

CREATIVE TECH WEEK

DETAILED OVERVIEW



LETTER from the President

When I dreamed up Creative Tech Week in early 2015, I couldn't have imagined the enthusiasm and support I would ultimately receive from the Creative Technology community in NYC. The expert network I had built over the previous 7 years running Leaders in Software and Art eagerly joined me in my vision of creating a showcase for the programmers, artists, businesspeople and educators that integrate art, design and creative passion with software, electronics and data.

By March 2015, I had marshalled a group of about 50 people from different institutions, companies and organizations committed to helping me produce the first festival. By August, I had a core team of 6 directors eager to manage our Arts, Industry and Community conference programs. By December, we had accepted 120 crowdsourced participating projects, submitted through our website at creativetechweek.nyc.

We had our 6 host venues chosen by early February 2016 - the National Arts Club, St. Francis College, Brooklyn Public Library, NY Institute of Technology, the Clemente Center, and Industry City - along with a part-time team of 14. Over the next couple of months, we brought our total number of participating organizations to 178, and our number of presenting experts to 387.

The inaugural Creative Tech Week festival took place April 28-May 8, 2016. We ran an Expo, three concurrent 5-day conferences, 6 nights of parties, and included an additional 150 satellite events in 70 venues across all five boroughs, for a total of 481 sessions.

The program explored the best of NYC and international creative technology, an interdisciplinary mix including everything from ad agencies making virtual reality content and immersive marketing experiences, to non-profits taking innovative artistic approaches in teaching technology to kids. Visual and performing arts that integrated software and electronics into the creation process, university digital art department masters' thesis shows, and creative coding workshops were spread throughout the week. We found inspirational proof that emerging technology (and the economic opportunity that comes with it) is increasingly accessible to NYC's talented creative class.

All in all, the festival was incredible - inspirational, informational, and a bit intense. We learned a lot, and our takeaways, successes and setbacks are discussed here. We invite you to dive in to learn more, and join us in 2017 for another wild ride!

Lovefully,

A handwritten signature in black ink, reading "Isabel Walcott Draves".

Isabel Walcott Draves



Creative Tech Week 2016 fulfilled a mission to integrate a broad range of different disciplines and industries working with creative technology, from education, to business, to the visual and performing arts.

Our wide range of events attracted attendees from consumers and enthusiasts to executives, computer programmers and other professionals, and were variously oriented toward discovery, networking, recruiting, professional development and entertainment.

Our stages and showcases were 50/50 gender-balanced, multicultural, and featured an age range from teens to senior citizens. We held our conferences in Midtown Manhattan, the Lower East Side, and Downtown Brooklyn and had the Expo in Sunset Park. Satellite events spanned all five boroughs.

"CTW was a great way to learn about & connect with organizations doing really cool & inspiring work in NYC. Thanks again and I hope to attend next year!" -AB, nonprofit organization manager

2016 PROGRAM

4/28 Launch Party at the National Arts Club + 4 Satellite Events

4/29 CTW Expo at Industry City + 19 Satellite Events

4/30 CTW Expo at Industry City + 22 Satellite Events

5/1 14 Satellite Events

5/2 "Education" at the Community Hub; "Storytelling" at the Industry Hub; VIP Party + 7 Satellite Events

5/3 "Empowerment" at the Community Hub; "Advertising and Media" at the Industry Hub; Art Show and Inaugural Bash at the Clemente Center + 14 Satellite Events

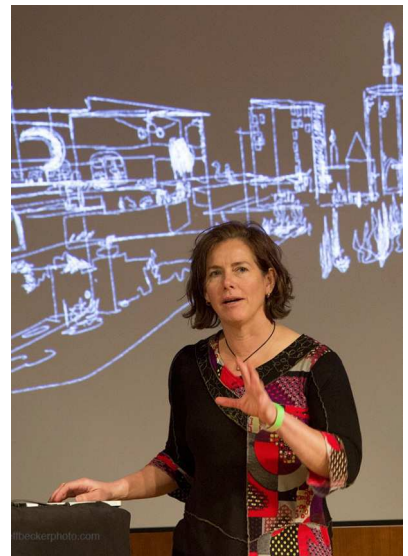
5/4 "Establishment Meets Anti-Establishment" at the Arts Hub; "Arts" at the Community Hub; "Virtual Reality" at the Industry Hub + 15 Satellite Events

5/5 "The Creative Machine" at the Arts Hub; "Making" at the Community Hub; "Hardware and Software" at the Industry Hub + 20 Satellite Events

