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Carnegie Mellon To Create NYC Campus Focused on Arts, Technology

By Brian Steinberg



University campus is part of Bloomberg-administration effort to spur Gotham growth

Carnegie Mellon University has struck an agreement with New York City and Steiner Studios to create a new academic program focused on the intersection between the arts and technology, the parties announced Wednesday. The Integrative Media Program, as it will be known, will be located at Steiner Studios at the Brooklyn Navy Yard.

The Carnegie Mellon program will provide training in creative industries that integrate technology and the arts, and will focus on research and education in film, gaming, social media and big data, interactive computing, the performing and visual arts, and urban planning.

In addition to \$3.5 million contributed by New York City, Carnegie Mellon University also announced an anonymous multi-million dollar gift that will go toward the establishment of the program.

Announcement is latest in New York City's "Applied Sciences NYC initiative," which was created to expand the city's applied sciences and engineering campuses and help spur economic growth and increase the city's

global competitiveness. The initiative offered to provide land owned by New York City, seed investments of NYC capital and the full support of the administration of New York City Mayor Michael R. Bloomberg to universities interested in establishing or expanding applied sciences and engineering programs in New York City.

The announcement was made by New York City Mayor Michael R. Bloomberg, Carnegie Mellon Provost Dr. Mark Kamlet and Steiner Studios Chairman Douglas C. Steiner.