



RHIZOME
AT THE NEW MUSEUM

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PRESS CONTACTS:

Gabriel Einsohn, Communications Director
press@newmuseum.org

**Rhizome and HTC Present
Fourth Annual Seven on Seven Conference
April 20, 2013**

New York, NY... HTC®, a global leader of mobile innovation and design, is pleased to present **Rhizome's Seven on Seven Conference**, an annual event that brings together leading figures from the fields of art and technology to create innovative new ideas. Over the course of a single day, seven teams, each comprised of a foremost artist and an innovative technologist, are challenged to develop a new idea, concept, or prototype to premiere at the conference. Now in its fourth year, and to accommodate the demand for a larger audience, the conference will move from its former location at the New Museum and will take place at the **Tishman Auditorium at the New School** in New York on **Saturday April 20, 2013**, from **12–6 p.m.**

The seven teams will work together at spaces around New York City on Friday April 19 to develop their new idea—be it an application, concept, artwork, product, or whatever they imagine. A keynote presentation will kick off the conference on Saturday April 20, which will be followed by twenty-minute presentations by each of the seven teams, with a Q&A conversation with the audience. The conference will conclude with a cocktail reception for attendees and participants in the Sky Room at the New Museum. Rhizome is a longtime affiliate organization in residence at the New Museum, located in Manhattan's Lower East Side.

Rhizome is pleased to announce the following participants:

Technologists: Dalton Caldwell (App.net, PicPlz), Dennis Crowley (Foursquare), Harper Reed (Threadless, Obama for America 2012), and Julie Uhrman (Ouya).

Artists: Paul Pfeiffer, Jeremy Bailey, Fatima Al Qadiri, Jill Magid, Cameron Martin, and Rafael Lozano-Hemmer.

The full lineup of participants will be released by March 14, 2013.

Seven on Seven 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 Seven on Seven Conference first took place in April 2010.

The inaugural Seven on Seven in 2010 featured teams including video artist Ryan Trecartin and Tumblr founder David Karp, who created Riverthe.net together, a dynamic video-sharing application that was

later exhibited as part of the New Museum's exhibition program. Last year's conference featured the late activist and technologist Aaron Swartz and artist Taryn Simon who created an image search engine, *Image Atlas* (imageatlas.org), that reveals cultural differences and similarities across the world, and was featured as the inaugural work for the New Museum's First Look: New Art Online series, part of its digital initiative. To learn more about past Seven on Seven conferences, please visit: rhizome.org/sevenonseven/past

To purchase tickets to attend this year's conference visit: sevenonseven.eventbrite.com.

Press tickets are limited and only available to media on assignment. Click [here](#) to request a ticket to cover this event.

ABOUT HTC

Founded in 1997, HTC Corporation is the creator of many award-winning mobile devices and industry firsts. By putting people at the center of everything it does, HTC pushes the boundaries of design and technology to create innovative and personal experiences for consumers around the globe. HTC's portfolio includes smartphones and tablets powered by HTC Sense®, a multilayered graphical user interface that vastly improves user experience. HTC is listed on the Taiwan Stock Exchange (TWSE: 2498). For more information, please visit htc.com.

ABOUT RHIZOME

Rhizome is dedicated to the creation, presentation, preservation, and critique of emerging artistic practices that engage technology. Through open platforms for exchange and collaboration, our website serves to encourage and expand the communities around these practices. Our programs, many of which happen online, include commissions, exhibitions, events, discussion, archives, and portfolios. We 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. Our organizational voice draws attention to artists, their work, their perspectives, and the complex interrelationships 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.