



SEVEN ON SEVEN



Seven on Seven pairs seven leading artists with seven game-changing technologists in teams of two, and challenges them to develop something new --be it an application, social media, artwork, product, or whatever they imagine-- over the course of a single day. The seven teams will unveil their ideas at a one-day event at the New Museum on April 17th.

OPENING REMARKS : 2:30 - 3:00

by Peter Rojas & Lauren Cornell

PRESENTATIONS : 3:00 - 6:30

by Seven on Seven teams. 15 minute intermission at 4:30

COCKTAIL RECEPTION : 6:30 - 8:30

in the New Museum Skyroom (7th Floor)

PARTICIPANTS

Tauba Auerbach, Ayah Bdeir, Jeff Hammerbacher, David Karp, Aaron Koblin, Andrew Kortina, Kristin Lucas, Hilary Mason, Matt Mullenweg, Monica Narula, Marc Andre Robinson, Evan Roth, Joshua Schachter, & Ryan Trecartin

ORGANIZERS

Fred Benenson, John Michael Boling, John Borthwick, Lauren Cornell, & Peter Rojas

Wieden
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235 BOWERY
NEW YORK NY
10002 USA
MUSEUM

The Standard



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Seven on Seven is made possible through the generous support and collaboration of Wieden + Kennedy / PIE. Additional lead support was provided by betaworks and Google. We would like to thank our media partners, Mashable, Mediabistro, Mozilla, PSFK and ReadWriteWeb; FUTURE FRIENDS for design; Karen Wong for lending her time and expertise; Tekserve for product contribution; the Standard Hotel for their partnership; and Kickstarter, Parsons The New School for Design, and Wieden + Kennedy for devoting space for the teams to work. For support of the reception, we would like to thank Societe Perrier and Don Julio. And, last but not least, our host the New Museum.



RHIZOME

Rhizome is a nonprofit organization dedicated to emerging artistic practices that engage technology. Through open platforms for exchange and collaboration, our website serves to encourage and expand communities around these practices. Our programs 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. Rhizome was founded in 1996, and affiliated with the New Museum of Contemporary Art in 2003.

WWW.RHIZOME.ORG

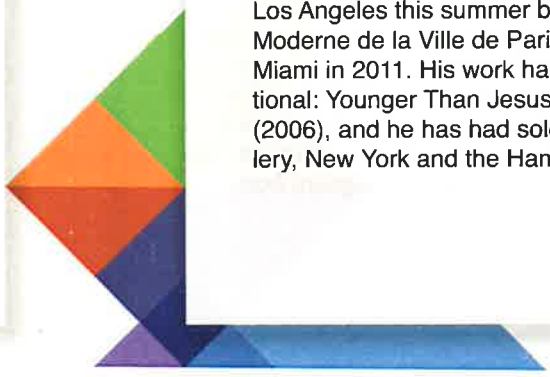


DAVID KARP

Born in 1986, David left high school to run technology at UrbanBaby.com, until CNET Networks acquired it in 2005. He spent two years at the helm of his development firm, Davidville, before his team launched the publishing platform Tumblr.com. After gaining an instant cult following among artists and new-media influencers, Tumblr took on funding in October 2007 from a number of investors including Spark Capital and Union Square Ventures.

RYAN TRECARTIN

Ryan Trecartin is a pioneering artist whose feature-length video works update moving image practice for the Internet age. His fast-growing body of work explores the impulses and attitudes of a generation whose self-perceptions and relationships are deeply tied to media. Trecartin's first major solo exhibition, entitled Any Ever, is currently at the Power Plant in Toronto, and will travel to the Museum of Contemporary Art in Los Angeles this summer before moving to the Musée d'Art Moderne de la Ville de Paris in October and MoCA, North Miami in 2011. His work has been included in The Generational: Younger Than Jesus (2009) and the Whitney Biennial (2006), and he has had solo exhibitions at Elizabeth Dee Gallery, New York and the Hammer Museum, Los Angeles.





JEFF HAMMERBACHER

Jeff Hammerbacher is a founder and the Vice President of Products of Cloudera. Jeff was an Entrepreneur in Residence at Accel Partners immediately prior to Cloudera. Before Accel, he conceived, built, and led the Data team at Facebook. The Data team was responsible for driving many of the applications of statistics and machine learning at Facebook, as well as building out the infrastructure to support these tasks for massive data sets. The Data team produced open source projects such as Hive and Cassandra. Jeff earned his Bachelor's Degree in Mathematics from Harvard University and recently served as a Managing Editor for O'Reilly's "Beautiful Data".

AARON KOBLIN

Aaron Koblin is an artist specializing in data visualization. His work takes social and infrastructural data and uses it to depict cultural trends and emergent patterns. Aaron's work has been shown at international festivals including Ars Electronica, SIGGRAPH, OFFF, the Japan Media Arts Festival, and TED. He received the National Science Foundation's first place award for science visualization and is part of the permanent collection of the Museum of Modern Art (MoMA) in New York. Currently, Aaron is Technology Lead of Google's Creative Lab where he helped to launch Chrome Experiments, a website showcasing JavaScript work by designers from around the world.

