IDEAS CITY Fact Sheet
As of July 11, 2014

Overview

IDEAS CITY explores the future of cities around the globe with the belief that arts and culture are essential to the vitality of urban centers. Founded by the New Museum in 2011, it is a major collaborative initiative between hundreds of arts, education, and civic organizations. A biennial IDEAS CITY Festival featuring a Conference, Workshops, a StreetFest, and Projects takes place every other May in New York City, while Global Conferences are organized in international cities around the world. IDEAS CITY provides an important platform for thinkers and practitioners from a variety of disciplines, including the arts, design, architecture, urban planning, technology, science, business, sociology, education, and civic and governmental institutions to exchange ideas, locate problems, propose solutions, and engage the public’s participation. Tens of thousands of visitors have experienced the IDEAS CITY Festivals and Conferences; and new partnerships and collaborations have evolved from connections made among participants at IDEAS CITY events.

Festival of Ideas for the New City, New York, May 4-8, 2011

The inaugural Festival of Ideas for the New City was a major collaborative initiative that involved over 200 downtown organizations working together to harness the power of the creative community to imagine the future city. The four-day Festival included a Conference, Workshops, a StreetFest, and independent Projects and Events.

Organizing Partners:
New Museum (founding partner); The Architectural League; Bowery Poetry Club; C-Lab/Columbia University; Center for Architecture; The Cooper Union; The Drawing Center; New York University Wagner School; PARC Foundation; Storefront for Art and Architecture; Swiss Institute

Attendance:
70,000 visitors total
Conference: 3,000 attendees
World Café Workshops: 100 attendees
StreetFest: 43,000 attendees
Projects: 24,000 attendees

Conference
A three-day slate of symposia, lectures, and workshops with visionaries and leaders including exemplary mayors, forecasters, architects, artists, economists, and technology experts took place at The Cooper Union, New York University, and the New Museum.

May 4, 2011, Keynote Address
Rosenthal Pavilion, Kimmel Center, New York University
Rem Koolhaas, Cofounder, Office for Metropolitan Architecture (OMA)
May 5, 2011, Panels
The Great Hall at Cooper Union

Panel 1: The Heterogeneous City
The heterogeneous city is the stimulating city: diverse, complex, tolerant. The ideal heterogeneous city has a kind of dynamic equilibrium; the real one is frequently, if not constantly, involved in struggles over terrain and influence. A panel of activists, artists, and analysts discusses why heterogeneity is so crucial to great urbanism, what threatens it, and what it takes to sustain it.

Panelists:
Vito Acconci, Artist
Jonathan Bowles, Director, Center for an Urban Future
Rosanne Haggerty, Founder, Community Solutions
Suketu Mehta, Author; Associate Professor of Journalism, New York University
Moderator- Jonathan F.P. Rose, Founder, Jonathan Rose Companies LLC

Panel 2: The Networked City
The networked city is the efficient city. Virtually all urban systems are networked, from the streets to the water supply to security and surveillance—and new networks, mostly virtual, are superimposed on our lives every day. Does this interconnectedness make us more vulnerable as well as more effective and efficient? A panel of media theorists and technology visionaries considers the impacts and implications of our networked lives.

Keynote Address:
Jaron Lanier, Founder of VPL Research; Author, Scientist, Scholar The Networked City

Panelists:
Adam Greenfield, Founder and Managing Director, Urbanscale
Natalie Jeremijenko, Associate Professor in Visual Art/Computer Science/Environmental Studies at NYU
Anthony Townsend, Research Director, Institute for the Future
McKenzie Wark, Chair of Culture and Media Studies and Associate Dean, New School’s Eugene Lang College
Moderator- Joseph Grima, Editor, Domus

May 6, 2011, Panels
The Great Hall at Cooper Union

Panel 3: The Reconfigured City
The reconfigured city is the adaptable city, one that can continually rethink and remake itself without destroying its fundamental character. In this series of presentations, two architects, an artist trained as an architect, and an entrepreneur talk about how we can adapt, hack, amplify, and more productively use what we have; how we can tap into the unused excess capacity of our workspaces and transportation systems; and radically re-envision existing buildings and social practices to keep our cities useful long into the future.

