

# 5M PROJECT LOOK & FEEL

## THE 5M STORY

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### PLATFORM STATEMENT

Creativity rules.

### THE CONTEXT

Breakthroughs in innovation and creativity don't come from silos anymore. The world's become too specialized for any one of us to define individually or through individual disciplines. Creativity and innovation now comes from intersecting with people outside one's organization and with other disciplines. This leap forward in collaborative creativity has value not only for companies and groups internally, but for individuals outside of big corporations, as well as cities and communities at large. This shift in how we work has clear and direct repercussions on where we work. Inherently human needs for community and place cause us to seek a neighborhood that gives us diverse, deep and spontaneous interactions; the ones that lead to ideas and thoughts we didn't even know we were looking for. The ones that make us inspired, surprised, and connected. Unfortunately, real estate has not yet responded to this new mode of working and communicating with new workplace models of its own. THE OPPORTUNITY 100 thousand square feet of underutilized office space in downtown San Francisco, with all the elements – density, transportation, arts and culture – to support a paradigm-shifting integration of place and disciplines as a tool for creativity and innovation.

### THE STORY

The 5M Project is the intuitive design response to the way people work, live, create, and engage today – and a counterintuitive departure from the traditional top-down dictates of urban development towards human-centered design. Changing up the script of “build it and they will come,” 5M embarks on an exploratory journey that uses crowd-sourced, participatory principles in an organic and iterative new approach to place-making. We're letting the way we want to live, work and create dictate our environment. With a blank urban canvas and a wealth of talented, true-believer partners running point, the 5M Project puts forward a startling new vision: “Let us inhabit it, and we will show the way to build.” At 5M's core – and the stars of the show – is an extraordinarily diverse collection of companies, organizations, and surrounding communities, given the tools and support they need to make the most of their ideas. Afforded the interactivity of the web in a physical space, 5M's network of first-in-class entrepreneurs, makers, artists, activists, community leaders, and creators can organize around their projects, make discoveries, and expand their capabilities, brought together and inspired by 5M's interconnective programming and design.

With newfound access to information and cross-domain experts, 5M tenant partners connect dots more diverse than they could ever do alone. In this way, 5M gives voice and agency to a multitude of ideas versus a silo of one. This is the “Long Tail” – the vast portion of people with great ideas that never get noticed. 5M ‘fattens’ the long tail in a way no workplace has ever done before. And the value for all parties is exponential.

Our groups are already up and running, sharing spaces, hosting shared events, connecting their members, employees and partners with one another and – fundamentally – exploring how place can be a tool for their respective goals. 5M's project-wide programming of cross-disciplinary events, fellowships, and amenities bring a broad array of people, ideas, and experiences onto the site. We're also experimenting with new uses like office labs and interactive maker retail stands. The goal is to find new, economically & socially sustainable ways to make our urban cores truly diverse center-points of activity. And 5M's location at the heart of downtown, next to a major transit hub and an incredibly diverse set of neighborhoods. This means a level of density that can power the ongoing evolution of the site as it moves toward its ultimate phase as a fully-realized urban creative campus of tomorrow. If we're successful here, not only will the 5M Project make its community members more inspired, creative, and innovative, it will challenge the notion that isolated suburban corporate campuses are the only answer to productivity. It will be the type of responsive community that gives us the capacity to connect in the ways we all crave. 5M will evolve not only as a model for working, but also as a model for how to keep talented people, innovative companies, and growth within our cities, rather than pushing them out to the periphery, and celebrating the value of our cities diversity.

The world is ready for a place that lets us connect, create, and feel inspired through the bringing together of diverse ideas, people, and thoughts. The 5M Project.

