

NEW INC, New Museum’s Cultural Incubator, Announces 2024 Advisory Council Members



New York, NY (April 29, 2024)—NEW INC, the New Museum’s cultural incubator, today announced eight new members of its Advisory Council: **Mallory Contois, Gia Kuan, Hassan Rahim, Yancey Strickler, Dong-Ping Wong, Nicola Vassell, Máuhan M Zonoozy, and Demetria White**. They join returning Advisory Council members **David B. Heller, Amale Andraos, Sunny Bates, Peter A. Boyce II, Ramphis Castro, Fred Dust, Ruby Lerner, Jamie Singer Soros, Adaora Udoji, and Andrew Weissman**. Chaired by David B. Heller, the Advisory Council will provide strategic guidance to NEW INC leaders as the initiative enters its tenth anniversary year, and act as advisors to NEW INC’s tenth cohort of 72 members working across art, design, technology, and creative entrepreneurship.

“Since NEW INC’s founding ten years ago, the Advisory Council has been an essential component of its community-centered model. The connections NEW INC has forged between emerging professionals and industry-leading mentors have had massive ripple effects over the last decade, and we are thrilled to invite eight new Advisory Council members into the NEW INC community,” said Lisa Phillips, *Toby Devan Lewis Director* of the New Museum.

“NEW INC is gratified to welcome this exciting group of professionals to our Advisory Council in our tenth anniversary year,” said Salome Asega, Director of NEW INC. “Each of them brings a wealth of experience from their respective fields, and we look forward to learning from and sharing their accomplishments with our new cohort of members.”

Information about the Advisory Council members follows below, and more information on NEW INC’s tenth anniversary cohort can be found [here](#).

ADVISORY COUNCIL MEMBERS

David B. Heller (Advisory Council Chair) is the co-founder and co-CIO at Raga Partners, a New York-based private investment and family office advisory firm. Prior to that he was the Co-Head of the Goldman Sachs Global Securities Division where he sat on the firm's Management Committee. David is the NEW INC Advisory Council Chair and currently serves as a trustee of the New Museum and the public policy institute Third Way.

Amale Andraos is an architect and principal of WORKac, an award-winning architecture and design practice committed to creating architecture that engages environmental and social concerns with an emphasis on public, cultural, and civic projects. Andraos is also a Professor and Dean Emeritus at Columbia University, where she served as Architecture Advisor to the President and Special Advisor to the Climate School. Her publications include *The Arab City: Architecture and Representation*, *We'll Get There When We Cross That Bridge*, *49 Cities* and *Above the Pavement the Farm*.

Sunny Bates is a born connector, operating wherever executives, thinkers, artists, creators, innovators, entrepreneurs, educators, philanthropists connect and collide around the globe. Her genius is developing networks of extraordinary people and connecting their ideas in surprising ways toward concrete outcomes. As a serial entrepreneur, mentor and advisor, her client roster has included some of the world's most prominent companies and organizations, from GE, TED and Credit Suisse to MTV, the National Academy of Sciences, Techstars and Kickstarter, of which she is a founding board member.

Peter A. Boyce II is the Founder & Managing Partner of Stellation Capital, a pre-seed & seed venture capital firm headquartered in Brooklyn. Prior to founding Stellation, Peter spent eight years as a Partner at General Catalyst, a venture capital firm that invests in powerful, positive change that endures. Peter is a graduate of Harvard University, earning a B.A. in Applied Mathematics and a Secondary in Computer Science. He grew up in New York City, where he graduated from Stuyvesant High School. He is proud to be a Ron Brown Scholar.

Ramphis Castro leads efforts through the Platform for Social Impact to direct capital toward solving the systemic challenges for economic mobility for families in Puerto Rico. A Kauffman Fellow with over 20 years of experience, bringing multidisciplinary expertise in law, technology, venture capital, and community development. Previously, he served as General Partner at ScienceVest, a NY-based early stage venture capital fund focused on emerging science and technology ventures that accelerate the achievement of the sustainable development goals.

Mallory Contois leads Community at Mercury and is the founder of The Old Girls Club—a virtual community for women in the second and third stages of their careers in male dominated fields. She is also an angel investor & advisor to early stage founders, focusing on those building in the consumer social, art & creativity, women's health, and marketplace spaces. She previously spent time on the early teams at Pinterest & Cameo focusing on product led growth, and as the COO of Metafy, a marketplace for gamers to find community and master their skills.

Fred Dust is the founder of Dust&Company and works at the intersection of business, society, and creativity. He also works as the Senior Dialogue Designer with The Rockefeller Foundation to explore the future of pressing global needs; with The School for Advanced Research, the New Museum, The Einhorn Collaborative and other foundations to host constructive dialogue with leaders ranging from David Brooks, Reverend Jenn Bailey, and Vivek

Murthy to rebuild human connection in a climate of widespread polarization, cynicism and disruption. He is also proud to be faculty at the Esalen Institute.

Gia Kuan is the founder of Gia Kuan Consulting, which has earned a reputation for her unique and non-linear media approach, growing each client's business beyond a traditional public relations campaign by conceiving and implementing impactful and bespoke PR strategies for each client, as well as being able to interconnect between fields and practices. Previously, Gia was a Director at Nadine Johnson & Associates, and oversaw all in-house press relations for Comme des Garçons and Dover Street Market New York for over five years.

