UNOFFICIAL
NEW YORKER’S
GUIDE TO
AUSTIN FOR SXSW

Presented by The New School
EXPERIENCE SXSW AS A NEW SCHOOLER.
The New School and SXSW Interactive share a commitment to innovation, disruptive ideas, and creativity. Our community always looks forward to participating in this influential and energizing festival, especially when it comes to meeting fellow leaders who leverage technology for social good. Visiting Austin is a chance for us to gain inspiration to continue positively affecting the world, and this year’s lineup looks to be the best yet.

New Yorkers totally understand Austin’s “keep it weird” mentality – New Schoolers live by freedom of expression and unending experimentation. We live in a constantly changing incubator of next and there are always surprises along the way, so we feel right at home in this Texas gem.

This unofficial guide contains the recommendations of a few bold voices here at The New School. We hope you enjoy our thoughts on the best of Austin and what not to miss at this year’s SXSW Interactive festival.

COME SAY HI AT BOOTH 418 in the convention center to learn about our student projects and the academic programs available at the university. We’d love to meet you!

FOLLOW @THENEWSCHOOL TO TAG ALONG AS WE EXPLORE THE FESTIVAL #NEWSCHOOLSXSW

Follow @Do512 & @AustinChronicle for real-time local tips.
BIKE SHARE Sustainable transportation is a top priority for seasoned urban travelers. Feed two birds with one scone on this trip and snag yourself a bike — avoid Austin traffic and explore the city like a local! Rentals go fast, so square this away on day one if you haven’t already. [Spinlister.com](http://Spinlister.com)

CAPITAL PEDICAB If you can’t get your hands on two wheels, put Capital Pedicab’s number in your phone stat to catch a ride across town when there aren’t any taxis in sight. [512.448.2227](tel:+15124482227)

BARTON SPRINGS Welcome to Austin! As we’re all acclimating to the southern weather, the first thing we recommend for a sun-starved New Yorker is to take a plunge in the crystal clear, natural waters of Barton Springs. [2201 Barton Springs Road](http://2201BartonSpringsRoad)
REGISTER YOUR BADGE and get your schedule in order for the week, making sure to leave enough time for both networking with the smartest minds in tech and copious salsa consumption.

**Austin Convention Center in Exhibit Hall**

**7:00 PM**

**DIGITAL DO-GOODERS: DEWEY COMMUNITY SERVICE AWARDS** The New School loves to see community change agents making a positive impact on the world. If you’re interested in shaking hands with those using digital technology to help others, swing by tonight.

**St. David’s - 301 E 8th St**

**RAINNEY STREET** For your first night in town, take a trip down to Rainey Street, a must for New Yorkers who miss hometown house parties. When the city rezoned this downtown gem of a neighborhood against home owners’ wishes, they made lemonade out of lemons by turning their houses into gastropubs, restaurants, and bars with an eye to design. The 21+ crowd can grab a local brew at Craft Pride, try a sweet tea with Texan specialty vodka Tito’s at Javelina, and end the night with Indian snacks out in the bohemian tent in the back of G’Raj Mahal Cafe.

**60 – 80 Rainey St**
TAMALE HOUSE EAST  It’s no surprise we’re recommending a Tex-Mex classic for your first official breakfast at SXSW. Tamale House East has the best migas in town, at prices that fit an artist’s budget, and a whimsical patio for settling into Austin’s eclectic east side. 1707 E 6th St

WHEATSVILLE CO-OP  There’s plenty of free food throughout the festival, but if you’re the food-conscious type, you should swing by Wheatsville Co-op to pick up a selection of healthy snacks to get you through the days and nights. It’s one of Austin’s oldest co-ops and operates under the kind of principles we also hold near and dear at The New School. 3101 Guadalupe St

EAST SIDE SHOWROOM  If you aren’t tapped after the SXSW Interactive Opening party, pull on your vintage cowboy boots and trendy getup and head over to the Williamsburg of Austin, just across I35. If you’re over 21, pick out a custom cocktail at the East Side Showroom and enjoy the back patio, then — fingers crossed — great live music all down the block, all night. 1100 E 6th St
VISUAL STORYTELLING: THE POWER OF DESIGN + DATA  As a university with a curriculum based in design thinking, The New School has a keen interest in the complementary relationship of design, social progress, and education. Our Data Visualization program at Parsons teaches the power of visual narratives. Faculty members will be in town to take part in this important conversation throughout the festival.  Trinity Hall - 311 E 5th St

