

**RHIZOME'S**



**SEVEN  
ON  
SEVEN**

**CONNECTING ART & TECHNOLOGY**

APRIL 20, 2013



**WIRELESS NETWORK**

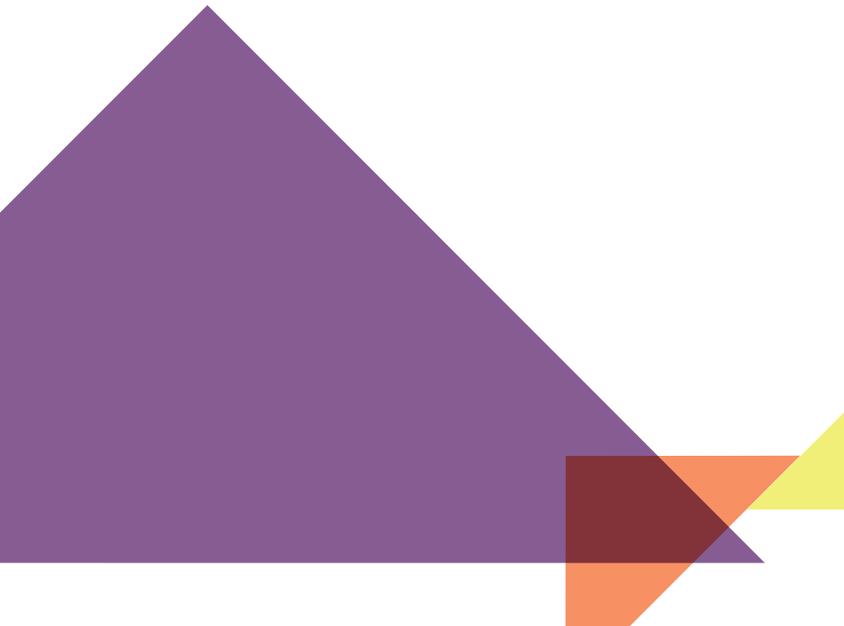
sevenonseven

**PASSWORD**

7on72013

@rhizomedotorg

#7on7HTC



*Seven on Seven 2013 is dedicated to the memory of  
Aaron Swartz (November 8, 1986 – January 11, 2013)*

*Programmer, writer, activist and Seven on Seven 2012  
participant*

## SEVEN ON SEVEN ALUMNI

---

Jon Rafman  
Khoi Vihn  
Blaine Cook  
Stephanie Syjuco  
Anthony Volodkin  
Michael Herf  
Aaron Swartz  
Ben Cerveny  
Andy Baio  
Zach Lieberman  
Emily Roysdon  
Richard Cabello  
Camille Utterback  
Rashaad Newsome  
Evan Roth  
Andre Robinson  
Kristen Lucas  
Tauba Auerback  
Aaron Koblin  
Monica Narula  
Ryan Trecartin

Charles Forman  
Aram Bartholl  
Naeem Mohaiemen  
Jeremy Askenas  
Xavier Cha  
LaToya Ruby Frazier  
Taryn Simon  
Liz Magic Laser  
Michael Bell-Smith  
Bre Pettis  
Kellan Elliott-McCrea  
Chris Poole  
Erica Sadun  
Jeri Ellsworth  
Matt Mullenweg  
Hilary Mason  
Andrew Kortina  
Ayah Bdeir  
Jeff Hammerbacher  
Joshua Schachter  
David Karp

## OPENING CREDITS

---



PRESENTED BY



HTC is proud to present Rhizome's fourth annual Seven on Seven Conference.

The following conference partners collaborated to help produce the event: Betaworks, Yahoo! News, Wieden+Kennedy and RRE.

We would also like to thank Engadget, and The Bowery Hotel, New York.

And a special thanks to our VIP supporters:

Jonathan Basker  
Scott Benaglio  
Camila Chaves  
Nicole Cosgrove  
Jose Cuello  
Leontine Ebers  
Sima Familiant  
Holly Greenfeld  
Jason Huff  
Judy Hussie-Taylor  
John Lancaster  
Adam MacKillop  
Justin Mitchell  
Gillian Munson  
Liz Packer  
William Palmer  
Greg Pass  
Jeffery Seidman  
Samuel Spitzer  
Genevive Trencher  
Pedro Torres Picón



## INTRODUCTION

---

Now in its fourth year, Rhizome's Seven on Seven Conference sparks new ideas between top minds in art and technology. The annual event pairs seven leading artists with seven influential technologists in teams of two, challenging them to develop something new—be it an application, social media, artwork, product or whatever they imagine. The teams were given only a single day—yesterday—to collaborate at the offices of creative companies around the city. Today, they will unveil their new ideas, prototypes and creative process with you. The conference demonstrates how powerful and productive it can be when the fields of art and technology merge.