Panelists:
Robin Chase, Founder and CEO of GoLoco, former CEO of Zipcar
Mayoral Panel: The Sustainable City
The sustainable city is the city with a future. Between greenwashing and scolding, it is easy to be cynical about admonitions to change our resource-consuming habits, but the fact is that our future depends on it—and on making our cities not only environmentally but economically and politically sustainable as well. A group of leading Mayors discusses their work on making their cities ready and open for the long-term future.

Keynote Address:
Antanas Mockus, Former President of the National University of Columbia, former Mayor of Bogotá

Panel:
Introduction: David Byrne, Musician, artist, producer, activist, and columnist
Panelists:
Sergio Fajardo, Former Mayor of Medellín
John Fetterman, Mayor of Braddock, PA
Greg Nickels, Former Mayor of Seattle
Michael Nutter, Mayor of Philadelphia
Moderator- Kurt Andersen, Host, Studio 360

Workshops
May 7, 2011, NYU Wagner

A group of innovative architects, artists, and entrepreneurs brought together by the Architectural League and the New Museum led two World Café sessions on how the themes of the Festival can take form in specific ideas and proposals for the New City.

-IDEAS CITY World Café Workshop 1: Downtown NYC Policy Issues. Workshop Leaders-Kate Ascher, Author, former Executive Vice President, New York City Economic Development Corporation; Gretchen Dykstra, Founding President and CEO, National 9/11 Memorial and Museum Foundation; Zhan Guo, Assistant Professor of Urban Planning and Transportation Policy, NYU Wagner; Louise Harpman, Architect and Associate Professor of Practice, NYU Gallatin; Albert Lee; Ellen Schall, Senior Presidential Fellow, NYU Wagner.

-IDEAS CITY World Café Workshop 2: Built Environment. Workshop Leaders- David Benjamin, Director, The Living Architecture Lab, Columbia GSAPP; Andrea Blum, Artist and Professor, Hunter College, CUNY; Anna Dyson, Director, Center for Architecture, Science and Ecology (CASE), Rensselaer Polytechnic Institute; Mitchell Joachim, Co-founder, Planetary ONE and Terreform ONE; Lydia Kallipoliti, Assistant Professor, Irwin S. Chanin School of Architecture, Cooper Union; Mitch McEwen, Architect, Founder and Director, Superfront; Jorge Otero-Pailos, Founder and Editor, Future Anterior; Roo Rogers, Co-founding partner, OZOlab.
**Streetfest**

**May 7, 2011, Bowery**

An innovative, minimal-waste, outdoor StreetFest took place along the Bowery. 115+ local grassroots organizations and small businesses presented model products and practices in a unique outdoor environment. Highlights included Trust Art: Bushwick Art Park, a street-inspired sculpture garden with functional art; Spacebuster, a mobile inflatable pavilion by Raumlabor, presented by Storefront for Art and Architecture; Paul Villinski’s Emergency Response Studio, a salvaged trailer transformed into a green, off-grid mobile artist’s studio; Artist Anne Apparu’s There Are No Recipes for children to cook with local ingredients. Tenting Competition winner: Family and PlayLab.

**Projects**

**May 7-8, 2011, Lower East Side**

100+ independent projects, exhibitions, and performances by 600 artists, which expanded on the Festival’s themes, opened at multiple venues downtown Manhattan, activating the neighborhood.

Project Highlights: Cronocaos Exhibition by OMA at New Museum; Nuit Blanche New York’s “Flash:Light,” commissioned artist videos projected on the New Museum façade; Bowery Arts and Science’s POEMobile’s “A White Wing Brushing the Building,” projecting poems in four neighborhood languages on buildings; “After Hours: Murals on the Bowery,” site-specific paintings by international artists on Bowery storefronts’ roller shutters; Freitag’s Compost Canteen at Salon 94; a PechaKucha Marathon at the Old St. Patrick’s Cathedral.

