

ROBOT HEART
FOUNDATION

YEAR IN REVIEW 2022

2022

As we look back to 2022 and focus on 2023 and what lies ahead, we're excited to further engage our community - you - and chart the path forward to continue to champion music, art and the expression of ideas and creativity.



2022

The pandemic and the loss of our founder made 2021 an outlying year for Robot Heart Foundation, and it opened up possibilities for sharing love and beats in new ways. After an unforgettable Free Burn in 2021, we continued to transcend what we can do as a community in 2022, creating unforgettable and unique experiences together, such as the Fare Forward weekend in NYC where we reignited the rich musical history of Wollman Rink for the first time in 43 years. Throughout 2022, we continued to provide a platform of distinction for the arts and for artists, and brought our signature love and beats to the world.



2022

In 2022, we also took Robot Heart to new places - both physically and conceptually. As you'll read below, our penchant for the curious, adventurous and daring is apparent in what we do. Our work and our programs are a testament to our broad horizons, and our desire to continue to push the envelope to create the transcendental magic we're known for.



2022 HIGHLIGHTS

\$1.1 million
In Fare Forward ticket sales

Produced
**3 major
multi-day activations**
In New York City, Black Rock City
and Miami

Engaged and collaborated with
over 75 artists
Including
Nearly 60 DJs
and musical artists

Gifted our art, the Robot
Heart Bus experience, and
created magic for
**thousands upon
thousands**
of people

Granted
\$100,000
to artists and organizations

Invested
\$250,000+
In visual, sound and digital art

\$2 million+
Raised through the Voyager Gala,
including
\$500,000
Through our art auction

Over
5,000
event tickets sold

Directly engaged
Over 200,000
audience and community
members digitally

Over
\$590,000
in earned media

Billions
of media impressions

\$170,000
went to artists who provided
pieces for our Voyager
Gala auction

NEW YORK CITY



New York City

In New York, we wrote music history. Not only was this the first time ever that the original Robot Heart bus came out of the desert dust, but the two days of performances we brought to Central Park's Wollman Rink, was the first time live music was heard there in over 43 years, since The Pretenders last played in 1979.



New York City

Free from the constraints of Burning Man and true to our ethos, we were able to curate a thoughtful, diverse and exciting line up. It was a taste of what we can accomplish, and gave us the opportunity to share the Robot Heart musical and cultural experience in one of New York City's most iconic venues.



New York City

Fare Forward was also the opportunity for us to gather our closest friends and community for the Voyager Gala, an intimate dinner experience where we bonded over our memories and dreamed of the future together.

We hosted an art auction, and were able to give back in \$170,000 of the proceeds to the contributing artists.



BURNING MAN



Burning Man

Community is at the core of what we do, and the annual gathering at Burning Man is a quintessential experience for our community, a time and a place for us to weave strong and deep relationships with each other, friends and collaborators old and new. Coming together with authenticity and purpose, each year we curate and deliver a public art gift that we are proud of.

In 2022, we brought the Robot Heart experience to Burning Man for the 14th time. As we have done each year, we celebrated freedom, expression and diversity with our community.



Burning Man

Leveraging our combined decades of experience, we created an unparalleled line up of exciting, upcoming as well as legendary artists, weaving different styles, vibes and stories to create seven nights of world-class programming.



 BURNING MAN 2022

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
		DAYBREAKER - ART TOUR Radha + Miki Agrawal (ME2ME2)		
	DISTRIKT - LINK 🚩	AT DUALITY - ART 🚩 FOSS (live)	AT BLACK! ASÉ - ART 🚩 AMÉMÉ TokiMonsta	
	GALACTIC JUNGLE - LINK	MAXA / MAYAN WARRIOR - LINK		
Av Acquilla Isaiah Martin Tara Brooks MAGA Zhu Sainte Vie (live) 🚩 Joep Mencke Martin Buttrich	Guy Laliberté Kaz James B2B Serge Devant Dan Ghenacia Jamie Jones 🚩 Diplo B2B Lee Foss	Roderic Rebolledo DJ Tennis B2B Carlita Keinemusik 🚩 Charlotte de Witte B2B Enrico Sangiuliano	Franca Caleesi & Sarah Kreis Mira & Chris Schwarzwaldner 🚩 Christian Löffler O.BEE	YokoO Patrice Bäumel Birds of Mind Lee Burridge 🚩 Parallele
	MAN BURN 🚩 John Dill	PRE TEMPLE BURN 🚩 Breathwork for Behrouz Kintsugi: the Art of Healing - 10&D Miriam Adler w/ music by Viken Arman	AND LOTS OF SECRET SURPRISES...	

