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## **NEW INC, New Museum's Cultural Incubator, Announces DEMO2023**

Three-Day Festival Presenting New Media  
Exhibitions, Installations, Performances, and Talks at the  
New Museum and Venues Across New York City



**New York, NY (March 16, 2023)**—The New Museum's cultural incubator NEW INC today announced the expansion of the annual Demo Day showcase into DEMO, a three-day festival presenting exhibitions, installations, performances, and talks by industry leaders and NEW INC members at the New Museum and partner venues across New York City. Running from June 21 to June 23, 2023, DEMO2023 will spotlight innovative projects led by twenty-five current NEW INC members, whose interdisciplinary work spans art, design, technology, science, and entrepreneurship.

Expanding on the concept of a “demo day,” a term borrowed from the private sector referring to the day when incubator members demonstrate their projects to potential backers, NEW INC

inaugurated its Demo Day in 2016 to showcase member projects before an invite-only audience of creative directors, investors, curators, and industry leaders. DEMO2023 opens this process to the general public and offers an extended glimpse into the development of the next generation of creative design, technology, science, and social projects incubated at NEW INC.

Founded in 2014 as the first museum-led cultural incubator, NEW INC supports a cohort of approximately sixty creative practitioners each year with a values-driven program including professional development, mentorship, and community-building opportunities. The Year 9 members include participants in five tracks: **Art & Code**, considering the future of Internet-based art in collaboration with Rhizome; **Collective Abundance**, reconstructing social and public space through design and architecture; **Creative Science**, exploring modes of scientific inquiry to advance creativity and storytelling; **Extended Realities**, examining the artistic potentials for technology to blur the physical and digital worlds; and **Future Memory**, shaking up dominant historical narratives and re-defining the power communities hold.

At the New Museum, DEMO will feature presentations from five members in each track, with highlights including:

- **Art & Code:** Jackie Liu will present *Chao Bing*, a visual novel and video game based on childhood memories in the style of 90s CD-ROM storybook games.
- **Collective Abundance:** Melody Stein will present Studio VISIT, her community-centered design practice.
- **Creative Science:** María-Elena Pombo, working under the moniker Fragmentario, will present her speculative design project *La Rentrada*, a return of the Venezuelan diaspora in a post-petroleum, avocado seed based economy.
- **Extended Realities:** LaJuné McMillian will share her Black Movement Library, a library for activists, performers, and artists to create diverse Extended Reality projects.
- **Future Memory:** Morehshin Allahyari will show an in-progress film project currently in development in Egypt.

In addition to these individual presentations, each track will be featured in an offsite showcase at a partner venue, including:

- Art & Code Showcase at **Dunkunsthalle** in partnership with Rhizome
- Future Memory Showcase at the **Center for Art, Research and Alliances (CARA)**
- Extended Realities Showcase at **ONX Studio** in partnership with EY Metaverse Lab
- Creative Science Showcase at a location to be announced, supported by Science Sandbox
- Collective Abundance Showcase at a location to be announced

“In true NEW INC spirit, we're incubating our flagship program and expanding it with the support of many of our peers and partners,” said **Salome Asega, Director of NEW INC**. “We're thrilled to present DEMO in an expanded festival format that will highlight more of our member community alongside vibrant field voices in art, design, and technology.”

“After nearly ten years of NEW INC, we are excited to share the great work of our member community more broadly in this public forum,” added **Lisa Phillips, Toby Devan Lewis Director of the New Museum**.

Now in its ninth year, NEW INC supports a diverse range of creative practitioners through its unique member model. NEW INC members have been recognized as emerging leaders in their respective fields, which traverse art, technology, design, fashion, architecture, urban planning, education, and beyond. NEW INC alumni include [Telfar](#), [Stephanie Dinkins](#), [Winslow Porter](#),

[Movers & Shakers](#), [The Black School](#), [Rachel Rossin](#), and [Arternal](#), among more than 600 individuals who have been supported by NEW INC's program. NEW INC members have presented work at Sundance Film Festival, SXSW, Cannes Film Festival, Tribeca Film Festival, Cooper Hewitt Design Triennial, and Ars Electronica, and have won awards and commissions from the Serpentine, Verizon 5G Labs, Creative Capital, and the Bessie Awards. In addition to DEMO, NEW INC members have the opportunity to present at a multitude of public programs presented with NEW INC partners throughout the year.

For more information, please visit [demo2023.org](https://demo2023.org).

## **SUPPORT**

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DEMO2023 is generously supported by: EY Metaverse Lab, Mellon Foundation, Meta Open Arts, Onassis Foundation USA, and Science Sandbox, an initiative of the Simons Foundation. We gratefully acknowledge our venue partners Center for Art, Research and Alliances (CARA), Dunkunsthalle, ONX Studio, and Pier 17 at the Seaport, and hospitality partners Halftone Spirits, Enlightenment Wines, and Honey's.

## **ABOUT NEW INC**

Expanding on the New Museum's commitment to new art and new ideas, NEW INC is the Museum's cultural incubator supporting creative practitioners and small businesses working across art, design, technology. Now in Year 9, NEW INC's membership model continues to support a diverse range of creative practitioners with a values-driven program and safe space for gathering and developing new creative projects and businesses. In 2020, NEW INC launched ONX Studio, an XR accelerator for artists, in partnership with the Onassis Foundation. NEW INC was cofounded by New Museum's Toby Devan Lewis Director Lisa Phillips and former Deputy Director Karen Wong in 2014 as the first museum-led cultural incubator.

## **ABOUT NEW MUSEUM**

The New Museum is the only museum in New York City exclusively devoted to contemporary art. Founded in 1977, the New Museum is a center for exhibitions, information, and documentation about living artists from around the world. From its beginnings as a one-room office on Hudson Street to the inauguration of its first freestanding building on the Bowery designed by SANAA in 2007, the New Museum continues to be a place of experimentation and a hub of new art and new ideas.

Image: LAMB performing at Y9 member black beyond's \_a^3 alchemy portal at ONX Studio.  
Photo by Christine Rivera