## SCHEDULE OF EVENTS

---

- 12 PM Welcome remarks by Heather Corcoran, Executive Director of Rhizome and Jonah Becker, Principal of HTC affiliate One & Co.  
2013 Dedication remarks by John Borthwick  
Introduction by John Michael Boling, Conference Moderator
- 12:30 Keynote by Evgeny Morozov
- 1–2 Teams 1-2
- 2–2:30 Break
- 3–4 Teams 3-5
- 4–4:30 Break
- 4:30–6 Teams 6-7
- 6:30–9 Afterparty at Pop Pub 83 University Pl, New York, NY 10003  
(between E 11th and E 12th)\*

\*for afterparty ticket holders only

## CREDITS

---



### SEVEN ON SEVEN COMMITTEE

Fred Benenson, John Borthwick, Heather Corcoran, Sima Familiant, Peter Rojas and Joshua Schachter

### PRODUCTION

Zoë Salditch

### DOCUMENTATION

Really Useful Media, Jesse Untracht-Oakner

### DESIGN

Chelsea Amato

### MEDIA

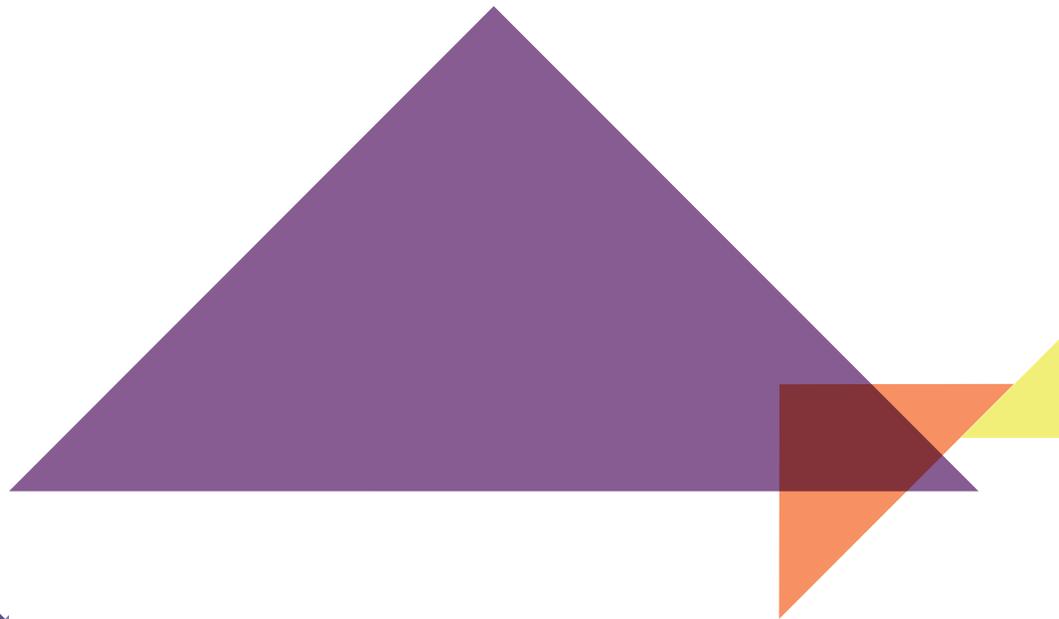
Gabriel Einshon and Hyatt Mannix

### SPECIAL THANKS TO

Elizabeth Heinter, Scott Meisburger, Meredith Niemczyk, Dylan Schenker

### CONCEIVED AND ORGANIZED BY

**RHIZOME**  
AT THE NEW MUSEUM



## TEAM 7

### JEREMY BAILEY + JULIE UHRMAN

---

#### JEREMY BAILEY

Jeremy Bailey is a Toronto-based “Famous New Media Artist” whose work explores custom software in a performative context. His work is often “confidently self-deprecating in offering hilarious parodies of new media vocabularies” (Marisa Olson, *Rhizome*). Recent projects include performances and exhibitions for Transmediale, Abandon Normal Devices, the Stedelijk Museum, FACT, Tate Liverpool and the New Museum.

#### JULIE UHRMAN

Julie Uhrman is a video game entrepreneur. She is founder and CEO of OUYA – an innovative gaming console that enables any developer to publish and console game by bringing the mobile app model to the TV. OUYA is a powerful, beautifully designed, open and inexpensive alternative to traditional game consoles. She started in the game business ten years ago. Before launching OUYA, she held several executive roles with video game companies such as GameFly, Vivendi Universal, and IGN where she led digital distribution and business development.

