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**NEW INC, the New Museum's Incubator for Art, Design, and Technology,
Announces Advisory Council, First Wave of Members,
and Final Application Deadline**

New York, NY... Lisa Phillips, *Toby Devan Lewis Director*, and Karen Wong, Deputy Director, cofounders of the New Museum's incubator, NEW INC, together with its Director, Julia Kaganskiy, today announced the program's inaugural Advisory Council. The Museum has also accepted the first round of members. NEW INC will launch in the Museum's adjacent building in late summer 2014. The initiative's rolling application process will conclude on June 6.

NEW INC, the first museum-led incubator dedicated to art, design, and technology is a not-for-profit shared workspace and professional development program supporting cultural practitioners and creative entrepreneurs. The New Museum's directors, together with David B. Heller, the New Museum's Vice President of the Board of Trustees and NEW INC Advisory Council Chair, assembled a distinguished group of advisors with significant expertise and leadership in areas of entrepreneurship, technology innovation, architecture, design, and visual arts. The NEW INC Advisory Council includes:

- **Sunny Bates**, CEO, Sunny Bates Associates
- **Lauren Cornell**, New Museum Curator, Curator, 2015 Triennial, Digital Projects, and Museum as Hub
- **Kate Crawford**, Principal Researcher at 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**, artist and Creative Director, Google Creative Lab
- **John Maeda**, Design Partner, Kleiner Perkins Caufield & Byers, former President of the Rhode Island School of Design
- **Neri Oxman**, Sony Corporation Career Development Professor of Media Arts and Sciences at the MIT Media Lab
- **Yancey Strickler**, Cofounder & CEO, Kickstarter
- **Andrew Weissman**, Partner, Union Square Ventures, and Cofounder of Betaworks
- **Mark Wigley**, Dean, Columbia University, Graduate School of Architecture, Planning, and Preservation

NEW INC's Advisory Council will provide guidance and lend their expertise to this innovative Museum initiative, and will contribute mentorship support to its membership community.



Courtesy New Museum, New York. Photo: Dean Kaufman

"We looked for advisors who have specific domain expertise in the incubator's targeted fields and can bring immense value in terms of their experience, thought leadership, and networks to both the New Museum and NEW INC's membership community," said Heller.

"We're thrilled to have such a phenomenal group advising us," said Phillips. "They embody the kind of innovative thinking and entrepreneurial spirit we plan to foster in the program and, together with an expanded group of mentors, will be an invaluable resource to our community."

Along with its Advisory Council, NEW INC today announced the first twenty-four confirmed full-time members comprising its inaugural class of forty. Hundreds of applications have already been received in response to the open call, and the incubator selection committee has been reviewing and accepting applicants on a rolling basis, assembling a diverse, interdisciplinary community that will be joined by anchor tenants **Rhizome** and **Studio-X**, Columbia University's Graduate School of Architecture, Planning, and Preservation (GSAPP).

The accepted projects span new platforms for digital to physical manufacturing (**Print All Over Me, clā**), wearable technology (**Sabine Seymour**), countersurveillance products (**Adam Harvey**), software development (**Kunal Gupta, Tristan Perich**), cutting-edge creative agencies (**PARTY, Maxrelax**), information design (**Accurat, Paul Soulellis**), as well as installation and performance art (**Sougwen Chung, Charlie Whitney, Lisa Park**).

"We're building an ecosystem," said NEW INC Director Julia Kaganskiy. "We're looking closely at how these various groups and individuals will coexist, be in dialogue with one another, find opportunities for collaboration, and feed off one another's work. There's a wide range of creative practices, business models, and levels of experience represented in this initial group, and we're being very deliberate about how we fill the remaining spots. The community is really what's going to define this initiative."

NEW INC will continue to accept full-time and part-time applicants on a rolling basis until June 6. A limited number of full-time memberships remain for the inaugural year. NEW INC plans to confirm and announce its full roster of members in July, with an **official opening date in early September**.

"As a brand-new project that's the first of its kind and evolving in real-time, we wanted to keep the application process rolling because each new piece of information helps make the picture that much clearer for potential members, partners, and supporters of NEW INC," said Kaganskiy. "We anticipate that our Advisory Council and first group of full-time members will generate a new wave of interest, and we wanted to keep the door open to people we haven't had a chance to meet yet."

Over the course of a twelve-month residency, members will have access to full-time or part-time co-working desk space, shared resources and equipment, events, and professional development programs. A commitment to mentorship and professional development is one of NEW INC's distinguishing aspects. Leveraging the New Museum's international network of staff, trustees, advisors, and affiliates, NEW INC will develop a program that includes business training, skill development, informal peer-to-peer knowledge exchange, networking, and community-building opportunities.

Members will also benefit from developing their ideas under the umbrella of the Museum, working in close proximity to anchor tenants **Studio-X**, a global network of laboratories for exploring the future of the built environment started by Columbia University's Graduate School of Architecture, Planning, and Preservation (GSAPP); **Rhizome**, a long-time New Museum affiliate who will support the incubator through its expertise and leadership at the intersection of art and technology; as well as with initiatives like IDEAS CITY.

To learn more about the application process, criteria, membership fees, and amenities, visit newinc.org.

About the Initiative

Amplifying the New Museum's thirty-six-year commitment to new art and new ideas, the incubator is the

latest in a series of programs developed by the institution 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. Conceived by the New Museum in 2013, NEW INC will be a dynamic 24/7 center located at 231 Bowery, next door to the Museum's SANAA-designed building, in a nineteenth-century structure that once was home and studio to such artists as James Rosenquist and Tom Wesselmann. It will provide a collaborative space for a highly selective, interdisciplinary community of one hundred members. NEW INC is a response to ongoing changes in cultural production and will provide a lab-like environment and framework for the development of original and sustainable models in the pursuit of innovation.

Support

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. Additional support is made possible by Deutsche Bank and the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

About the New Museum

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. The New Museum has a long history of incubating ideas, programs, and artworks demonstrated in such successful initiatives as IDEAS CITY, Rhizome's Seven on Seven Conference, and the Generational Triennial. The Museum continues to be a leader at the intersection of art and technology. It was the first museum to create a dedicated space for digital art projects in 2000 (Media Z Lounge), which subsequently led to bringing on Rhizome as an affiliate organization in 2003. Former Rhizome Director, Lauren Cornell, is now organizing the 2015 New Museum Generational Triennial with groundbreaking media artist Ryan Trecartin. For more information, visit newmuseum.org.

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