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MUSEUM

**NEW INC, New Museum's Cultural Incubator,
Announces Schedule for DEMO2024
Art, Design, and Technology Festival**

Hosted by WSA and Water Street Projects from
June 5–7, 2024

Celebrating NEW INC's 10th Anniversary with Alumni
Including Stephanie Dinkins, Kinfolk, MSCHF, Marco Roso
of DIS, and Scope of Work, Among Many Others



New York, NY (April 23, 2024)—The New Museum's cultural incubator [NEW INC](#) today announced the full schedule for [DEMO2024](#), a three-day art, design, and technology festival featuring industry leaders and NEW INC members running from June 5-7, 2024. Through demonstrations, exhibitions, performances, and talks, DEMO2024 will spotlight innovative projects created by 38 current NEW INC members whose interdisciplinary work spans art, design, architecture, technology, science, and entrepreneurship, and will celebrate NEW INC's 10th anniversary by highlighting the contributions of outstanding alumni over the past decade.

Founded in 2014 as the first museum-born cultural incubator, NEW INC supports a cohort of approximately 100 creative practitioners each year with a values-driven program including professional development, mentorship, and community-building opportunities. As part of NEW INC's work connecting members with industry leaders, "Demo Day" was launched in 2016 to showcase member projects before an invitation-only audience of creative directors, investors, and curators. DEMO2024 opens this process to the public, offering insight into the next generation of design, technology, science, and social projects incubated at NEW INC through a free, multi-day festival.

DEMO2024 will feature keynote speakers including artist and filmmaker **Andrew Thomas Huang**, New York City Council Member **Chi Ossé**, artist, poet, and chef **Precious Okoyomon**, and Clocks co-founders **Mahfuz and Chloe Sultan**. DEMO2024 will also introduce **Studio DEMO**, a broadcasting and recording hub for short interviews, quick demonstrations, podcast recordings, live streaming, and more. While work continues on the OMA-designed expansion of the New Museum, which will include the first purpose-built home for NEW INC, DEMO2024 will be hosted by Water Street Projects and WSA, the home of creative businesses including *Office Magazine*, *Interview Magazine*, Bode, and LUAR in Manhattan's South Street Seaport.

"Community building is fundamental to NEW INC's program, and DEMO2024 represents a major leap forward in connecting members and alumni of NEW INC with the larger public. We're excited to see how NEW INC members' work on a range of topics—including the evolving landscape of generative and immersive art, cooperative models for business or organizations, or design interventions for the city—connects with audiences in their respective fields and beyond," said **Salome Asega, Director of NEW INC**.

In partnership with Montez Press Radio, Studio DEMO will spotlight NEW INC alumni from over the past decade, including **Stephanie Dinkins, MSCHF** (Lukas Bentel and Kevin Wiesner), **Marco Roso** of DIS, and **Kinfolk** in conversation with leading artists, designers, and technologists including **Estelle Bailey-Babenzien, Meriem Bennani, Demian DinéYazhi, Christine Espinal, Charlie Engman, and Josh Itiola**. Featuring many NEW INC alumni who now serve as advisors and mentors to current members, Studio DEMO will explore topics including new models for funding businesses and sustaining artistic practices, experiments in collective and cooperative production, and the evolving media landscape.

"DEMO2024 will be an unparalleled opportunity to see new work from some of the brightest emerging artists, designers, and creatives working today," added **Lisa Phillips, Toby Devan Lewis Director of the New Museum**. "As we celebrate NEW INC's tenth anniversary year and its many accomplishments over the past decade, DEMO2024 will showcase where NEW INC's Y10 members will take all of us next."

Each day of DEMO2024 will kick off with a **Power Lunch**, an open-invitation event for NEW INC members and DEMO2024 audience members to participate in an alternative career fair organized by artist Ayana Evans (June 5), "Office Hours" with NEW INC mentors working across a range of fields (June 6), and a panel discussion with investors sharing how and why they make investments in arts and culture (June 7).

NEW INC's Year 10 cohort members presenting at DEMO2024 include participants working across five tracks: **Art & Code**, considering the future of Internet-based art in collaboration with Rhizome; **Creative Science**, exploring modes of scientific inquiry to advance creativity and storytelling; **Extended Realities**, examining the artistic potentials of technology to blur the

physical and digital worlds; **Social Architecture**, rooting design and architecture practices in community-centered, ecologically-engaged thinking; and **Cooperative Studies**, exploring community and worker-centered models for planning, funding, and governing. At DEMO2024, each of the five tracks will feature an opening performance, a keynote speaker, presentations by current track members, and a track showcase, which may take the form of an exhibition, an installation, or another mode of collective presentation.

Art & Code

- Showcase curated by curator and writer **Eileen Isagon-Skyers**
- Mainstage talks and showcase presentations by Y10 members Chia Amisola, elekhlekha, Dan Gorelick, Banyu Huang, Maya Man, Lauren Lee McCarthy, Ruby Thelot, and Babette Thomas

Creative Science

- Keynote address by artist, poet, and chef **Precious Okoyomon**
- Showcase curated by School of Poetic Computation Co-Director **Celine Wong Katzman**
- Mainstage talks and showcase presentations by Y10 members Chando Ao, Craftwork, Tajah Ellis, Tao Leigh Goffe, MORAKANA Studio, Iz Nettare, Martha Poggioli, and Aeric Shimizu Banks

Extended Realities

- Keynote address by artist and filmmaker **Andrew Thomas Huang**
- Showcase curated by EY Metaverse Lab Creative Technologist **Danielle McPhatter**
- Mainstage talks and showcase presentations by Y10 members Luca Lee, Leah Smithson, MYStudio, Mischa Kuma, Nat Decker, New Art City, JiaJian Min & Anna Borou, Ami Mehta (Antariksha Studio), Alfredo Salazar-Caro, and Ai Xia

Social Architecture

- Keynote address by Clocks co-founders **Mahfuz and Chloe Sultan**
- Showcase curated by Storefront for Art and Architecture Associate Curator **Jessica Kwok**
- Mainstage talks and showcase presentations by Y10 members Philip Poon, Karen Kubey, Britt Ransom, Elsa Ponce, Melody Stein, Ngozi Olojede, and Jeremy Schipper

Cooperative Studies

- Keynote address by New York City Council Member **Chi Ossé**
- Showcase curated by Glenstone Museum Assistant Curator **Mia Matthias**
- Mainstage talks and showcase presentations by Y10 members AORTA Films, Gabriella Nelson, Molly Ragan, Jamica El, and Duty Free

For the complete festival schedule and more information, please visit demofestival.org.

SUPPORT

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DEMO2024 partners: Montez Press Radio, Onassis ONX, Rhizome, Special Offer, Water Street Projects, and WORTHLESSSTUDIOS.

DEMO2024 hospitality partner: Mocktail Club.

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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, and technology. Now in Year 10, 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.

ABOUT WSA

Water Street Associates (WSA) is a cultural ecosystem and hub of artists, producers, and creative businesses. Housed in an iconic Fox and Fowle 1980s skyscraper, WSA interweaves working, production, wellness, and social spaces specifically designed to support artists and creative industries with dedicated resources for exhibitions, culinary experiences, interdisciplinary artist studios and production facilities, pop-up cultural events, and non-traditional creative convening places.

Image: DEMO2023 Extended Realities (XR) showcase. Courtesy NEW INC. Photo: Zachary Shulman