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THRIVAL, CARNEGIE MUSEUM OF ART COLLABORATE ON IMMERSIVE, ONE-NIGHT-ONLY, INTERACTIVE EXPERIENCE OF ART, TECHNOLOGY, & CULTURE

PITTSBURGH, PA — Thrival Festival organizers announced their LIFE.CODE Interactive Experience artist and speaker lineup in partnership with [Carnegie Museum of Art's Third Thursday](#).

Hosted at Carnegie Museum of Art (CMOA) from 6:00PM–11:00 PM, Thrival's LIFE.CODE Interactive Experience features over two dozen unique art installations, exhibits, and live performances for one-night-only. Artists and event partners travel from across the United States and around the world to participate, while only having less than 24 hours to build out and present their respective work.

All of this adds a fun—and even at times challenging—dynamic to the event. Thematically, the event focuses on the intersection of humans and technology and its impact on business, culture, and society.

“Along with our partners at CMOA, we start planning this event early in the year, and spend months conceptualizing, coordinating, and developing the program,” says Thrival producer, Jenny Sharpe. “Pittsburgh is such a vibrant city with so much energy. We are trying to give attendees a glimpse of all it has to offer, and more. If you want to dance, learn, network, or all of the above — we have something for everyone.”

Thrival producer Kenny Chen emphasizes the event's broader appeal. “While other Thrival Humans X Tech programs take deep dives in subjects like the future of work, artificial intelligence, and advanced technology, this event offers a multi-sensory experience that is both thoughtful and substantive for experts while also enriching for a general audience.”

For example, award-winning Attack Theater debuts a new dance installation, Pittsburgh-based artist Lori Hepner showcases an experimental stage piece, and newcomers from the University of Pittsburgh, I 2 Iconic, also debut. Remake Learning, Knowledge Works and Carnegie Mellon's Entertainment Technology Center collaborate on an experimental virtual reality piece. Additionally, Turkish-born artist, Osman Koç, local musician Ryan Smith (known as SMTATOE), and Hearcorp's Alex Bard present “Intra” in the CMOA's Founder's Room — a new, immersive 14-foot high and 20-foot wide audiovisual journey. More information about artists and installations can be found on the Thrival [website](#).

“Carnegie Museum of Art's partnership with Thrival emphasizes the importance of creativity, and its critical role across disciplines,” said Laura McDermitt, manager of social experiences at CMOA. “The Third Thursday series, at its core, is about collaborations. Thrival's lineup is an amazing opportunity to bring art, technology, institutions and start-ups into museum spaces. We hope that the event challenges perspectives and broadens horizons.”

The evening will begin with fireside chats hosted by [John Battelle](#), founding editor of *WIRED* and CEO of San Francisco-based media and event company NewCo. He will be joined by Gotham Gal founder and CEO, [Joanne Wilson](#), Carnegie Mellon University president, [Dr. Farnam Jahanian](#), Duolingo co-founder and CTO, [Severin Hacker](#), and author of *The War on Normal People* and 2020 presidential candidate, Andrew Yang.

Afterward, the Carnegie Music Hall and Music Hall Foyer will open its art installations, live performances, and a silent disco. Local start-ups and organizations will also showcase their technology and products.

The LIFE.CODE Interactive Experience will cap the two-day [Humans X Tech](#) programs, which focuses on AI, robotics, life sciences, and advanced technology. [Music X Arts](#) will take place on Friday, September 21 at Highmark Stadium, headlined by platinum DJ, Dillon Francis and featuring indie-pop duo, Matt and Kim.

[Ascender](#), a Pittsburgh-based economic development nonprofit, produces Thrival. The first Thrival Festival launched in 2013.

For more information on the festival, visit thrivalfestival.com, and follow Thrival on [Facebook](#), [Twitter](#), [Instagram](#), and Snapchat. Thrival Humans X Tech tickets available at thrival2018.eventbrite.com.

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