



2015: OUR YEAR IN COMMISSIONS

Written by NEWHIVE

2015 was an exciting year at NewHive. We expanded our toolkit, launched our blog, and commissioned a number of new online projects. We're proud to support artists, designers, performers, and poets who embrace the internet as a medium for practices as varied as art websites, data aggregation and visualization, social media performances, interactive fiction, browser extensions, games, and a blurring of digital and analog tools.

As the new year begins, we wanted to take a moment to recognize the projects we've supported this year, both as a company and through partnerships with organizations like the Goethe-Institut San Francisco, UC Berkeley, Fusion Media Network, and New Republic. We're always looking to create new opportunities for the NewHive community. If you'd like to work with us, contact info@newhive.com. See you online!



Vapors by Sara Ludy

Vapors is a fictional product line of scent-based home experiences. The title refers to diffusion in the

air, as well as vaporware – both of which are fantasy products. Vapors unfolds as a parallel universe of domestic home fragrances. Each page includes a 3D rendering distorted with Photoshop paint-brushes, sparkling animated GIFs that imply noise, electricity, and energy, and an .mp3 created from online sound generators.

The works functions as a series of product display windows, showing a spherical diffuser whose painterly vapors are merged with the backdrop of a window box. The still motion of the 3D rendering coupled with subtle flickers and synthetic sound creates a displacement in time. Vapors refers to fleeting desire, substitution of nature and blind indulgence; symptoms aligned with our use of technology.