

**NEW**  
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**MUSEUM**

## **NEW INC, New Museum’s Cultural Incubator, Announces Eleventh Member Cohort for 2024–25**



**New York, NY (September 9, 2024)**— NEW INC, the New Museum’s cultural incubator, today announced its eleventh annual cohort for the September 2024 to June 2025 program cycle. The cohort of 82 new members working at the intersection of art, design, technology, and entrepreneurship will participate in NEW INC’s yearlong program, which includes a values-centered business education curriculum, mentorship, and opportunities to showcase their work to the public, including NEW INC’s annual DEMO festival at the close of the program year. NEW INC’s eleventh cohort of new members includes individual practitioners, collectives, studios, nonprofits, and startups. In alignment with NEW INC’s mission to foster cultural value, many of these members are developing projects that emphasize social impact, addressing issues of racial equity, climate, access, education, and the future of work, among other pressing concerns.

“For more than a decade, NEW INC has been a preeminent center for experimentation and collaboration,” said *Toby Devan Lewis* Director of the New Museum Lisa Phillips. “As part of the New Museum’s expansive work, NEW INC continuously questions the role of art and artists and how they must evolve to meet the shifting needs of contemporary audiences. We are privileged to welcome NEW INC’s newest members into our community and look forward to learning from their boundary-pushing work.”

The new members include participants in five tracks: **Art & Code**, redefining cultural and digital landscapes in collaboration with Rhizome; **Creative Science**, employing modes of scientific inquiry to advance creativity and storytelling; **Extended Realities**, expanding the artistic potential for technology to blur the physical and digital worlds; **Social Architecture**, reconstructing social and public space through design and architecture; and **Cooperative Studies**, designing care-based models for collective futures. NEW INC’s unique membership model supports a diverse range of creative practitioners. Over 60% of Y11 cohort members identify as people of color and 60% as women or gender non-conforming, joining an active alumni network of just about 650 members, 58% of whom identify as people of color and 62% as women or gender non-conforming. Over ten years, members have raised \$28.1 million in investment capital, generated \$43.3 million in revenue, and established or retained 348 businesses in New York City.

“As NEW INC enters its eleventh year, we are thrilled to welcome these new members to our community of more than 650 alumni and mentors,” said NEW INC Director Salome Asega. “NEW INC is constantly evolving to meet the needs of our community in a rapidly changing art and technology landscape, and we are eager to support and learn from our outstanding cohort of new members.”

NEW INC members have been recognized as emerging leaders in their respective fields, which traverse art, technology, design, fashion, architecture, urban planning, education, music and beyond. They have presented work at the New Museum, Sundance Film Festival, SXSW, Tribeca Film Festival, Cannes Film Festival, the Venice Biennale, the Whitney Biennial, Ars Electronica, and Coachella, and have won awards and accolades from the Serpentine, the Emmy Awards, Fulbright Program, Creative Capital, the Webby Awards, LG Guggenheim Art and Technology Initiative, Social Science Research Council Just Tech Fellowship, and *Time Magazine*’s “Most Influential People in AI.”

The Y11 (2024–25) member cohort follows below and information about each of their practices can be found at [newinc.org/members](http://newinc.org/members).

## **ART & CODE**

Hiba Ali

Trevor Van de Velde

Brij App (Naomi Lilli)

Mattaniah Aytenfsu  
Spencer Chang  
Dan Gorelick  
Duty Free (Munus Shih, Nikki Makagiansar)  
Tuerhong Guliniali  
Avneesh Sarwate and Sumanth Srinivasan  
Ivan Zhao  
Studio Ranga (Tara Rose Morris)  
Searcy Kwon

### **CREATIVE SCIENCE**

Alvaro Azcarraga  
Darren Zhu  
SPOLIA (Garrett Vercoe, Eric Duong)  
Ishraki Kazi  
Iz Nettere  
Jessica Martin  
Pleasure Ceremony (cy x)  
MORAKANA (Tiri Kananuruk, Sebastián Morales)  
Let's Talk About Sex, Baby (Jo Valdés)  
Kinda Studios (Robyn Landau, Katherine Lewis)  
EcoRove (Em Joseph and Iyad Abou Gaida)  
Huili Chen

### **EXTENDED REALITIES**

Tangle (Johanna Flato)  
Michael Byrne  
Algae (Srushti Kamat)  
Delta\_Ark (Ari Kalinowski)  
Kevin Peter He  
elekhlekha (Nittha Tothong, Kengchakaj Kengkarnka)  
zavé martohardjono  
Tina Tarighian  
Looking Glass (Adrian Jones)  
Alice Bucknell  
Shayn D Jackson  
Luca Lee

### **SOCIAL ARCHITECTURE**

Junte (Baris Gokturk, Hernando Dorvillier, Noah Garcia, Oscar Rene Conejo)  
dot fill/na (Varisa Tanti, HaoChe Hung, Hao Lun Hung)  
CLSS Studio (Leah Smithson, Channing Smithson)  
Emma Jurczynski  
Writ Large Projects (Judeth Oden Choi, Chiwan Choi, Peter Woods)  
Anna Campbell

Talking Animals (Kaixi Yang, Dion Brandt-Sims)  
Soapbox Strategy Collective (Niyah White)  
In Good Company (Vinay Kumar Mysore, Kent Harris)  
Studio Elsa Ponce (Elsa Ponce)  
Public Assistants (Ky'Naisha Severe)  
Liminal (Immanuel Oni)

### **COOPERATIVE STUDIES**

PLaCE (Bradley Pitts)  
SOLA Market (Oluwakemi Oritsejafor)  
Risa Puno  
School for Poetic Computation (Zainab Aliyu, Todd Anderson, Neta Bomani, Melanie Hoff, Celine Wong Katzman)  
AORTA films (Mahx Capacity)  
Soft Power Vote (Melissa Sáenz Gordon, Molly Salas)  
Emergent Research (Riley Wong)  
KDC Guild (KC Malone)  
Secret Riso Club (Tara Ridgedell, Gonzalo Guerrero)  
Mickey Ferrara  
Fortunately Magazine (Mark A. Hernandez Motaghy)  
GenderFail (Be Oakley)

### **NEW INC ANNUAL SUPPORTERS**

#### **Leadership Support**

David B. Heller  
Jonathan D + Mark C. Lewis Foundation  
Mellon Foundation

#### **Major Support**

EY Metaverse Lab  
Simons Foundation

#### **Program Support**

Deutsche Bank  
Mitsubishi Estate  
Onassis Foundation USA

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## **ABOUT NEW INC**

As the first museum-born cultural incubator, NEW INC was conceived of as a not-for-profit platform for furthering the New Museum's ongoing commitment to new art and new ideas. Now in Year 11, NEW INC's membership model continues to support a diverse range of creative practitioners with a values-driven program and safe space for gathering and developing new creative projects and businesses. In 2020, NEW INC launched ONX Studio, an XR accelerator for artists, in partnership with the Onassis Foundation. NEW INC was cofounded by the New Museum's *Toby Devan Lewis* Director Lisa Phillips and former Deputy Director Karen Wong in 2014.

## **ABOUT NEW MUSEUM**

The New Museum is the only museum in New York City exclusively devoted to contemporary art. 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 and a hub of new art and new ideas.

Image: DEMO2024. WSA, New York. Photo: Isaiah Winters