3:30 PM to 4:30 PM

GAMIFIYING PEACE: NEW SOLUTIONS TO AN OLD CONFLICT  New School alumna Navit Keren understands how gaming can be leveraged for problem solving. In this talk she employs games to address one of the most intractable problems facing our world: the conflict between Israelis and Palestinians. We applaud this New School luminary for working toward a system that can be used to create empathy and eventually reduce violence in conflicts everywhere.  Austin Convention Center - 500 E Cesar Chavez St - Room 5ABC

5:00 PM to 6:00 PM

IN ART AND EXPERIENCE: A FUTURE FOR CREATIVITY  Lang alumnus Ryder Ripps joins this future-focused panel on art and tech. We look forward to hearing his remarks and learning more about how the evolution of tech is shaping the industry and how other leading art institutions are harnessing technology to enrich and foster deeper interaction within artistic experiences.  JW Marriott - 110 E 2nd St - Salon 2
BOOK PEOPLE If you need a moment to regroup away from all the screens and tweets of the festival, head over to Book People, a sanctuary for both intellectuals and lovers of culture. Browse through the art history section upstairs, and pick out some Austin souvenirs. The New School certainly believes in shopping local, and we may or may not be planning to expense a selection of hand-drawn armadillo magnets for the office.

603 N Lamar Blvd

WATERLOO RECORDS Once the book aisles have calmed you down, check out Waterloo, one of the last and best record stores in the country, across the street.

600A N Lamar Blvd

DANCE! No Saturday night in Austin is complete without dancing. Put your ear to the ground and find the hottest jams in the city with @AustinChronicle – there’s always a guitar strumming somewhere downtown, so just follow the music, and we’ll see you on 6th before 2:00 a.m.

Key Bar - (late night closer) 617 W 6th St
WEARABLE TECH AND DESIGN: CRACKING MAINSTREAM TRENDS Parsons faculty member and wearable technology trailblazer Sabine Seymour will tell you that in five years, “wearables” will be as important to our lives as smartphones are today. Catch her talk with colleagues about products that have the winning formula for a revolutionary product, blending utility, design, beauty, and simplicity.

JW Marriott - 110 E 2nd St - Room 206

DRONE FOR GOOD Drones have broad applications as tools extending human abilities, especially in disaster response. Join Christopher Fabian, graduate of our MA Media Studies program, for a discussion of the ethical aspects of using drones. Share your thoughts by tweeting at @hichrisfabian.

Convention Center - 500 E Cesar Chavez St - Room 9ABC

DIGITAL SKINS: A NEW AGE OF FASHION MANUFACTURING 3D printing fashion icon, industry transformer, and Parsons lecturer Francis Bitonti’s work hits the stage for Digital Skins: A New Age of Fashion Manufacturing. See Bitonti’s work and images of brand-new materials while discussing the future of smart textiles and advanced materials.

JW Marriott - 110 E 2nd St - Room 205

THE AWESOMEST JOURNALISM PARTY EVER The New School is proud to sponsor this year’s bash with our own Journalism + Design students. Come join the fun, and be sure to blog about it!

Palm Door - 401 Sabine St
**SUNDAY, MARCH 15**

**JUAN IN A MILLION** After partying with us all night, you may need a special start to your day, so we are going to let you in on a secret - go to Juan’s. Seriously, y’all - listen to this one. Juan in a Million has been reviving locals on Sunday morning for more than 30 years, and nothing hits the spot like the “Don Juan” el taco grande (don’t forget to ask for extra tortillas).  

2300 E Cesar Chavez St

**PADDLEBOARD TIME-OUT** If the afternoon sun is calling you out of the conference room environment, we say follow your bliss and soak it up while you can. Appreciate the natural wonders of Austin on paddleboard and row your way through the city. We’ve been known to jump into downward dog while out on the water to flip our perspective.  

RowingDock.com - 512.459.0999
WHAT DOES AN ART AND DESIGN INCUBATOR LOOK LIKE? What defines our industry incubators continues to change as creative education evolves. Parsons faculty member Sabine Seymour reviews who’s who in breaking the mold of what’s next.

Austin Convention Center - 500 E Cesar Chavez St - Next Stage

BILL GURLEY AND MALCOLM GLADWELL IN CONVERSATION Fellow New Yorker, influential author, and all-around insightful visionary Malcolm Gladwell interviews Benchmark’s Bill Gurley on the main stage in what’s sure to be the most frequently live-tweeted event of the weekend. These two have promised to tackle a variety of economic and entrepreneurial outliers, and we’re expecting to be thoroughly engaged.

