



FOR IMMEDIATE RELEASE

## **Interactive Digital Exhibition “Flow” by Karl Sims The National Museum of Mathematics (MoMath) Opening in November**

### **Visitors Can Become Part of Extraordinary Real Time Interactive Digital Artwork**

New York, NY (October 21, 2024) – The National Museum of Mathematics (MoMath) in New York announced the showing of the digital interactive exhibition “Flow” by Karl Sims beginning November 8 (opening reception on November 7) at *MoMath on Fifth*, a temporary pop-up museum located at 225 Fifth Avenue on the corner of 26<sup>th</sup> Street and Fifth Avenue. The Museum is open seven days a week, from 10 am to 5 pm.

Flow, created in 2018 by software tool maker and digital media artist Karl Sims, presents various fluid flow, particle systems, and image processing simulations that react to visitors as they move in front of a display. A video image of the participants is augmented with special effects to give the impression that they are in the same environment as the effects.

“We are very pleased to present “Flow” by Karl Sims to New Yorkers and visitors, especially because it is a marvelous addition to the world-famous visual offerings on Fifth Avenue during the winter holiday season,” said Cindy Lawrence, CEO and President of MoMath. “This exciting exhibition for all ages showcases how dazzling moving images and pictures can be created with math.”

At MoMath, the public can interact with Flow, essentially a digital mirror programmed in a cycle of 10 effects of one minute each. Additionally, there will be a collection of large unique fractal prints, Fluids & Fractals displayed as part of the [exhibit](#).

A camera and depth sensor detects the shapes of people in front of the display and allows them to manipulate the simulations with their gestures and motions. The exhibit cycles through 10 effect modes with different simulations and visual effects, each lasting about one minute. Photos from a subset of these effects are shown here.

“The experience of Flow; is meant to be fun and playful and intended to inspire awe and joy,” said Sims. “I hope it also creates enthusiasm for digital simulation and encourages viewers to want to learn more.”

This [Fluid Flow Tutorial](#) provides some technical details on the real-time fluid simulations used for this exhibit.

### **About Karl Sims**

Karl Sims has been exploring the collaboration between human esthetics and machine computation for decades. A digital media artist and visual effects software developer, his interactive works have been exhibited worldwide at the Pompidou Center, Ars Electronica, ICC Museum, DeCordova Museum, Boston Museum of Science, and at MIT. He founded GenArts, Inc. which created special effects software tools for the motion picture industry, and he also held positions at Thinking Machines Corporation, Optomystic, and Whitney/Demos Productions. Sims studied computer graphics at the MIT Media Lab, and Life Sciences as an undergraduate at MIT. He is the recipient of various awards, including two Ars Electronica Golden Nicas, a MacArthur "Genius" Grant, and an Emmy Award. For more about the artist visit [karlsims.com](http://karlsims.com)

### **About the National Museum of Mathematics**

The National Museum of Mathematics (MoMath) is North America’s premier cultural institution devoted to the wonders of mathematics and its many connections to the world around us. Transformed temporarily into a pop-up museum called *MoMath on Fifth*, located at 225 Fifth Avenue on the corner of 26<sup>th</sup> Street and Fifth Avenue, the Museum is open seven days a week, from 10 am to 5 pm. MoMath is expected to open at its new permanent location in early 2026.

During its physical transition, MoMath continues its robust online programming. *MoMath on Fifth* contains new exhibits as well as popular favorites, like *Beaver Run* and the *Square Wheel Trike*, and welcomes residents, members, families, school groups, and visitors from around the country and world. In-person programming, including talks, birthday parties, events, and field trips, are also offered at *MoMath on Fifth*.

Since opening in December 2012, MoMath has greeted over 1.2 million visitors, including more than 300,000 students. When mandated by New York City to close in March 2020 because of the COVID-19 pandemic, MoMath transformed itself into a virtual Museum creating an extraordinary global footprint. Since that time, MoMath has provided nearly 5,800 online programs reaching more than 150,000 participants from all 50 U.S. States and 128 countries.

For more information, visit [momath.org](http://momath.org).

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