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**New Museum Relaunches Website Featuring Four Major New Programs:
Digital Archive, Art Spaces Directory, Six Degrees Blog, and
First Look—a Regular Series of Commissioned Online Artworks**

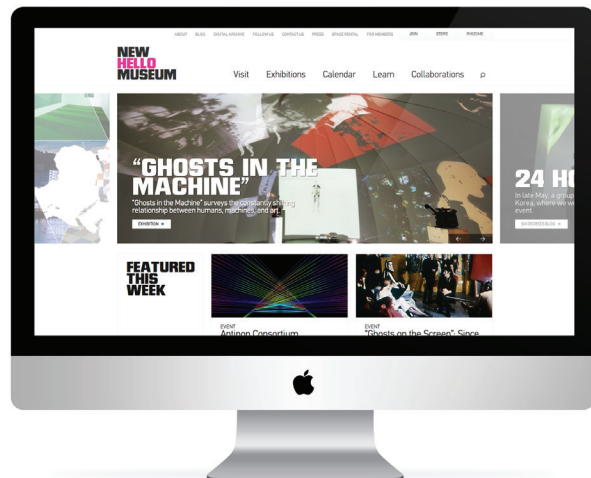
**Artist Taryn Simon and Technologist Aaron Swartz's *Image Atlas* Kicks off
First Look: New Art Online**

New York, NY...To celebrate the Museum's 35th Anniversary, the award-winning New Museum website (newmuseum.org) has been reconceived as a unique destination with four major new programs designed to strengthen and serve our digital audience—now in the millions annually. In addition to programmatic expansion, the site will provide enhanced functionality, integration of several social media platforms, increased exhibition-related content, a dedicated section for Members, and mobile device optimization.

"The New Museum website is a new New Museum where we will experiment with innovative material for a rapidly growing online audience," said Lisa Phillips, *Toby Devan Lewis*

Director. "We are proud that our new site not only reflects the dynamic, global scope of the Museum's programs but also expands resources for visitors and scholars alike and introduces new initiatives at the vanguard of online engagement."

The culmination of four years of work, the redesign of the website and its four signature initiatives have been supported by extraordinary funding, totaling over \$1 million, from the Andrew W. Mellon Foundation, Bloomberg Philanthropies, Booth Ferris Foundation, Henry Luce Foundation, and the Institute of Museum and Library Services received over the past five years. The grants supported back and front end rebuilding, upgrades to our IT infrastructure, and new staff positions related to these initiatives. Additional Museum staff and resources have been redistributed to meet the growing needs of our online audience.



The re-envisioned website premieres four major new online initiatives to:

- expand the conversation about contemporary art in a global context
- premiere new works
- share our history
- provide expanded resources on exhibitions and programs both past and present

Digital Archive

The New Museum Digital Archive documents thirty-five years of the New Museum's history, including exhibitions, public programs, and institutional developments through images, video, audio, and downloadable publications. Since its inception in 1977, the New Museum has been a locus of contemporary art in New York, presenting the work of international and local artists, and leading cultural and intellectual activities. Through this new digital interface, users can explore more than 8,000 written and visual records, as well as a searchable database of over 4,000 artists, curators, and organizations associated with the New Museum's history. From audio recordings of Founding Director Marcia Tucker speaking in 1990 on "Censorship and Government Funding in the Arts," to a 1984 panel discussion on "Art and Ideology" moderated by critic Lucy Lippard, to a lecture by Hans Haacke on "Museums as Managers of Consciousness" delivered during his solo exhibition in 1986, the Digital Archive houses the thoughts and voices of the Museum's storied history. Like the ever-evolving Museum, this heterogeneous multimedia resource is frequently updated as assets become available. In addition, the Museum has instituted a special new position of Scholar in Residence to actively research and create regular features drawn from the Archive or related to the Museum's history.