PHOTO: SIDNEY ERTHAL

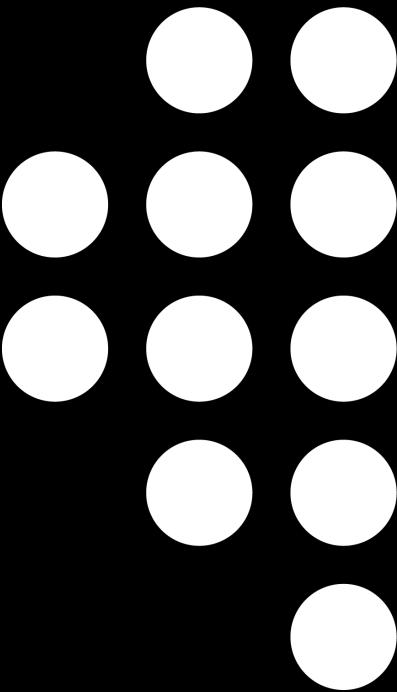
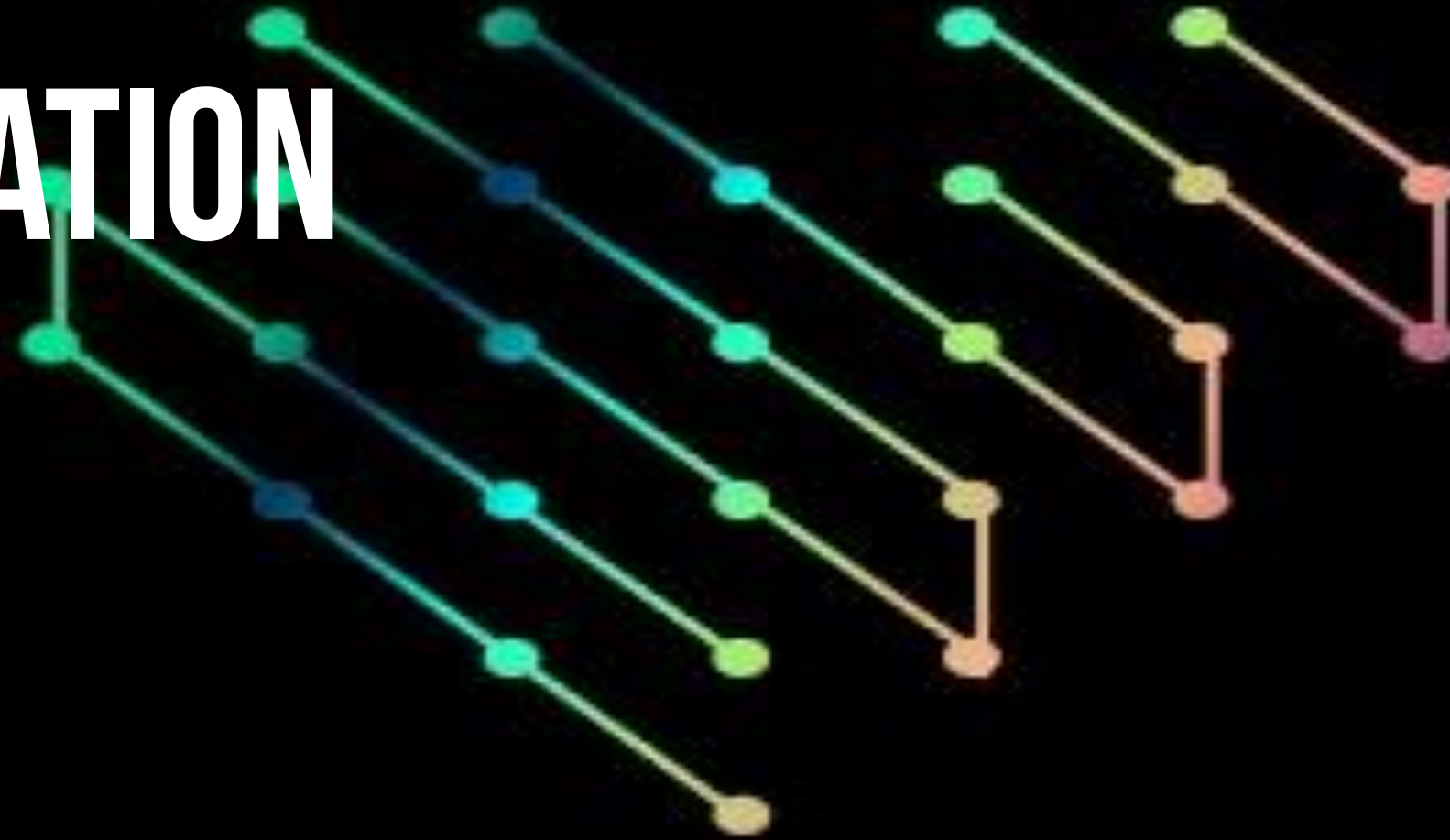


Burning Man

Bringing the Robot Heart experience to Burning Man, deploying our crown jewel, the Robot Heart bus and its systems, is a massive, complex and delicate undertaking which requires passion, commitment and downright grit to bring to life. We are infinitely grateful to each and every one of you who has contributed time, energy and love to this project. Robot Heart at Burning Man is the embodiment of community at its best - creating, building, nurturing and sharing life-affirming experiences together.



