

# RHIZOME

AT THE NEW MUSEUM



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**Rhizome to Present Signature Seven on Seven Conference  
in London on October 27**

**Organized with the Barbican Centre, the Event Pairs Artists and Technologists in Teams  
to Develop a New Project in a Single Day**

New York, NY...Following the fourth annual **Seven on Seven Conference** in New York this past spring, Rhizome, an affiliate organization in residence at the New Museum, is pleased to announce the program will expand internationally. **Rhizome** and the **Barbican Centre** will partner this October to present the **first London edition** of the acclaimed Seven on Seven Conference, an international event that brings together luminary figures at the forefront of art and technology to create innovative new projects in a single day.

Over the course of twenty-four hours, seven teams, each comprised of a leading artist and technologist, are challenged to work together to develop something new, be it an application, concept, artwork, product, or whatever they imagine. Each team will then present their project at the Conference on **Sunday October 27, 2013, from 12–6 p.m.**

Rhizome's Seven on Seven Conference is inspired by "9 Evenings," a legendary 1966 event organized by a group that would come to be known as E.A.T. (Experiments in Art and Technology), which paired visual artists, musicians, and dancers, from Robert Rauschenberg to John Cage and Yvonne Rainer, with scientists like Billy Klüver. The Conference has been a sell-out in New York City for the past four years, hosted with the New Museum. Previous participants in New York include Dennis Crowley (Foursquare founder), David Karp (Tumblr founder), and the late internet activist Aaron Swartz, along with artists Jill Magid, Ryan Trecartin, and Taryn Simon. The London edition aims to demonstrate the similarities between the two cities' art and technology scenes.

"This event underlines how much potential there is in developing new technologies in cities like London and New York, where entrepreneurs and developers necessarily rub up against culture and the arts," said Heather Corcoran, Executive Director of Rhizome. "From companies like TweetDeck, Sum.ly, and Last.fm in London, to Kickstarter, Foursquare, and MakerBot in New York, there are a growing number of success stories that we believe are a product of the interaction between art and technology."

Seven on Seven continues the Barbican's growing commitment to digital projects and celebrates its location in the heart of Tech City in London. The event will be held at Milton Court, a brand-new concert hall and state-of-the-art venue.

**The full line-up of participants will be released on October 1, 2013. Tickets will be available for purchase online at [barbican.org.uk](http://barbican.org.uk) starting on September 4.**

Press tickets are limited and only available to media on assignment. Request a ticket through [jessica.dare@barbican.org.uk](mailto:jessica.dare@barbican.org.uk).

## **ABOUT RHIZOME**

Rhizome is dedicated to emerging artistic practices that engage technology. Founded on the internet in 1996 by artist Mark Tribe, Rhizome's programs support artists working at the furthest reaches of technological experimentation as well as those responding to the broader aesthetic and political implications of new tools and media. Its organizational voice draws attention to artists, their work, their perspectives, and the complex inter-relationships between technology, art, and culture. Rhizome is an affiliate organization in residence at the New Museum in New York. To learn more about Rhizome, please visit [rhizome.org](http://rhizome.org).

Rhizome's Seven on Seven was founded in 2010 by Fred Benenson, John Borthwick, former Director Lauren Cornell, and Peter Rojas. For more information and documentation of past conferences, visit [rhizome.org/sevenseven/](http://rhizome.org/sevenseven/).

## **ABOUT THE BARBICAN**

A world-class arts and learning organisation, the Barbican pushes the boundaries of all major art forms including dance, film, music, theater, and visual arts. Its creative learning program further underpins everything it does. Over 1.5 million people pass through the Barbican's doors annually, hundreds of artists and performers are featured, and more than three hundred staff work onsite. The architecturally renowned center opened in 1982 and comprises the Barbican Hall, the Barbican Theatre, the Pit, Cinemas One, Two, and Three, Barbican Art Gallery, a second gallery The Curve, foyers and public spaces, a library, Lakeside Terrace, a glasshouse conservatory, conference facilities, and three restaurants. The City of London Corporation is the founder and principal funder of the Barbican Centre.

The Barbican is home to Resident Orchestra, London Symphony Orchestra; Associate Orchestra, BBC Symphony Orchestra; Associate Ensembles the Academy of Ancient Music and Britten Sinfonia, and Associate Producer Serious. Our Artistic Associates include Boy Blue Entertainment, Cheek by Jowl, and Michael Clark Company. International Associates are Royal Concertgebouw Orchestra of Amsterdam, New York Philharmonic, Los Angeles Philharmonic, Gewandhaus Orchestra Leipzig, and Jazz at Lincoln Center.