

# Development Plan

Artifice NYC is a 501(c)(3) nonprofit for creative science and new media fictions, supporting experimental research, installation, and performance through a lab + stage model.

nodes

research + development  
showcase on artifice: the artifacts  
of science fiction.

## Mission

Artifice supports emerging artists, researchers, and creative technologists working across creative science, installation, new media, and performance.

Through curatorial research, production environments, and a public archive of creative practice, we advance open cultural infrastructure.

# Vision

A future where experimental artists and creative technologists have the infrastructure to bring research, prototypes, and emerging technologies into public life.

Through science fiction worldbuilding, Artifice builds cultural mobility for emerging practices, helping speculative work gain visibility, documentation, and institutional relevance.

# ARTIFICE

## PROBLEM

Installation and performance need research and development infrastructure to showcase publicly informed work.

## SOLUTION

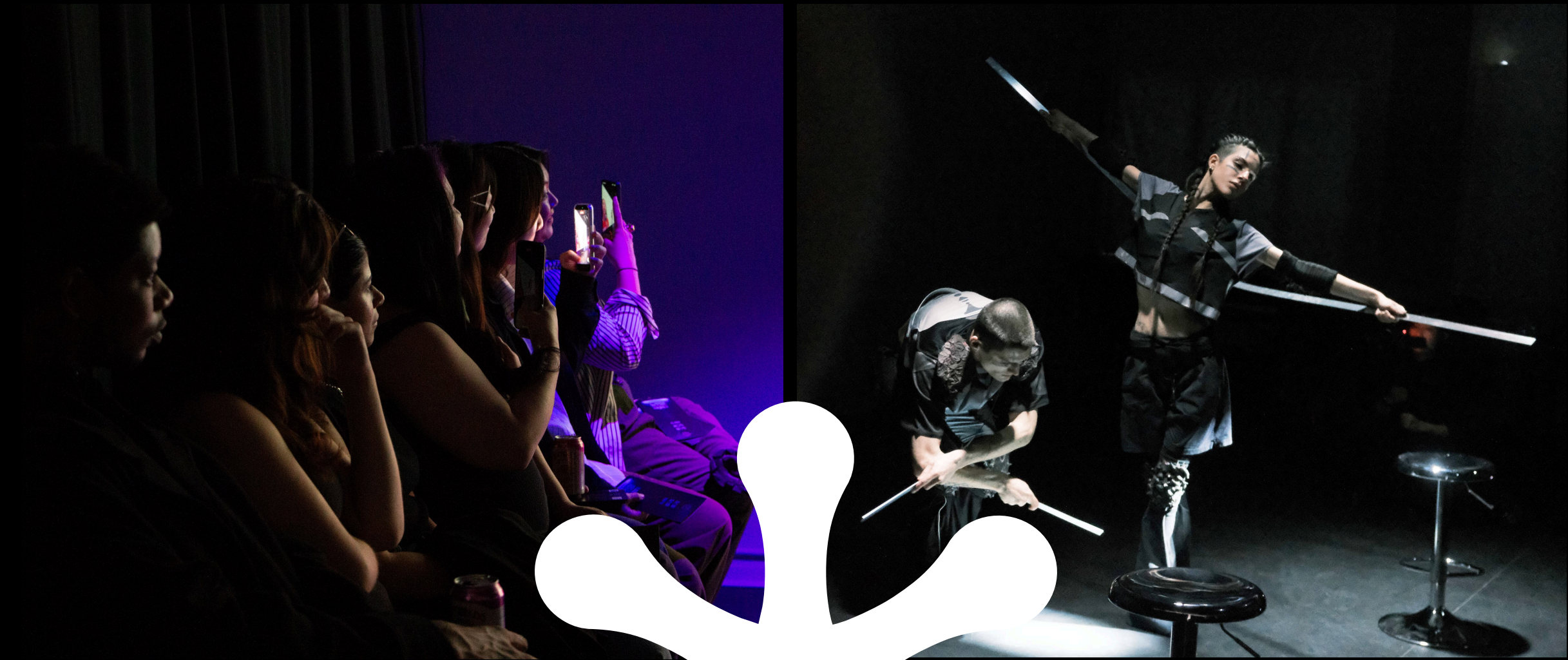
It's not art meets technology.  
It's LAB (process) meets  
STAGE (performance).