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**2012-13 Theme: Untapped Capital**

As the world’s resources continue to be endangered, depleted, and destroyed, we need to not only focus on new solutions and practices but also develop new approaches. Rather than focusing on deficits, this year’s IDEAS CITY encourages an examination of surplus capital that may be under-recognized or underutilized. There are many ways of thinking about what untapped capital could be: people, ideas, networks, raw materials, varied resources, and modes of communication.

**IDEAS CITY: Istanbul, October 11, 12, 14 & 19, 2012**

IDEAS CITY: Istanbul was the first IDEAS CITY Global Conference. It was organized by the New Museum, in conjunction with the Audi Urban Future Initiative (AUFJ) Awards, and simultaneously with the inaugural Istanbul Design Biennale. It took place at the Hasköy Spinning Factory and SALT Galata.

**Partners:**
Audi Urban Future Initiative; SALT

**Attendance:**
Keynote: 200 attendees
Panels: 400 attendees
Workshop: 60 participants
October 11, 2012: Keynote Address
Hasköy Spinning Factory
Amanda M. Burden, New York City Planning Commissioner and Chair of the New York City Planning Commission

October 12, 2012, Panels
Hasköy Spinning Factory

Panel 1: Structures and Networks
Panelists:
Aslı Aydıntaşbaş, Columnist, Milliyet
Burak Arıkan, Artist
Adam Greenfield, Founder and Managing Director, Urbanscale
Yancey Strickler, CEO and Cofounder, Kickstarter
Anthony Townsend, Research Director, Institute for the Future
Moderator- Marc Kushner, Architect and Cofounder, Architizer

Panel 2: Collaboration and Exchange
Panelists:
Yaşar A. Adanalı, Urban blogger: Mutlu Kent (Happy City) and Reclaim Istanbul
Rupali Gupte, Founding Member, Collective Research Initiatives Trust (CRIT)
Selva Gürdoğan, Architect and Cofounder, Superpool
Suketu Mehta, Author and Associate Professor of Journalism, New York University
Yasemin Nur, Artist and Cofounder, Atılkunst
Moderator- Pedro Reyes, Artist

October 14, 2012, Workshops
SALT Galata

Organized in collaboration with SALT, the two IDEAS CITY workshops explored the themes discussed at the panels on a more pragmatic and grassroots level with regional participants, including artists, architects, designers, entrepreneurs, urban planners, economists, sociologists, and technologists.
Workshop Leaders- Lisa Phillips, Toby Devan Lewis Director, New Museum; Richard Flood, Director of Special Projects, New Museum; Rosalie Genevro, Executive Director, The Architectural League of New York; Vasif Kortun, Director of Research and Programs, SALT; Meriç Öner, Associate Director of Research and Programs, SALT; Özlem Ünsal, PhD Candidate at City University, London, Dept. of Sociology

October 19, 2012, Panel
Hasköy Spinning Factory

The Ten Commandments: What Ten Considerations Do Architects Need To Embrace For The Urban Future?
Panelists:
Christian Gärtner, Board Member, Stylepark AG; Curator, Audi Urban Future Award
Ligia Nobre, Co-curator, 2013 Architecute Biennial São Paulo; Codirector and Curator, SP Lab/Studio X
GSAPP Columbia University, São Paulo
IDEAS CITY Festival, New York, May 1-4, 2013

The second IDEAS CITY Festival New York included a Conference, Workshops, an innovative StreetFest around the Bowery, and more than one hundred independent Projects and public events that were forums for exchanging ideas, proposing solutions, and accelerating creativity.

Organizing Partners/Executive Committee
New Museum (founder); Architectural League of New York, Bowery Poetry Club; Cooper Union; The Drawing Center; New York University Wagner School; Storefront for Art and Architecture

Attendance:
65,000 visitors total
Conference: 3,000 attendees
Workshops: 600 attendees
StreetFest: 40,000
Projects: 25,000 attendees

Conference
The Great Hall at Cooper Union
A two-day Conference commencing with an evening keynote, and a day of panels with visionaries and leaders including exemplary mayors, forecasters, architects, artists, economists, and technology experts took place at The Cooper Union.

