SEVEN ON SEVEN

CONNECTING ART & TECHNOLOGY

May 14, 2011

Seven on Seven is proudly presented by AOL.

AOL is a leading-edge web services company, including a network of premium and niche content sites, and an extensive offering of world-class tools and platforms. AOL is committed to promoting innovation and creativity through its development and distribution of online content, products and services, as well as its devoted support of art, design, new media, and digital projects. In 2010, AOL launched the Project on Creativity, which allocated 25, $25,000 grants to a group of tomorrow's visionary artists, and joined forces with legendary artist Chuck Close to create the AOL Originals portrait series. Through AOLArtists.com, AOL has collaborated with over 87 illustrators, painters, videographers, filmmakers, photographers, designers, and sculptors to commission new work that lives exclusively online. AOL's partnership with Rhizome to support the Seven on Seven conference at the New Museum is the latest affirmation of AOL's commitment to the future of creativity.

Major support for Seven on Seven was also provided by Shane Akeroyd.

The Consulate of Spain generously supported artist travel and accommodation for Ricardo Cabello. And, the Standard Hotel hosted Seven on Seven participants.

Seven on Seven was organized by Rhizome. The organizing team included Fred Benenson, John Borthwick, Lauren Cornell, and Peter Rojas. The New Museum generously hosts Seven on Seven for the second year.

Presented by AOL, the Seven on Seven conference paired seven leading artists with seven game-changing technologists in teams of two, and challenged 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 worked together on May 13th in 7 rooms at the AOL NYC office and will share their ideas today in 20 minute presentations, with ten minutes for Q&A.

SCHEDULE

1pm
>> Introduction by Lauren Cornell & Peter Rojas
   Opening Remarks by Caterina Fake

1:30pm
>> Teams 1, 2 present

2:30pm
>> Break—Late lunch is served, catered by City Bakery

3pm
>> Teams 3, 4, 5 present

4:30pm
>> Break—Afternoon snack, catered by City Bakery

5pm
>> Teams 6, 7 present

6-9pm
>> After party in New Museum Sky Room*
   Dj-ed by Justin Simon

*Please take stairs to 7th floor of
New Museum, your tickets serve
as access around the Museum.

TEAMS

TEAM 1 Camille Utterback / Erica Sadun

Camille Utterback is a pioneering artist whose interactive installations and reactive sculptures engage participants in a dynamic process of kinesthetic discovery and play. Utterback's work explores the aesthetic and experiential possibilities of linking computational systems to human movement and gesture in playful, yet subtly layered ways. Her work focuses attention on the continued relevance and richness of the body in our increasingly mediated world. Utterback's extensive exhibit history includes more than fifty shows on four continents. Awards include a MacArthur Foundation Fellowship (2009), a Transmediale International Media Art Festival Award (2005), a Rockefeller Foundation New Media Fellowship (2002), a Whitney Museum commission for their ArtPort website (2002), and a US Patent (2001). Her work is in the collections of The La Caixa Foundation (Spain), Itau Cultural (Brazil), 21C Museum (Louisvillle, KY), Hewlett Packard, The Pittsburgh Children's Museum, and other private collectors. Recently completed public commissions include works for the City of St. Louis Park, Minnesota (2009), and the City of San Jose, California (2010). Utterback is currently working on commissions for the Sacramento and San Diego airports to be completed in 2011 and 2013. Utterback holds a BA in Art from Williams College, and a Masters degree from The Interactive Telecommunications Program at New York University's Tisch School of the Arts. She lives and works in San Francisco.

http://camilleutterback.com/

Erica Sadun holds a PhD in Computer Science from the Georgia Institute of Technology. She has written, co-written, and contributed to almost two dozen books about technology, particularly in the areas of programming, digital video, and digital photography. An unrepentant geek, Sadun has never met a gadget she didn't need. Her checkered past includes run-ins with NeXT, Newton, and a vast myriad of both successful and unsuccessful technologies.