SCIENCE

FICTION

# SHOWROOM + CONCEPT LAB

# NEW MEDIA FICTIONS + STAGE



TRACTION

✧\* ARTIFICE



7

EVENTS

1.5K+

ATTENDEES

24+

ARTISTS

\$14.6K

GROSS REV

120K

REACH

LAMAMA GALLERIA CULTUREHUB

rhizome

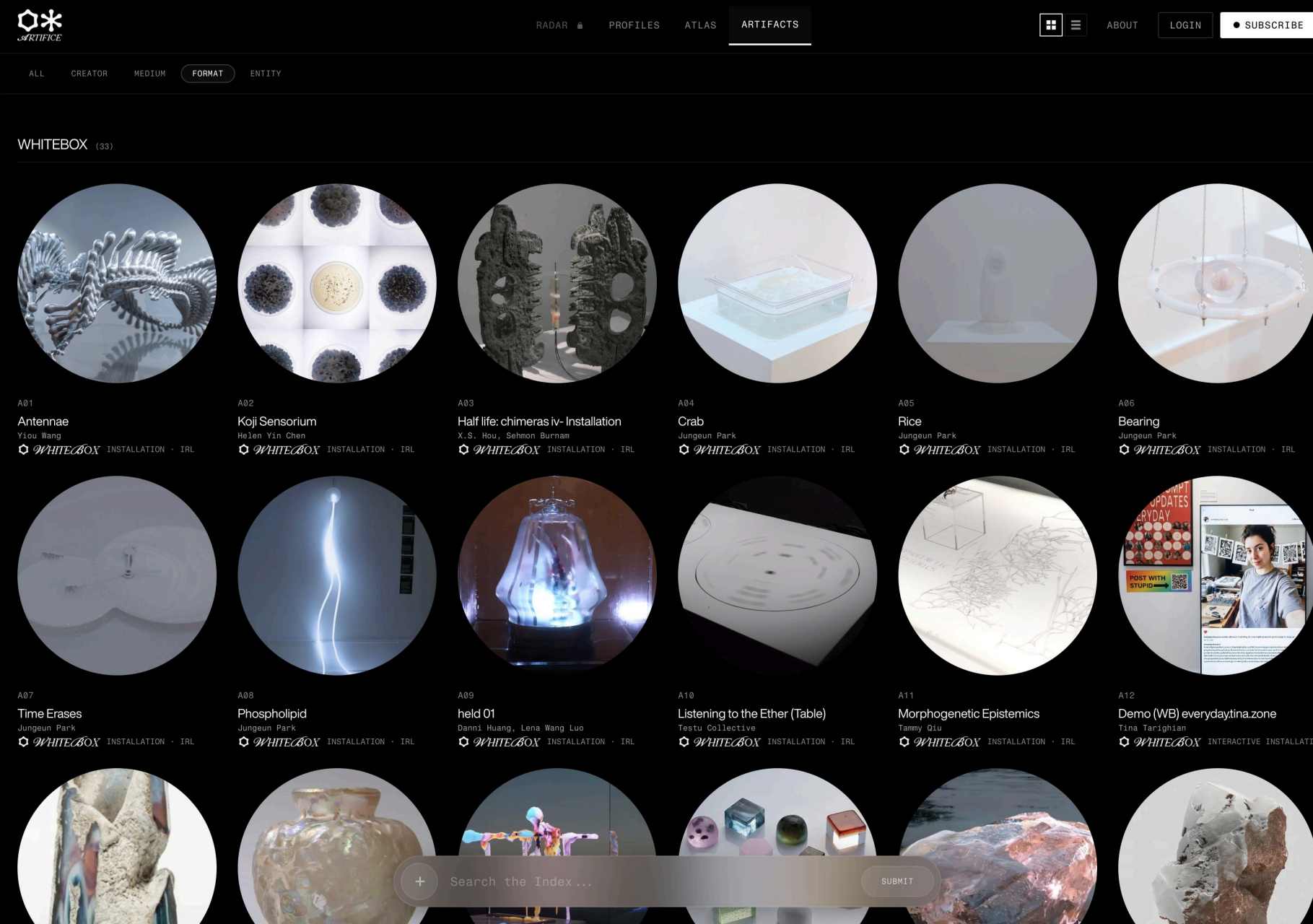
\*  
The Processing  
Foundation

ONASSIS  
ONX

# Artifice is an open curatorial ecosystem

Exposure → Discovery → Capture → Documentation

index.artificenyc.org



FINISHED WORK

