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A Homecoming

Artists work restlessly. It's part of why they make the greatest inventors. But their needs change constantly. How does Eyebeam, with eighteen years of excellence behind it, discover, meet and surpass those needs?

We had to find a group of experts, fans, and potential applicants. Basically, we needed *to call in the alums*.



total alums	358
participants	158
alums reached	44%

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The Big Think

We asked them:
What does Eyebeam do?
Alums described Eyebeam
as a kind of



think tank

artist residency

startup incubator

R&D lab

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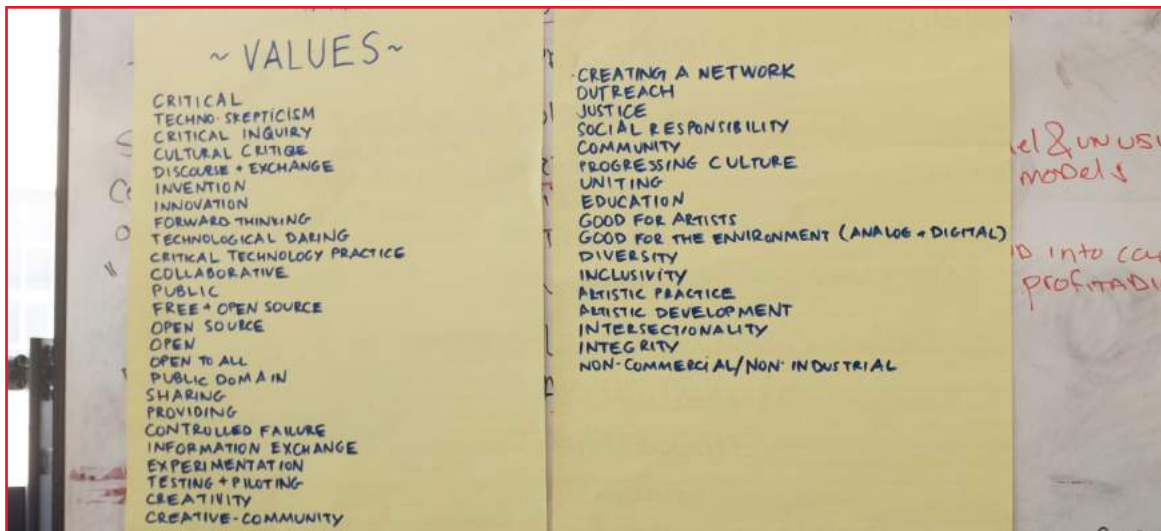
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Something Special

This is the only place for work that ...

- “ / is applied, critical, and generative ”
- / needs the freedom to fail
 - / doesn't take what exists at face value
 - / engages at the level of systems or functions
 - / doesn't fit elsewhere in industry or art
 - / gives people more, not less power with tech



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Differences of Opinion

The alums were, as expected, opinionated and passionate:

Too many residents.
Smaller groups please.

More artists, so more work
can come out.

Stop doing exhibitions,
parties and receptions.

vs

More exhibitions, especially
in Manhattan.

Stop supporting making
specialized tools.

I'd like to see more artists
employing technology.



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Evolving Needs

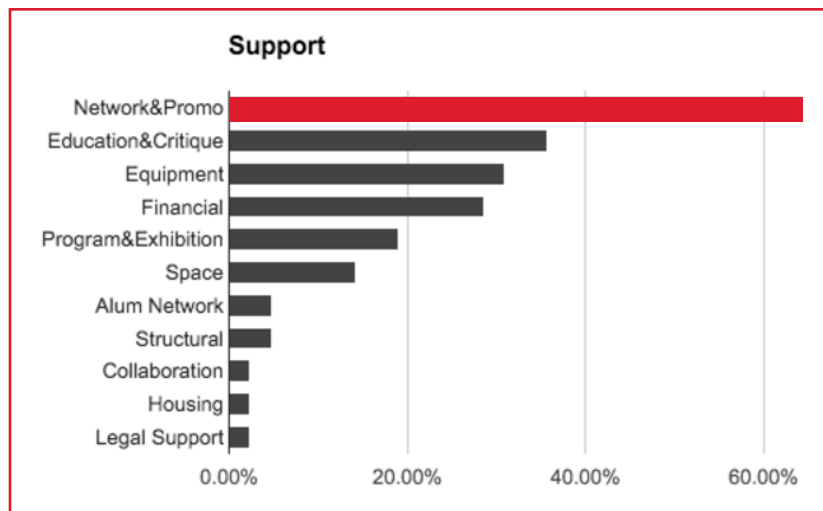
In 50 survey responses, by far the most important form of support for artists in the age of social networks was **networking and promotion:**

Take [artist collective and de-facto alumni club] FAT Lab, for example. **It was more of a list-serve, than an organization.** Kind of like the Wu Tang.

Michael Mandiberg
co-founder of Art & Feminism

At the time, I thought the money mattered most. In retrospect, what's carried me forward has been the people I was exposed to.

Ramsey Nasser
computer scientist and educator



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Total Support



Education/critique

How do you teach “magic moments”?

Tahir Hemphill,
Rap Research
Lab

Some connections are unexpected, it is hard to tell which projects will resonate with each other.

Kenneth
Kirschner,
composer

Equipment/tools

Eyebeam’s facilities have been hugely important for us. The fact that Eyebeam has laser cutters, 3d printers, large format printers, CNC router and full wood shop is crucial.

MSHR,
designers of the
Eyebeam award

Programs/shows

There’s a huge number of projects in many different domains. How do you find a throughline for all these projects?

Pam Liou,
creator of the
DOTI Loom

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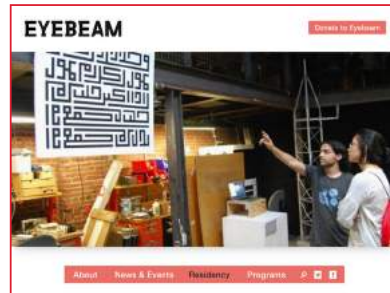
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Rapid Responses



We heard that...

Networks matter

We should expand funding

We should tell stories

We should have the newest tools

6 months isn't long enough for research

6 months is too long to take off work

NYC's is really expensive

Some projects just cost more

So we moved to...

Accelerate the new website launch

Hire a Development Director, André St. Clair

Plan a regular, multimedia content platform, *Stop Work!*

Pursue partnerships for access to technology for our residents

Increase number of research residencies from 3 to 5.

Condense project residencies to 1-2 months.

Increase giving by 2017 by 33%. Tie to cost of living.

Separate (standard) living stipend from (variable) material grants

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The New Residencies

Eyebeam needs to build networks.	Final stages of new website launch
Eyebeam stories need to be told.	Launch of content platform Stop Work!
We need up-to-date tools.	Pursuit of partnerships that allow access to newest technologies.
More time!	More year-long research residencies.
Hard to take six months off work.	Equally generous, more condensed project residencies.



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Staying in Touch

Alums have more ways than ever to stay in touch. They receive:

- An open invitation to promote their activities across the world on social media, and *Stop Work!* on new site
- A preferential access policy for the studio, equipment and consulting
- An opportunity to grow Eyebeam programs via Impact Residencies
- The option to join as a mentor or expert for current residents
- Private invitations to previews, parties and other events
- A dedicated alum list-serve for news, resources and stories



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Eyebeam is a nonprofit studio for collaborative experiments with technology toward a more imaginative and just world. By providing generous support to artists for research, production and education, Eyebeam makes ideas real.