Austin Convention Center - 500 E Cesar Chavez St - Exhibit Hall 5

CREATING PATHWAYS INTO THE WORLD OF SOCIAL IMPACT The New School is thrilled to see evidence that the movement for social good is growing exponentially. We are all demanding more meaning in our personal and professional lives, and our community continues to exercise our collective power in creating social change. We have a hunch that there will be some future collaborators in the room for this one.

Austin City Hall - 301 W 2nd St - Council Chambers

BURNING MAN MEET-UP At The New School we believe in radical expression, just like the innovative artists who build a sustainable, zero-impact city out in the desert for the annual artistic pilgrimage. Join us as we network with some of the most interesting creators at the festival.

JW Marriott - 110 E 2nd St - Room 508
MONDAY, MARCH 16

P. TERRY’S New Yorkers, especially in the socially conscious New School community, care about ingredients - so when you pair the quaint appeal of an old-school drive-through with all-natural and sustainably sourced burgers, we see a match made in heaven. 404 S Lamar Blvd

TORCHY’S Taco junkies flock to this Austin staple for all-day breakfast, and we have a feeling any New Yorkers in the crowd will love our favorite, The Democrat. Taco talk aside, one of the coolest things about this Trailer Park location is BYOB-ing while drowning your sorrows in the green chile queso under the majestic Texas live oak trees. More chips, anyone? 1311 S 1st St

WANDERLUST YOGA It’s no secret that Austinites know how to chow down—hence all of our Tex-Mex recos. We don’t want you to head home feeling weighed down, though, so try to get your sweat on. You’ll see us at tonight’s 8:45 Candlelight Vinyasa with Ari. 206 E 4th St
THE CASE FOR DESIGN THINKING IN COMMUNICATIONS

With a university curriculum based in our own unique design thinking approach, we are always interested in hearing what others have to say about design thinking in terms of brand communication. If you’re in the marketing field or perhaps looking for tips on better external communication for your own start-up, this talk is a smart choice. Hyatt Regency Austin - 208 Barton Springs Rd - Zilker Ballroom 3

FINDING A TV PARTNER IN A DIGITAL WORLD

How are content providers changing the way they interact with broadcasters as the digital landscape evolves and streaming becomes more mainstream by the day? If you’re interested in entertainment or news creation and distribution, attend this panel with New School alumna Cynthia Kane. If you’re already booked, join the conversation on Twitter by tagging questions and comments with #FutureofTV.

Four Seasons - 98 San Jacinto Blvd - Ballroom AB

TECHNOLOGY, STORY, AND THE ART OF PERFORMANCE

Our three performing arts schools (Mannes classical music conservatory, The New School for Drama, and The New School for Jazz and Contemporary Music) are collaboratively exploring innovative uses of technology to expand the boundaries of artistic expression and performance. We’ll be taking reams of notes for our performers back in New York. Austin Convention Center

500 E Cesar Chavez St - Room 12AB
BOULDIN CREEK CAFÉ Despite the common knowledge that breakfast tacos make every day better, real New Yorkers still need their bagel fix. Head over to 78704’s neighborhood gem Bouldin Creek Café to pair the best bagel in Austin with a fresh-squeezed lavender maté sour and start the morning right.

1900 South 1st St

JUICELAND The choices at Juiceland are intense. Drink your greens with super-fresh ginger or fill up with The Originator to keep your energy soaring for a great last day of inspiring talks and workshops. See JuicelandAustin.com to find the juicer closest to you. Our favorite location:

1625 Barton Spring Rd
NEW WAYS FOR ARTISTS TO MAKE MONEY As a university graduating thousands of artists every year, we are dedicated to setting our students up for success in every possible way. We’ll bring back and disseminate this valuable information on new ways to do what you love and live sustainably. If you’re a working artist, you can’t afford to miss this one.

Hilton Austin Downtown - 500 E 4th St - Salon A

BLOWING UP J-SCHOOL: JOURNALISM’S NEW RELEVANCE Heather Chaplin, New School faculty member and all-around expert in emerging journalism, joins colleagues to discuss the rethinking of news models. If you’re interested in a next-level degree program, be sure to pick her brain about Lang’s new Journalism + Design program.