May 1, 2012, Keynote Address
Joi Ito, Director, MIT Media Lab

May 2, 2012, Panels
Panel 1: Ad Hoc Strategies
Panelists:
Jeffrey Inaba, Founder, INABA and Founding Director, C-Lab
Emeka Okafor, Curator, Maker Faire Africa
Thaddeus Pawlowski, Planning Advisor at Mayor’s Office of Housing Recovery Operations; Urban Designer at NYC Department of City Planning; Designer/Advisor at Normal Architecture Office
Jennifer Wolfe, Co-organizer and Design Lead, Maker Faire Africa
J. Meejin Yoon, Cofounder, Höweler + Yoon Architecture; Associate Professor and Director, Undergraduate Program in the Department of Architecture, MIT
Moderator- Joseph Grima, Editor, Domus
Panel 2: Waste
Panelists:
Mai Iskander, Producer, Director, and Cinematographer
Lydia Kallipoliti, Architect, Engineer, and Theorist; Assistant Professor Adjunct, The Cooper Union
Max Liboiron, Artist and Activist
Samantha MacBride, Professor of Public Affairs, Baruch College; Previously New York City Department of Sanitation
Moderator- Jonathan F.P. Rose, Founder, Jonathan Rose Companies LLC

Panel 3: Play
Panelists:
Kemi Ilesanmi, Executive Director, Laundromat Project
Charles Renfro, Partner, Diller Scofidio + Renfro
Constance Steinkuehler, Associate Professor in Digital Media, University of Wisconsin–Madison
Eric Zimmerman, Cofounder and Chief Design Officer, GameLab
Moderator- Yancey Strickler, CEO and Cofounder, Kickstarter

Panel 4: Youth
Panelists:
Naomi Hirabayashi, Chief Marketing Officer, DoSomething.org
Barry McGee, Artist
Carlos Motta, Artist and Activist
Ellin O’Leary, Founder, Youth Radio
Moderator- Dennis Scholl, Vice President of Arts, Knight Foundation

Mayoral Panel: The City and Untapped Capital
Introduction: Kurt Anderson, Host, Studio 360
Panelists:
Will Wynn, Former Mayor of Austin, TX
Bill Purcell, Former Mayor of Nashville
Jim Grey, Mayor of Lexington, VA
Christophe Girard, Mayor of the 4th District of Paris
Manuel Diaz, Former Mayor of Miami

Workshops
May 3, 2013, Old School
In the spirit of Untapped Capital, a nineteenth-century school building was transformed into an educational hive. Nineteen Workshops filled four floors of the Old School and provided a unique platform to learn, engage, and exchange ideas for 600 attendees.

IDEAS CITY World Café Workshop
Two World Café Workshops were dedicated to the Untapped Capital of the Bowery. Community advocates, entrepreneurs, designers, branding experts, artists, and theorists lead the discussions.
Session 1:
1) Bridging Constituencies: How to connect landlords, developers, citizens, nonprofits, businesses, and government. Led by Dan Barasch, Cofounder of the LowLine
2) Identifying the Neighbors: Who are they? How can we meet them? What can we accomplish together? Led by Tamara Greenfield, Executive Director of Fourth Arts Block, FABnyc
3) Tools for Change: Crowdsourcing, community activism, and art initiatives. Led by Adam Greenfield, Founder and Managing Director of Urbanscale

Session 2:
1) Branding the Bowery: Creating a sense of place. Led by Jason DeLand, Cofounder of Anomaly
2) Bowery/Highway: Slowing the traffic, finding the content. Led by Claire Weisz, Founding Principal of WXY Architecture + Urban Design, and Cofounder of the Design Trust for Public Space
3) Criteria for Preservation: Moving forward while retaining a history; what stays, what’s needed, what are the goals? Led by Rob Hollander, Cofounder of the Lower East Side History Project and Secretary of the Chinatown Working Group

Partner Organization Workshops
Partner organizations vocalized the need for a binary equation to involve engaged citizens. Each Workshop was produced by a different organization allowing for a diverse range of formats, from problem-solving discussions to hands-on learning sessions.

