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New Museum Announces Culminating Demo Day for Inaugural Year of NEW INC, the First Museum-led Incubator for Art, Design, and Technology

Museum Will Partner with Red Bull Studios New York to Present an Interactive Showcase of Collaborative Projects Born from the NEW INC's Founding Class

New York, NY...Lisa Phillips, *Toby Devan Lewis Director*, and Karen Wong, Deputy Director, cofounders of NEW INC, today announce the year-end programs for the inaugural class of the New Museum's incubator for art, design, and technology. Led by NEW INC Director Julia Kaganskiy, select members will present their start-ups and key projects at **NEW INC Demo Day** taking place in the Museum's theater on Tuesday, July 14, 2015. Later that evening, NEW INC will kick-off its partnership with **Red Bull Studios New York** with demonstrations by presenters and the debut of an **interactive showcase of nine collaborative projects by NEW INC members**.

"We've been a radical, future-leaning institution since our inception. Experimentation and risk-taking is part of our DNA, and incubating artists, curators, and cultural practitioners is something we've done throughout our forty-year history," said Lisa Phillips.

NEW INC, the first museum-led incubator, is a shared workspace and professional development program supporting one hundred of New York's top creative practitioners as they expand models and strategies for growing their businesses and develop new ideas at the intersection of culture, technology, and innovation. Conceived by the Museum in 2013 and launched in September 2014, the incubator is a not-for-profit platform that furthers the Museum's ongoing commitment to "New Art and New Ideas."

"NEW INC is a new paradigm in supporting creative practice operating at the forefront of emerging technology. Our community straddles art and business, culture and technology. We are incubating genre-bending work that doesn't neatly fit into the white box, the black box, or the gift box," said Julia Kaganskiy.

One of the incubator's distinguishing elements is the collaborative, cross-disciplinary community it fosters. NEW INC's partnership with Red Bull Studios New York challenged NEW INC members to create collaborative installations, experiences, tools, performances, and products that highlight the exceptional fluidity of its community. The resulting interactive showcase will put these new creative technologies on display for the public to see, touch, and taste from July 10 to 30, 2015. Several products developed at NEW INC will also be available for purchase through The Gift Shop at Red Bull Studios New York.



ABOUT NEW INC DEMO DAY

July 14, 2015, from 3 to 6 p.m. at New Museum, 235 Bowery
(By invitation only as space is limited; media can inquire at press@newmuseum.org)

NEW INC's Demo Day borrows from the tradition of start-up incubators to present the latest developments from NEW INC's inaugural class. In a series of five-minute lightning-round presentations, members will demonstrate their progress since joining the incubator, announce new product launches, and showcase their latest projects and research. The presentations will briefly introduce the audience, comprising potential investors, clients, collaborators, and NEW INC funders and supporters, to the breadth and scope of ideas being explored at the first museum-led incubator. The final presentations at the New Museum will be complemented by hands-on demonstrations at the interactive showcase at Red Bull Studios New York.

Presenting NEW INC members include:

Accurat is an information design company from Milan, Italy, that develops new analytical tools, aesthetics, and visual narratives for comprehending data.

Anders Sandell is the creator of Aiko, the first digital companion for the Apple Watch, and Founder of TANK & BEAR, an indie children's media company.

ArtLocal is an app and mobile gallery hub for contemporary art, helping users visually navigate art scenes locally and abroad while providing relevant data and analytics to galleries.

Charlie Whitney is an artist and coder who explores the narrowing gap between digital and physical spaces through interactive installations, fabrication, and projection.

Emilie Baltz is an experimental artist and educator with a focus on food and sensory storytelling, using the eating experience as both lens and machine for cultural reflection and creation.

Erica Gorochow is an animation director, designer, and illustrator. She runs a small studio called PepRally, which specializes in illustration-based motion design for established and emerging screens.

Generate is a mobile audio-visual app that is revolutionizing the way people share and create moving images on devices today.

Kevin Siwoff is a creative coder focused on developing interactive musical interfaces and new experiences with sound in both the digital and physical space.

Kunal Gupta is Founder and Director of the independent art games collective Babycastle, which has gained international acclaim for its innovative use of computer and video game technology as a social and creative medium.

Lisa Park's performance-based practice explores themes of vulnerability, self-control, and confrontation by integrating biometric sensors—including heart-rate and brain-wave sensors—into her work.

Luisa Pereira is an artist, programmer, and musician whose work explores music through coding and design, taking the form of interactive installations, generative devices, sculptures, and prints.

Monegraph is a platform that uses the encryption technology underlying Bitcoin to provide a mechanism for validating, owning, and trading digital media assets.

NewHive is a multimedia publishing platform that provides a blank space and custom tools to simplify the process of creating rich experiences on the web.

NYC.TV is a video-only platform featuring original and curated programming made by New York creators.

PARTY is a creative lab with offices in Tokyo and New York experimenting with design that utilizes technology and caters to the networked world and maker culture.

