



PRESS RELEASE

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Experience Economies and the Laboratory at Harvard Use Art to Explore Boston's Innovation Landscape.

Why innovate?

On **Saturday, February 18, from 5-10pm**, The Laboratory at Harvard will present an event asking this very question. Experience Economies, a two-person cultural event production collaborative and 2011-2012 Cultural Producers in Residence at the Laboratory at Harvard, is organizing a participatory tour of Boston's innovation landscape. This multimedia and multi-venue event will bring audiences inside the doors of some of the most unique and visionary ventures, foundations, and research laboratories in the region, engines at the leading edge of the emergent innovation economy such as the Harvard Innovation Lab, the Newton-based company Continuum, and Industry Lab, a co-work space in Cambridge. Each stop has been paired with artworks, performances, presentations and other surprise events exploring innovation – how it is conceptualized, pursued and lived in Boston and Cambridge, now and historically.

The event, titled “**Experience Economies 6: Innovate or Die**”, will include presentations by area artists Kelly Sherman and Catherine McMahon, New York City-based artist Mary Walling Blackburn, historian of science Jeremy Blatter, and a number of surprise guests. Ms. Sherman will present a work developed by applying innovation methods to the creation of an artwork addressing social violence in Roxbury. A cross-disciplinary project positioned at the confluence of art and innovation, Ms. Sherman's project traces the common “social turns” that both worlds have undertaken, emerging from studio and laboratory environments to address major social issues. Ms. McMahon will produce a multi-part art experience that asks participants to step into the comportment and speaking strategies of innovation and entrepreneurship: from TED talks to couture. Ms. Blackburn, founder of the experimental pedagogical project *Anhoek School*, will be organizing a series of tutoring sessions with local experts, preparing the audience for *ARE (Anhoek Required Examination)*, both an artwork and a standardized test on the decidedly un-standard subject “Beautiful Economy”. Mr. Blatter will orchestrate an experiential encounter with

the work of Dr. Hugo Münsterberg, the pioneering psychologist whose work at Harvard University in the early 20th Century established important reciprocities between science and business that anticipated those of today's innovation sectors.

Experience Economies 6: Innovate or Die is the latest and most ambitious project of the cultural production duo Gavin Kroeber and Rebecca Uchill. Using the name "Experience Economies" for their ongoing collaboration, Kroeber and Uchill have in the past two years quietly produced some of the most fascinating art projects in Boston. Recently relocated to Boston to enroll in Harvard's new Art, Design and the Public Domain program, Kroeber was Producer at the New York public art presenter Creative Time from 2005 until 2010. Uchill is a doctoral candidate in MIT's Department of Architecture and was previously Associate Curator of Contemporary Art at the Indianapolis Museum of Art. They founded Experience Economies in 2010 to support work by an array of artists and cultural producers that did not fit into typical museum formats. Structuring their events as experiments that encompass entire evenings, and emphasizing works-in-progress, site specificity, discussion, and conviviality, Kroeber and Uchill have emerged amidst the Boston area's contemporary museum boom as an important and adventurous alternative venue for new artwork. Their events have featured projects by international figures such as Tania Bruguera, Theaster Gates and David Levine, as well as some of Boston's most provocative young artists, including Caitlin Berrigan, John Hulsey and Tomashi Jackson.

Tickets are limited. Each \$10 ticket reserves one bus seat, plus food and drink services throughout the course of the evening. Ticket sales will open to the public on Tuesday, January 31st at 12pm and may be purchased through a link on The Lab's website: thelaboratory.harvard.edu.

For press inquiries, please contact:
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Further information about participating artists and sites, as well as Experience Economies and The Lab, is included in the following pages.

More About the Participating Artists

Mary Walling Blackburn is an artist living and working in New York City. She was recently awarded an Art Matters Grant and was a Visiting Artist at Cooper Union School for the Arts (2010-2011). She has written for *Afterall*, *Cabinet*, *E-Flux*, and *Women and Performance*. Recent works include *Library for (the Land of *****)*, a parasitic library at the Center for Curatorial Studies, Bard College, NY (May 2011) and *Radical Citizenship: The Tutorials*, a large-scale social practice work activated simultaneously on Angel Island (CA) and Governor's Island (NY) (September 2010). *Anhoek School* (2009-present) is a nomadic, pedagogical experiment, that consistently reconfigures the class as object.

www.welcomedoubleagent.com

Jeremy Blatter is a PhD candidate in the History of Science with a secondary field in Film and Visual Studies at Harvard University. Jeremy's research focuses on the history of experimental and applied psychology in the United States and Europe from the late nineteenth through the mid-twentieth century. As a Guest Curator for Harvard's Collection of Historical Scientific Instruments Jeremy recently curated the exhibition "Cold War in the Classroom: The Material Culture of Mid-Century Science Education."

