

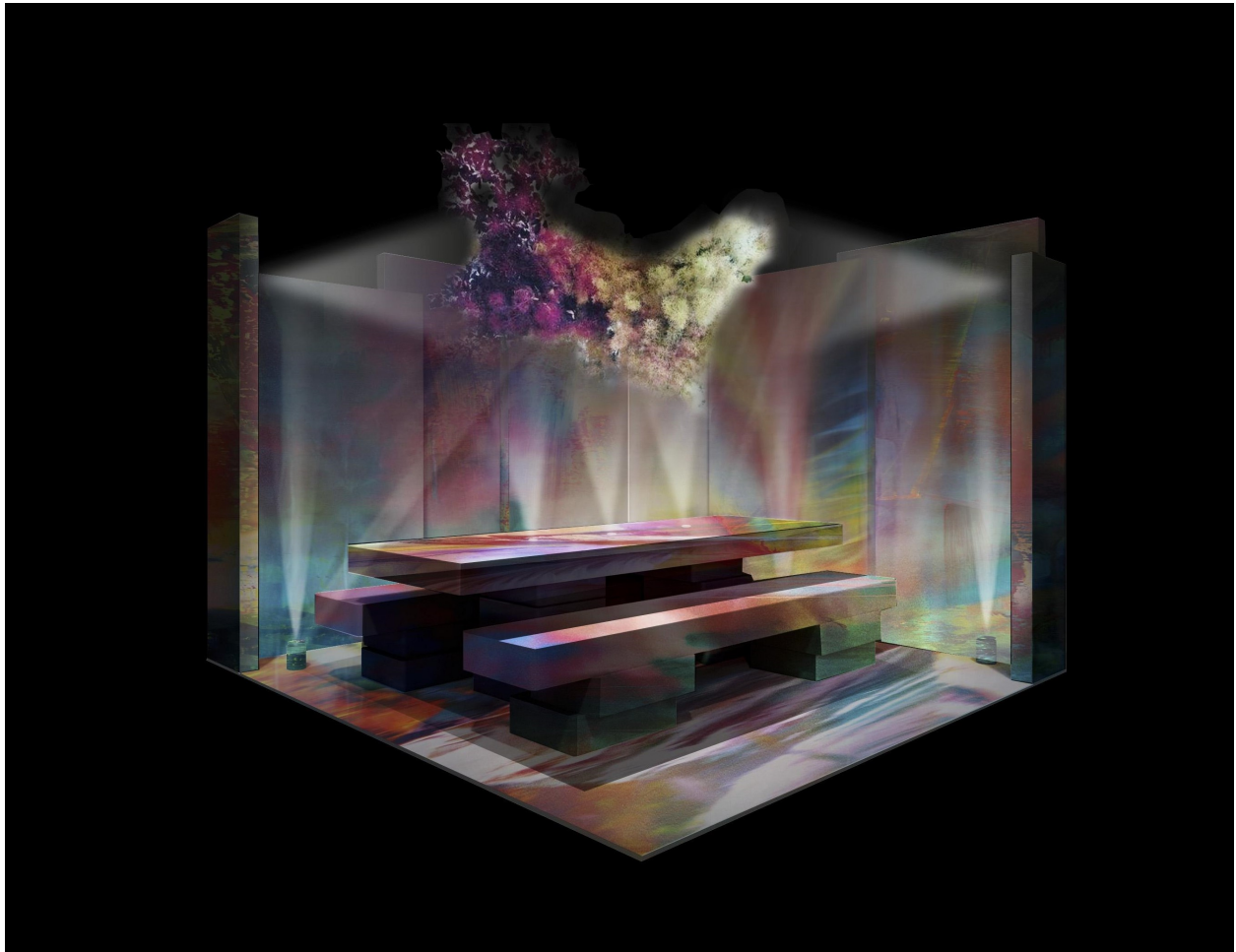
DIFFA 2019

"Us is More"

INC + Mehovic Painting + Lennie Construction + Ventresca Design + Benjamin Moore

NEW YORK, NY [March 21st, 2019] **DIFFA**, Participating in Dining by Design for the first time, New York City-based studio [INC Architecture & Design](#) has collaborated with a number of partners to bring to life their core value that "us is more." Highlighting the beauty that comes from combined efforts and thoughts, INC worked in conjunction with Lennie Construction, Mehovic Painting, and Ventresca Design (lighting) to animate the vision. All paint was provided by Benjamin Moore, with the color palette inspired by Instagram's @colorpalette.cinema's interpretation of 'The Runaways.'

All surfaces of the booth are treated in the same way, from furniture to the walls and floor, forming a continuous and united artistic expression. Individual ribbons and imperfect patches of color converge across the panels, creating a playful and experiential landscape. An everyday building material, MDF, forms the singular core of the installation's structure, elevated and layered upon by expressive gestures of vibrant color. These layers are building blocks that create a dynamic three-dimensional painting in our ordinary world. Alone, they are rather unremarkable, but together, they are unforgettable. At this table, and life's core, us is always more.



Rendering by INC Architecture & Design / Ventresca Design

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About INC Architecture & Design

INC is an open source, multi-disciplinary, architecture and design studio, with experience in a wide range of project types from big to small that specializes in the integration of the design disciplines. At INC, context is king, where every project emerges out of its social and cultural framework. We approach a chair, a room and a superstructure equally. We work globally and act locally, implementing environmental best practices naturally. We believe that good ideas can come from anywhere and that to lead is to listen. Each of our projects is a unique portrait imbued with the aspirations of our clientele while a tripartite leadership balances the vital elements of successful design: joy, utility and craft. Formed in 2006 by Adam Rolston, Drew Stuart, and Gabriel Benroth, INC's work includes projects such as the 1 Hotel Brooklyn Bridge Park, The LINE Hotel DC, and the TWA Hotel.

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