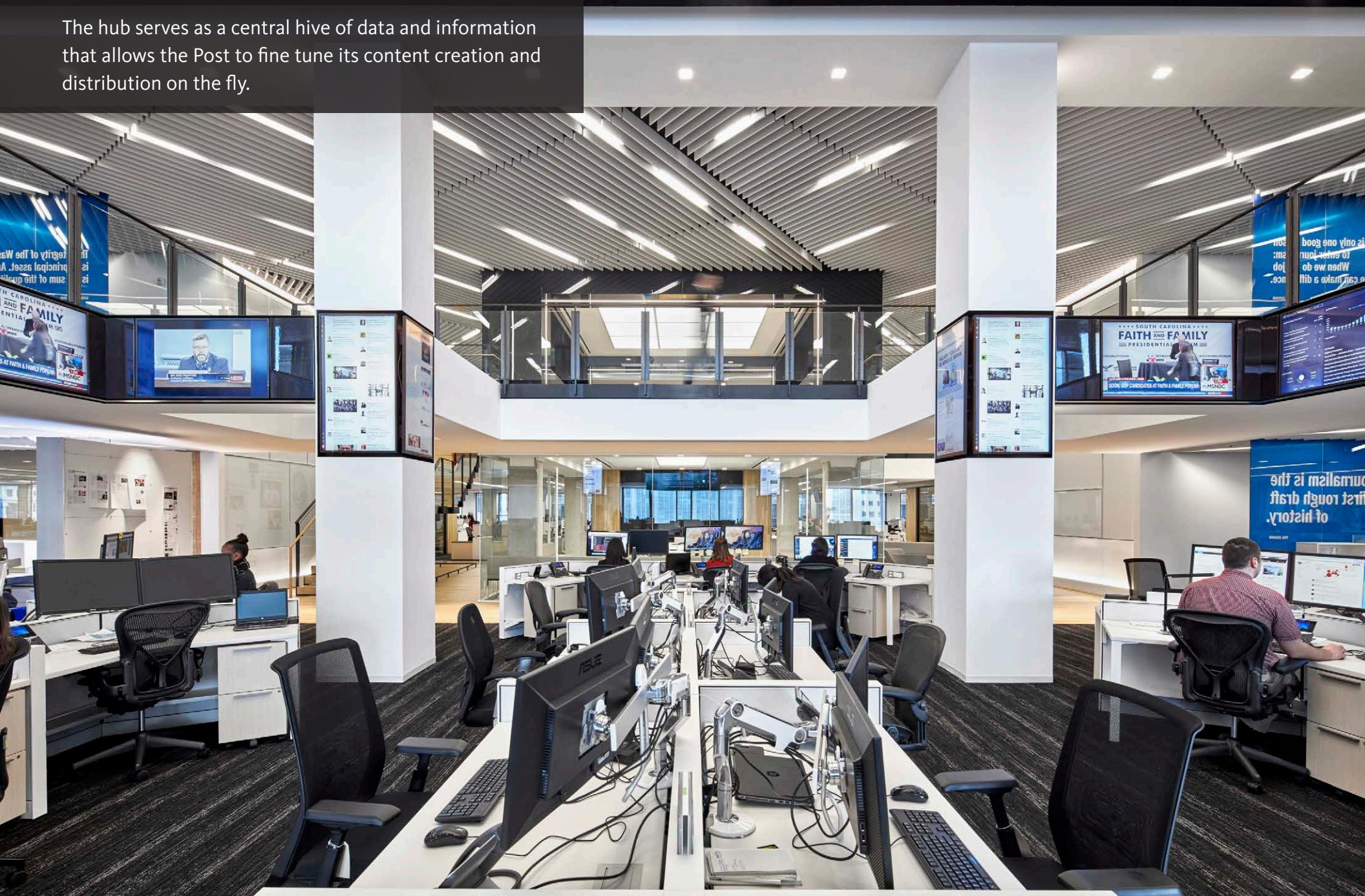


Above: Legendary Art Detail
Left: Wall of Legendary Art



Media Totems

The hub serves as a central hive of data and information that allows the Post to fine tune its content creation and distribution on the fly.



News Hub

A key design driver was creating a newsroom to reflect the interdisciplinary convergence of the work of journalists today: writers and editors next to videographers, photo editors, designers, social media writers, and technology engineers.