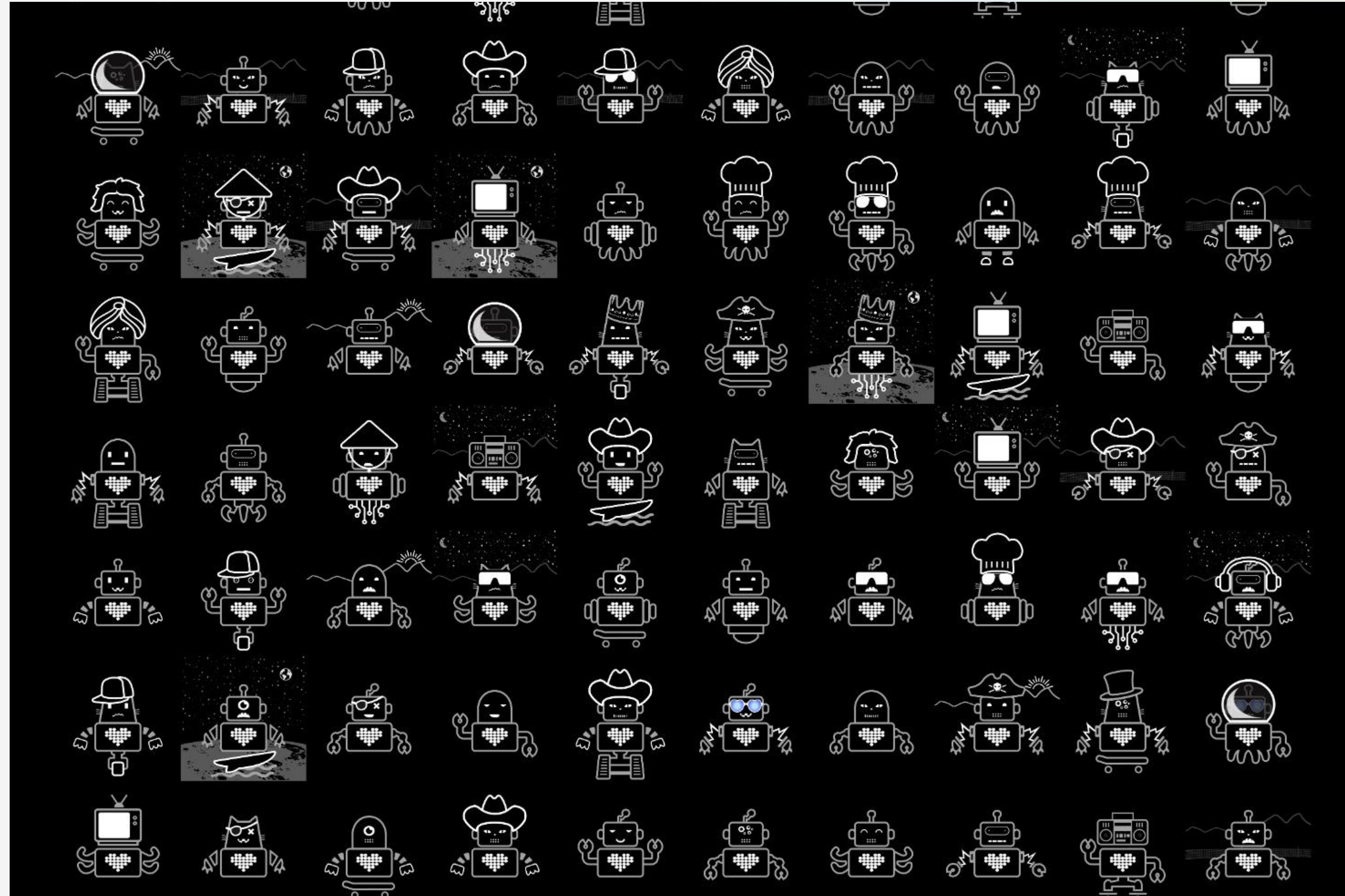
NFT ART INNOVATION



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NFT Art Innovation

In 2022, we also explored how to support the creation of a vibrant NFT-based art community. In our community, we have a group of people who are thought-leaders on digital art, and who have been developing various pieces in connection with Robot Heart over the years. In true Robot Heart fashion, we've been innovating at the forefront of this new artistic revolution, trying and testing new ideas. In addition to hosting an event at the Rip Ions Gallery in NYC during NFT week, our team created an NFT collection which was showcased during Fare Forward's Voyager Gala, and created unique, programmatically generated NFT bots for the attendees of a Robot Heart dinner in Miami in conjunction with Art Basel.