Catherine McMahon is an artist and researcher who received her Bachelor's degree in architecture from the Rhode Island School of Design and holds a Master's degree from the History, Theory and Criticism discipline group at MIT. Her research focuses on history and theory of science and technology. Recently she has been involved in projects on the cusp of art and science ranging from assisting the *Disobedience Archive* exhibition at the MIT Media Lab to a collaborative art and research project with artist Jess Wheelock, focused on Dale Carnegie and his 1937 self-help book, *How to Win*

www.catherine-mcmahon.com

Kelly Sherman works as a strategist at the global innovation and design consultancy Continuum, where she helps organizations identify the unmet needs of those they serve and create meaningful solutions that compel consumers, grow brands, inspire organizations, and push client companies' core competencies. Kelly received a gold IDEA award for her research work in understanding how the average consumer relates to environmental sustainability, and lectures frequently to those in design, art, and business. Outside of Continuum, Kelly is a practicing artist. She received her Bachelor of Fine Arts from the Massachusetts College of Art and Design and was awarded the 2006 Foster Prize from the Institute of Contemporary Art Boston.

www.kellysherman.net

More About the Participating Tour Sites

Continuum, a global design and innovation consultancy, creates products, services and experiences that work for people and for the businesses that serve them. Based on in-depth consumer research, rigorous analysis of clients' business challenges, and inspired creativity, Continuum uncovers opportunities for innovation and makes them real. Since 1983, Continuum has worked with companies worldwide, including American Express, Amplifon, BBVA, Herman Miller, Procter & Gamble, PepsiCo, Samsung, Sprint and Staples. Continuum has offices in Boston, Los Angeles, Milan, Seoul and Shanghai.

www.continuuminnovation.com

The Harvard innovation lab (i-lab) encourages entrepreneurship and innovation across Harvard University, bringing together many cross-curricular interests, including Harvard College, the Faculty of Arts and Sciences, Harvard Graduate School of Education, Harvard Business School, Harvard School of Dental Medicine, Harvard Law School, Harvard Medical School, Graduate School of Design, the School for Engineering and Applied Science, and the Harvard Kennedy School.

i-lab.harvard.edu

The Idea Translation Lab @ Cloud Place is the home of The ArtScience Prize, a catalyst for student learning through passionate pursuit of innovative art and design ideas **at the cutting edge of science**. As part of a worldwide network of program sites, the Boston ArtScience Prize site is located in Copley Square. The ArtScience Prize is a year-long free afterschool program for Boston Public high school students that features a design and arts competition. The "Prize" is a share of \$100,000 of funding set aside for student-led ideas. The group that wins the ArtScience Prize receives the largest share of the funding and a trip to Paris to attend an Idea Translation Workshop at Le Laboratoire.

<http://www.artscienceprize.org/boston/>

The Industry Lab is an artful co-working space in Inman Square, Cambridge, Massachusetts. Inhabiting the 5,500-square-foot fourth floor of a lovely brick building with wood floors and lots of windows, it's a place for artists, engineers, scientists, and designers to reside in proximity in the service of creating beautiful things. We are freelancers, groups, startups, and studios. We collaborate, hold events, and have drinks here and there too.

industry-lab.com

More About Experience Economies

Founded in 2010 by Gavin Kroeber and Rebecca Uchill, Experience Economies is an event-based art series presented at unique sites throughout Boston. Experience Economies supports work by an array of artists and cultural producers, working across the visual and performing arts, the sciences, and the humanities. Not a lecture and not a party, Experience Economies welcomes experimentation, works-in-progress, audiences that want their spectacles to mess with them and presenters who need a space to make that mess.
experienceeconomies.tumblr.com

More about the Laboratory at Harvard

The Laboratory at Harvard (also known as The Lab) is a forum for idea development within the the arts and sciences at Harvard University. Through The Lab's diverse courses, events, and exhibitions, The Lab creates a community for creative expression, experimentation, and dialogue.
thelaboratory.harvard.edu

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