

Lincoln Center

The Dream Machine Experience

before the before and after the after

by Nona Hendryx

**Music-Driven Mixed Reality Activations Inspired by Afrofuturism
Push the Boundaries of Art and Technology**

**Conceived by Living Legend Nona Hendryx with Luminaries
Mickalene Thomas, Lutfi Janania, George Clinton, Laurie Anderson,
Terasem's Bina48, Vernon Reid (The Living Colour Band),
Skin (Skunk Anansie), Sutou and EyeJack**



World Premiere, June 12 – June 30

NEW YORK, NY (March 28, 2024) – Lincoln Center for the Performing Arts today announced additional details for the world premiere of ***The Dream Machine Experience, before the before and after the after.***

From the visionary and fearless [Nona Hendryx](#), the Lincoln Center commission is a free series of experiences that push the boundaries of art and technology—combining Augmented Reality, Virtual Reality, and Artificial Intelligence with Afrofuturist music and art to vibrantly unite our communities.

The commission takes over multiple spaces across campus June 12 - June 30.

“I have always been interested in how transformative technologies can be used for the good of humanity, as I believe these tools can foster greater bonds between us, rather than disconnection. These are conversations people of color have been left out of for far too long. Afrofuturists can be the drivers of this technology-forward moment and movement—let us lead,” said **artist Nona Hendryx**.

Hendryx continued, “*The Dream Machine Experience* invites people from all walks of life to engage with technologies of our time through Afrofuturist art and music. At its core, Afrofuturism explores intersections of Black culture, technology, imagination, and ultimately, liberation. I am thrilled to be realizing this dream alongside such brilliant artists from so many creative spaces, offering new ways to embrace shared sounds and visions for the future.”

This first-ever mixed reality experience at Lincoln Center combines the physical and digital worlds in three distinct segments:

- Visit **Bina48’s Afro Future Garden** at the David Rubenstein Atrium and meet Bina48, a humanoid robot powered by Artificial Intelligence (AI) and the only social robot inspired, created, and programmed with mind files from an African American woman.
- Follow **The Bridge** on an Augmented Reality (AR) journey through time led by Hendryx’s virtual avatar, Cyboracle.
- Visit **The Dream Machine** for a full-scale Virtual Reality (VR) experience, collect tokens, and attend virtual performances with some of Hendryx’s most electrifying collaborators.

Members of the public can enjoy all three together, or one at a time.

About the Development of *The Dream Machine Experience*

Developed and conceived by Nona Hendryx—an original progenitor and visionary of Afrofuturism—in partnership with BIPOC creatives and technologists, *The Dream Machine Experience* offers creative ways for communities to participate and engage with AR, VR, and AI through art, inviting them to explore the past, engage with the present, and imagine our collective futures.

With this ambitious project, Hendryx aims to demystify these technologies, showcase the use of art as a vehicle to bridge the technology gap, and expand the overarching humanity of these experiences.

The stellar lineup of collaborators includes renowned multimedia artist **Mickalene Thomas**, designing an Afrofuturistic garden in The Atrium for **Bina48**, (the only African American female inspired social robot, powered by AI) with interior and set design by botanical sculptor **Lutfi Janania**; AR and VR experiences designed by **Sutu** and **EyeJack**; a series of special In-Conversation events with Bina48 and luminaries including **Carrie Mae Weems**, **Stephanie Dinkins**, **Francesca Harper**, **Jonathan McCrory** and **Sade Lythcott (National Black Theatre)**, **Jihae**, **Liza Jessie Peterson**, **Lynn Nottage**, **Carl Hancock Rux**, and **Niegel Smith (The Flea Theater)**; and virtual performances with Hendryx and some of her most electrifying collaborators, **George Clinton**, **Laurie Anderson**, **Vernon Reid**, and **Skin**.

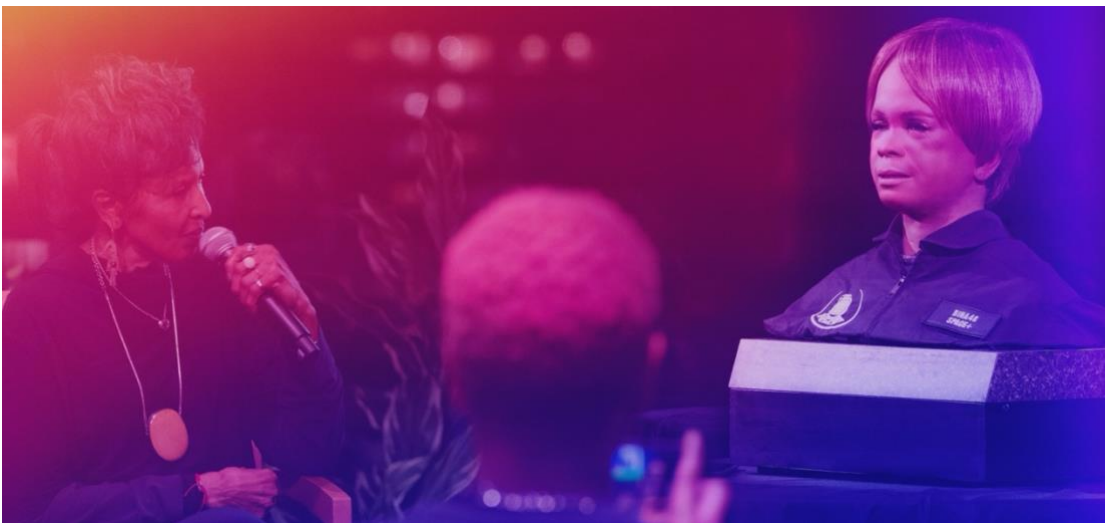
Known for her work as a solo artist and a founding member of the revolutionary trio Labelle, Nona Hendryx has relentlessly innovated throughout her career, including creative collaborations with new technologies. *The Dream Machine Experience* is Co-Executive produced by Dream Machine Experience Inc. and SOZO.