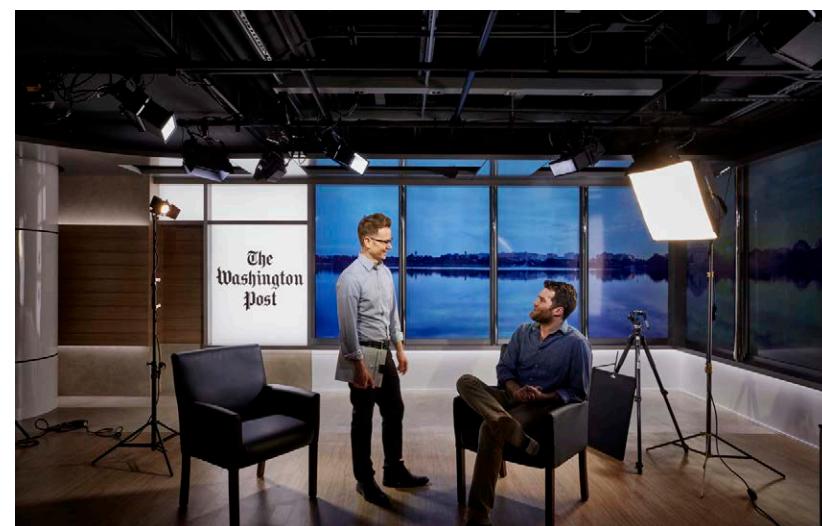


Live Shot



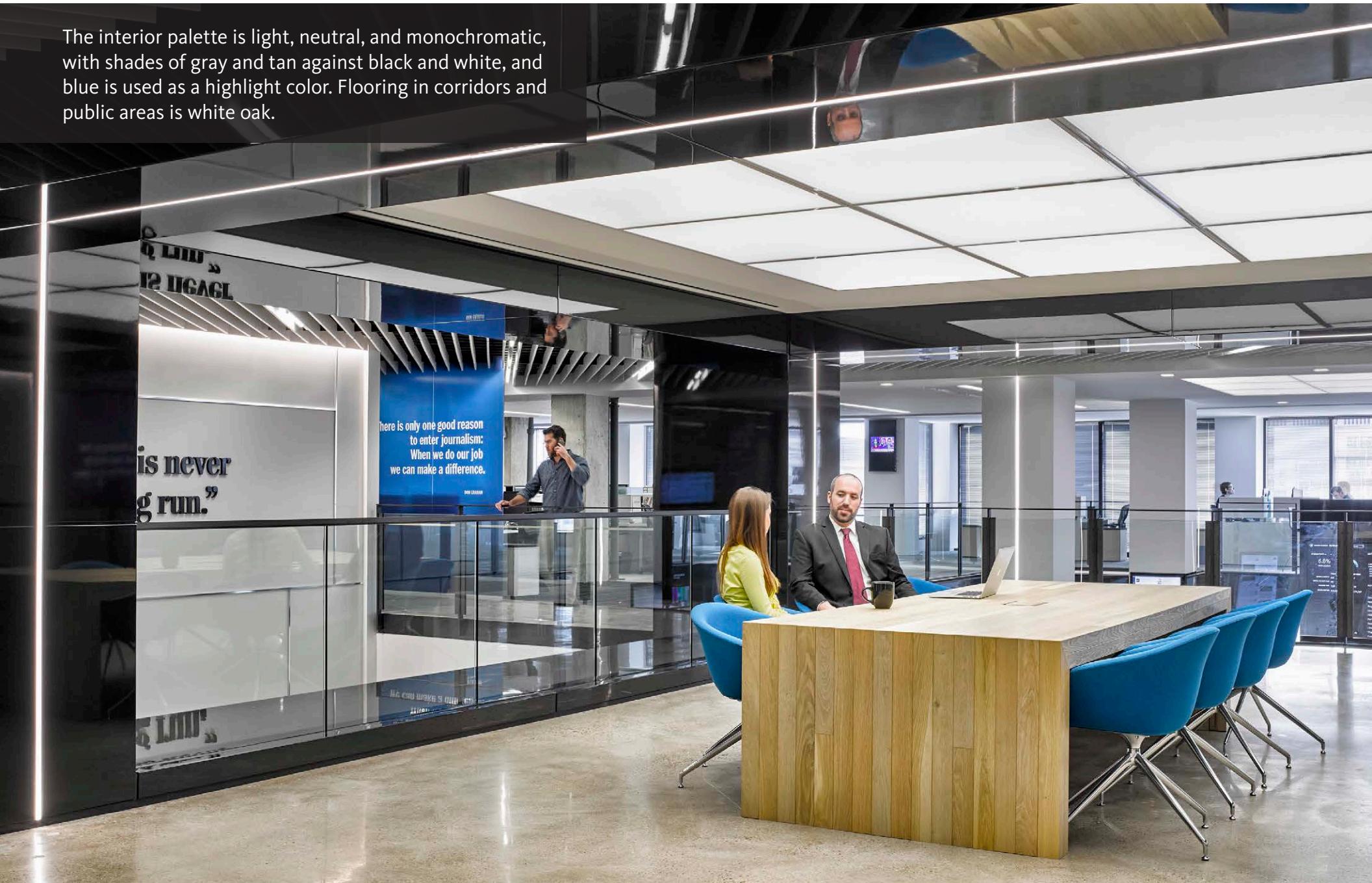
“The truth, no matter how bad, is never as dangerous as a lie in the long run.”

