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**NEW INC, New Museum's Cultural Incubator,
Announces Full Schedule for DEMO2023**

Anicka Yi, Dong-Ping Wong, Hassan Rahim,
Onyx Collective, WangShui, and Yemi Amu Among
Participants in Art and Technology Festival
Running June 21–23, 2023

Exhibitions and Events at Partner Venues Including
Dunkunsthalle, CARA (Center for Art, Research and
Alliances), ONX Studio, and the Heineken Riverdeck at
the Seaport Beginning June 16



New York, NY (Updated May 16, 2023)—The New Museum's cultural incubator NEW INC today announced the full schedule for DEMO2023, a new, three-day festival presenting exhibitions, installations, performances, and talks by industry leaders and NEW INC members at

the New Museum and partner venues across New York City. Running from June 21 to June 23, 2023, DEMO2023 will feature speakers and performers including **Anicka Yi, Dong-Ping Wong, Hassan Rahim, WangShui, Embaci with Studio Junbi and Christelle de Castro, Onyx Collective, M Lamar, Eileen Isagon Skyers, and Yemi Amu**, and will spotlight innovative projects from twenty-five current NEW INC members, whose interdisciplinary work spans art, design, technology, science, and entrepreneurship. **The complete schedule is now available at demo2023.org.**

Expanding on the concept of a “demo day,” a term borrowed from the private sector referring to the day when incubator members demonstrate their projects to potential backers, NEW INC inaugurated its Demo Day in 2016 to showcase member projects before an invite-only audience of creative directors, investors, curators, and other industry leaders. DEMO2023 opens this process to the public and offers an extended look into the development of the next generation of creative design, technology, science, and social projects incubated at NEW INC.

Founded in 2014 as the first museum-led cultural incubator, NEW INC supports a cohort of approximately sixty creative practitioners each year with a values-driven program including professional development, mentorship, and community-building opportunities. The Year 9 members include participants in five tracks: **Art & Code**, considering the future of Internet-based art in collaboration with Rhizome; **Collective Abundance**, reconstructing social and public space through design and architecture; **Creative Science**, exploring modes of scientific inquiry to advance creativity and storytelling; **Extended Realities**, examining the artistic potentials for technology to blur the physical and digital worlds; and **Future Memory**, shaking up dominant historical narratives and re-defining the power communities hold. For more information about all NEW INC Y9 members, please visit newinc.org/members.

At the New Museum, DEMO will feature presentations from NEW INC members including:

- **Art & Code:** Jackie Liu, Jason Choi, and Or Zubalsky
- **Extended Realities:** JAZSALYN, LaJuné McMillian, Ami Mehta, Lisa Jamhoury, and Don.xyz (Don Hanson)
- **Creative Science:** Anastasiia Raina, Aroussiak Gabrielian, Dakota Gearhart, Parsons & Charlesworth (Jessica Charlesworth, Tim Parsons), The Flint Collective NYC (Leela Shanker), Fragmentario (Maria-Elena Pombo), Trash Club (Morgan Mueller), and Russell Ladson
- **Collective Abundance:** Ana Bessie Ratner, MICROPOLITAN STUDIO (Delara Rahim, Francisco Brown, Jimmy Pan), Amina Hassen, Cara Michell, and Lafayette Cruise
- **Future Memory:** Morehshin Allahyari, Decoding Stigma, Martina Abraham Ilunga, Mipsterz (Yusuf Siddiquee, Abbas Rattani, Shimul Chowdhury), and Shrimp Zine (Andreas Laszlo Konrath)

In addition to these individual presentations, each track will be featured in an offsite showcase at a partner venue, including:

- **Art & Code Showcase:** This group exhibition organized in partnership with Rhizome will feature video works, interactive media, and performances at **Dunkunsthalle**, a former Dunkin’ Donuts storefront recently converted to an art gallery by artist and NEW INC alumnae Rachel Rossin, on view from June 16–25
- **Collective Abundance Showcase:** Shedding light on the often opaque forces that shape the built environment, this intervention at a location to be announced will give

physical shape to members' projects through models, maquettes, and paper architecture, with fabrication support provided by Worthless Studios

- **Creative Science Showcase:** This public art exhibition on the Heineken Riverdeck at the Seaport on the East River features outdoor sculptures, augmented reality videos, a lighting installation, and expanded science/fictional works on view from June 16–July 2
- **Extended Realities Showcase:** Performances and digital artworks organized in partnership with EY Metaverse Lab will explore new possibilities for XR, including user generated game worlds, live motion capture enabled performances, immersive sound experiences, and virtual reality films presented at **ONX Studio** from June 20–25
- **Future Memory Showcase:** At the **Center for Art, Research and Alliances (CARA)** on June 21, a one night only “flash everything” party will celebrate the act of mark making, tracing gestures, and transforming wishes and intentions into physical objects

“In true NEW INC spirit, we're incubating our flagship program and expanding it with the support of many of our peers and partners,” said **Salome Asega, Director of NEW INC**. “We're thrilled to present DEMO in an expanded festival format that will highlight more of our member community alongside vibrant field voices in art, design, and technology.”

“After nearly ten years of NEW INC, we are excited to share the great work of our member community more broadly in this public forum,” added **Lisa Phillips, Toby Devan Lewis Director of the New Museum**.

Now in its ninth year, NEW INC supports a diverse range of creative practitioners through its unique member 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. NEW INC alumni include [Telfar](#), [Stephanie Dinkins](#), [Winslow Porter](#), [Movers & Shakers](#), [The Black School](#), [Rachel Rossin](#), and [Arternal](#), among more than 600 individuals who have been supported by NEW INC's program. 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 demo2023.org.

SUPPORT

Leadership support of NEW INC is provided by EY Metaverse Lab, Ford Foundation, Hermine and David B. Heller, Jonathan D. Lewis Foundation, Mellon Foundation, Meta Open Arts, and Science Sandbox, an initiative of the Simons Foundation. Program support is provided by Deutsche Bank, National Endowment for the Arts, and Onassis Foundation USA. Thanks to Adobe and Kirkland & Ellis, LLP.

Major support of DEMO2023 is provided by EY Metaverse Lab, Hermine and David B. Heller, Jonathan D. Lewis Foundation, Mellon Foundation, and Meta Open Arts. Generous support is provided by Howard Hughes Corporation, Onassis Foundation USA, and Science Sandbox, an initiative of the Simons Foundation. We gratefully acknowledge our venue partners Center for Art, Research and Alliances (CARA), Dunkunsthalle, ONX Studio, and Pier 17 at the Seaport.

Special thanks to hospitality partners Enlightenment Wines, Ghia, Halftone Spirits, Honey's, Recess, Ten To One Rum, and Yola Mezcal. Thanks to Special Offer and Worthless Studios.

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, technology. Now in Year 9, 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.

Image: Lisa Jamhoury performs in *You are the only one here* (2021). A meditation on virtual presence during the Covid-19 pandemic, *You are the only one here* dives into the solitary moments people experience online just before joining video calls. Image courtesy the artist