MIAMI ART BASEL

Miami Art Basel

In Miami, we were proud to be the presenting partner of the Multi-Faith Prayer Room, an immersive sound and light installation by Brandt Bauer Frick. Designed as a black box time capsule of hopes, fears, and dreams, the Multi-Faith Prayer Room transforms into a multidimensional polyphony of recorded messages for the future. We presented this installation - seen and experienced for the first time ever - as a showcase for several nights, with the participation and support of Layla Benitez, Ameme and Marieme.

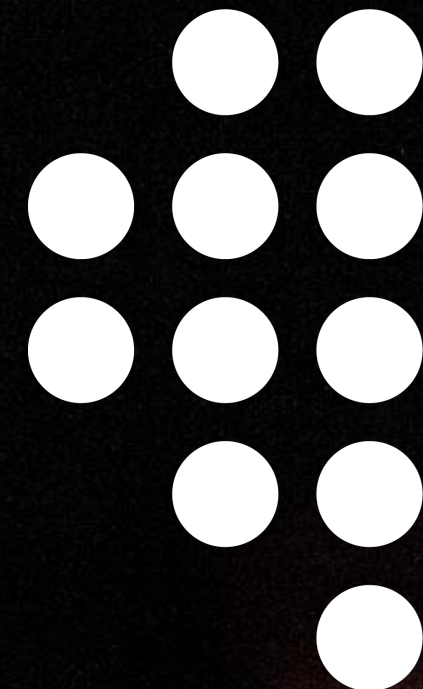


Miami Art Basel

Robot Heart Foundation's support of the Multi-Faith Prayer Room allowed the artists to take their idea from vision to a successful proof of concept, providing a springboard for the full realization of the project. In addition to appearing at SXSW, BBF is currently in talks with partners in Europe and North America to bring the MFPR installation to new audiences.