Commercial immersive  
Meow Wolf · ARTECHOUSE · Superblue · Otherworld

Established institutions  
Major museums · foundations · presenters

EPHEMERAL RUN

PERSISTENT ARCHIVE

Art-tech R+D programs  
Onassis ONX · NEW INC · Pioneer Works · Eyebeam



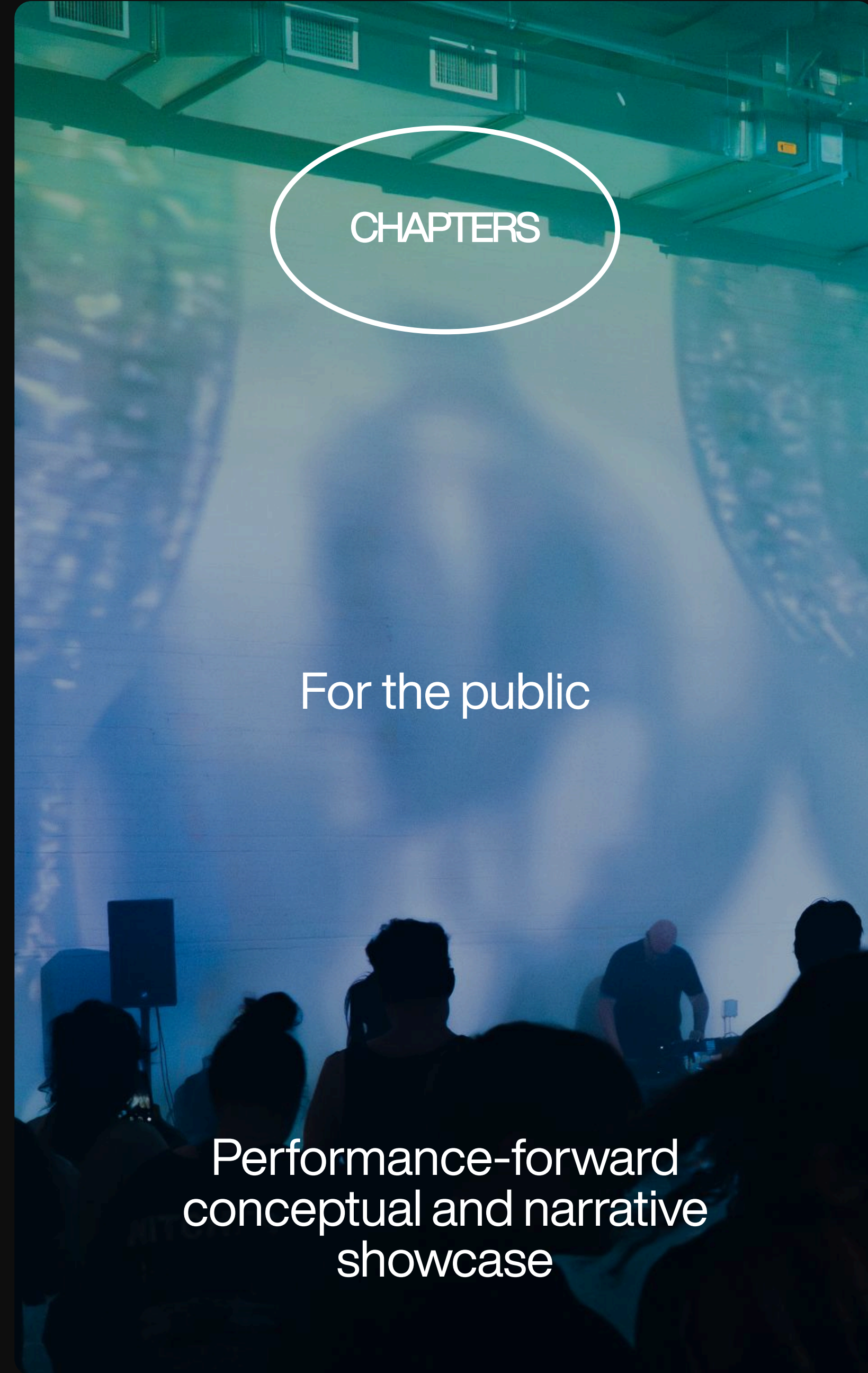
Program Series: Chapters · Nodes · Meetups

The Artifact Index: An open curatorial digital archive of all affiliated and submitted artifacts.