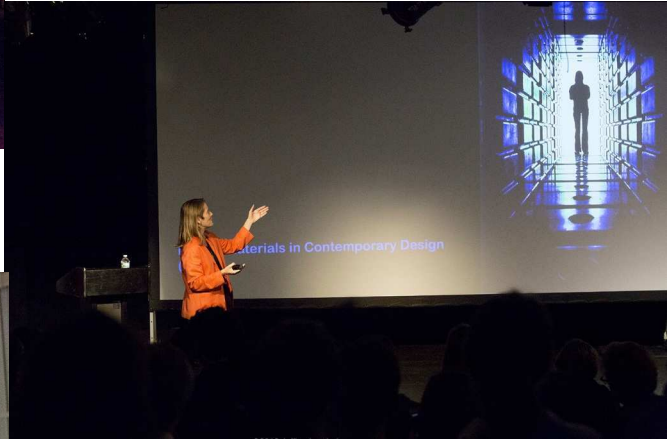
5/6 "The Future Body" at the Arts Hub; "Immersive Experiences" at the Industry Hub + 20 Satellite Events

5/7 "Sight and Sound" at the Arts Hub, CTW Closing Party at the Clemente Center + 19 Satellite Events

5/8 8 Satellite Events



DeAngela Duff and Carla Gannis, left; Marco Donnarumma, top; Cindy Bishop, above. Preceding page, Isabel Draves. Photos by Jeff Becker.



Clockwise: Kate Daly speaks at the National Arts Club, Paola Antonelli speaks at the CTW Arts Hub, visitors enjoy Stephanie Rothenberg's Planthropy. photos by Jeff Becker.

CONFERENCE HIGHLIGHTS

As part of the overall festival, the CTW team curated 2-day Expo featuring 44 booths and 13 conference days with 137 total talks, including such illustrious speakers as Paola Antonelli, Director of R&D at MoMA; Sree Sreenivasan, Chief Digital Officer at the Metropolitan Museum of Art; David Link, Chief Digital Officer at Lincoln Center for the Performing Arts; Julie Menin, Commissioner, Mayor's Office of Media and Entertainment; Kate Daly, Sr. VP of the Center for Economic Transformation at NYC EDC; Kathleen Warner, Executive VP, NYC EDC; Elizabeth Kiehner, Global Design Services Director at IBMiX, and Ann Rosenberg, VP/Head of Next-Gen Consulting at SAP.

A top selection of over 24 panels included Conversations with ElectroAcoustic Composers; The Future of Music; Black in Tech; the Lady Tech Guild; 3D at the Met; Why VR? Beyond the Wow Factor; Crafting Immersive Experiences; Post-Privacy - Is Privacy Becoming a Thing of the Past?; How Augmented Reality is an Art Form; and How We Do What We Do, Financially.

SATELLITE EVENTS - HIGHLIGHTS

Some of our better-known satellite events included:

- Uncubed NYC Job Fair
- NY Tech Meetup
- MuseumDraw at the Guggenheim
- Indiecade East at the Museum of the Moving Image
- Times Square Arts' Midnight Moment
- the FACETS Conference for under-represented voices in STEAM
- NYC Dept. of Education Global Youth Leaders STEAM Symposium
- Columbia Teachers College Creative Technologies Symposium
- FITC Experiential Design Conference
- Pratt Digital Arts Thesis Show
- SVA MFA Computer Art Thesis Show
- NYIT MFA Thesis Show
- StoryCode NYC
- Harvestworks at the Knockdown Center, Queens
- Mind Travel String Orchestra at the Skirball Center
- IDIOT at HERE Arts Center
- The Most Epic Weekend in VR History
- BronxArtSpace Synthetic Zero
- Staten Island Children's Museum Rainbow Resonance
- Museum of the Moving Image Teen Hack Lab

Clockwise - At the Expo, members of the CTW team pose in front of our logo wall; Tenaya Hurst and a friend in electronic headgear; Balam Soto's original electronic musical instrument; Splash Pool VR by Rosalind Paradis; Plinko Poetry, an interactive text generator by Deqing Sun





Everyone I spoke to about CTW admired your vision...there aren't too many other people in this city who could pull off what you did

EC, installation artist

Audiences at the Arts Hub (above) and the National Arts Club (right). Guests enjoy an Expo booth at Industry City and Erin Ko's AR artwork at the Arts Hub (far right.). Photos by Jeff Becker.



