

NEW FLOAT

THE ART EXPERIENCE FOR THE 21ST CENTURY

PRESS RELEASE

Berlin urgently needs a museum for digital art. The Berlin based artist Manuel Rossner lends the city a helping hand, of course with the wink of an eye.

Manuel Rossner thought he would just use the free property between Neue Nationalgalerie (New National Gallery) and Philharmonie in Berlin until 2026, when the Museum of 20th Century by Herzog & de Meuron is planned to open.

New Float is a digital exhibition space with its main focus on presenting and discussing current developments linked to NFTs and digital art. The aim is to create experiences by giving digital art a native and immersive spatial context.

On May 16, 2023 at 10pm CET, we open two new exhibitions: The presentation of our collection named **“The World is Not Enough”** and **“I Wrote This Script”**, a solo project by New Float founder Manuel Rossner (More on page 2 & 3). All events and exhibitions are for free and online only.

Since 2023 our exhibitions are viewed on **Mac/Windows, Smartphone and Virtual Reality** on the Spatial.io platform (visit with the link below).



Experience our exhibitions on Spatial.io. Download the app and follow the link or open it in your browser. Share the same link with friends to explore together. Spaces with 50+ people will split into multiple instances for optimal experience.

<https://berlin.newfloat.org>

Contact

Please direct your questions to Manuel Rossner:
hello@manuelrossner.com
+49 (0) 30 54 90 68 29
The artist is available for interviews.

Press Material

Press images can be found on:

www.newfloat.org/press



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WWW.NEWFLOAT.ORG

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THE WORLD IS NOT ENOUGH

23 Years of Digital Art from the New Float Collection

Collection, Berlin | Opening: May 16, 2023

With the establishment of NFTs In 2021, digital art became tradable. A digital artist himself, Manuel Rossner started collecting works of collaborators, friends and idols. Expanding to rising talent and historic projects, the collection quickly grew to more than 100 pieces. Many of the works are accessible, large editions. “The World is Not Enough” presents a selection of images, videos, and 3D objects from the collection. It aims to present pioneering work in the field and animate the visitors to dive into the worlds the artists create.

With Nancy Baker Cahill, Damjanski, Simon Denny, Herbert W. Franke, Lorna Mills, Operator & Anika Meier, Sofiia Privét, Jon Rafman, Kenny Schachter, Yoshi Sodeoka, Sasha Stiles, John Yuyi and many more.

Read More (Password: password)

<https://www.newfloat.org/experience/the-world-is-not-enough/>



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I WROTE THIS SCRIPT

An artwork created by Artificial Intelligence and Manuel Rossner

Space 01, Berlin | Opening: May 16, 2023

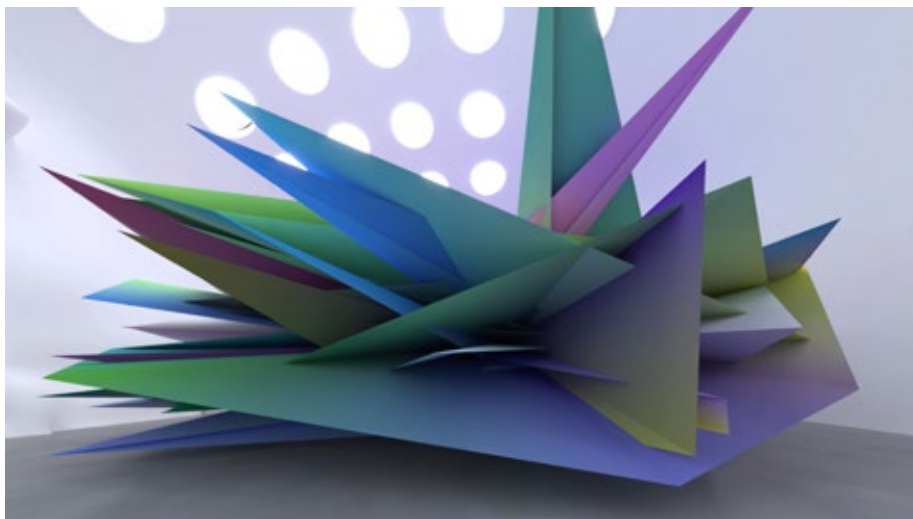
In the first exhibition he curated in his digital exhibition project Float Gallery in 2012, Manuel Rossner showed the artwork "Video Paint 1.0" by Jeremy Bailey (2004). In the video, Bailey explains the advantages of a painting software he created. Clean hands, savings on materials, and automatically added words like "war" and "love" for meaning are among the advantages.

The presentation starts with the words "I wrote this program.." expressing his excitement about revolutionizing how art is created.

19 years later, artist Manuel Rossner chatted with an artificial intelligence to create the work "I wrote this script". However, it is not he who makes this statement. The full sentence is "I, ChatGPT, a language model developed by OpenAI, wrote the script for the organic form in Unity that you requested earlier."

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