Editorials: Newsletter, Discovery platform

PROCESS AND METHOD

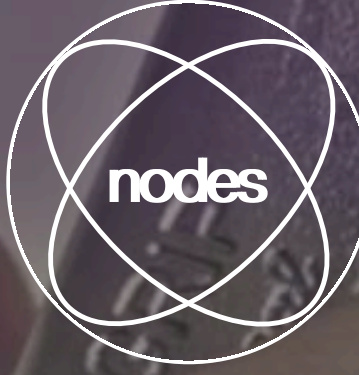
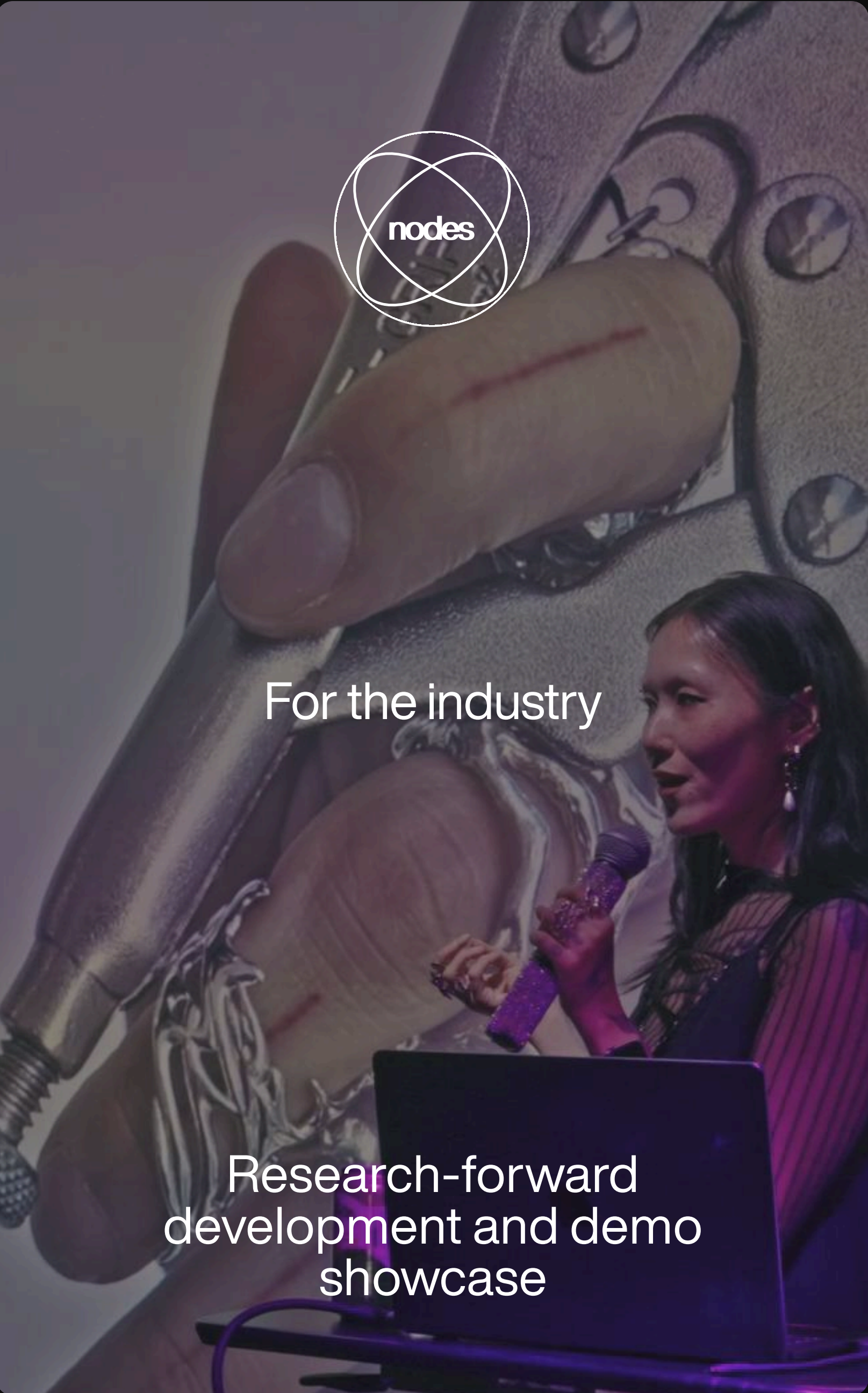
The Index is a submission-based and curatorially moderated. Artifice reviews each project for fit, context, and documentation readiness before it enters public visibility or the searchable archive.



