

# IDEALab

## NEW ROCHELLE RESIDENCY

Established in 2018, the IDEALab New Rochelle Residency supports creative practitioners, researchers, digital storytellers, and other immersive technology leaders in their work using emerging technologies to share culture, tell stories, advance research and propel creative practice.

### Who Can Benefit from the IDEALab New Rochelle Residency:

Specialists in creative technology, sensory research, virtual reality, augmented reality, digital storytelling, artificial intelligence and performance arts. To encourage diversity, unique partnerships, and innovation, the parameters for the residency are wide: we are looking for those interested in continuing or expanding their practice using emerging technology and presenting their work to audiences in New Rochelle and New York City.

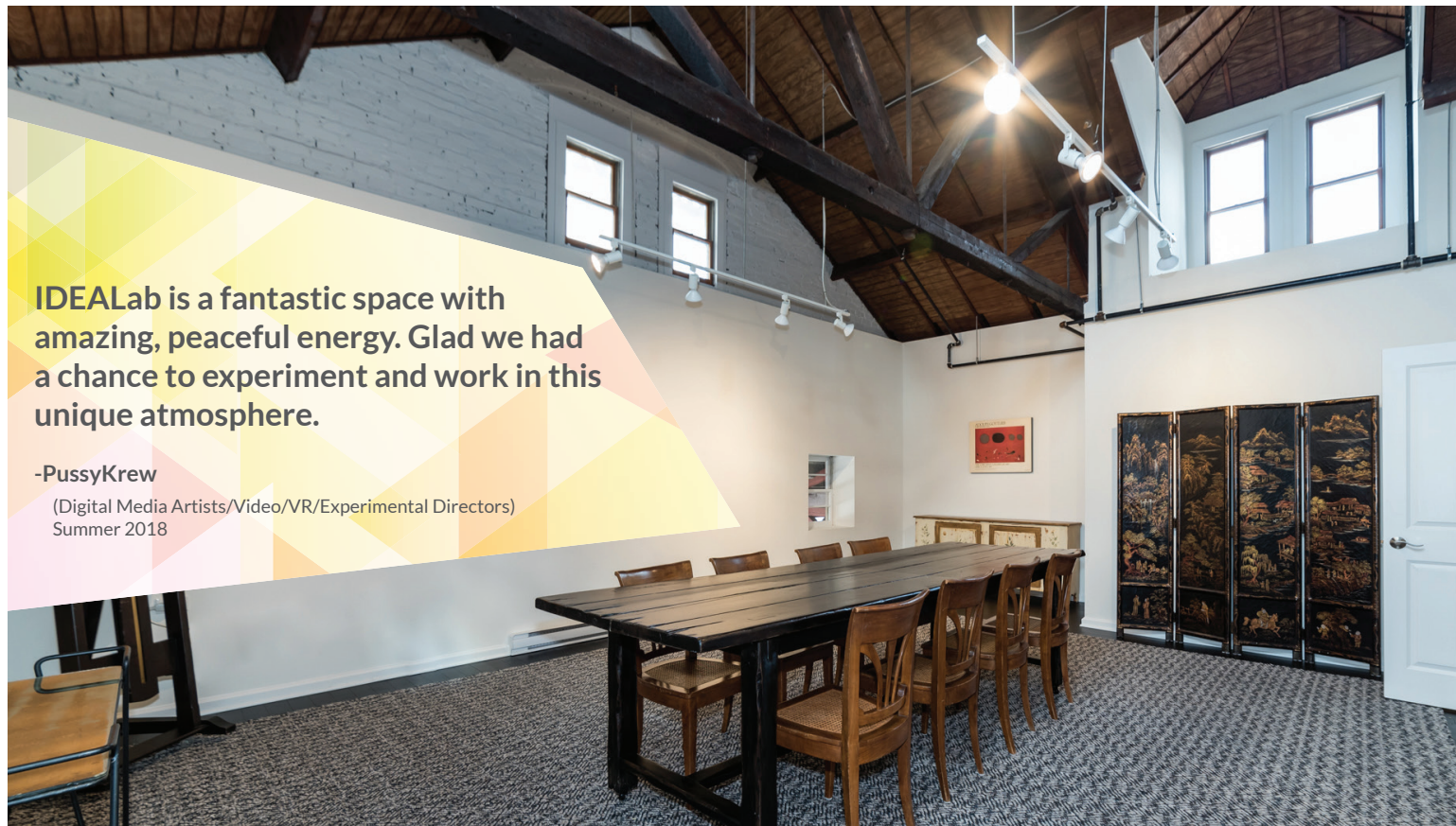


### THE OPPORTUNITY:

A quiet oasis in which to focus on one's current body of work without distraction, the Residency, housed at IDEALab directly above the New Rochelle Train Station, offers Residents use of a fully-furnished, brand-new live/work apartment, an adjacent fully-appointed technology lab with tech support, and front door access to NYC Metro-North trains.



Unlike many other residencies, IDEA's Residency isn't about symposiums, socializing and speakers. It's about getting things done in a quiet environment with a supportive community. Over the course of the program, Residents should define and pursue a project or research focused on expanding knowledge and creative practice with immersive media and/or creative technology.



**IDEALab is a fantastic space with amazing, peaceful energy. Glad we had a chance to experiment and work in this unique atmosphere.**

**-PussyKrew**

(Digital Media Artists/Video/VR/Experimental Directors)  
Summer 2018

### Current IDEALab Equipment:

- Alienware computers
- Oculus and VIVE headsets
- 360 Video Camera
- Portable Motion Capture System
- Dropcams
- Wacom Intuos Pro
- Green Screen
- Short Throw Projector
- Google Daydream and Samsung Galaxy S8 for mobile VR



### Professional Development Opportunities:

- Facilitated access to local business support resources for creative entrepreneurs
- Invites to relevant networking events
- Community engagement and presentation opportunities tailored to Residents' needs and interests can be arranged.

### Accommodations:

- Private bedroom in a newly-constructed, fully-furnished and professionally-decorated three-bedroom apartment with a new kitchen, common living space, and washer/dryer.
- Beautiful, light workspace with high ceilings, industry-grade technology equipment, and furnishings.