**THE MOOD**

# CREATIVITY RULES



**The 5M Project**

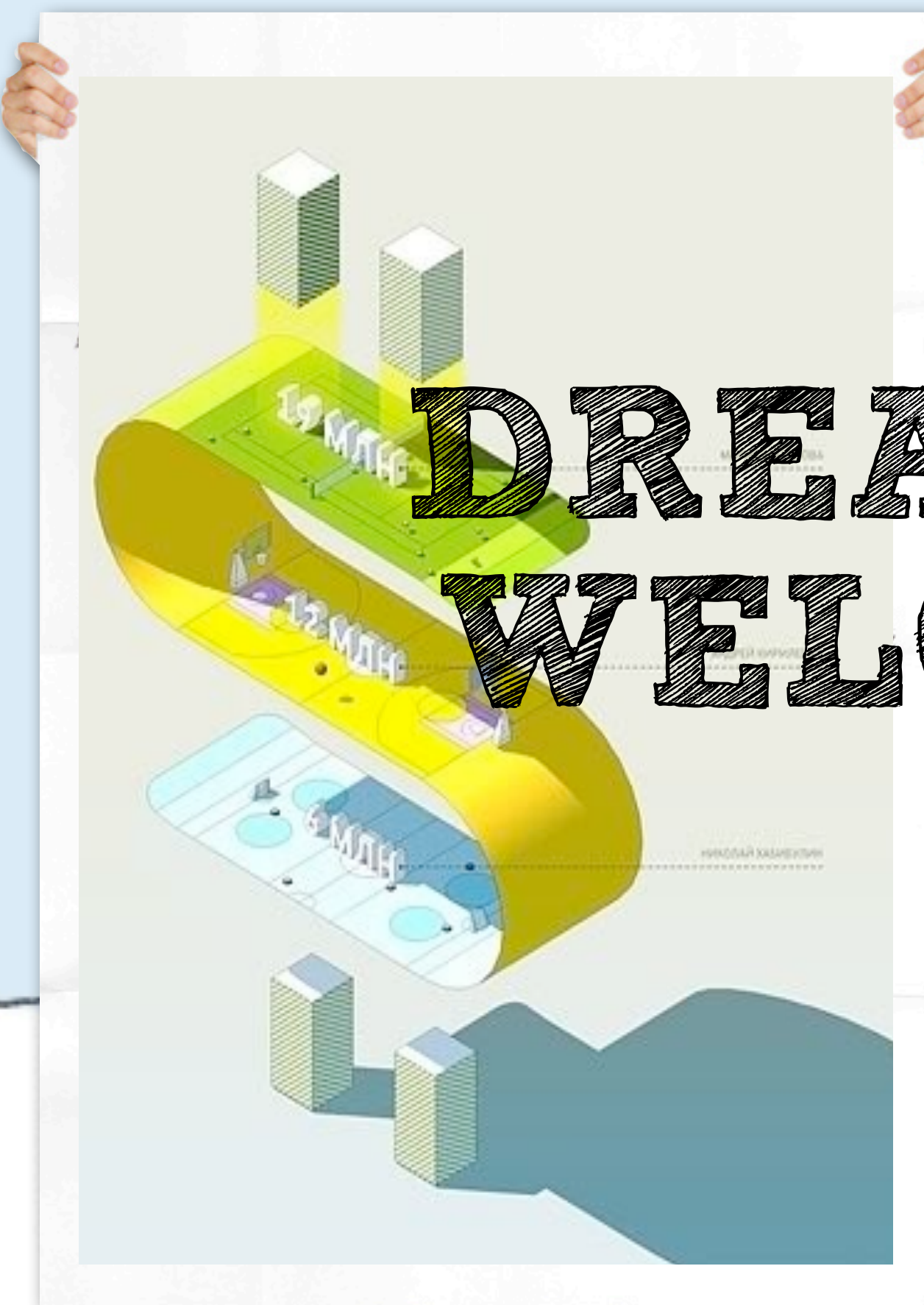
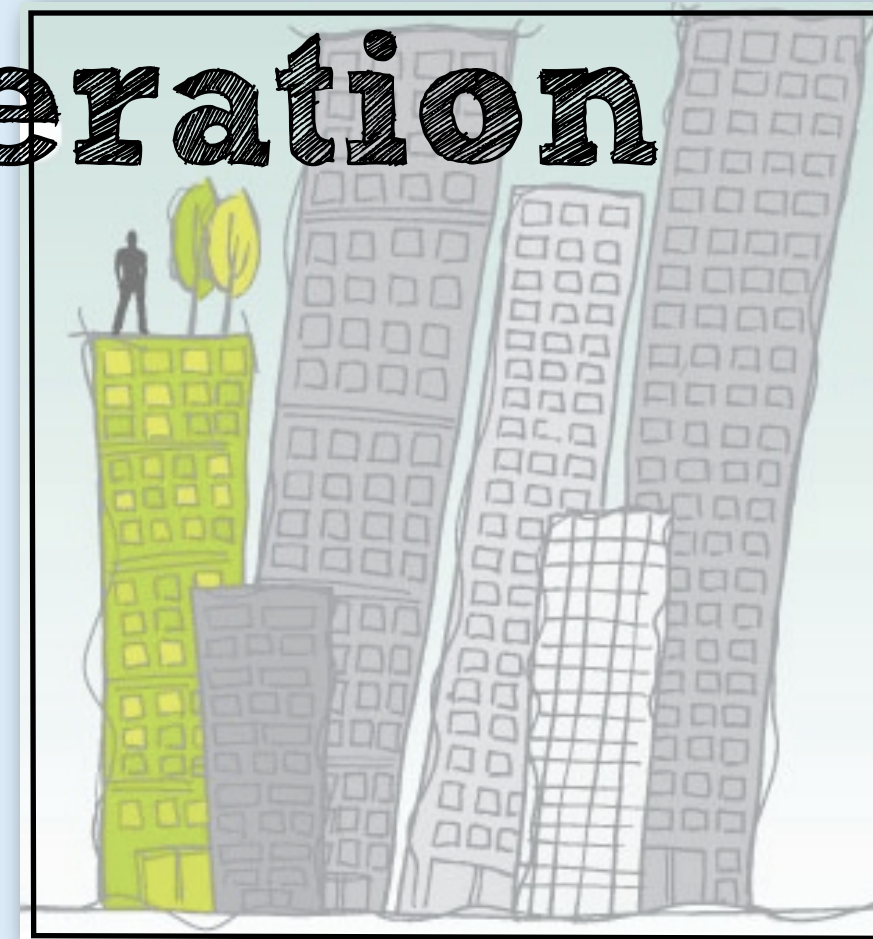