CHAPTERS

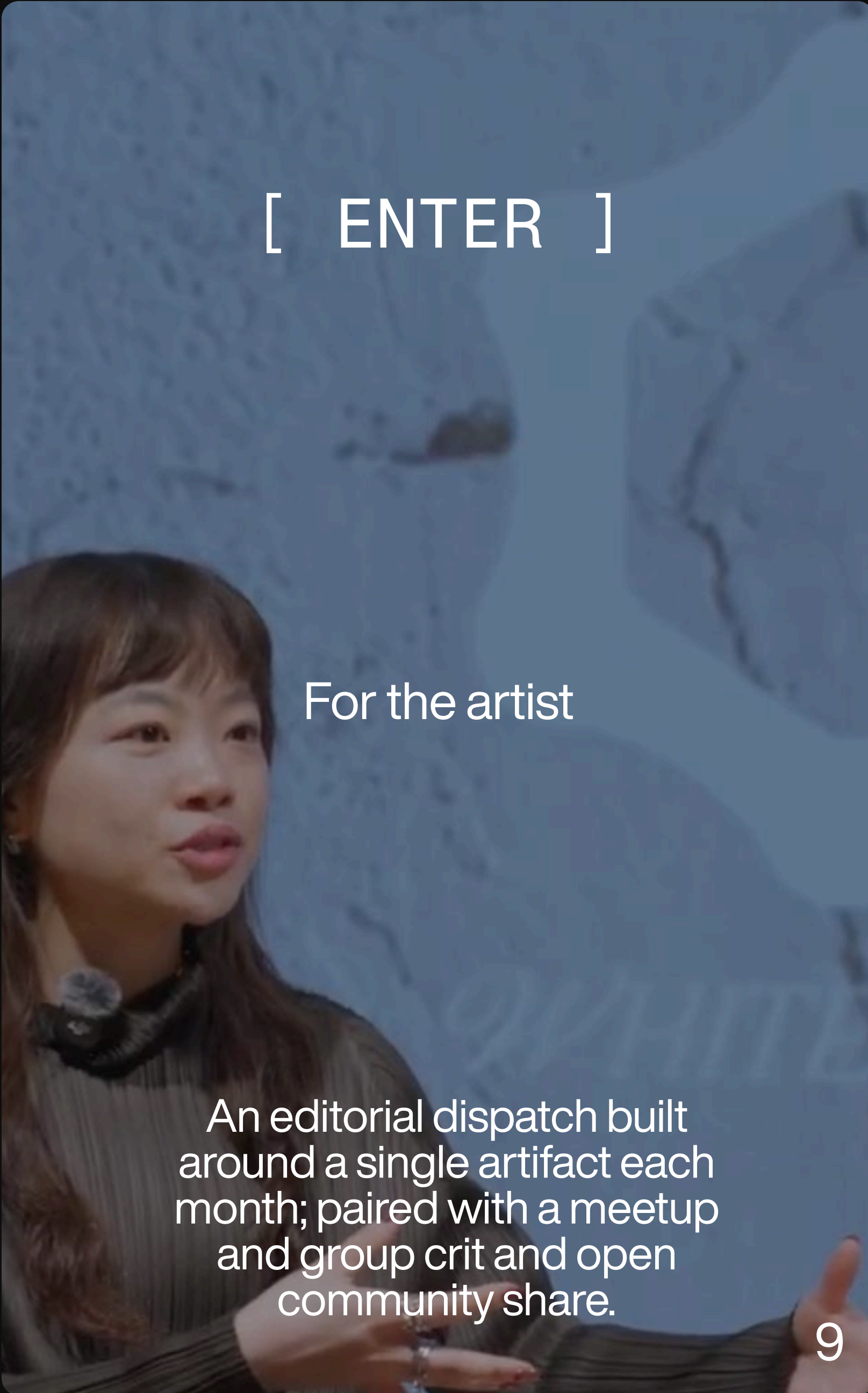
For the public

Performance-forward conceptual and narrative showcase



For the industry

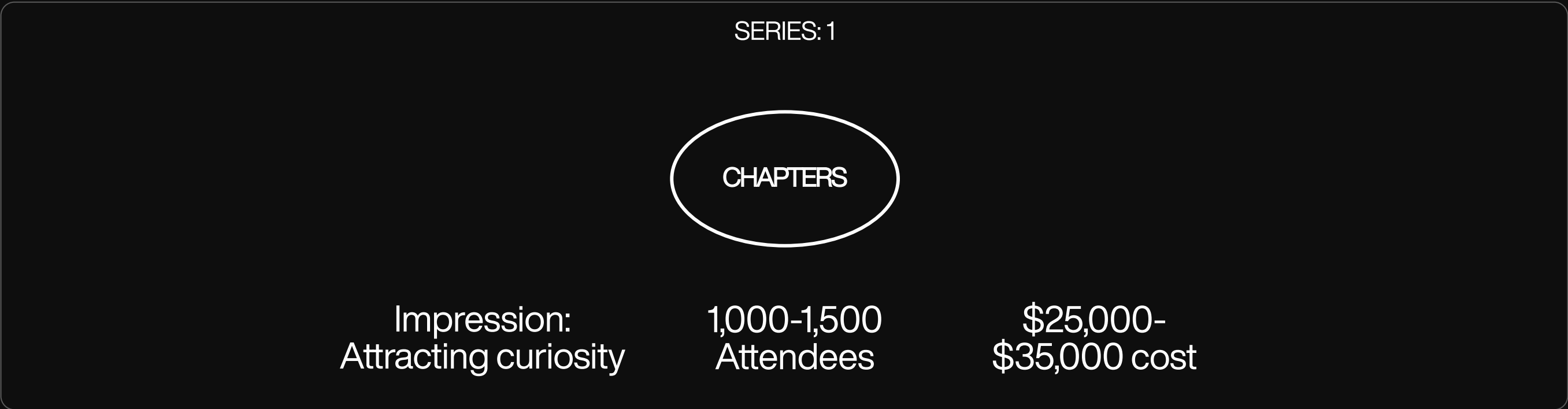
Research-forward development and demo showcase