Organizers & Topics:
- Arts in the Armed Forces; AITAF presents: A Discussion about the Armed Forces and the Arts
- ASAP (After School Arts Program); In and Around the University
- Common Space; Social Mirroring
- Green Map System; Green Maps for Resilient Cities Everywhere
- Independent; Hack City
- Kickstarter; Kickstarter Project Jam
- No Longer Empty; Revitalizing Space—Unlocking Creativity
- Occupy.Here; Wifi Hacking and the Slow, Offline Web
- Openinvo; The Vibrant Future of the Creative Economy: Real World Value of Arts Thinking
- Parsons The New School for Design; Wherefore Store and Designing for Future Economies
- Passport Project; Go! See the World!
- Time’s Up!; Time’s Up Energy Bikes!
- Transformance Center: Jenga

Artist-led Workshops
Artist-led Workshops tested new formats to open up the thinking process and encourage a variety of methodologies for decision-making. Led by Buran Arikan: Creative Networking Workshop and Nicolás Paris: My Hat is My Home, My Notebook is My School.

StreetFest
May 3, Bowery
An innovative, minimal-waste, outdoor StreetFest took place with over 135 artists, architects, poets, technologists, historians, community activists, entrepreneurs, and
ecologists shared their ideas and invited the public to actively shape their city. The event took place on the Bowery, Chrystie, Stanton and Rivington Streets, and Sara D. Roosevelt Park. Highlights included Storefront for Art and Architecture premiere of the Speechbuster, an urban mobile table that provided a platform for discussions, performances, and presentations; New Museum, Chinatown YMCA, and University Settlement teens worked with Groundswell artists to create a 250-square-foot mural; and the Endangered Language Alliance Record-a-thon invited anyone speaking an endangered language to capture a sample for posterity.

Tenting Competition winner: Practice, Davidson Rafailidis, Buffalo, NY

**Projects**

**May 3-4, Lower East Side**

80+ independent projects, exhibitions, and performances by 500 artists, which expanded on the Festival’s themes, opened at multiple venues downtown Manhattan, activating the neighborhood. More than 20 collaborative projects turned out to be very successful. Project Highlights included Adhocracy, an exhibition on the emergent culture of peer production at New Museum’s Studio 231; After Hours 2: Murals on the Bowery, a collaboration between Art Production Fund and New Museum with international artists who painted the Bowery’s roller shutters; Pitching the City: New Ideas for New York by Architizer and Municipal Art Society, at St. Patrick’s Old Cathedral (the winning project, +Pool, was by Family and PlayLab, the winners of the 2011 IDEAS CITY Tenting Competition); Mulberry Street NightFest, a series of interactive performances, installations, and projections on a closed street; and Little Free Libraries/ New York by PEN World Voices Festival and the Architectural League to rethink design and architecture as community-building opportunities.

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**IDEAS CITY: São Paulo, October 25-27, 2013**

**Theme: Untapped Capital**

IDEAS CITY: São Paulo was the second IDEAS CITY Global Conference. It was organized by the New Museum in partnership with Sesc and took place from October 25-27, 2013, at Sesc Pompeia, simultaneously with the X São Paulo Architecture Biennial.

**Partner:**
Sesc São Paulo

**Attendance:**
Keynote: 800 attendees
Panels: 1200 attendees
Workshops: 60 participants

**October 25, 2013, Keynote Address**
Paulo Mendes da Rocha, Architect
October 26, Panels

Conversation 1 - Harnessing Resistance: Anger as Untapped Capital
What is a city? Is it a physical place or something else? Who are its citizens? How do they connect, and how do they make decisions? What are the frustrations they experience when trying to find a community and enter a conversation? When a collective dialogue moves toward consensus and mobilization, how important is anger to sustain the initiative? How can anger be turned into constructive behavior? How can architecture and technology play a part in empowering the marginalized and disenfranchised? Are some cities better suited to mobilization than others?