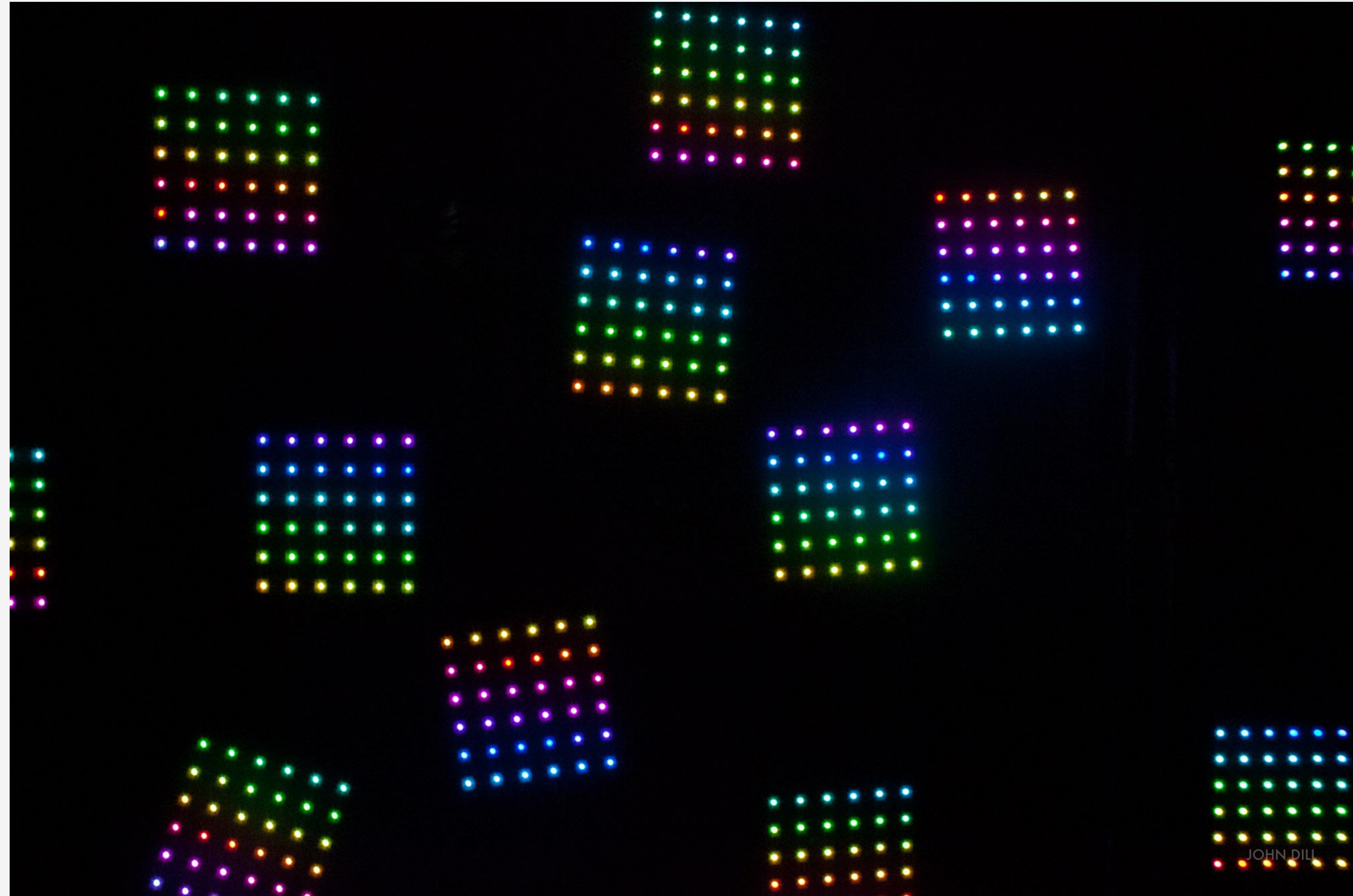


GRANTS



Grants

As we become more fully entrenched as a charitable arts and music organization, we are continuing to grow our portfolio of direct grants. In 2021, we made our first \$25,000 official art grant, and in 2022, we quadrupled this to \$100,000 to four different grantees.



Grants

**New York City Department of
Parks & Recreation (Summer Stage)**

\$50,000



Grants

Autumn Spire

By Zach Caruso and Eric Coolidge

A gothic-inspired steel tower projecting the colors of Autumn upon nightfall to provoke nostalgic memories, of the changing of seasons and the passage of time. Autumn Spire is now embarking on its next journey at TRANSFIX, the world's largest touring immersive art experience, launching this spring at Resorts World Las Vegas.

\$10,000



Grants

Multi-Faith Prayer Room
By Brandt Bauer Frick

\$30,000



MEDIA

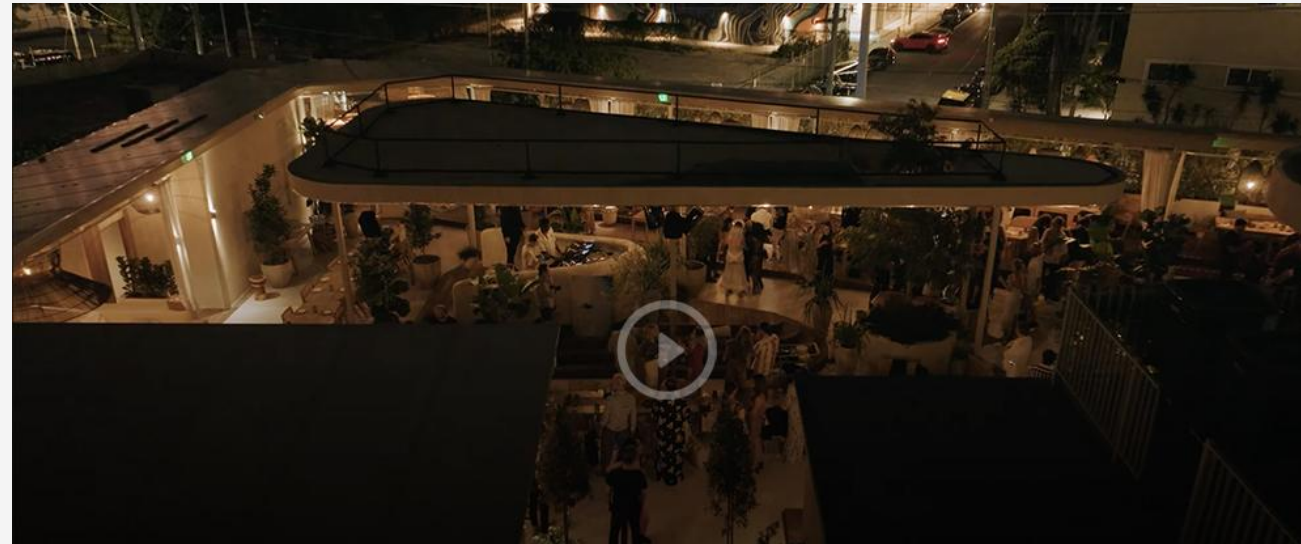
Media

As we continue to grow our portfolio of work, we will also continue to develop engaging, thoughtful content to deepen the links between us and our multi-layered global community. Through our multimedia work, we offer memories of special moments, glimpses into the magic, and opportunities to be a part of the RHF community and mission.