**YOU**

**define it.**

**creation liberation**



**DREAMERS  
WELCOME**

**Kill  
The  
Cubicle!**

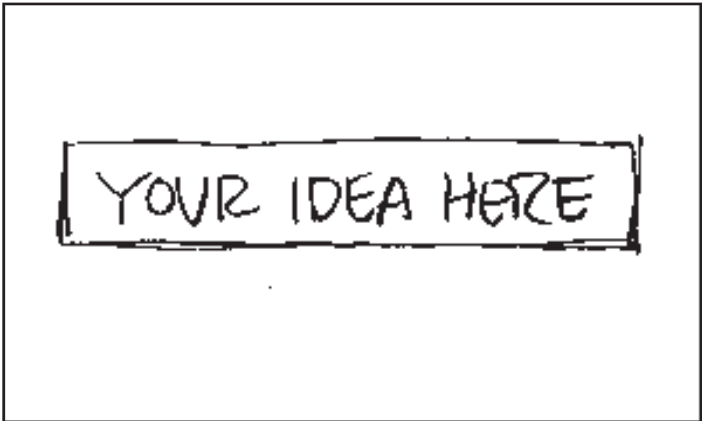




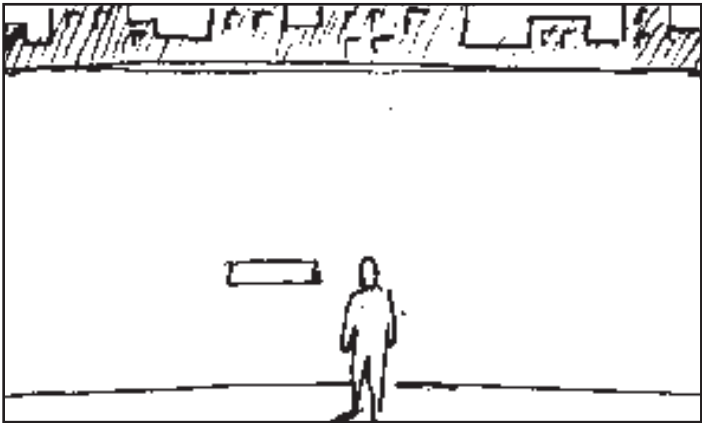
# THE LAUNCH VIDEO



MUSIC UP.  
CLOSEUP OF A HAND PAINTING LETTERS ON  
A WALL.



