

Nieman Journalism Lab

Pushing to the future of journalism — A project of the Nieman Foundation at Harvard

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MAY 30, 2013, 1:17 P.M.

New HQ reflects NPR's shift into multimedia [↗](#)

Interior Design [has a feature on NPR's brand new headquarters](#), including all the digital bells and whistles:

Inside and out, the project is designed to tell the 43-year story of NPR the public-supported multimedia company, from its radio roots to present-day video, apps, and photojournalism. Visitors can hang out on a landscaped plaza and watch headlines scroll across the LED "ticker" mounted above the setback entrance. Or step inside the lobby, where a digital "media mosaic" is composed of floor-to-ceiling LED panels. Like oversized Android phone apps, LED tabs flash programming by and about NPR.

Behind this dynamic feature wall is Studio One, NPR's largest production space. At 2,400 square feet, it can be used to broadcast concerts, lectures, and theater-in-the-round or to host staff meetings—heck, perhaps badminton. Maple acoustical panels, harvested from the previous building, give a sense of warmth as they moderate the energy of the sound waves.

— JUSTIN ELLIS

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