- 24-hour security located downstairs in train station lobby.
- A safe, walkable downtown location with local liaisons dedicated to assisting Residents in their navigation of the community
- Adjacent to MetroNorth and Amtrak trains (leading to NYC, Boston, and Washington D.C. and other prominent east coast cities), car rental and taxi cab services.



# FALL 2018



## FALL 2018 COHORT:

Three candidates will be invited to participate in the Fall 2018 Cohort (November-December 2018). There is a \$900 monthly membership fee for the residency. Some financial aid is available.

### Applications due:

October 7, 2018

### Interviews:

October 8-19

### Notifications:

October 22nd

### Move-in:

As early as November 1st  
[depending on Resident availability]

### Apply:

<http://bit.ly/IDEALabResidency>

### Questions:

Jennifer Furioli

Chief Operating Officer

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### About IDEA New Rochelle:

The Interactive Digital Environments Alliance (IDEA) is a New Rochelle-based nonprofit dedicated to promoting, developing and maintaining a vibrant, new creative technology district in downtown New Rochelle, a city of approximately 80,000 just 25-minutes by train to NYC's Grand Central Terminal. IDEA partners closely with the New Rochelle Downtown Business Improvement District (NRBID), a twenty-year economic development and revitalization organization, and the City of New Rochelle.

IDEA encourages innovation, collaboration, research, open data and social responsibility in the fields of immersive media, artificial intelligence, digital storytelling and performance art, and serves as a platform for a growing community of technologists, entrepreneurs and artists to develop new work with emerging technologies. IDEA New Rochelle was founded by Amelia Winger-Bearskin, formerly the Director of DBRS Innovation Labs, Professor of New Media and Performance at Vanderbilt University, NYU-ITP Graduate, and award-winning VR director.

In addition to the Residency, IDEA New Rochelle runs a community outreach program designed to bring the technologies/technologists it supports to the general public, including area schools; a mobile studio/VR/immersive media presentation vehicle (IDEA Go); is an instrumental player in the City of New Rochelle/Bloomberg Philanthropies' 2018 Mayors' Challenge program; and is spearheading a state-of-the-art ground floor technology lab and production facilities appropriate for advanced Motion Capture, immersive storytelling, mixed-reality and spatial audio set-up.

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