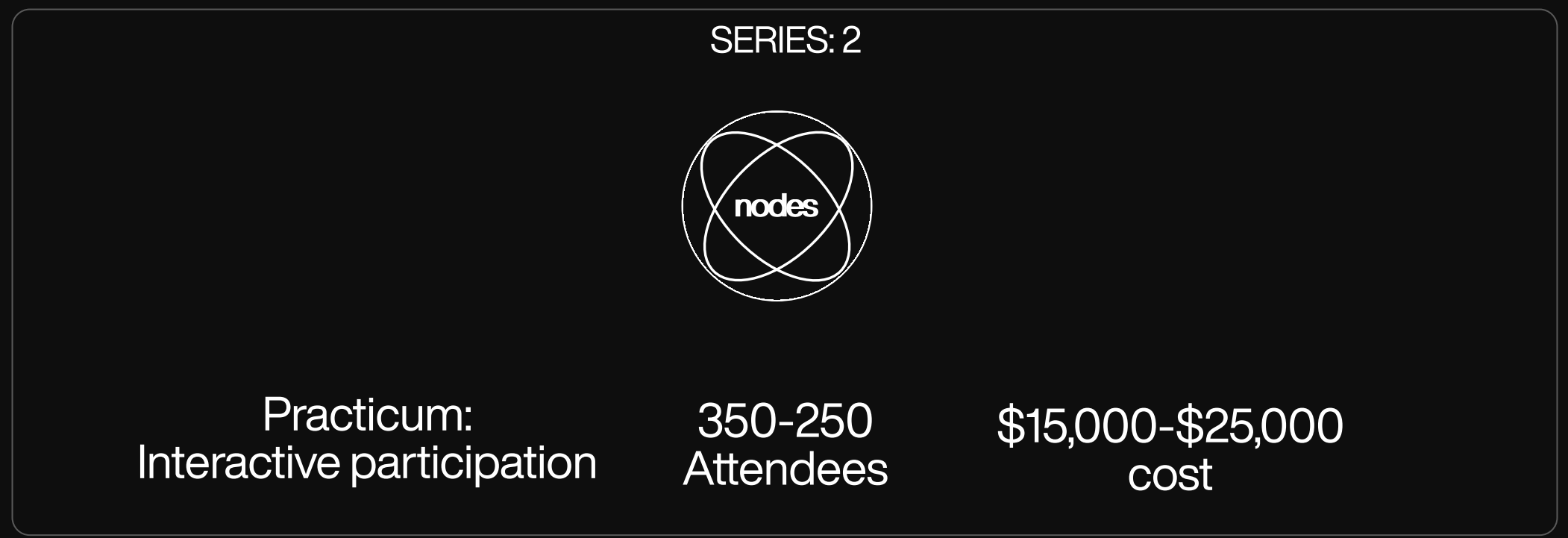
[ ENTER ]

For the artist

An editorial dispatch built around a single artifact each month; paired with a meetup and group crit and open community share.

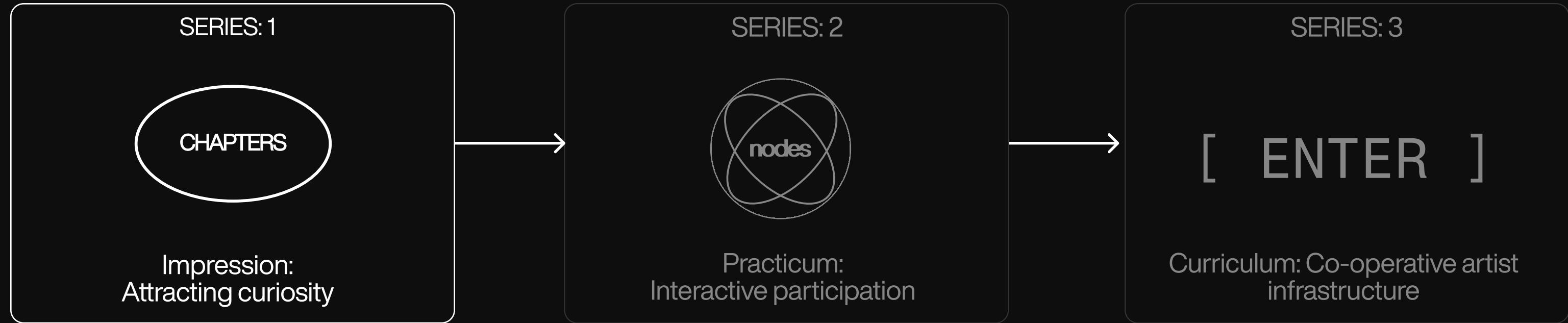


Public Attention into Awareness



Credibility into Co-operation





# Chapters 1 RELEASES /YEAR

Performance-forward conceptual showcase across Whitebox and Blackbox. Each Chapter stages a thematic world through artifacts, performance, installation, media, and public encounter.