Media

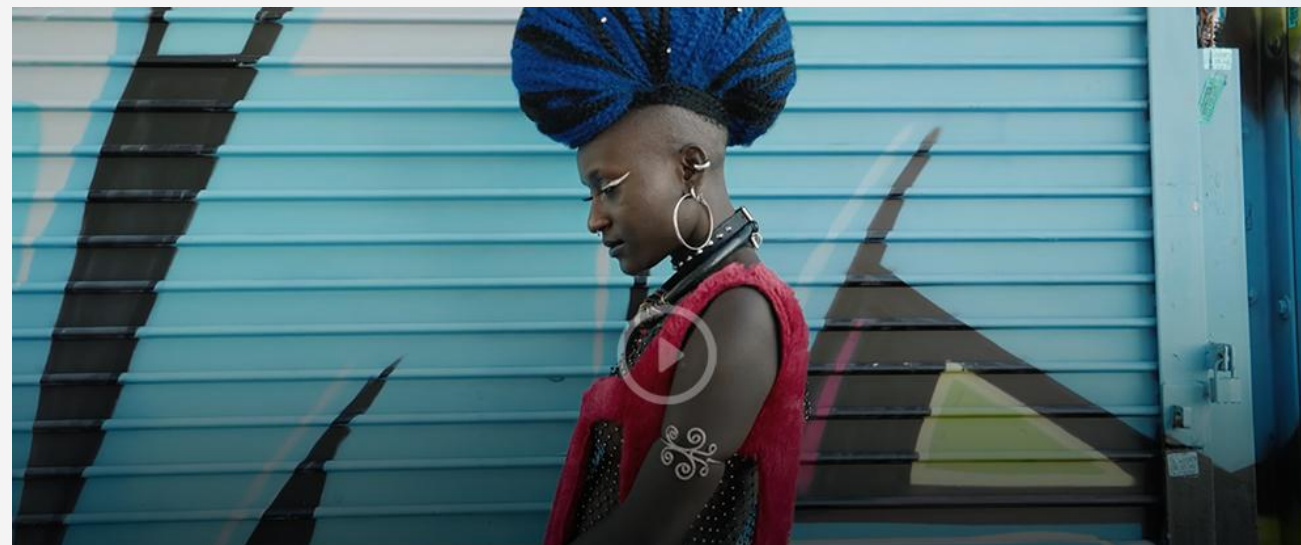
Mini documentaries



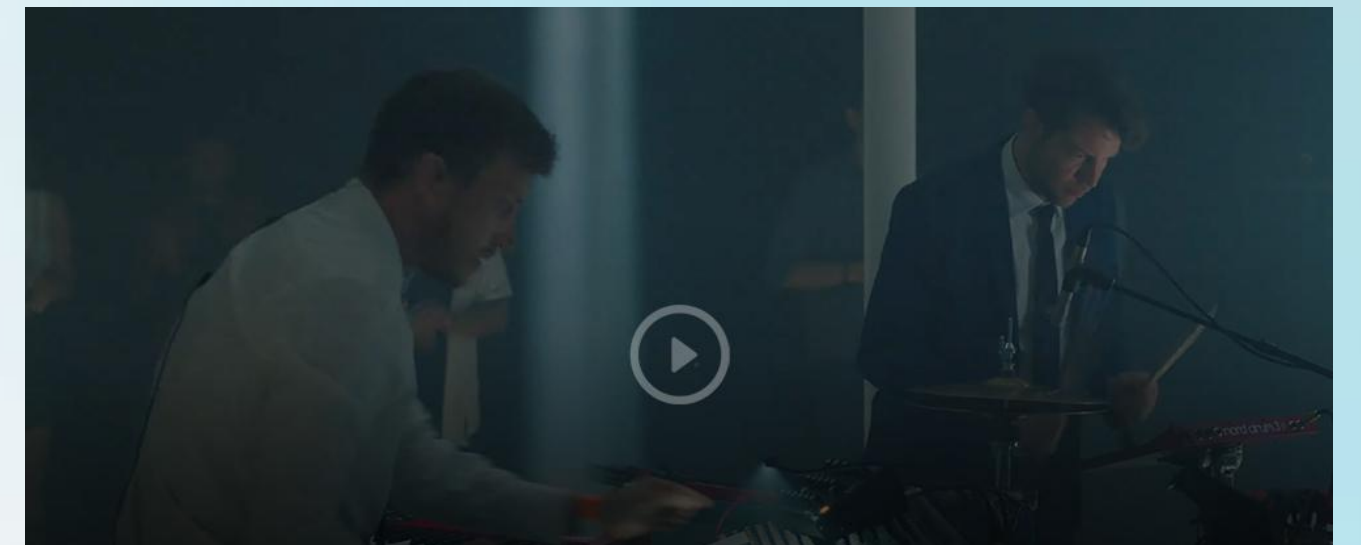
RHF Dinner



BBF Art Installation



RHF Art Basel



BBF Performance



Media

Selected Press

The New York Times

billboard

TimeOut

F L A U N T

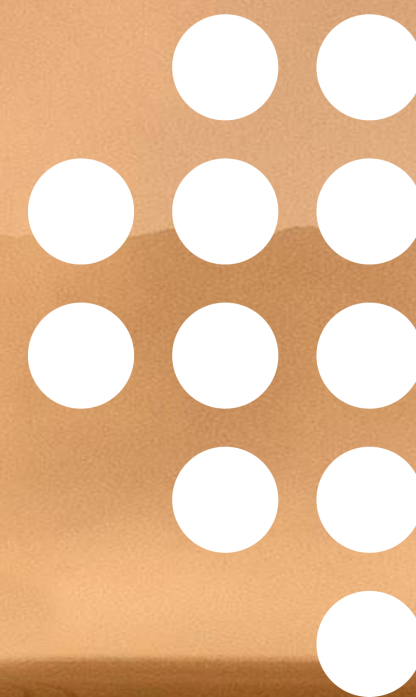
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2023 AND BEYOND



