

For immediate release

Eyebeam's Innovative Teen Program in Fashion, Technology and Design Scales Rapidly in Brooklyn Public Schools

Brooklyn, NY, February 26, 2016 — Eyebeam is proud to announce that for the fourth year in a row it is growing the innovative teen program Playable Fashion. Eyebeam's Playable Fashion explores the intersection between fashion, technology and gaming.

The program, developed by two Eyebeam alumni, Kaho Abe and Ramsey Nasser who are professional coders, game designers, and fashion designers, introduce youth to the concepts and techniques needed to create their own games and custom wearable game controllers, inspired with their personal narratives.

Playable Fashion has expanded from a small, stand-alone after-school program to a city-wide series of workshops, an expanded semester-long after-school initiative and a game arcade for the public, to a series of modular curricula that allows for scaling and spreading to many learning environments. It has served over 200 under-resourced youth through an after-school program at Eyebeam and hands-on workshops throughout the city at alternative learning spaces like New York Hall of Science, Bronx Museum, NYC Parks Resource Centers, and Pixel Academy.

The generous support of CapitalOne and Verizon Foundation enables Eyebeam to host a series of teen workshops this Spring 2016 with its NYC public school partners which include Academy of Innovative Technology (Brooklyn) and Sunset Park High School (Brooklyn).

Playable Fashion's curriculum is a series of nine modules, including "Abstract Electronic Toys" and "Game Literacy", where students develop three core skills to empower them as makers and not just passive consumers of the gaming, fashion and technology that surrounds them on a daily basis.



Two students play with the possibilities of gloves as video game controllers.

EYEBEAM

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As Erica Kermani, who oversees the program as Director of Community Engagement at Eyebeam, explains, “because teens use fashion and technology everyday already, with a bit of guidance they are eager to take control of their self-expression. Eyebeam’s unique combination of arts, design and technology can excite youth about career opportunities in STEAM.”

The Playable Fashion program is one example of Eyebeam’s approach to community engagement, which emphasizes close collaboration with current residents or alums, to grow projects developed in the residency towards measurable impact.

Eyebeam is a non-profit studio for research, production, education, and inspiration rooted in the Residency program. Eyebeam gives people support and community free from external pressures at a pivotal moment in their practice. Their visionary projects result in new public engagements that cascade far beyond Eyebeam’s communities.

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