---

#### MODERATOR

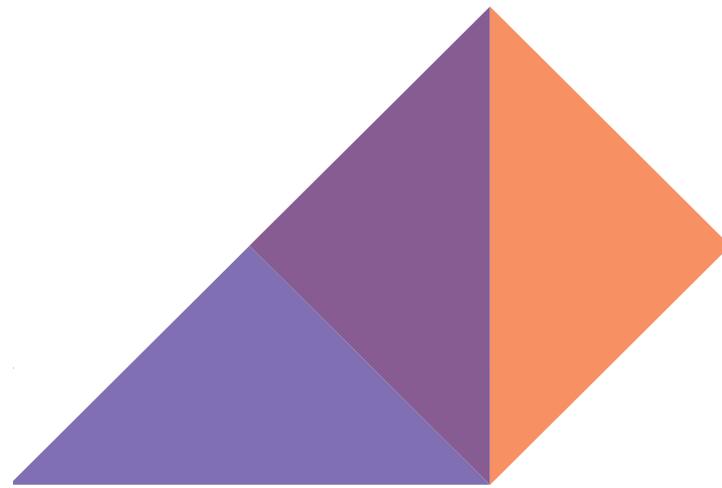
##### John Michael Boling

John Michael Boling is an artist and strategist living in New York. He is currently the Head of Product for Are.na, a collaborative tool for assembling information.

#### KEYNOTE SPEAKER

##### Evgeny Morozov

Evgeny Morozov is the author of *The Net Delusion: The Dark Side of Internet Freedom* (winner of the 2012 Goldsmith Book Prize) and *To Save Everything, Click Here: The Folly of Technological Solutionism*, as well as a contributing editor for *The New Republic*. Previously, he was a visiting scholar at Stanford University, a Schwartz fellow at the New America Foundation, a Yahoo! fellow at the Institute for the Study of Diplomacy at Georgetown, and a fellow at the Open Society Foundations. His monthly column on technology comes out in *State*, *Corriere della Sera*, *El País*, *Frankfurter Allgemeine Zeitung* and several other newspapers. He’s also written for *The New York Times*, *The Economist*, *The Wall Street Journal*, the *Financial Times* and the *London Review of Books*.



## TEAM 1

### JILL MAGID + DENNIS CROWLEY

---

#### JILL MAGID



Jill Magid is a New York based artist who forms intimate relationships with systems of power including police, secret service, CCTV and forensic identification. She received her Masters of Science in Visual Arts at MIT and BFA from Cornell University. She has had solo shows at Tate Modern, the Whitney Museum of American Art, Berkeley Museum of Art, Tate Liverpool, Stedelijk Museum Bureau Amsterdam, Gagosian Gallery, Sparwasser, The Centre D'Arte Santa Monica and Stroom.

#### DENNIS CROWLEY



Dennis Crowley is the co-founder of foursquare, a service that combines social networks, location awareness and game mechanics to encourage people explore the world around them. Previously, he founded dodgeball.com, one of the first mobile social services in the US, which was acquired by Google in 2005. He has been named one of Fortune's 40 Under 40 a member of Vanity Fair's New Establishment, and has won the Fast Money bonus round on the TV game show Family Feud. He is currently an Adjunct Professor at NYU's Interactive Telecommunications Program (ITP).

## TEAM 6

### MATTHEW RITCHIE + BILLY CHASEN

---

#### MATTHEW RITCHIE



Matthew Ritchie's installations, which integrate painting, wall drawings, light boxes, performance sculpture and projections. They are "investigations of the idea of information; explored through science, architecture, history and the dynamics of culture, defined equally by their range and their lyrical visual language." In 2001, *Time* magazine listed Ritchie as one of 100 innovators for the new millennium for exploring "the unthinkable or the not-yet-thought." His work has been shown in numerous exhibitions worldwide including the Whitney Biennial, the Sydney Biennial, the São Paulo Biennale, the Venice Architecture Biennale, the Seville Biennale and the Havana Biennale.

#### BILLY CHASEN



Billy Chasen is an American artist and software developer. He is the founder and CEO of turntable.fm, a social media website that allows users to share music in chat rooms that gained 140,000 active users within two months of launching. Prior to turntable, Chasen founded chartbeat, a real-time analytics service, and firef.ly, a chat service.

## TEAM 5

### RAFAEL LOZANO-HEMMER + HARPER REED

---

#### RAFAEL LOZANO-HEMMER



Rafael Lozano-Hemmer is a Mexican-Canadian artist. Recently the subject of solo exhibitions at the San Francisco Museum of Modern Art, the Fundación Telefónica in Buenos Aires and the Museum of Contemporary Art in Sydney, he was the first artist to officially represent Mexico at the Venice Biennale with an exhibition at Palazzo Van Axel in 2007. He has also shown at Biennials in Havana, Istanbul, Liverpool, Montréal, Moscow, New Orleans, Panama, Seoul, Seville, Shanghai, Singapore and Sydney. His work is in collections such as MoMA in New York, Jumex in Mexico, Daros in Zürich and Tate Modern in London.