Panelists:
Adam Greenfield, Founder and Managing Director, Urbanscale
Teddy Cruz, Architect; Professor in Public Culture and Urbanism, UC San Diego; Cofounder CUE / Center for Urban Ecologies

Panel Discussion 1 - Whose Downtown is it?: Colonizing, Conceptualizing, Capitalizing
The word “downtown” has become a metaphor for something that is problematic, challenging, inspiring, and/or tragically flawed. The downtowns of the world have been subjected to endless surgeries—cosmetic, noninvasive, high-risk, and doomed. Art and architecture have frequently been promoted as part of the treatment as well. Downtown is inevitably a disputed territory with myriad forces fighting for control of it, be it the citizens, the government, or private developers. Are the catch phrases—revitalization, restoration, renewal—admirable goals or merely antique terminologies that need to be replaced? What are new solutions for mapping the myths and realities of what we think of as downtown?

Panelists:
Yaşar A. Adanalı, Urban blogger: Mutlukent (Happy City) and Reclaim Istanbul
Ana Paula Cohen, Curator and Educator
Suketu Mehta, Author and Associate Professor of Journalism, New York University
Charles Renfro, Partner, Diller Scofidio + Renfro
   Moderator- Guilherme Wisnik, Architectural Critic; Curator, X São Paulo
Architecture Biennial

Entr’acte
An interrogative interruption by Eva Franch i Gilabert, Executive Director and Chief Curator, Storefront for Art and Architecture; Curator of the United States Pavilion at the 2014 Venice Architecture Biennale

Panel Discussion 2 - Bridging Divides: People, Technology, Networks
Technology comes with no moral compass. It’s neither good nor bad. It’s simply what you make of it, and that’s where the compass spins wildly. What is our relationship to technology and what do we want to do with it? It’s there for everyone, and its applications are changing every second. In the clusters below the cloud, people are thinking about where we are and where we can go. Have we reached the reality of everyone’s empowerment through inclusion in the social network, or is that a mass hallucination?

Panelists:
Giselle Beiguelman, New Media Artist; Editor-in-Chief, seLeCt magazine
Carlos Leite, School of Architecture and Urbanism, Mackenzie University
Jillian C. York, Director for International Freedom of Expression, Electronic Frontier Foundation
Moderator- Arto Lindsay, Composer, Singer, Guitarist, Artist, Producer

Conversation 2: Embracing Provocation: The Arts and Shaping Identity
Geography and art are important partners. Critics constantly debate the role of place in the creation of art. Is it inevitable that artists from São Paulo and Rio will have different styles and priorities any more than it is assumed that artists from New York and Los Angeles do? Do artists find an essential energy in their environment? Do artists shape their cities, and are they shaped by their cities? How can the cities of tomorrow contribute meaningfully to culture and to the well-being of artists? What makes for a culturally nourishing city? What is the greatest strength that artists can receive from their city? What can they give back?

Participating artists: Jonathas de Andrade, Lucia Koch, Jac Leirner (Facilitator)

World Café Workshops, October 27
The IDEAS CITY workshops explored the themes discussed at the panels on a more pragmatic and grassroots level with regional participants, including artists, architects, designers, entrepreneurs, urban planners, economists, sociologists, and technologists. One workshop was held in Portuguese and one in English.

Session 1, English
Workshop Leaders and Topics
Martin Corullon, Architect; Founder, METRO Arquitetos (“The Ideal Development Plan for São Paulo”)
Ligia Nobre, Architectural Historian; Co-curator, X São Paulo Architecture Biennial (“Government versus Grassroots”)
Benjamin Seroussi, Curator; Advisory Board Member, Casa do Povo (“Who Owns ‘Downtown’?”)

Session 2, Portuguese
Workshop Leaders and Topics
Fernanda Brenner, Artist; Founder and Director, Pivô (“The Ideal Cultural Center/Museum”)
Renato Cymbalista, Professor of Urban History, City University of São Paulo (“Technological Networks and Partnerships”)
Daniel Lima, Artist and Activist (“The Culture of Poverty”)