

RHIZOME'S



SEVEN ON SEVEN

CONNECTING ART & TECHNOLOGY

APRIL 20, 2013



WIRELESS NETWORK

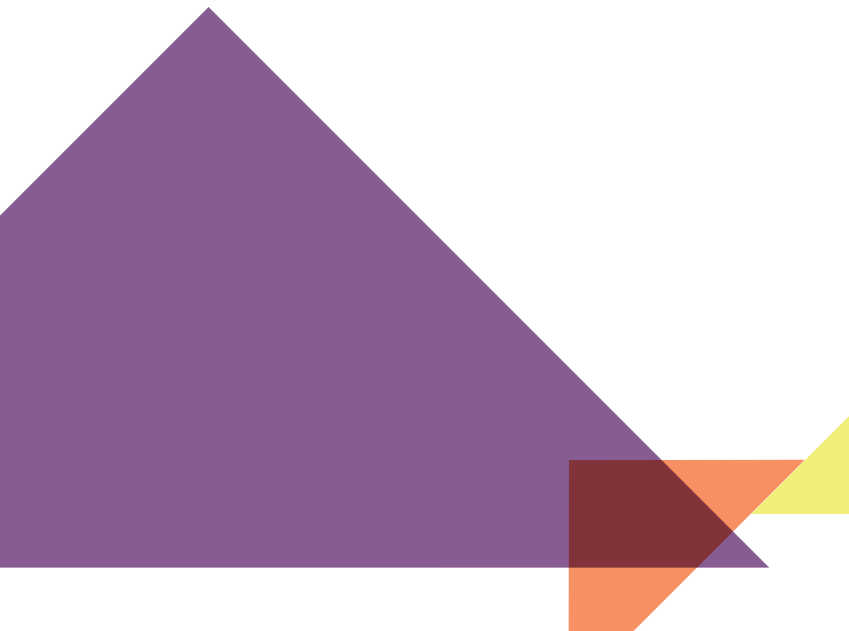
sevenonseven

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 Cervený
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

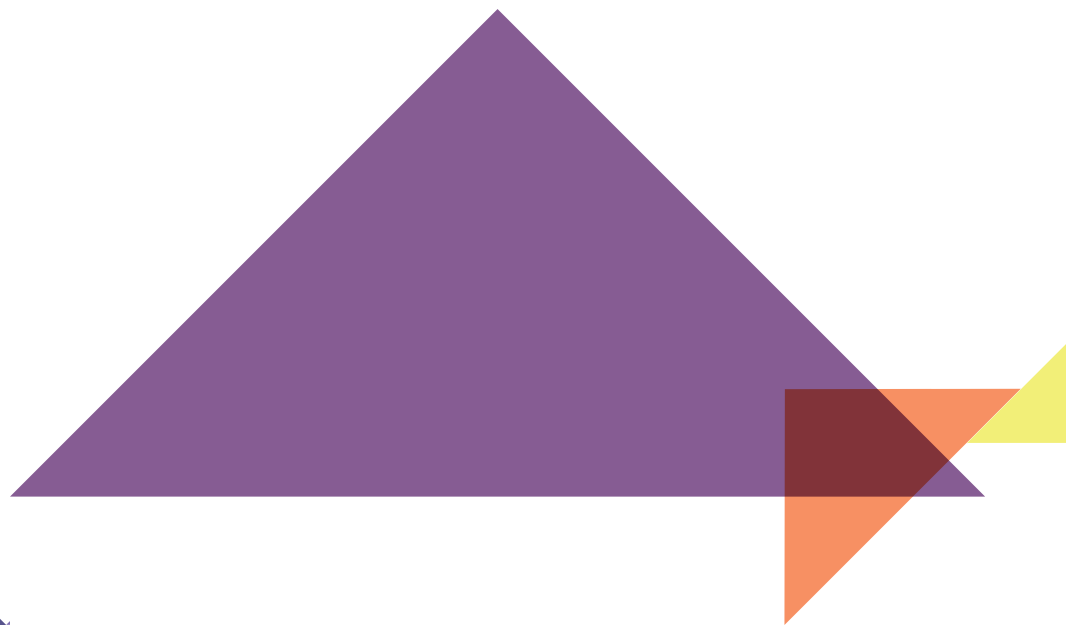
Gabriel Einshon and Hyatt Mannix

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

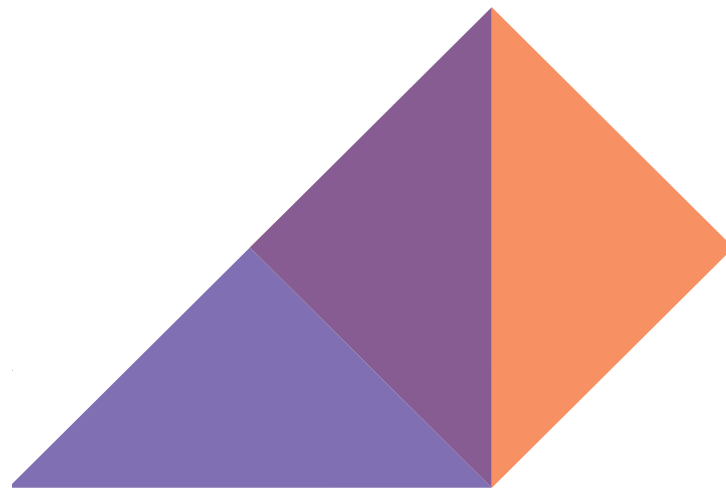
John Michael Boling

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 *Slate*, *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."

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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