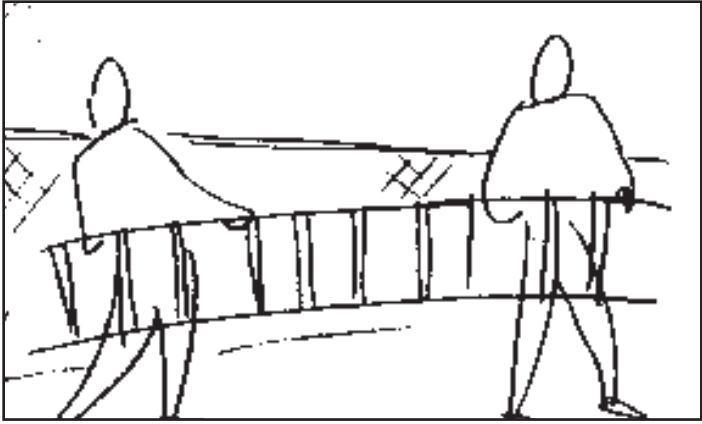
WIDER (OTS) WE SEE WHAT THE PERSON IS  
WRITING: "YOUR IDEA HERE."



IN A LONG SHOT, WE SEE THE PERSON IS IN  
FRONT OF AN EXPANSIVE WALL THAT IS THE  
SIDE OF A BUILDING. THE WALL IS BLANK  
EXCEPT FOR THE HAND-PAINTED INVITATION.



FADE TO BLACK.



CUT TO A LOW ANGLE TRACKING SHOT OF GEAR-WIELDING INDIVIDUALS WALKING DOWN AN ALLEYWAY. LONG SHOT OF TWO PEOPLE CARRYING A LADDER TOWARD THE CENTER OF THE BLANK WALL.



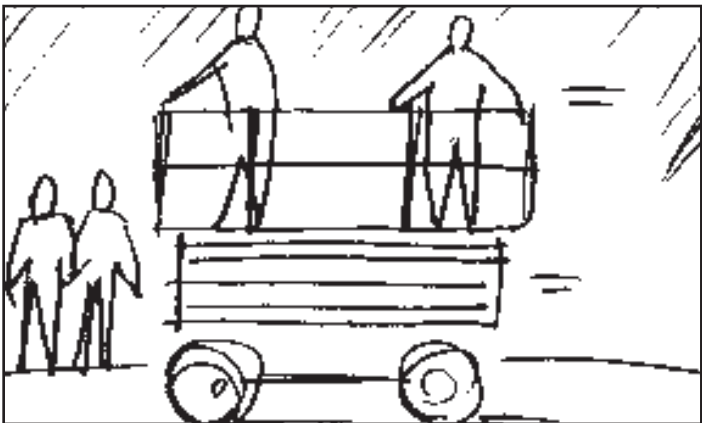
TWO 5MERS LOOK AT THE SIGN ON WALL. THEY LOOK AT EACH OTHER AND GET TO WORK.

ALEX MICHEL (OS): Ideas are social beings. In today's complex, specialized world, dreaming means co-dreaming. It's all about radical collaboration.



CUT TO ALEX IN A 5M ALLEYWAY, FRAMED AGAINST A PICTURESQUE URBAN CITYSCAPE.

ALEX MICHEL: We like to think innovation comes from solitary geniuses holed up in windowless workshops...

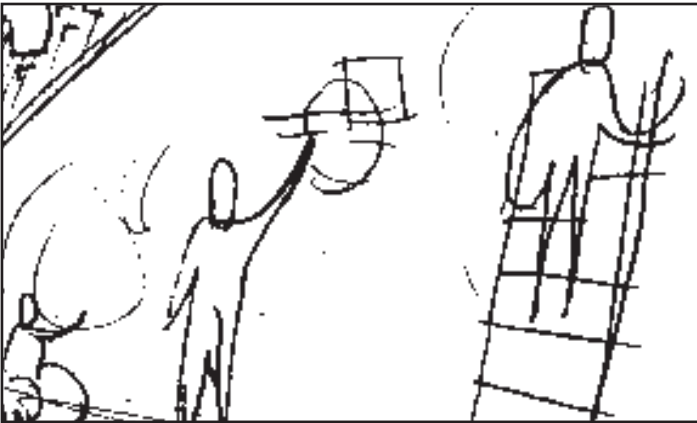


... But history tells us that really big, breakthrough ideas happen when people from different disciplines come together.





