

RHYTHM FOUNDATION

Media inquiries: press@miamibeachbandshell.com

Rhythm Foundation and MyFi Studio Announce New Bandshell Laboratories Initiative



Dr. Josh Eisenberg and Aimee Rubenstein (MA) of MyFi Studio
Photo by OS Photography Studio

Miami Beach, FL – May 2024 – MyFi Studio and Rhythm Foundation are proud to announce an archival project for Bandshell Laboratories' 2024 season. **Bandshell Laboratories** is Rhythm Foundation's initiative to commission new work, incorporate visual arts into the live music setting, and help artists launch innovative projects using the resources of the Miami Beach Bandshell. Support for Bandshell Laboratories has been provided by The Jorge M. Pérez Family Foundation at The Miami Foundation, through its Pérez CreARTE Grants Program.

The first marquee project of this season is **Archive Alive**: a public facing archive with curated selections and interactive elements online by MyFi Studio, created using mixed media from the Rhythm Foundation's 35+ year archives. Each drop will feature custom electronic instruments and music toys for the public to play (with) the archive.

This project connects the past, present, and future of the organization through music, visual arts, and technology. The archive is no longer dormant, but an instrument to engage with. MyFi Studio's goal is to transform the archive into an interactive computer that extends beyond internal use and online engagement.

MyFi Studio is also building a semantic database from the Rhythm Foundation's archive, which includes concert recordings, photographs, interviews, and ephemera of historic concerts around South Florida since 1988. This archive system will provide the Rhythm Foundation with better access to their media, and surface their findings to the public.

Founded in 2019, the Pérez CreARTE Grants Program helps cultivate a more vibrant, connected and stimulating arts ecosystem through grant-supported programming, capacity building and impact assessment. Following an open call in April 2023 that saw hundreds of outstanding applicants, The Jorge M. Pérez Family Foundation selected the Rhythm Foundation as one of 39 cultural organizations across Miami-Dade County to receive a share of \$5,000,000 as part of the 2023 program.

MyFi Studio is a Miami-based multimedia production studio and performance duo building electronic music instruments and interactive art tools for collaborators, public programming, and live performance. MyFi Studio's instruments are generated by code, written in p5.js, and stored on Ethereum. All of their instruments are free to play online. In 2023, MyFi Studio debuted at #4 on Billboard's Biggest Music NFT chart for two collections of electronic music instruments. MyFi Studio is co-founded by Aimee Rubenstein (MA) and Dr. Josh Eisenberg. Learn more about MyFi Studio here: www.myfi.studio.

Visit RhythmFoundation.com to learn more about the organization, and please reach out for press inquiries.

For more information about the Jorge M. Pérez Family Foundation, please visit www.jmperezfamilyfoundation.org.