CTW BY THE NUMBERS

"True Cost" of Production **\$500,962**

Percentage of Festival Covered by In-Kind Sponsorship **91%**

Overall Attendance (estimated) **8,000**

Conferences and Expo: free tickets **2747**,

Conferences and Expo: paid tickets **811**

Party Attendance (estimated) **1,000**

Venues **70**

Total Event Sessions **481**

Partner Entities **178**

Individual Experts **387**

Satellite Events **150**

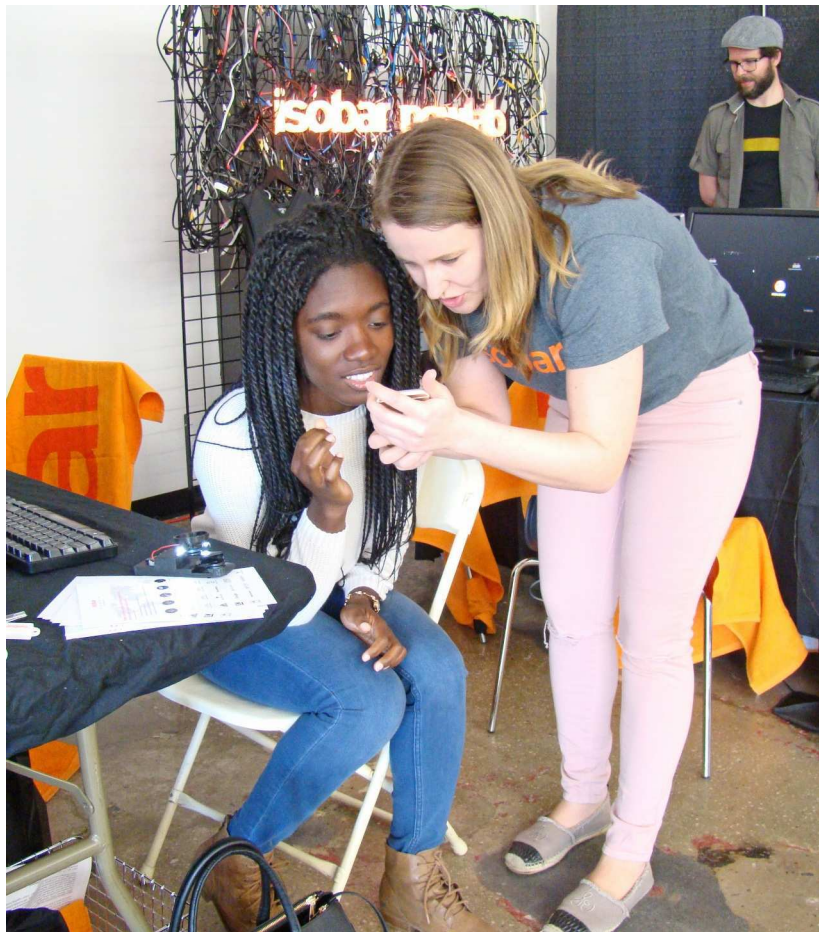
Times our Twitter Hashtag was used by others during CTW **725**