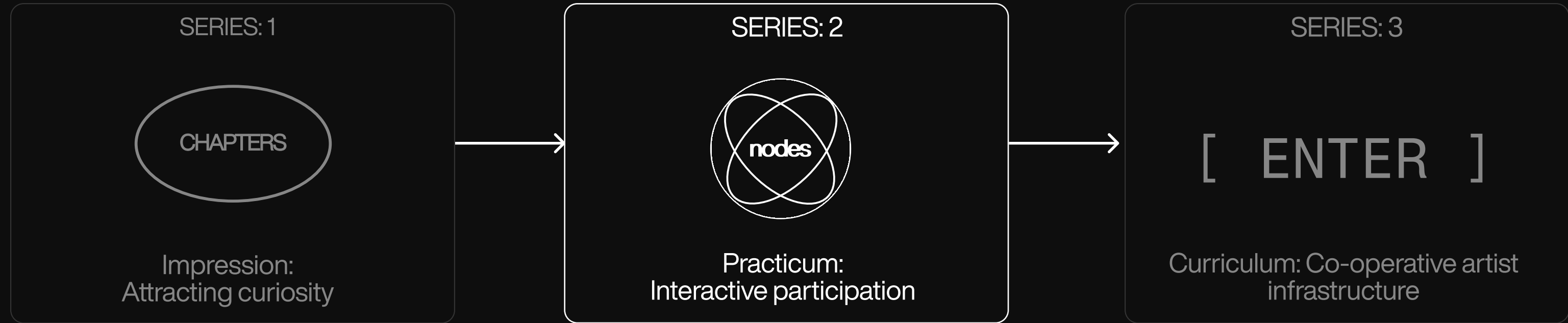
**POSITIONING**  
New York Public  
75,000–150,000 people

**FUNCTION**  
Converts broad public attention into Artifice awareness, audience growth, ticket revenue, donor visibility, and cultural legitimacy.

**PURPOSE**  
Builds Artifice’s public audience, generates earned revenue, and makes the platform visible at cultural scale.

**TARGETS**  
1k ATTENDANCE  
6 Month TIMELINE





# Nodes 1 RELEASES /YEAR

Research-forward development and demo showcase with institutional partners across art, technology, and cultural infrastructure.

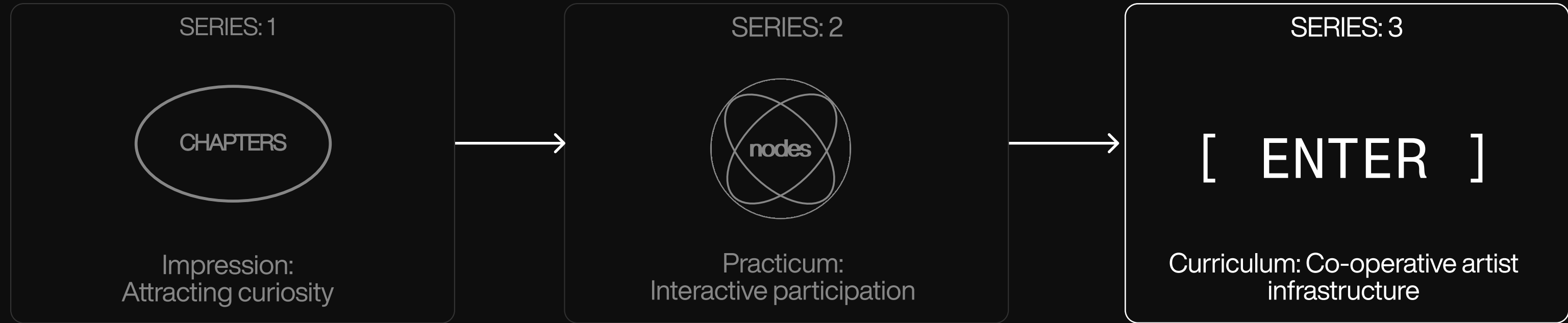
TARGETS  
**500** ATTENDANCE  
**6 Month** TIMELINE

POSITIONING  
**Institutions, Research Labs**  
7,500–15,000 people

FUNCTION  
**Converts cultural credibility into institutional relationships, research partnerships, field-building, funder access, and professional network depth**

PURPOSE  
**Builds credibility with institutions, funders, artists, technologists, curators, and research communities.**





# Member Meetups 3X /YEAR

Packaged release: high production interview, translated into newsletter (1k subs), segued into a meetup focused on the represented artist, and expanding into RADAR, our discovery channel.

TARGETS  
**100/150** ATTENDEES  
**6 Month** TIMELINE (BULK)

2026 will be volunteer-based. We will start fundraising for member meetups in 2027.

