



International  
Center of  
Photography

**RE+PUBLIC**  
RE+IMAGINING PUBLIC SPACE

*For immediate release*

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Contact ICP: [cortiz@icp.org](mailto:cortiz@icp.org)

NO AD promo video: <https://vimeo.com/105301636>



Photographs left to right: Brian Young, Ken Collins, Beb Reynol

NO AD is excited to release an update to its app as part of its collaboration with the [International Center of Photography](#) (ICP). NO AD is a free mobile app that uses Augmented Reality technology to resurface New York subway advertisements with art, creating a new exhibition space. Viewers can discover works of art throughout the city's subway system. The more stations you visit, the more art you experience.

This week, the NO AD app updates to feature 85 photographs and 3 videos created by 65 faculty members from the School of the International Center of Photography. The artwork available through the app is part of the juried exhibition *Stories In The Social Landscape*, which was shown at the School of ICP in the winter of 2014. *Stories In The Social Landscape*, curated by Karen Marshall, considers the diverse ways in which the photographic medium articulates ideas about people and place within the social landscape. This exhibition will be available in the app through November 31.

The collaboration between ICP and NO AD launched in October with a selection of images and video from *Sebastião Salgado: Genesis*. The complete *Genesis* exhibition is currently on view in ICP's galleries. ICP was NO AD's first cultural partner. Future updates to the app will highlight additional collaborations with institutions and curators across disciplines. NO AD's mission is to create an alternative exhibition space for New Yorkers, bringing them closer to the rich cultural content the city has to offer.

More information about NO AD is available in its [initial media release](#) and on its [website](#). The app is available for Apple and Android devices. Download at the links below.

NO AD x ICP (Oct. 15 – Nov. 31)



**About ICP**

The International Center of Photography (ICP) is the world's leading institution dedicated to the practice and understanding of photography and the reproduced image in all its forms. Through our exhibitions, educational programs, and community outreach, we offer an open forum for dialogue about the role images play in our culture. Since our founding, we have presented more than 700 exhibitions and offered thousands of classes, providing instruction at every level. ICP is a center where photographers and artists, students and scholars can create and interpret the world of the image within our comprehensive educational and archival facilities. Visit [www.icp.org](http://www.icp.org) for more information.

**About the NO AD Creators**

NO AD is a collaboration between [PublicAdCampaign](#), [The Heavy Projects](#), and [The Subway Art Blog](#), under the umbrella of Re+Public. Together these collaborators fuse activism, technology, and art to bring a unique vision of an interactive digital public space to life in our cities. Seeing culture as a viable avenue to public dialogue, NO AD hopes to bring diverse content into the NYC subway system while questioning the role media plays in our lives and how we might better use our shared environment. See more at [www.republiclab.com](http://www.republiclab.com).