

CODAsummit Showcases Creative Revolutionaries

*Creating a much-needed platform for artists working to change the world
through placemaking art*

MADISON, WI, March 29, 2021 - CODAworx, the hub of the commissioned art economy, announced today that it will produce this year's [CODAsummit](#) in Scottsdale, Arizona on November 10-12, 2021. This fourth annual conference will be a hybrid event, engaging both in-person and virtual attendees. Presentations will explore the intersection of art and technology, bringing together leading artists, fabricators, technology companies, and thought leaders in art and design from around the globe. CODAsummit 2021 focuses on this paradigm shift and features artists who are using technology to create positive change through placemaking commissions.

[CODAworx](#) is at the center of this global movement, placing it in a unique position to create a gathering of key figures in the art and technology worlds. Partnering with Scottsdale Public Art and hosted by the Scottsdale Center for the Performing Arts, the conference will bring together creative professionals who are leading the way in using new technological tools or materials that allow for the creation of artwork that facilitates empathy and engagement. In addition, it will bring together thought leaders - museum curators, public art agency administrators, representatives from leading educational institutions - to discuss how to tackle difficult issues of a social, political, or environmental nature in placemaking art.

Keynote speakers **Elizabeth Monoian** and **Robert Ferry**, Founding Directors of Land Art Generator, will speak to reimagining public art as energy landscapers for a post-carbon world. Dutch artist **Daan Roosegarde**, well-known for his environmental art installations that deal with subjects such as climate change and air pollution, will speak about his lighting project Urban Sun – which helps reduce coronavirus. **Ryan Edwards** from MASARY Studios will showcase his company's large-scale, participatory art installations that bring people and cultures together.

Art industry leaders will speak to the changing world of museums as they embrace the digital experience: **Christy MacLear**, former CEO of Superblue and the Robert Rauschenberg Foundation, will moderate a panel on “The Reimagined Museum” that includes institutional leaders and artists collaborating with museum content. A series of three case studies on **Art and the Experience Economy** will focus on the community resilience and economic impact of providing experiential artwork in the urban environment.

Artist Showcases and **Industry Presentations** will demonstrate the full scope of talent and creativity at work when art meets technology. And because CODAsummit will take place during Canal Convergence, Scottsdale's interactive light art festival, conference attendees will have the opportunity to see numerous art installations in person and meet the artists.

“At CODAworx, we see artists collaborating with technology teams, scientists, and engineers to *make places as art*. But today, the projects they create have become stronger, deeper, more meaningful. This work and these artists are redefining the creative field, and we are honored to bring together such inspirational talent from around the world,” said Toni Sikes, CEO of CODAworx.

This groundbreaking summit is sponsored by industry giants such as Epson, SNA Displays, Eventscape, UAP, Demiurge, Parasoleil, Wireframe, and the Acronym Fund, all of which are dedicated to supporting the powerful connection between art and technology. For more information, visit codasummit.com.

About CODAworx

CODAworx is on a mission to transform every space in the world by making great commissions happen. Serving as the hub of the commissioned art economy, we connect all members of the industry, matching creative talent with creative opportunities, and providing digital tools that streamline the commission workflow process. Our network connects artists and creative teams to architects, design and art professionals, and the universe of companies that provide services and products for commission projects. The CODAworx website, which launched in December 2014, has attracted design + art members from 93 countries. To date, over 8,000 projects are featured on CODAworx with art budgets totaling over \$1.8 billion. Visit www.codaworx.com