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## **NEW MUSEUM AND RHIZOME TO COPRESENT FIRST LOOK A SERIES OF PROJECTS SHOWCASING ART ON THE NET**

New York, NY... The New Museum is pleased to announce that **First Look**, its ongoing series of digital projects, will now be **co-curated and copresented by longtime affiliate Rhizome**. First Look was launched in 2012 by New Museum curator Lauren Cornell with “Image Atlas” by artist Taryn Simon and developer Aaron Swartz and has since showcased twenty-three new digital projects by such artists as Xavier Cha, Jon Rafman, Casey Jane Ellison, and Jacolby Satterwhite. Going forward, First Look will feature **eight digital projects yearly** that will be **presented on both the New Museum and Rhizome websites**: newmuseum.org and rhizome.org. First Look will capitalize on both institutions’ expertise in digital art and broaden the audience for the program, with an additional aim to preserve each work through Rhizome’s singular online archive of digital art, **ArtBase**. “The New Museum and Rhizome are both uniquely committed to art engaged with digital technology,” says Cornell, Curator, 2015 Triennial, Museum as Hub and Digital Projects. “Bringing our curatorial efforts and communities together around this program will lend even greater support to featured works.”



David Kravitz and Frances Stark, *Opening the Kimono*, 2014. iMessage conversation.

The first project in the series will be by **artist Frances Stark** and **senior Snapchat developer David Kravitz**. Titled ***Opening the Kimono*** (2014), this original video documents Stark and Kravitz’s May presentation at the New Museum as part of Rhizome’s Seven on Seven Conference, an ongoing series that pairs artists and technologists for a one-day collaboration with the prompt to develop an idea and present it to the public the following day. For their presentation, the duo logged in from offstage and conducted a dialogue via iMessage that was shown onscreen. It was an absurdist startup demo in the form of a sex chat, satirizing tech culture while also acknowledging their own participation in that culture.

The resulting comedic tone and salacious content were unsurprising: Kravitz is not only a developer, but also an amateur comedian, while Stark has employed sex chat in her studio practice in the past. Perhaps most notable among these projects is her 2011 work *My Best Thing*, a feature-length video of her chats with two online suitors/cam-sex partners, re-performed by generic 3D-animated avatars with text-to-speech voices.

Prepared but unscripted, Kravitz and Stark’s conversation was a keenly observed send-up of the tech industry, caricaturing the hype that often surrounds vague new products and the claims of altruism that sometimes surround very profitable ones. The performance—viewable through First Look as a screen-capture video based on the original, unedited chat log—is rich with insight on sex, technology, labor, and innovation.

Forthcoming projects in First Look will include works by **Miranda July** (to be launched September 2014) and **Amalia Ulman** (to be launched October 2014).

First Look will be curated by Lauren Cornell, Curator, 2015 Triennial, Museum as Hub and Digital Projects, and Michael Connor, Editor and Curator, Rhizome.

### **Support**

First Look is made possible, in part, by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

Additional support provided by the Toby Devan Lewis Emerging Artists Exhibitions Fund.

### **About the New Museum**

Founded in 1977, the New Museum is a center for exhibitions, information, and documentation about living artists from around the world. From its beginnings as a one-room office on Hudson Street to the inauguration of its first freestanding building on the Bowery designed by SANAA in 2007, the New Museum continues to be a place of experimentation. The New Museum has a long history of incubating ideas, programs, and artworks demonstrated in such successful initiatives as IDEAS CITY, Rhizome's Seven on Seven Conference, and the Generational Triennial. The Museum continues to be a leader at the intersection of art and technology. It was the first museum to create a dedicated space for digital art projects in 2000 (Media Z Lounge), which subsequently led to bringing on Rhizome as an affiliate organization in 2003. Former Rhizome Director, Lauren Cornell, is now organizing the 2015 New Museum Generational Triennial with groundbreaking media artist Ryan Trecartin. For more information, visit [newmuseum.org](http://newmuseum.org).

### **About Rhizome**

Rhizome is an arts organization based on the internet, and is an affiliate organization in residence at the New Museum in New York. It is dedicated to the creation, presentation, preservation, and critique of emerging artistic practices that engage technology and advocates for internet art and contemporary art that creates richer and more critical digital cultures. Working online and off, in events, exhibitions, and commissions, Rhizome rethinks art in relation to changing conditions associated with network technologies: shifting attentions, uncertain objects, multiple authors, casual labors. It is a leading international organization to support artists working at the intersection of technology, art, and culture, online since 1996. To learn more about Rhizome, please visit [rhizome.org](http://rhizome.org).

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