CUT TO THE BLANK WALL COMING TO LIFE. LADDERS, SCAFFOLDING AND LIFTS NOW IN PLACE ... WALL PAINTERS GET TO WORK. A NEW DIAGRAM ON THE WALL SPROUTS FROM "YOUR IDEA HERE." IT WHIMSICALLY SHOWS HOW GREAT IDEAS EMERGE FROM CROSS-POLLINATION.



CAMERA FINDS ONE OF THE WALL PAINTERS – A YOUNG MAN DRAWING A FUTURISTIC SEGWAY ON THE PERIPHERY OF THE MAIN DIAGRAMS.



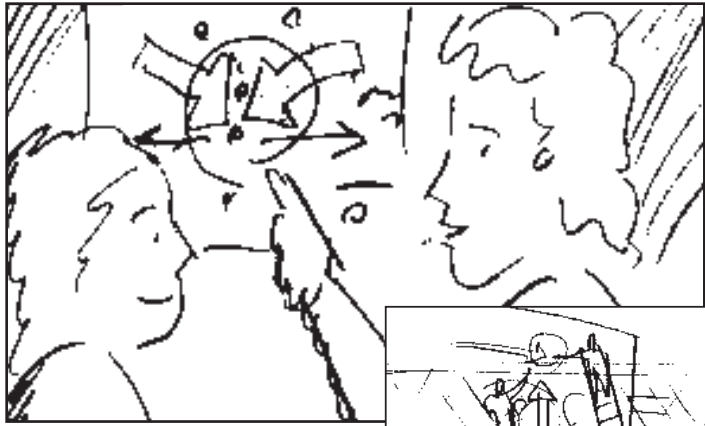
CUT TO TIGHT SHOT OF MAN

DAN SANDBERG: This is ... the Giraffe videoconferencing robot. A hare-brained idea that, thanks to some prototype experts I would never have met otherwise, Fortune 500 companies now absolutely love.

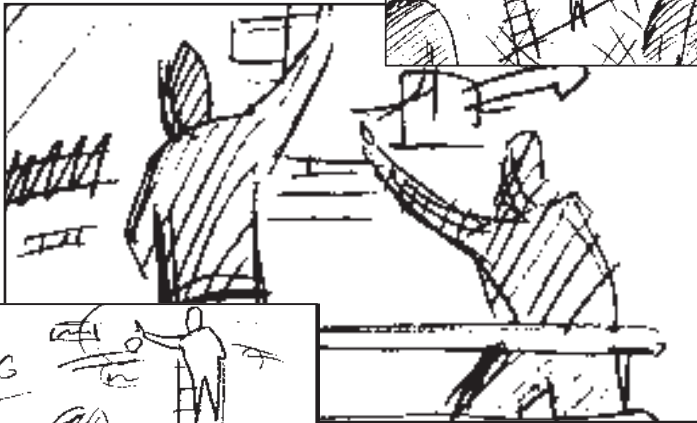
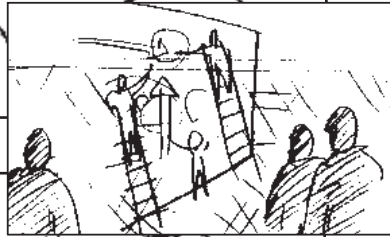


CUT TO MARK HATCH FROM TECHSHOP, ON AN ADJACENT 5M ROOFTOP.

