

# The New Accelerator from Axel Springer & Porsche & EIGEN + ART Lab

Are inviting applications to the

## Artist @ The New Accelerator from Axel Springer & Porsche Program

The New Accelerator from Axel Springer & Porsche, in collaboration with EIGEN + ART Lab would like to offer to an artist the opportunity to become our artist-in-residence for the forthcoming program of start-ups. The invited guest would join us in Berlin from May 2<sup>nd</sup>, 2018 until August 10<sup>th</sup>, 2018.

### We offer the opportunity to:

- Work in the accelerator's open workspace that is shared with the other start-ups.
- Receive €4,000 for the duration of the program.
- Interact daily with international start-ups and swim in a dynamic atmosphere.
- Create an exhibition within the accelerator, the penthouse, or other Axel Springer's spaces (costs to be carried by artist).

*"What really struck me about my experience at [The former accelerator] Plug & Play was how curious everyone was about my [creative] process and how much I found myself talking about my work-in-progress on a daily basis. It was really, really good practice!"*

– Katie Armstrong, Artist@ Axel Springer Plug and Play in 2013

### What we expect from you:

- Avid interest in the Berlin start-ups and digital scene.
- The desire to work alongside digital start-ups/techies, share, and also discuss your process with them.
- Participation in some events and meetings (e.g. every Monday at noon we have a meeting where all the start-ups (and you) provide a status update of their work and goals for the upcoming week).

- Leave something behind. We will tell you what the previous artists have done. (Materials to be paid from the €4,000).
- NO German language knowledge required.

**How to apply:**

- Please submit a digital portfolio to Marie Gerbaulet to [lab@eigen-art.com](mailto:lab@eigen-art.com). We will invite selected applicants to meet the accelerator and to have an interview by mid of April (skype interview is also possible).

If you have any further questions, please contact Marie Gerbaulet via email ([lab@eigen-art.com](mailto:lab@eigen-art.com)) or phone 030 308 779 40.

How did we come up with the idea for an artist-in-residence at The New Accelerator from Axel Springer & Porsche:

Simply put, a young artist is no different from a young business start-up who has an idea that s/he believes in. Although the outcome and the path of the artists do differ from the ones from the business-orientated world, we still believe that both can nourish each other. It is definitely a challenge to bring the two worlds together but in the end, we know that we create a great experience for everyone.

**We look forward to your application!**