2023 and Beyond

In 2023, Robot Heart Foundation is continuing to curate and support innovative musical, artistic and lifestyle experiences that are in line with our values.

In order to achieve our goals of enabling cutting-edge creativity, we will develop and strengthen strategic partnerships and collaborations, both with established artists, brands and institutions, as well as with emerging talent and creators. Ranging from music to technology to visual arts, our reach is broad but our focus is clear.

We can't wait to continue writing the story of Robot Heart together, and look forward to sharing our plans for the coming months and years. None of this is possible without you, our community, the people who imagine, create and share these moments and experiences with us. We're honored to be a part of this together. Your contributions, small and large, are what make it possible to bring our vision to life.



APPENDIX

ARTIST LISTING / GALLERY

FARE FORWARD ARTISTS

Music

- Acid Pauli
- The Illustrious Blacks
- Be Svendsen
- Carlita
- Cymande
- FORMERLY
- Francesca Lombardo
- The Weather Station
- Bebel Gilberto
- Guy Laliberté
- Swamy & Dill
- Bob Moses

Visual Arts

- Light installation
by Matteo Messervy
- “The Doorway”
by Gustavo Prado
- “The Shrooms”
by Amigo & Amigo Design Studio
- Live painting by Laolu NYC

Gala Auction

- Ryan Doyle
- Ryan Uzilevsky
- Gregory X
- John Dill
- Bentley Meeker
- Reka Nyari
- Refik Anadol
- Maria Kreyn



BURNING MAN ARTISTS

Music

- Brett
- MONROE
- Van Jee
- Tosh
- Anstacia & Bloem
- Jason Douglas
- Paul Harris
- Av Acquilla
- Isaiah Martin
- Tara Brooks
- Maga
- Zhu
- Sainte Vie (live)
- Martin Buttrich
- Joep Mencke
- Guy Laliberte
- Kaz James
- Dan Ghenacia
- Jamie Jones
- Jamie Jones
- Diplo B2B Lee Foss
- FOSS (Romain Collin / Jeremy Loucas)
- DJ Tennis & Carlita
- Charlotte de Witte & Enrico Sangiuliano
- Ameme
- TokiMonsta
- Franca
- Caleesi & Sarah Kreis
- Mira & Chris Schwarzwald
- Christian Loeffler
- Obie
- YokoO
- Patrice Baumel
- Birds of Mind
- Lee Burridge
- Parallele
- John Dill
- Viken Armen
- Nico Stojan



ART BASEL ARTISTS

Music

- Brandt Bauer Frick
- Layla Benitez
- Amémé
- Marieme

Auction

- Talking Shell
- Victor Clavelly
- Jason Hsu
- Christian Lamb
- Stacie Hess
- Adam pollina
- John Dill
- Cake Llewellyn Rambo