Ruby Lerner is the founding Executive Director of Creative Capital, an innovative arts foundation that adapts venture capital concepts to support individual artists. Under her leadership, Creative Capital committed \$40 million in financial and advisory support, which helped awardees leverage nearly \$100 million in additional support for their projects. Currently, she works as an independent arts consultant, and serves as the principal advisor to the Open Society Foundation's International Arts Fellowship.

Hassan Rahim is a creative director and high school dropout from Santa Ana, California, currently living and working in New York City. In opposition to culture's obsession with speed, Rahim's output remains guarded — incubating as long as necessary while he continues to build a body of work dealing with monomania, memory, and mortality. Hassan owns and operates anti-disciplinary creative studio 12:01.

Jamie Singer Soros is a tech entrepreneur, investor, and supporter of the arts and fashion. Jamie is the CEO and Co-Founder of Ussie, which builds private online member platforms for non-profits and museums. She mentors female entrepreneurs and has guest lectured on entrepreneurship at Duke University and the University of Washington. Jamie is a notable supporter of the arts, serving on the Board of Trustees for the New Museum, the Board of Trustees Metropolitan Museum of Art, the Visiting Committee for the Department of Modern and Contemporary Art at The Metropolitan Museum of Art, and Friends of the Costume Institute at The Met, as well as the Women's Council of the Dia Art Foundation.

Yancey Strickler is a writer and entrepreneur. He's the Cofounder and Director of Metalabel, Cofounder and former CEO of Kickstarter, and Cofounder of the artist resource The Creative Independent. He's the author of *This Could Be Our Future: A Manifesto for a More Generous World*, the philosophy of Bentoism, and he created the record label eMusic Selects. Yancey worked as a music critic writing for *Pitchfork*, *Spin*, and *The Village Voice*. He grew up on a farm in Clover Hollow, Virginia. He lives in New York City.

Adaora Udoji is an award-winning journalist turned award-winning media executive, producer, and board member with deep expertise in media, digital content/software, emerging tech, and storytelling. She is Vice President of Programming and Operations for PBS General Audiences. She leads operations, production management, business operations, editorial, and strategic teams that oversee hundreds of hours of programming annually. Editorially, her portfolio is across news, current affairs, indie films, docs, and digital series that air on television, streaming, and third-party platforms.

Nicola Vassell is the founder of Nicola Vassell Gallery, a contemporary art gallery committed to discourse that widens the lens of the history and future of art. Its focus is on developing an inter-generational, cross-disciplinary program of artists and thinkers. From 2013 to 2021, Vassell led Concept NV, an advisory and curatorial platform specialized in collection building and

exhibitions rooted in cultural phenomenology. Vassell was a Director at Deitch Projects and Pace Gallery, New York, and is a member of the New Museum's Artemis Council.

Andrew Weissman is a managing partner at Union Square Ventures. Andy began his career in the Internet in the mid-90s. Prior to joining USV, in 2007 he co-founded betaworks, which both created and invested in social, real-time applications and services. Andy was born in New York City and has a BA from Wesleyan University and a JD from Georgetown.

Demetria White is the Global VP of Storytelling and Publishing Communications at NIKE, Inc., a communications and storytelling strategist who thrives on making unconventional connections between sport and culture. With roots in the luxury fashion industry, Demetria has worked alongside such designers as Yohji Yamamoto, Nicolas Ghesquière at Balenciaga and John Galliano at Dior Couture. She joined Nike in 2007 as part of a small team of provocateurs who developed and launched Nike Sportswear. Demetria has held various roles with Nike Inc. focused on serving the edges to create new expressions of sport.

Dong-Ping Wong is an architect and founding Director of Food Architects, an international practice founded in Chinatown, NY. The studio is currently working on the planning and design of a 250,000sf artists residency campus and flagship stores in Soho and Dubai. Other selected projects include a recently completed 35,000sf bathhouse in the Cayman Islands, private homes for Kim Kardashian and Kanye West in Calabasas, Beverly Hills and Paris, the first Off-Whites stores in Hong Kong, Tokyo, Singapore and New York with the late Virgil Abloh, and a self-initiative proposal for + POOL.

Máuhan M Zonozy is an entrepreneur and conceptual artist. Máuhan was most recently Spotify's Head of Innovation, where he led "moonshot" bets and managed the company's \$100M Creator Equity Fund. Prior to Spotify, Máuhan founded Bubbl, a viral video app backed by Warner Bros. Studios and acquired by Cricket Media. In previous lives, Máuhan was a tech attorney, venture capitalist, and – once upon a time – a plucky music journalist for the likes of *Spin*, *LA Weekly*, and *LA Record*. Despite being terminally online, Máuhan is happiest when on a chairlift.

SUPPORT

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ABOUT NEW INC

As the first museum-led cultural incubator, NEW INC was conceived of as a not-for-profit platform for furthering the New Museum's ongoing commitment to new art and new ideas. 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 the New Museum's Toby Devan Lewis Director Lisa Phillips and former Deputy Director Karen Wong in 2014.

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.

Images (left to right): David B. Heller, Amale Andraos, Sunny Bates, Peter A. Boyce II, Ramphis Castro, Fred Dust, Gia Kuan, Ruby Lerner, Hassan Rahim, Jamie Singer Soros, Yancey Strickler, Adaora Udoji, Nicola Vassell, Andrew Weissman, Demetria White, Dong-Ping Wong, Máuhan Zonoozy