#### HARPER REED



Harper Reed is a hacker and engineer who builds paradigm-shifting tech and leads others to do the same. Harper loves using the enormity of the Internet to bring people together, whether as CTO of Obama for America, CTO at Threadless.com or on his own projects. Harper and his team created Dashboard, a site that connects volunteers and acts as an online component of the field office. You can often find Harper playing with new technology, looking for something to hack, or enjoying life in Chicago with his amazing wife, Hiromi.

## TEAM 2

### PAUL PFEIFFER + ALEX CHUNG

---

#### PAUL PFEIFFER



Paul Pfeiffer is a sculptor, photographer and video artist whose meticulous and time-consuming work incorporates new technologies to examine the role of mass media in society. He studied at the San Francisco Art Institute and Hunter College in New York. He participated in the Whitney Biennial in 2000 and the 49th Venice Biennale. He received the inaugural Backabaum Award, the Alpert Award and the recipient of the Guna S. Mundheim Prize. In 2002, Pfeiffer was the artist-in-residence at Massachusetts Institute of Technology and at ArtPace in San Antonio, Texas.

#### ALEX CHUNG



Alex Chung is a creative technology director living in NYC. He is currently making Giphy, a animated .gif search engine, TxtPals, IOU, and is a Hacker in Residence at Betaworks. Previously he made Artspace, The Fridge, MTV Music, managed future technology programs for Paul Allen's R&D lab, and was one of the early architects of interactive television. He has degrees in philosophy, electrical/computer engineering, and graphic design and teaches brazilian jiu jitsu in NYC.

## TEAM 3

### FATIMA AL QADIRI + DALTON CALDWELL

---

#### FATIMA AL QADIRI

Fatima Al Qadiri is a New York-based Kuwaiti visual artist and composer. She has performed and exhibited at Tate Modern (part of K48 Kontinuum), MoMA PS1, Gwangju Design Biennale, Art Dubai and The Third Line. Al Qadiri is a contributing editor at *DIS Magazine* and contributor to Bidoun. She has produced music as a solo act under her name and as Ayshay.

#### DALTON CALDWELL

Dalton Caldwell is the CEO and co-founder of App.net, an ad-free social platform and API. App.net aims to be the backbone of the social web providing infrastructure developers can use to build applications and that members can use for meaningful interactions. Previously, he founded the music-sharing service imeem in 2003, serving as CEO until its acquisition by MySpace in 2009. He graduated with honors from Stanford University in 2003 with a B.S. in Symbolic Systems and B.A. in Psychology.

## TEAM 4

### CAMERON MARTIN + TARA TIGER BROWN

---

#### CAMERON MARTIN

Cameron Martin is an artist who lives in Brooklyn, New York. His paintings and drawings have been shown internationally. In addition to solo shows at galleries in the United States, Japan and Europe, he has had one-person exhibitions at the Saint Louis Art Museum and the Philbrook Museum of Art in Tulsa, Oklahoma. He has participated in numerous group exhibitions, including the 2004 Whitney Biennial and Roundabout at the City Gallery Wellington, New Zealand, which traveled to the Tel Aviv Museum. He has received several awards including a Joan Mitchell Foundation Grant in 2008 and a Guggenheim Fellowship in 2010. His work is in many museum collections, including the Albright Knox Art Gallery, the Cleveland Museum of Art, the Seattle Art Museum and the Whitney Museum of American Art.

#### TARA TIGER BROWN

Tara Tiger Brown is the founder of the LA Makerspace, a kid-friendly hackerspace, and Represent.la which helps connect and promote the Los Angeles tech startup community. She currently serves as Technology Director for the Digital Media and Learning Research Hub, Connected Learning Cooperative and Advisor to Born This Way Foundation. Brown has held every job title available in the software industry at numerous institutions and companies including USC, UC Irvine, Shazam, Topspin, and Microsoft. She has been known to blog on *Forbes* stating her sometimes unpopular opinions on geek culture and was recently named a Los Angeles "Power Mom."

PRESENTED BY:

htc®

PARTNERS:

Wieden  
Kennedy<sup>+</sup>

YAHOO!  
NEWS



*The Bowery Hotel*



**ADDITIONAL VENUE HOSTS**

Art.sy, Columbia University School of the Arts, Kickstarter  
and the New Museum.

**RHIZOME**  
AT THE NEW MUSEUM