Tweets mentioning @creativetechwk during CTW: **1000's**

2016 PARTNERS

1st Playable	Girl Develop It	NY Tech Meetup
4 A's	Girls Who Code	NYC Department of Education
A/P/A Institute at NYU	Hackaday	NYC Economic Development Corporation
ADC	Harvestworks	NYC Media Lab
Adobe Creative Cloud	HERE Arts Center	NYC Resistor
Antfood	Hidden Level Games	NYC Tech Talent Pipeline
apexart	Honor Roll	NYC Uncubed
Art & Art Education Program,	Hutong Games	NYC VR University
Artlery	Hyphen Hub	NYU Integrated Digital Media
Artstech Meetup	Teachers College Columbia University	NYU Laguardia Studio
Artsy	IBMiX	NYU Leslie E-Lab
Ascribe.io	ikonoTV	NYU Skirball Center for Performing Arts
Autodesk	Iliya Fridman Gallery	Octagon
Babycastles	IndieCade	ODETTA
Behance	InnovateEDU	One Step Beyond
BELLA GAIA	Integrated Digital Media (IDM) at	Openfin
Boston Cyberarts Festival	NYU Tandon School of	Parsons Institute for Information Mapping
BronxArtSpace	Engineering	Parsons the New School for Design Party
Calvin Klein	International Center Of	Patten Studio
Cantina	Photography	Pearl Media
Civic.Space	Intersection	Pechakucha Bk
Collins	Isobar	Plan 23 Psychedelic Immersion Theater
Connected Future Labs	Jon Cilley	Postmasters
CourseHorse	justpitbulls	Potion Design
Cristina Gabriele	KBS	Power To Fly
CultureHub	Kinetic Worldwide	Pratt Institute's Department of Digital Arts
Curiator	Landscape Metrics	Public Interactives Research Team - School of Media Studies
Current Studios	LED Lab	Red Paper Heart
Dark Matter Manufacturing	Lincoln Center for the	REVERSE
datavized	Performing Arts	REVRIE
daydream.io	LISA	SALTY Features
DBRS Innovation Labs	Lit	SAP University Alliance
DCI-Artform	Local Projects	School of Visual Arts
DevBootcamp	Lucid NYC	Second Story Interactive Studios
Dose Projects	Lumen Prize	Seonjae Kim
edLab	Luxloop	SH//FT
Electric Objects	Maker Space at NYSCI	Shaun Axani
ELEKTRA	Mappathon	Silicon Harlem
Emanations	Marek	Small Dog Interactive
Empiricly	Max Media	Spacebrew
Eric Barry Drasin	Memetic Arts	SpareMin
Eyebeam	META	St. Francis College Center for Entrepreneurship
Fabcafe Nyc	Metalworks by Maxus	Staten Island Children's Museum
Fake Love	Microsoft	StoryCode
FITC	Mind Travel	Streaming Museum
Float4	Moondial	Studio REV-
Framestore VR Studio	Murmur	
Future Colossal	Museum of the Moving Image	
Gallagher & Associates	National Sawdust	
Games for Change	neo 360	
General Assembly	New York Institute of	
Giant VR	Technology (NYIT)	
	NY Digital Salon	

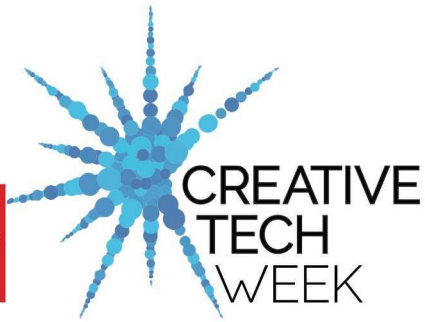
SVA MFA Computer Art
 svrround
 Tellart
 THE CRATED
 The Electric Sheep
 The Hatchery
 The Metropolitan Museum of Art
 The New School for Public
 Engagement
 Thomas D. Rotenberg
 Times Square Alliance
 Times Square Arts
 TRANSFER
 Tribeca Film Institute
 Truffle Pig
 Two Goats
 Urban Arts Partnership
 Van Brunt Projects
 VibrantData
 Volumetric Society Of New York
 VR Spectre
 VVVVVV
 Wave Farm
 Wibbitz
 Women in Games International
 World Council of Peoples for the
 United Nations
 Wrkbench
 Ziggeo
 iSunset Spark!



Sponsor Booths at the Expo by Isobar and DBRS. Photos: Jessica Wong, Jeff Becker



SPONSORS



CTW TEAM

Jeanne Angel, Dawn Barber, Jeff Becker, Mark Bolotin, Randi Brant, Isabel Draves, Brooke Katsof, Anna Kucheryavaya, Clareann Grimaldi, Kina Kim, James Lim, Ksenia Newton, Tyler Parker, Alex Post, Asher Remy-Toledo, Gary Shapiro, Joe Stanco, Joe Upham, Jessica Wong

SPECIAL THANKS

Dennis Anderson, Sunny Bates, Leigh Christie, Jennifer Cucura, Kate Daly, Scott Draves, Mark Finnern, Edward Giuliano, Terry Goodman, Jan Hanvik, Sophi Kravitz, Jake Lee-High, Elizabeth Markevitch, Steve Masur, Nina McCandless, Rob Oliva, Mariana Ortiz, Carol Parkinson, Dmytro Pokhylko, Carla Rapoport, Naila Rosario, Ann Rosenberg, Marc Routh, Amelia Winger-Bearskin

Photos by Melissa Beckman and Jeff Becker



PROPOSED FOR 2017

1. Nine-day event in May: two weekends and the week between them.
2. Day One - Saturday. Launch party the first Sat. night
3. Satellite Events Day One- Day Nine, Sat-Sun
4. Main Event is a 3-day conference, Weds- Thurs - Fri Days 5-7. One day each for community, industry, arts.
5. Second Sat-Sun Days 8-9: Expo/Art show.
6. Private/press party Tuesday night, Day 4
7. Closing party Sat night, Day 8
8. Media partner secured
9. Higher profile venues (museums)

Software artist Scott Draves speaks at the Arts Hub. Photo: Jeff Becker.