Hyatt Regency Austin - 208 Barton Springs Rd - Zilker Ballroom 1

DATA VISUALIZATION WORKSHOP Join Aaron Hill, from Parsons’ new Data Visualization master’s program, to discuss the powerful practice of visual representation of raw data. Working with open data from the city of Austin, he’ll share tips and lead the group in creating prototypes designed to inspire social action.

Trinity Hall - 311 E 5th St

SOCIAL GOOD HUB CLOSING PARTY We’re so proud to have participated in the SXSW Social Good Hub and will be getting down with their crew tonight to celebrate all their efforts!

Trinity Hall - 311 E 5th St
GREENBELT For those strategically leaving a bit of time in their schedule before heading home, process all your new tech knowledge out in nature with a greenbelt adventure. Austin makes escaping into nature easy, with hiking trails and swimming holes hidden throughout the city. Visit Austinparks.org for more detailed info. Two of our favorite entrances to the greenbelt:

- 3755-B Capital of Texas Hwy—1200 S 6th St

SOUTH CONGRESS AVE If you aren’t exhausted from an afternoon of serious hiking and swimming, peruse South Congress Avenue for last-minute souvenirs. Tesoros Trading Company has one-of-a-kind handmade wares from the Southwest, so start here and fully explore this eclectic retail paradise. And for a New York-approved wardrobe upgrade, visit Blackmail, where black is the new black and silk abounds. 1500 S Congress Ave - 1202 S Congress Ave

POLVOS There’s only one way to close out an Austin trip, and that’s with fajitas. New Yorkers wouldn’t return to Gotham without a trip to this DIY salsa bar, where you can enjoy a double order of cerveza fajitas and a margarita on the rocks (if you’re of age). Polvos hits the mark every time and is one of the crown jewels of Austin’s quirky 78704 neighborhood. 2004 S 1st St
BLURRING THE LINE BETWEEN PERFORMANCE AND PARTICIPATION WITH INTERACTIVE TECH

Using interactive tech art as a connecting device is important at The New School. And rethinking traditional modes of production is a given in our technology-based iterative creative process. So, basically, there’s no way we would miss today’s session.

Austin Convention Center - 500 E Cesar Chavez St - Next Stage
The New School graduates a fresh batch of influential actors, screenwriters, filmmakers, and media makers each year, so we fully appreciate the incredible power of cinematic art to shape culture. We’re stoked on the SXSW 2015 film lineup and can’t wait to see how these pieces affect the world.

If you were lucky enough to snag a gold or platinum badge, we’d love to see you at any of the film screenings below - each touched by a member of our community. These films will be screened several times throughout the week, so check out the official SXSW website to arrange your schedule.

**NIGHT OWLS** New School graduate Adam Pally stars in this dark comedic love story with an usual twist. You may already know Adam as the hilarious Dr. Peter Prentice in *The Mindy Project*. We’re convinced his epic performance in this world premiere will take his already stellar career to the next level!
**SHE’S THE BEST THING IN IT** This documentary explores character actor and Tony Award winner Mary Louise Wilson as she teaches her first acting class to skeptical members of the YouTube generation. You can thank our own Jay Israelson, graduate of The New School for Jazz and Contemporary Music, for the incredible soundtrack - feel free to tweet at him (@Jay_Is) if you’re feeling the music.

**MAVIS!** New School alumna Jessica Edwards brings us the first documentary on gospel/soul music legend and civil rights icon Mavis Staples and her family group, The Staple Singers. While in New York, Jessica enrolled in our Media Studies program; we can’t wait to talk with her about how her education influenced the production of this masterpiece. Shout out her company on Twitter (@firstfilmco) if you’re a fan of the film.

**6 YEARS** Writer, director, and New School alumna Hannah Fidell explores the struggles of young lovers as they begin to face the next steps into adulthood. This film project comes on the heels of Fidell’s indie success A Teacher, which is now being developed into a drama series by HBO. We’re beyond excited to see this latest creation from a talented new voice in the industry.
SPACE—IT IS HERE FOR YOU.

TAKE NOTES.
“IN THIS AGE OF RAPID CHANGE, WE ARE FACING CHALLENGES OF DAUNTING COMPLEXITY. BY BRINGING DESIGN THINKING, SOCIAL RESEARCH, AND TECHNOLOGICAL INNOVATION TO SOME OF SOCIETY’S MOST COMPLEX CHALLENGES, THE NEW SCHOOL IS WORKING WITH VARIOUS COMMUNITIES TOWARD A BETTER WORLD.”

—TIM MARSHALL
PROVOST, THE NEW SCHOOL