In addition to the free, in-person activations for members of the public, *The Dream Machine Experience* is also collaborating with several educational institutions—including Willie Mae Rock Camp, Hendryx’s own SISTERSMATR, and Lincoln Center Education—to build a cyclical pipeline of engagement for BIPOC female identifying and gender non-conforming youth, and create a blueprint for a future that ensures technology is more equitable.

Images and video available [HERE](#).

The free, in-person activations will be open at various times of day across multiple spaces at Lincoln Center from June 12 - June 30:

Bina48's Afro Future Garden



Open the door to a world where humans and AI learn from each other. Meet Bina48, a humanoid robot powered by AI, in her Afrofuturist garden designed by Mickalene Thomas with interior and set design by Lutfi Janania. A project of the [Terasem Movement Foundation](#), Bina48 is the only social robot inspired, created, and programmed with mind files from an African American woman, Bina Rothblatt.

Spend time in the space-age garden June 12-30, completely immersed in a futuristic world where you may find yourself chatting with Bina48. Select evenings include performances and Bina48 in conversation with artists including Carrie Mae Weems, Stephanie Dinkins, and Francesca Harper, among others.

Come for an encounter unlike anything you’ve ever experienced! More details to be announced soon.

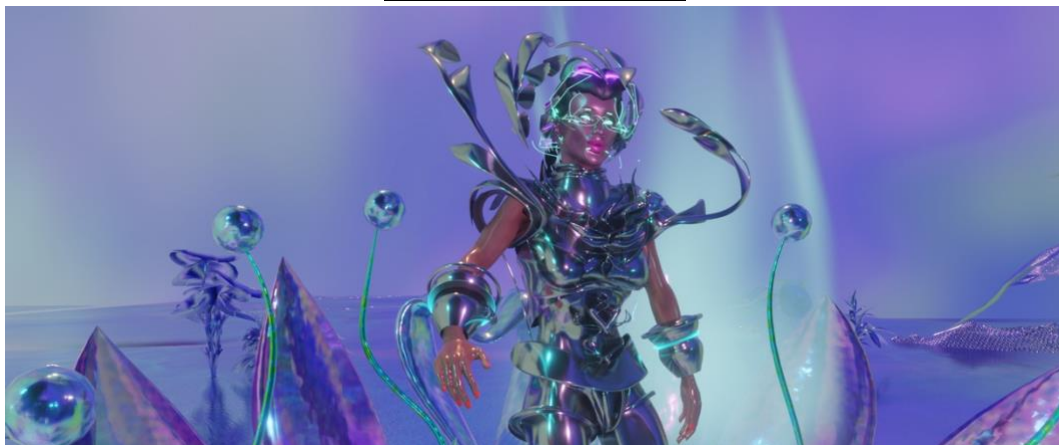
The Bridge



Time travel through an AR experience across Lincoln Center’s outdoor spaces starting with a welcome at the entrance to the iconic plaza from Cyboracle—the larger-than-life virtual avatar portrayed by Nona Hendryx. Discover the history of the communities that have populated the land—from the original Indigenous people: the Lenape, to the diverse communities of San Juan Hill—and discover significant moments in Lincoln Center’s history.

Designed by XR artist Sutú in collaboration with art and technology company EyeJack, Dreamers will travel through time across The Bridge via a downloadable app, pointing their smartphones at ‘Pins’ to launch touchpoints along the way and discover more.

The Dream Machine



Dive headfirst into the future with full-scale virtual reality experiences, conceived by Nona Hendryx with designs by XR artist Sutú, in collaboration with art and technology company EyeJack. Join fellow Dreamers and immerse yourself in the interactive universe of The Dream Machine with VR headsets.