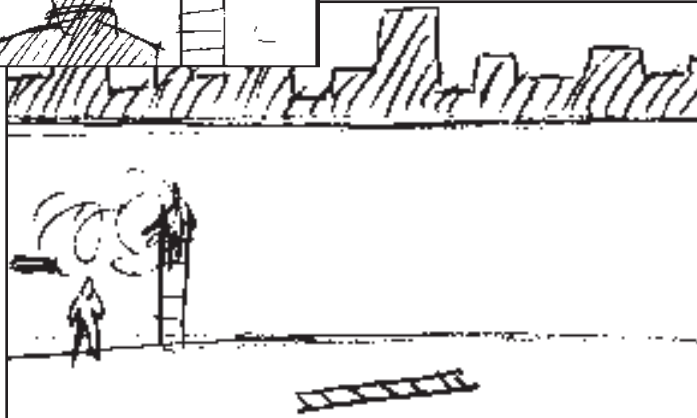
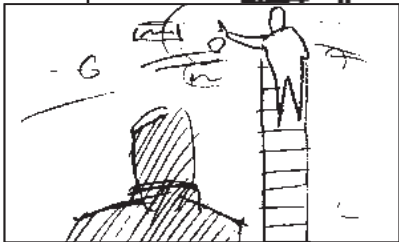
MARK HATCH: Thanks to the internet, the world is more open than ever to the little idea that could. But those ideas don't stand a chance against corporate-financed blockbusters, which is why the little guy needs community.



CUT TO A 2ND DIAGRAM CONNECTED TO THE 'CROSS-POLLINATION' DIAGRAM. IT SHOWS WEB CONNECTIVITY ENABLING COLLABORATION AND 'LONG TAIL' DIVERSITY ... BUT ITS REACH ONLY GOES SO FAR.



MARK HATCH (OS): The web's good at helping us find what we're looking for, but not so good at helping us find what we're not looking for. New perspectives, skill sets, and contacts. And it's also not great at fostering relationships and the trust we get from interacting in an actual place.



CUT TO TIME LAPSE: WALL FILLING UP.



ANOTHER PAINTER RENDERING HER IDEA TALKS TO CAMERA. HER DRAWING SHOWS YOUNG DANCERS TWIRLING ACROSS THE WALL.

ERICA CHONG SHUCH: Girls in their early teens get lost between the cracks. They don't have sports, like boys ... But they love to dance. Now they have a place to do that, thanks to some business people I met at 5M.



CUT TO 3rd DIAGRAM (INCLUDES 4th) - TWO DIAGRAMS ON THE WALL EXTEND FROM THE LAST ONE ... THE FIRST SHOWS HOW A PHYSICAL SPACE ENGENDERS REAL CONNECTIVITY

... THE SECOND ELABORATES ON THE FIRST, SHOWING THAT PLACE IS NOT GENERIC ... IT REQUIRES THE RIGHT MIX OF TENANTS: ARTISTS, MAKERS, AND ENTREPRENEURS.



RAPID MONTAGE OF STILL FROM 5M WORK-SPACES ... THE HUB, INTERSECTION GALLERY, DIGITAL FILM SCHOOL ... OVERHEAD PAN OF 5M'S FOUR ACRES



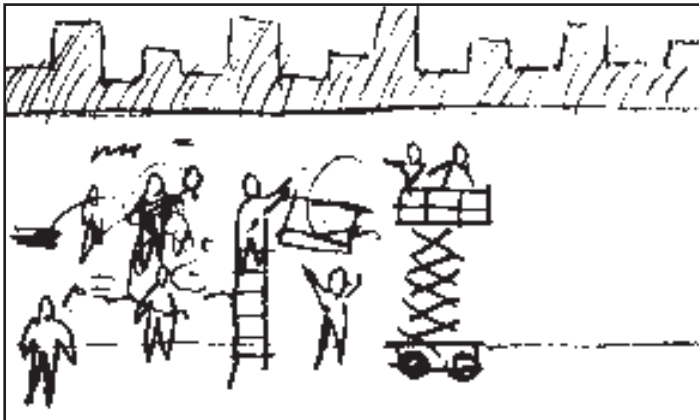
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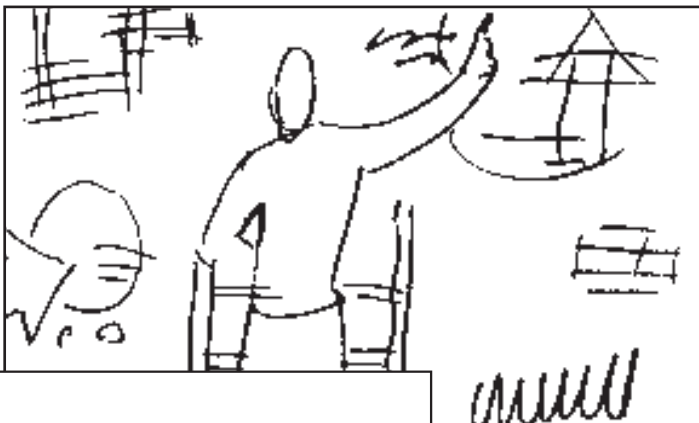
CUT TO DEBORAH CULLINAN FROM INTERSECTION FROM THE ARTS, STANDING OUTSIDE A FENCE ON HOWARD STREET, AS THE WALL IS PAINTED.