http://ericasadun.com/

TEAM 2 Michael Bell·Smith / Andy Baio

Michael Bell-Smith in an artist based in Brooklyn, New York. His work uses digital forms to interrogate contemporary culture and its relationship to popular technology. Spanning across various media - including video, the internet, installations, and prints - his practice navigates art history, pop, amateur aesthetics, and commercial graphics. Altering, reinterpreting, and compositing elements from these varied contexts, he proposes new cultural meanings for the post-internet age. His work has been exhibited and screened in museums and galleries internationally, including MoMA PS1, NY; SFMOMA, San Francisco; The 2008 Liverpool Biennial, UK; The 5th Seoul International Media Biennale; Museo Nacional Centro de Arte Reina Sofía, ES; The New Museum, New York; Hirshhorn Museum, DC; Musee d'Art moderne de la Ville de Paris; MoMA, New York; and Tate Liverpool, UK.

http://michaelbellsmith.com/

Andy Baio is a Project Director at Expert Labs, a nonprofit working on improving government by tapping into collective knowledge on social networks. Previously, he was CTO of Kickstarter, the largest funding platform for creative projects in the world, and created Upcoming.org, the collaborative events calendar acquired by Yahoo! in 2005. He recently produced the first chiptune jazz album, Kind of Bloop: An 8-Bit Tribute to Miles Davis, and original reporting on his blog Waxy.org has been featured in the New York Times, Wired, NPR, Newsweek, and MSNBC. He's received legal threats from The Beatles, Disney, and Bill Cosby and framed each one.

http://waxy.org/

TEAM 3 Rashaad Newsome / Jeri Ellsworth

Rashaad Newsome's works dismantles power structures one shiny block at a time. Using the equalizing force of sampling, he crafts compositions that frequently surprise in their associative potential and walk the tightrope between identity politics and abstraction. Rashaad Newsome was born in New Orleans, Louisiana where he received a B.A. in Art History at Tulane University before studying Film at Film Video Arts in New York City. Newsome has exhibited nationally and internationally at such creditable institutions and Galleries as: The Whitney Museum of American Art, New York, NY; PS1MoMA, New York, NY; Glassbox Gallery, Paris, France; ar/ge Kunst Galerie Museum, Bolzano, Italy; Garage Center for Contemporary Culture, Moscow, Russia and Galerie Stadpark, Krems, Austria. Recent awards include: 2011, Artist in Residence, Pilchuck Glass School, Seattle, Washington; 2010 The Urban Artist Initiative individual Artist Grant, UAI, New York, NY; 2009 Rema Hort Mann Foundation, Visual Arts Grant, New York, NY and 2009 BAC Community Arts Regrant, New York, NY.

http://rashaadnewsome.com/

Jeri Ellsworth (born 1974) is an American entrepreneur and self-taught computer chip designer. She is best known for creating a Commodore 64 emulator within a joystick, in 2004, called Commodore 30-in-1 Direct to TV. That "computer in a joystick" could run 30 video games from the early 1980s, and was very popular during the 2004 Christmas season, at peak selling over 70,000 units in a single day via the QVC shopping channel. Ellsworth currently lives in Oregon.

http://en.wikipedia.org/wiki/Jeri_Ellsworth

TEAM 4 Liz Magic Laser / Ben Cerveny

Liz Magic Laser was born, lives and works in New York City. Her works have involved collaborations with actors, dancers, surgeons, and motorcycle gang members. A graduate of the Whitney Museum Independent Study Program and Columbia University's MFA program, Laser is a 2011 Smack Mellon Artist Studio Program resident and was a recent LMCC Workspace resident. For "chase", her 2010 solo show at Derek Eller Gallery (NYC), she staged a performance of Bertolt Brecht's "Man equals Man" in New York City bank vestibules. Her work has been shown at the Prague Biennale 4 (Czech Republic), Artisterium 2009 (Tbilisi, Georgia) and Greater New York 2010 at MoMA PS1 where her performance, "Flight", recently debuted. Laser is currently developing "Flight" as a public art project for Times Square this May with support from Franklin Furnace and the Times Square Alliance. She is also creating a project for the Performa Biennial, 2011.

>> http://www.lizmagiclaser.com/

Ben Cerveny is the founder and president of Bloom Studio, a venture-backed startup building playful visual discovery 'instruments' for mobile devices. He has worked for over 20 years on user interaction and experience design, concept prototyping, and strategy in the context of media applications, operating systems, web services, ubiquitous computing, and massively multiplayer games. Until founding Bloom last year, he was an advisor and strategist at Stamen Design, a leading visualization design studio.