Additional key features include:

- An easy search function, within or across media by person, exhibition, publication, public program, or digital object, fosters a web of interconnectivity and associations
- Expanded section about the Museum's SANAA-designed building, including essays by architects, construction time-lapse video, animations, audio, interviews, and more
- Code contribution to "Collective Access," an open-source archive platform developed and used by institutions globally

Art Spaces Directory

The Art Spaces Directory online is an interactive, international guide to over 400 independent art spaces from ninety-six countries. The only directory of its kind, it features smaller, alternative nonprofit art spaces around the world, many of which are unknown to a general audience and, in many cases, also unfamiliar to professionals. The Art Spaces Directory online consists of an interactive map, allowing users to research or plan a visit, find general information, and view related images about the art space, as well as search and explore other spaces nearby.

This unique digital resource grew out of a publication accompanying "The Generational" Triennial in 2012—developed by our own curatorial team and a network of outside curators and consultants over three years—and underscores the richness and diversity of small nonprofit art spaces as an integral part of the art ecosystem. The Museum as Hub—a network of international art spaces and artists established by the New Museum in 2007—served as a foundation for this project.

Six Degrees

A blog about new ideas elsewhere

Over its thirty-five year history, the New Museum has developed an extensive international network through its curators, exhibitions, supporters, and signature initiatives like "The Generational" Triennial, Museum as Hub, and the Festival of Ideas for the New City. Our new blog, *Six Degrees*, brings together a range of global voices and perspectives from the Museum's community. This publishing platform will explore provocative art and ideas beyond the Bowery through weekly artist interviews, photo essays, short videos, reviews, and curators' must-see recommendations, as well as entries from the art spaces featured in the Directory.

First Look: New Art Online

A series of monthly commissions and new online works

The First Look series will showcase a new digital artwork each month. The selected works will represent the breadth of art online—from interactive documentary, to participatory applications, to moving-image-based works, all exploring the formal, social, and aesthetic possibilities of the web. Each new work will be featured on the homepage and will prominently appear in a dedicated section on the New Museum website. Works will vary from pre-existing projects, which have had little exposure, to new commissions. The New Museum will invite artists who take the internet as their primary medium, as well as artists established in other fields who have a project they would like to execute online. First Look is curated by Lauren Cornell, Curator of the 2015 “The Generational” Triennial, Museum as Hub, and Digital Projects. This new series reflects a strengthening of the New Museum’s ongoing commitment to the digital realm as a space for art making and its relationship with Rhizome, a leading online platform and longtime affiliate organization in residence at the Museum.

For the launch of the newly re-envisioned site, Cornell has selected artist Taryn Simon and technologist Aaron Swartz’s *Image Atlas* (2012), a project initiated through Rhizome’s signature Seven on Seven Conference—a unique event that bridges the fields of art and technology around the creation of new work. *Image Atlas* investigates cultural differences and similarities by indexing top image results for given search terms across local search engines throughout the world. Visitors can refine or expand their comparisons from the sixty countries currently available and sort by Gross Domestic Product (GDP) or alphabetical order. For instance, entering the term “party” into the *Image Atlas* reveals varied associations: from winning moments in soccer games in Brazil, to black-and-white portraits of political leaders in North Korea, to flames in Kenya, to colorful streamers and confetti in the US. Through an incredibly simple interface, the *Image Atlas* raises profound questions related to language, international culture, and systems of information. Questions such as: What does popularity (i.e., the top result) reveal? How neutral is the statistical data that constructs the way we see ourselves and others online? Is visual language, now a more ubiquitous form of communication due to social media like Instagram, subject to the same issues of translation as the written and spoken word? And is it conceivable to imagine a global language? An ambitious and innovative artwork, the *Image Atlas* provides a singular method of retrieving and comparing images that illuminate the often hidden spaces between cultures. When engaging with the work, users are implicitly encouraged to locate variation—an exercise that points to the persistence of difference in a world supposedly flattened by the homogenizing effects of the global economy, both financial and cultural.

Design

The Museum commissioned the emerging, New York-based firm Kettle to engineer and design the new site, continuing the Museum’s practice of championing the next generation of creative leaders.

About the 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.

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