DEBORAH: How is an artist going to meet business people who can help fund her projects? Where can an inventor find an artist who can make an idea visual and sexy? Or a social entrepreneur find a builder who can make a model that shows investors their idea is real?



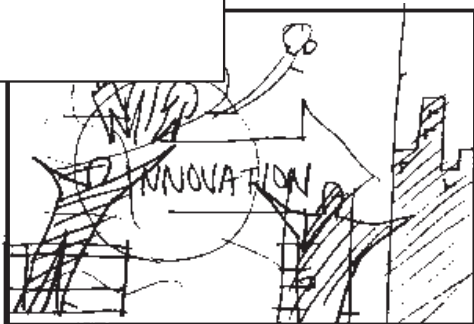
TIME LAPSE CONTINUES...

ALEX MICHEL (OS): Ideas locked inside cubicles, inside office towers, inside suburban campuses and garages ... they'll only ever be ideas. But at 5M, all of that changes. Open, collaborative workspaces are the engines of the new economy. Here, ideas get real. That's the collective leap forward.



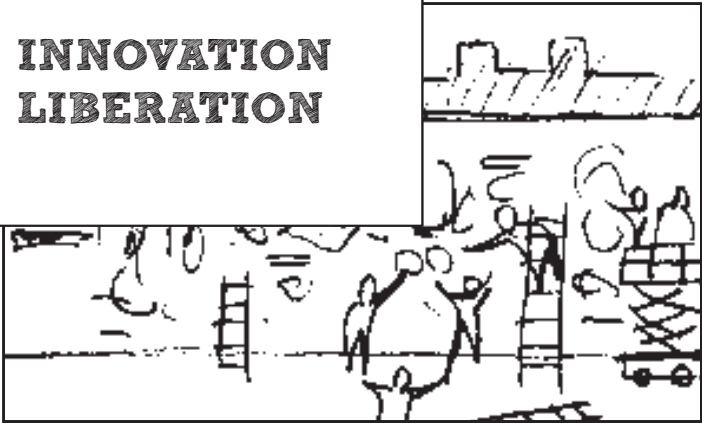
CUT TO 5th DIAGRAM - IDEAS BEGINNING TO BE RELEASED OUT INTO THE WORLD. ACCELERATED SERENDIPITY, INNOVATION LIBERATION, CREATIVITY RULES...

**ACCELERATE  
SERENDIPITY**



A VISUAL EXPLOSION OF FLASH CUTS BETWEEN DIAGRAMS, WORDS AND PEOPLE WHITEBOARDING.

# INNOVATION LIBERATION



CUT TO WIDE SHOT OF THE WALL. PEOPLE ARE WORKING IN HYPER FAST MOTION.



KINETIC PACE COMES TO A REST ON ALEX IN HIS ALLEYWAY, BRIMMING WITH ENTHUSIASM.

ALEX (smiling): Together, we're huge.



QUICK CUT BACK INTO RAPID MONTAGE OF WALL IMAGES CRASH CUTS TO WIDE SHOT OF WALL NOW COMPLETE.

# Creativity Rules

RAPID CUTS FINDS WORDS PAINTED ON THE WALL.

TITLE: CREATIVITY RULES

the **5m**  
Project

CAMERA PANS TO FIND THE 5M LOGO PAINTED ON THE WALL.

**the5mproject.com**

CAMERA CONTINUES TO PAN FINDING THE URL.

YOUR IDEA HERE

CAMERA FINDS THE 'YOUR IDEA HERE' GRAPHIC.

MUSIC CRESCENDOS.

FADE TO BALCK