>> http://bloom.io/

TEAM 5 Emily Roysdon / Kellan Elliot McCrea

Emily Roysdon (1977) is a New York and Stockholm based artist and writer. Her working method is interdisciplinary and recent projects take the form of performance, photographic installations, print making, text, video, curating and collaborating. Roysdon recently developed the concept "ecstatic resistance" to talk about the impossible and imaginary in politics. The concept debuted with simultaneous shows at Grand Arts in Kansas City, and X Initiative in New York. She is editor and co-founder of the queer feminist journal and artist collective, LTTR. She is a contributing member with the band MEN.

Roysdon completed the Whitney Museum Independent Study Program in 2001 and an Interdisciplinary MFA at UCLA in 2006. Roysdon has received grants from Art Matters (2008), Franklin Furnace (2009) and the Rhema Hort Mann Foundation (2010). For six months in 2008 she was a resident at the International Artists Studio Program in Sweden (IASPIS).

Roysdon's work has been shown at the 2010 Whitney Biennial, Greater NY at MoMA/PS1, Manifesta 8, Bucharest Biennial 4, Participant, Inc. (NY); Museo Tamayo (Mexico City); New Museum (NY); and Power Plant (Toronto). Recent solo shows include new commissions from Art in General (NY), Konsthall C (Stockholm) and a Matrix commission from the Berkeley Art Museum. Her videos have been screened widely, most recently at the Berlinale; and the Images Festival (Toronto). Her writings have been published in numerous books and magazines, including the Journal of Aesthetics and Protest, Zehar, C Magazine, and Women & Performance: a Journal of Feminist Theory.

http://emilyroysdon.com/

Kellan Elliott-McCrea was a Flickr Architect who had been with Yahoo since 2006 before leaving in June 2010. He has joined Etsy as VP of Engineering and is an Author at OAuth.

http://etsy.com

TEAM 6 Zach Lieberman / Bre Pettis

Zachary Lieberman is an artist with a simple goal: he wants you surprised. He creates artwork that uses technology in a playful and seamless way to explore the nature of communication and the delicate boundary between the visible and the invisible. He makes performances, installations, and on-line works that investigate gestural input, augmentation of the body, kinetic response and magic. Most recently, he helped create visuals for the facade of the new Ars Electronica Museum, wrote software for an augmented reality card trick, performed by Marco Tempest, and helped develop an open source eye tracker, the eyewriter, to help a paralyzed graffiti artist draw again. In addition to making artistic projects, Lieberman is co-creator of openFrameworks, an open source C++ toolkit for creative coding. He is a professor at Parsons School of Design. In 2010, he was listed in Fast Company's 100 most creative people in Business, and the EyeWriter project was listed in Time magazines best inventions of 2010.

http://thesystemis.com/

Bre Pettis makes things that make things. Passionate about invention, innovation, and all things DIY, Pettis builds infrastructure for creativity. He is a founder of Makerbot, a company that produces robots, and a founder of NYCResistor, a hacker collective in Brooklyn. He has created new media for Etsy.com, hosted Make's podcast Weekend Projects, and has been a schoolteacher, artist, and puppeteer.

http://www.brepettis.com/

TEAM 7 Ricardo Cabello (Mr. doob) / Chris Poole (moot)

Ricardo Cabello is a graphic designer and computer programmer focusing on the possibilities the web has to offer. His work goes from simple interactive visual toys to full featured online experiences. Ricardo spends his spare time developing open source libraries with the hope of making web development simpler for everyone.

http://mrdoob.com/

Christopher 'moot' Poole is the creator of popular underground messageboard 4chan.org. He was voted the most influential person in the world by voters at Time Magazine's website. In 2003, while still in high school, Christopher Poole, known online as "Moot," started a message board called 4chan. The site includes content that many people find offensive. Nevertheless, or maybe because of it, the site has millions of users and has been responsible for many of the strange memes that have propagated on the Internet, including LOLcats.

http://www.4chan.org