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MUSEUM

NEW INC, New Museum's Cultural Incubator, Announces DEMO2024 Art and Technology Festival

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

Keynote Speakers Include Andrew Thomas Huang,
Gabriel Massan, Precious Okoyomon, New York City
Council Member Chi Ossé, and Mahfuz and Chloe Sultan



New York, NY (March 20, 2024)—The New Museum's cultural incubator NEW INC today announced DEMO2024, a three-day art 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, 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**, multidisciplinary artist **Gabriel Massan**, artist, poet, and chef **Precious Okoyomon**, and Clocks creative agency 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.

NEW INC's Year 10 cohort members presenting at DEMO2024 include participants in 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. In addition to the mainstage talks and Studio DEMO, each track will hold a showcase, which may take the form of an exhibition, an installation, or another mode of collective presentation. Details on each track's showcase will be announced in the coming months.

"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**.

"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."

NEW INC supports a diverse range of creative practitioners through its unique membership model. NEW INC members have been recognized as emerging leaders in their respective fields, which traverse art, technology, design, fashion, architecture, urban planning, education, and beyond, and NEW INC's alumni network includes more than 600 individuals. NEW INC members have presented work at Sundance Film Festival, SXSW, Cannes Film Festival, Tribeca Film Festival, Cooper Hewitt Design Triennial, and Ars Electronica, and have won awards and commissions from the Serpentine, Verizon 5G Labs, Creative Capital, and the

Bessie Awards. In addition to DEMO, NEW INC members have the opportunity to present at a multitude of public programs presented with NEW INC partners throughout the year.

For more information, please visit demofestival.org.

SUPPORT

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DEMO2024 is generously supported by: EY Metaverse Lab, David B. Heller, the Jonathan D. and Mark C. Lewis Foundation, Mellon Foundation, National Endowment for the Arts, Onassis Foundation USA, the Robert Wood Johnson Foundation, Simons Foundation, and WSA (Water Street Associates).

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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

WSA (Water Street Associates) reimagines an iconic postmodern Fox & Fowle designed downtown tower for the creative community of thirty-one floors and provides exhibition spaces, work suites & offices, production studios for podcasting, music, video & XR, lounges & salons, an expansive spa & gym, multiple dining concepts, and atelier retails. Clustering spirited artists

and creative entrepreneurs in fashion, art, culture and technology is the alchemy for delirious public programming and activities taking place year-round at WSA.

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