KRISTIN LUCAS

Kristin Lucas creates video, installation, interventions, digital images, sculpture, and projects for the web. Positioning herself at the center of her projects, Lucas' work addresses the effects of rapid-spread technology on the human condition. Reversing a popular concept of infusing humanity into machines she instead applies familiar strategies of electronic media to her own life. Transformations, mutations, and portraiture are the focus of works set to the backdrop of empty and meaningful exchanges with automated tellers, healing arts therapists, celebrity impersonators, police officers, and a judge.

ANDREW KORTINA

Andrew Kortina builds social web applications. Recently, he has been working at **Bitly**, a service for shortening and sharing links, and Venmo, a convenient way to pay friends, shops, and services. He has been working on various other internet startups since he graduated from the University of Pennsylvania, where he studied Philosophy and Creative Writing.



MATT MULLENWEG

Matt is the founding developer of WordPress, the open source blogging software that runs millions of sites around the world. In 2005, he started Automattic, the company behind WordPress.com, Akismet, Gravatar, bbPress, IntenseDebate, and BuddyPress. Matt lives in San Francisco and has a crush on Audrey Hepburn in Breakfast at Tiffany's.

EVAN ROTH

Evan Roth is an artist and researcher with interests in technology, tools of empowerment, open source and popular culture. Roth's work spans from the web to the streets, which lead to his co-founding of the Graffiti Research Lab, an organization dedicated to providing public space artists and activists with free tools for urban communication. Whether experimenting online with crowd sourcing, creating art with airport security or collaborating with Jay-Z on the first open source rap video, Roth's work exists in the overlap between free culture and popular culture. Evan currently lives with his wife in Hong Kong and enjoys spending his free time listening to rap music, drinking coffee and uploading things to the Internet.





TAUBA AUERBACH

Tauba Auerbach is an artist working in New York and San Francisco. Her latest projects center around fractional dimensionality and the simultaneous occupation of apparently conflicting states. Collapsing the structure of opposites has long been a subject of her work, through several text-based series, videos, abstract paintings and photography. Her work is inspired by a recreational interest in math, physics and logic. Auerbach's work has recently been exhibited at SFMoMA, the New Museum, Deitch Projects, and the 2010 Whitney Biennial.

AYAH BDEIR

Ayah Bdeir is an artist, engineer and interaction designer. She graduated from the MIT Media Lab with a Masters of Media Arts and Sciences after studying Computer & Communication Engineering and Sociology in the American University of Beirut. Her work spans a range of mediums including interactive installations, electronic fashion, gadgets and active furniture. With an upbringing between Lebanon, Canada and the United States, Ayah's work uses technology to look at cross cultural dialogue and media representation of the Middle East and its identities. Ayah is now a senior artist fellow at Eyebeam, a gallery for art and technology in Chelsea, New York.





HILARY MASON

Hilary is a computer scientist with a background in machine learning, data mining, and web applications. She is the scientist at Bit.ly, where she learns things from vast amounts of data. She is widely published and regularly speaks at academic and industry conferences, and recently realized her dream of delivering a talk on algorithms while drinking a dry ice martini. She is an enthusiastic developer and often releases code on her personal site, www.hilarymason.com. She has discovered two new species, loves to bake cookies, and asks way too many questions.

MARC ANDRE ROBINSON

Marc Andre Robinson works in sculpture, drawing, video and interactive public projects that revolve around a psychology of historical, cultural and familial belonging. Playing with the dialogue between art and artifact, he collects discarded furniture and transforms it into sculptural assemblages with complex and delicately balanced symbols. Robinson's drawings are often marked by meticulous patterning and repetition, while his public projects have involved creating catalysts for communion with history.

JOSHUA SCHACHTER

Joshua is a software engineer at Google. Prior to joining the company in 2008, Joshua was director of engineering for Yahoo! Social Search. He joined Yahoo! through the acquisition of his company, Delicious Inc., which he founded in 2005. His work on Delicious, including inventing "tagging," a system for organizing information, earned him recognition as one of MIT Technology Review Young Innovators Under 35 and as one of Smithsonian America's Young Innovators. Earlier, Joshua worked at Morgan Stanley as a quantitative analyst. He earned a B.S. in Electrical and Computer Engineering from Carnegie Mellon University.

MONICA NARULA

Monica Narula, M.A. is cofounder of the Raqs Media Collective which is based in New Delhi. Raqs is best known for its contribution to contemporary art, and has presented work at most of the major international shows, from Documenta to the Venice Biennale; but the collective is active in an unusually wide range of domains, and it is this breadth that gives their work its originality and scope. The members of Raqs were co-curators of Manifesta 7, The European Biennial of Contemporary Art which took place in Trentino-Alto Adige, Italy in the summer of 2008.