### POSITIONING

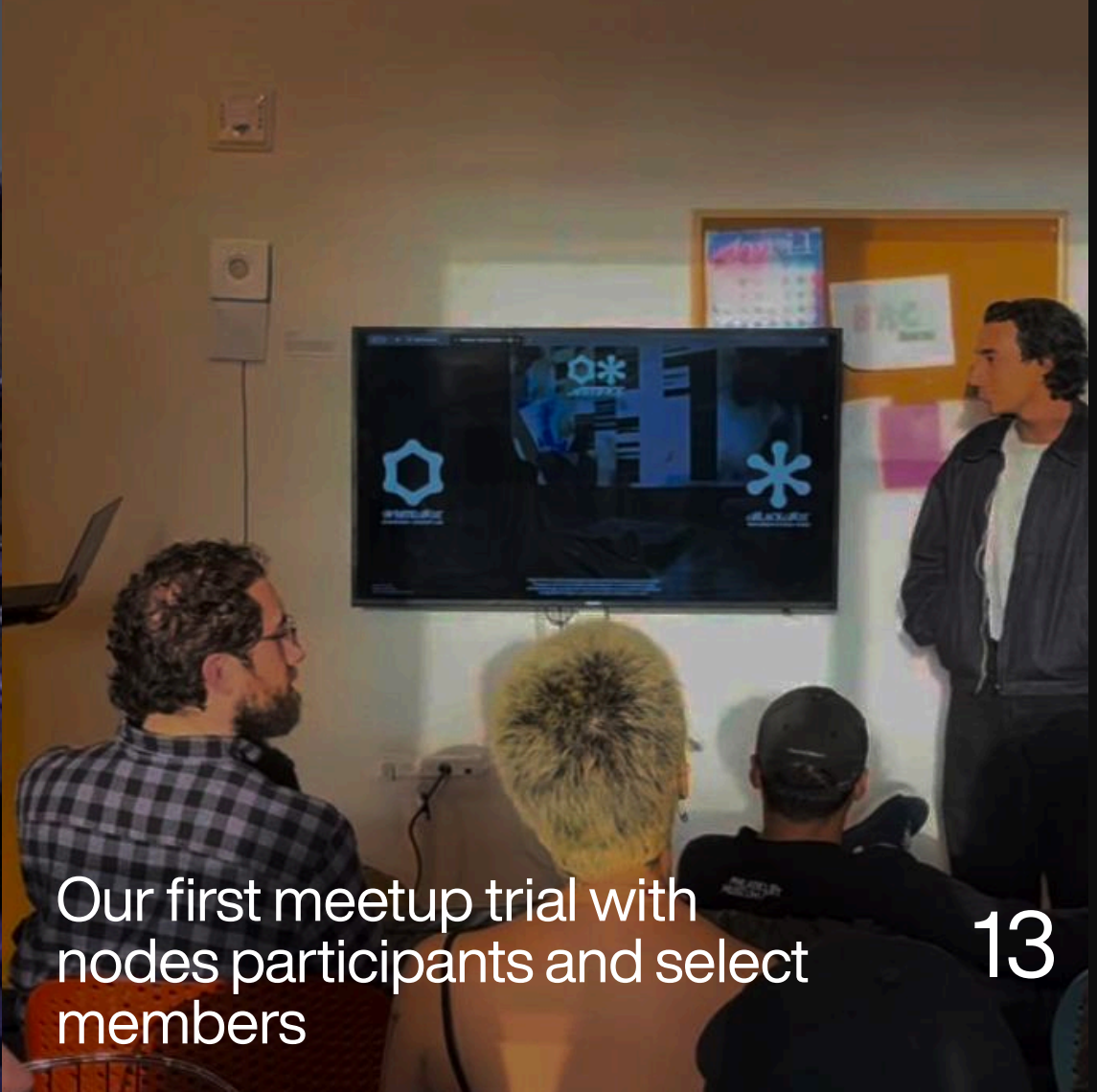
**Professionals, Supporters**  
15,000–30,000 people

### FUNCTION

Converts editorial visibility into in-person relationships through artist-led meetups, member gatherings, and focused community exchange.

### GOAL

Build a recurring professional network around Artifice that deepens trust with artists, funders, curators, technologists, and institutional partners.



# Membership Access Point

7 Access points across URL to IRL

WEBSITE VISITORS

5k /month

Total attention pool

EMAIL / FREE READER SIGNUPS

50-250 /month

3-5% visitor conversion

PAID MEMBER CONVERSIONS

20-35 /month

10-15% of warm signups + event buyers

ANNUALIZED PAID MEMBERS

420 /year

Enough to reach 2027 membership target

GENERAL AUDIENCE

Website navigation

“Become a Member”

SOCIAL AUDIENCE (12K)

Instagram

“Join Artifice”

HIGH-INTENT BUYERS

Program RSVP page

“Members get 25% off”

ATTENDEES

Promo Print At Event

“Support the next program”

WARM ATTENDEES

Post-event email

“Support the next program”

ARTISTS/COLLABORATORS

Artifact Index

“Support”

READERS (1K)

Newsletter

“Support the next program”