BEN BRADLEE



Top: Recording Studio Bottom: Filming Studio

The interior palette is light, neutral, and monochromatic, with shades of gray and tan against black and white, and blue is used as a highlight color. Flooring in corridors and public areas is white oak.

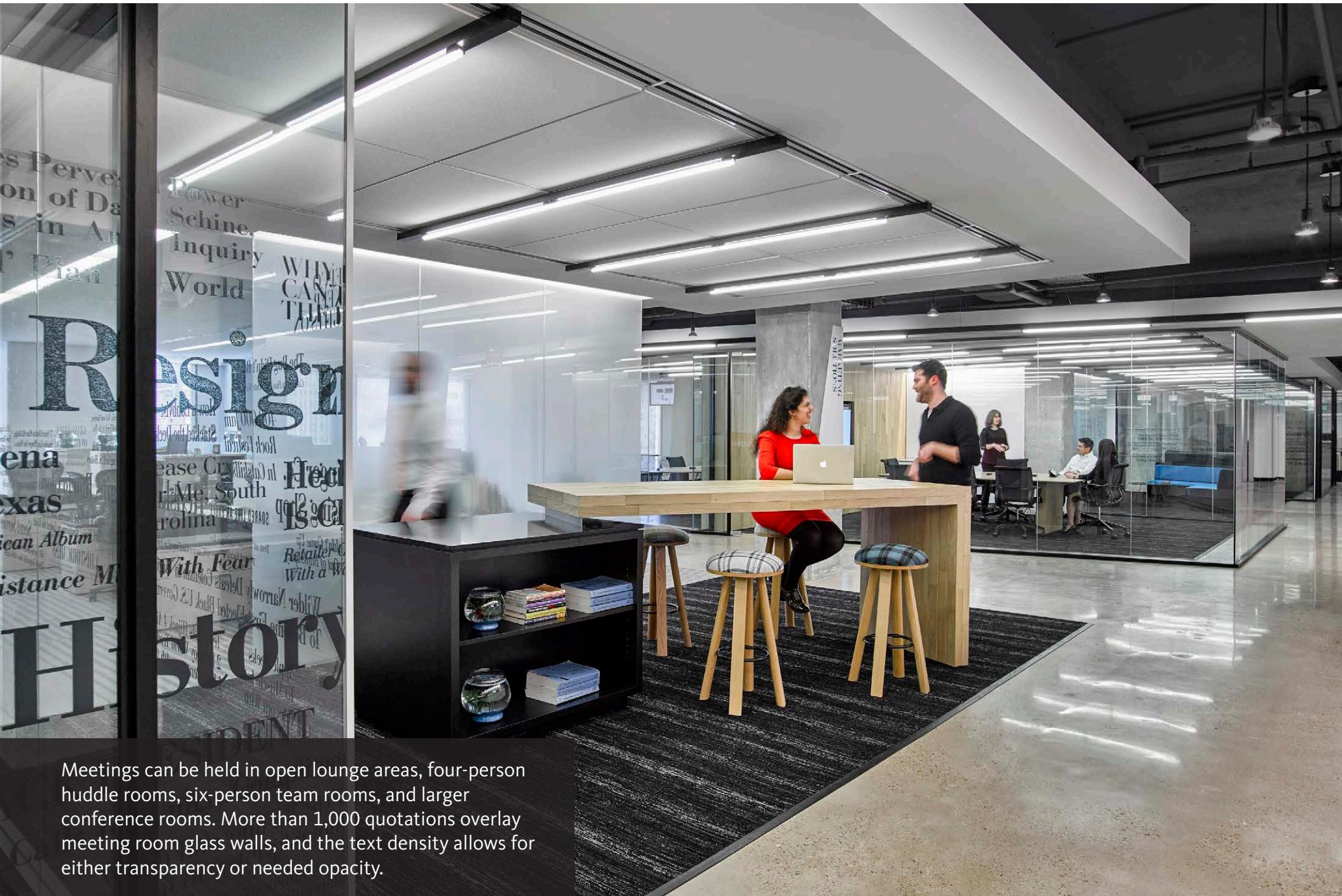


There is only one good reason
to enter journalism:
When we do our job
we can make a difference.

DON GRAHAM



Newsroom and Environmental Graphics



Meetings can be held in open lounge areas, four-person huddle rooms, six-person team rooms, and larger conference rooms. More than 1,000 quotations overlay meeting room glass walls, and the text density allows for either transparency or needed opacity.

Informal Touch Down