Philip Sierzega is a Brooklyn-based interdisciplinary artist, designer, and animator whose passion lies in experimentation that combines animation and interaction.

The Principals is a studio founded to unite the seemingly connected, yet disparate, fields of architecture, fabrication, and industrial design.

REIFY is a platform that makes memories, moments, and experiences “real” by turning sound into tangible objects.

Sougwen Chung is an interdisciplinary artist whose practice spans installation, sculpture, still image, drawing, and performance, informing her multifaceted approach to experiential art.

Specular is a research lab experimenting with recently possible imaging techniques to create multi-platform experiences where concept and aesthetics take the foreground.

ABOUT NEW INC X RED BULL STUDIOS NEW YORK END-OF-YEAR SHOWCASE

July 10–30, 2015, from 12 p.m. to 7 p.m. at 220 W. 18th Street

NEW INC is thrilled to partner with Red Bull Studios New York to present several collaborative projects that have emerged from the program’s inaugural year. The projects creatively utilize new technologies to present investigations into new forms of visual and musical expression. Blurring disciplines, these hybrid, multimedia works demonstrate the potential for innovative thinking that emerges from nontraditional, cross-disciplinary forms of practice and the benefits of bringing them all together under one roof.

Participants include:

Emilie Baltz, Sougwen Chung, Erica Gorocho, NewHive, Nitzan Hermon, Yotam Mann, Odd Division, Lisa Park, Luisa Pereira, Phil Sierzega, The Principals, Print All Over Me, Kevin Siwoff, Paul Soulellis, Studio Studio, and Charlie Whitney.

Red Bull Studios New York is a multidisciplinary contemporary art project space that recently housed several distinguished exhibitions including “Alone Together” by Ryder Ripps and “Spaced Out: Migration to the Interior” curated by Phong Bui and the Brooklyn Rail Curatorial Projects. The Chelsea enclave, which features a state-of-the-art recording studio, a radio broadcast studio, a lecture hall, and performance space, supports cultural production across fine art, recorded music, and broadcast disciplines.

For more information, hours, and a schedule of related public programs and events, visit newinc.org and redbullstudiosnewyork.com.

ABOUT NEW INC

NEW INC is the latest in a series of programs developed by the New Museum to challenge the boundaries and expand the relevance of museum practice in the twenty-first century, foster creative cultural production, and reinforce the Bowery as a place of meaningful innovation. Creatives today are working in unique ways that are cross-disciplinary and collaborative, leveraging technology and increasingly straddling the line between culture and commerce. Because they are exploring new modes of cultural production, the professional landscape in which they work is still undefined, and few resources and systems exist to support these enterprises or to address the unique challenges they are encountering. NEW INC offers a lab-like environment and framework for the development of new ideas, practices, and models in the pursuit of innovation.

Over the course of twelve months, members have access to full-time and part-time coworking desk space, shared resources, events, and professional development programming, as well as a robust network of mentors and advisors that includes members of the New Museum's staff and affiliates. NEW INC members also benefit from developing their ideas under the umbrella of the Museum, working in close proximity to Museum artists in residence, programs, and affiliates like IDEAS CITY and Rhizome, as well as anchor tenant Columbia University Graduate School of Architecture, Planning and Preservation (GSAPP) Studio-X.

A special incubator advisory board is chaired by New Museum Trustee David B. Heller. NEW INC's Advisory Council provides guidance and lends expertise to this innovative Museum initiative and contributes mentorship support to its membership community.

Advisors include: Sunny Bates, CEO, Sunny Bates Associates; Lauren Cornell, New Museum Curator and Associate Director, Technology Initiatives; Kate Crawford, Principal Researcher, Microsoft Research and Visiting Professor at the MIT Center for Civic Media; Fred Dust, Partner, IDEO; David B. Heller, private investor and philanthropist (NEW INC Advisory Council Chair); Aaron Koblin, Cofounder and CTO of Vrse; John Maeda, Design Partner, Kleiner Perkins Caufield & Byers, former President of Rhode Island School of Design; Michael Phillips Moskowitz, Global Chief Curator, eBay Inc.; Neri Oxman, Sony Corporation Career Development Professor and Associate Professor of Media Arts and Sciences at the MIT Media Lab; Yancey Strickler, Cofounder & CEO, Kickstarter; Andrew Weissman, Partner, Union Square Ventures, and Cofounder, Betaworks; and Mark Wigley, Dean, Columbia University, Graduate School of Architecture, Planning and Preservation.

The incubator is located at 231 Bowery next door to the Museum's SANAA-designed building, once home and studio to such artists as James Rosenquist and Tom Wesselmann. It offers eleven thousand square feet of shared workspace, informal gathering spaces, conference rooms, screening rooms, studio space, and other amenities.

SUPPORT FOR NEW INC

NEW INC is made possible by the generous support of the New Museum Board of Trustees. Public support for this project has been provided by the City of New York through the New York City Department of Cultural Affairs and the New York City Council. The Ford Foundation has provided major support for the artist residencies at the incubator.

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Red Bull Studios

New York