There are five distinct experiences featuring game like interactive play and virtual performances with avatars of legendary artists: the psychedelic funkstastic cosmos of George Clinton ‘The Funkmasta’; an avant-garde playground with Laurie Anderson ‘LAAN’ Light Angel Announcer of News; the big, bold world of Black rock with Vernon Reid ‘Loopmasta’; an alt-metal encounter with Skin ‘Spikemasta’ the First Lady of the Black British rock movement and lead vocalist of the Skunk Anansie Band; and the immersive Nonaverse with the visionary Nona Hendryx’s ‘Cyboracle’. Bina48’s avatar ‘The Beautifier’ performs in a special bonus concert, *Symphony of the Soul*—the first-ever virtual performance by an avatar of a African American female robot.

You can experience one or more of these choose-your-own virtual adventures.

The Dream Machine Experience is proudly supported by leading sponsors including MetLife, MetLife Foundation, Goldman Sachs’ One Million Black Women, and the Mellon Foundation.

Learn more at LincolnCenter.org/DreamMachine

About Nona Hendryx

Nona Hendryx is an African American multidisciplinary artist, notably known for being one-third of the music trio Labelle. Hendryx is an Ambassador for Artistry in Music for Berklee College of Music and Boston Conservatory creating and developing multiple music and technology performances at Berklee, MOOGFEST, MOCA and Berklee in Valencia, Spain. Hendryx has created, developed, curated and performed in a production of Refrigerated Dreams at Joe’s Pub, Theaster Gates’ 3-day Black Artists Retreat, mounting a celebration of the iconic singer and artist Grace Jones at the Park Avenue Armory and a mind-expanding Afrofuturism theatrical performance for the Metropolitan Museum of Art, *Nona Hendryx and Disciples of Sun Ra in the Temple of Dendur*. Hendryx is passionate about music, visual art, and technology, and continues to be a prolific artist.

About Lincoln Center for the Performing Arts

Lincoln Center for the Performing Arts (LCPA) is a cultural and civic cornerstone of New York City. The primary advocate for the entire Lincoln Center campus, our strategic priorities include: fostering collaboration and deepening impact across the Lincoln Center resident organizations; championing inclusion and increasing the accessibility and reach of Lincoln Center’s work; and nurturing innovation on stage and off to help ensure the arts are at the center of civic life for all. LCPA presents hundreds of programs each year, offered primarily for free and choose-what-you-pay, including many specially designed for young audiences, families, and those with disabilities.

About SOZO

Founded by first generation immigrant Rika Iino and led by BIPOC women, SOZO is a contemporary arts agency and incubator working at the intersection of social impact, innovation and the arts, with a global portfolio of projects spanning live and digital artistic projects, artist coaching, and allyship training for organizations. SOZO’s dynamic suite of

offerings as creative producers and cultural strategists aims to elevate the role of artists as leaders in society and drive systemic change. Visit www.sozomedia.com.

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About MetLife Foundation

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About *One Million Black Women*

Goldman Sachs *One Million Black Women* is a \$10 billion investment commitment with \$100 million in philanthropic capital to drive economic opportunity for at least one million Black women by 2030. *One Million Black Women* is a first-of-its-kind comprehensive investment focused on key moments in Black women's lives from early childhood through retirement, including housing, access to capital, and workforce advancement. To date, *One Million Black Women* has committed \$2.6 billion in investment capital and \$33 million in philanthropic capital.

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The Dream Machine Experience is commissioned by Lincoln Center for the Performing Arts

Artistic support for The Dream Machine Experience is provided by the Mellon Foundation, Open Society Foundations, Ford Foundation, Doris Duke Foundation, Creative Capital, Brown Arts Institute at Brown University, The New School and The Terasem Movement Foundation

This work was developed, in part, under the auspices of an Artist Residency at the Movement Lab in the Milstein Center of Barnard College and Berklee College of Music Boston

Major support for the David Rubenstein Atrium at Lincoln Center is provided by David M. Rubenstein

Additional support is provided by The Willard T.C. Johnson Foundation, Inc.

Endowment support is provided by The Walt Disney Company, The Marie-Josée and Henry R. Kravis Foundation, Stavros Niarchos Foundation (SNF), and Oak Foundation

Additional support provided by Hon. Stephen C. Robinson

Lead Support for Summer for the City Community Programming is provided by Stavros Niarchos Foundation (SNF)

Major support for Lincoln Center Presents and Summer for the City is provided by Chase, the Shubert Foundation, and the Howard Gilman Foundation

Major corporate support is provided by CHANEL

Endowment support is provided by the Blavatnik Family Foundation Fund for Dance, The Marie-Josée and Henry R. Kravis Foundation, Oak Foundation, PepsiCo Foundation, and Rockefeller Brothers Fund

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Programs are made possible, in part, with public funds provided by National Endowment for the Arts, the New York City Department of Cultural Affairs, Empire State Development, and the New York State Council on the Arts with the support of the Office of the Governor, Mayor of the City of New York, the New York State Legislature and the New York City Council

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