NFT Gift

- Gregory X



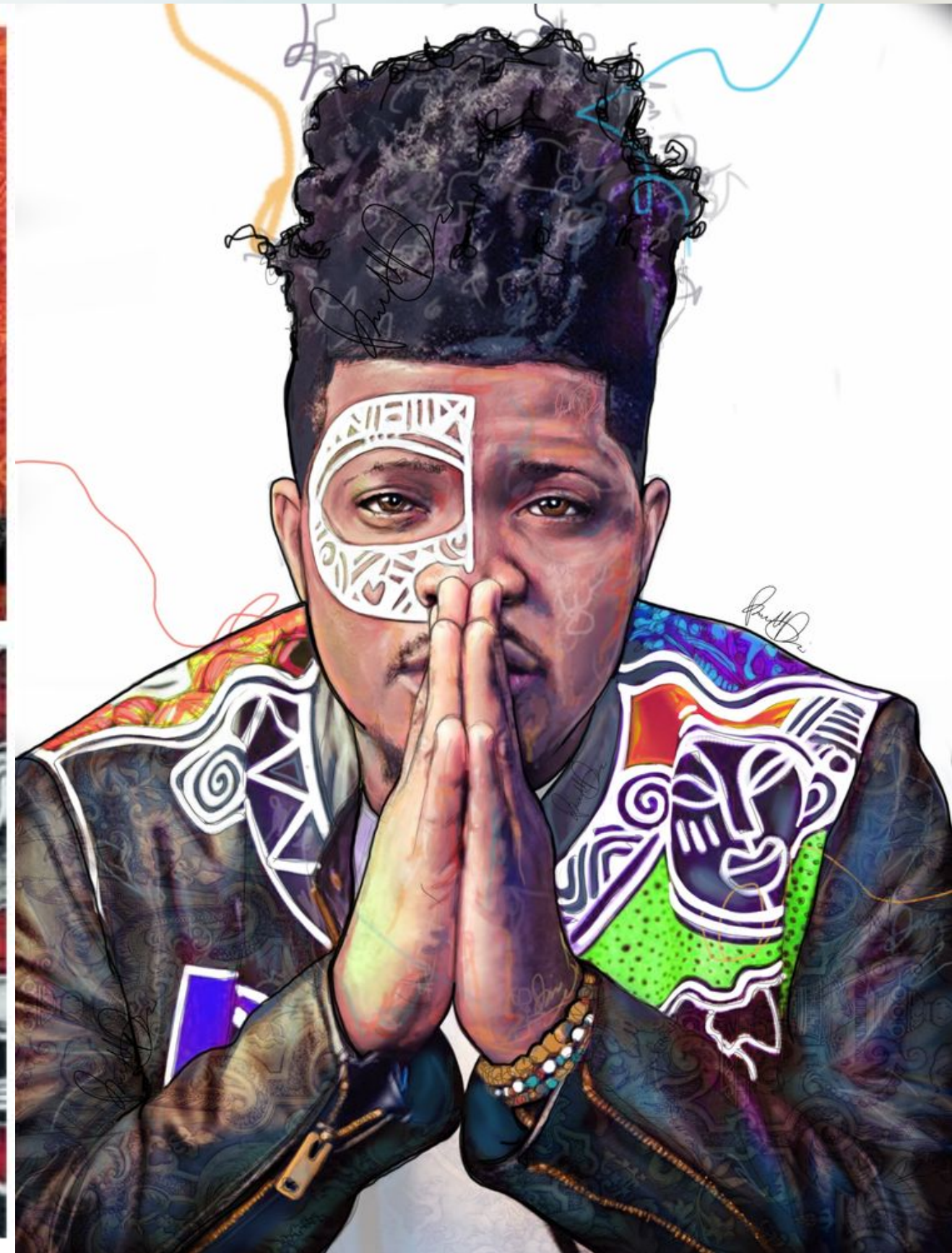
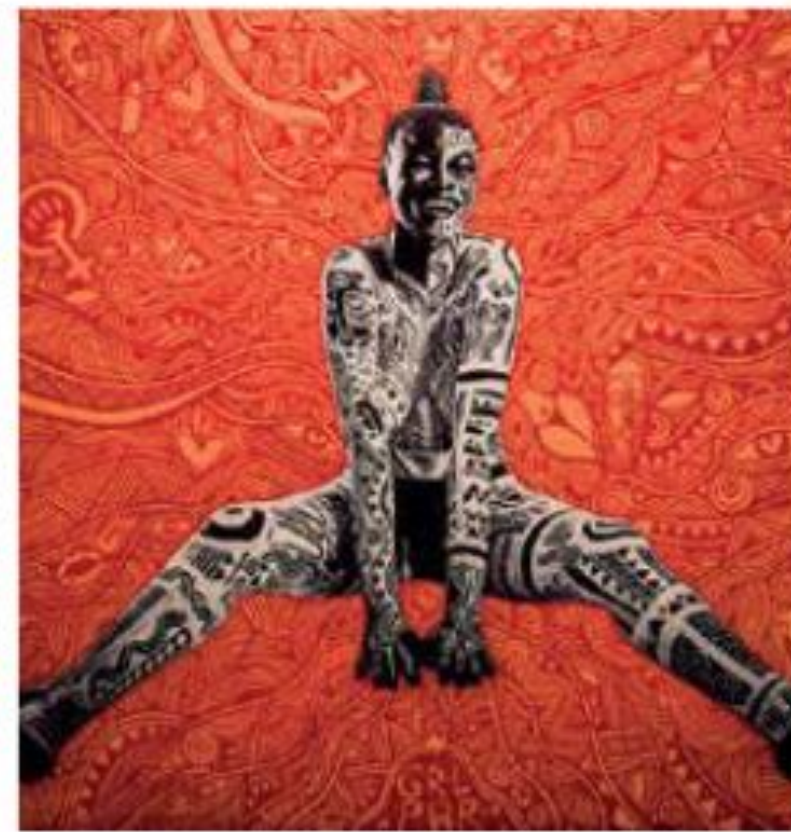
DIGITAL/NFT ARTISTS

- Walter Patrick Smith
- Ryan Doyle
- Ryan Uzilevsky
- Gregory X
- John Dill
- Gui Machado
- Brian Lewis
- Lynsey Dyer

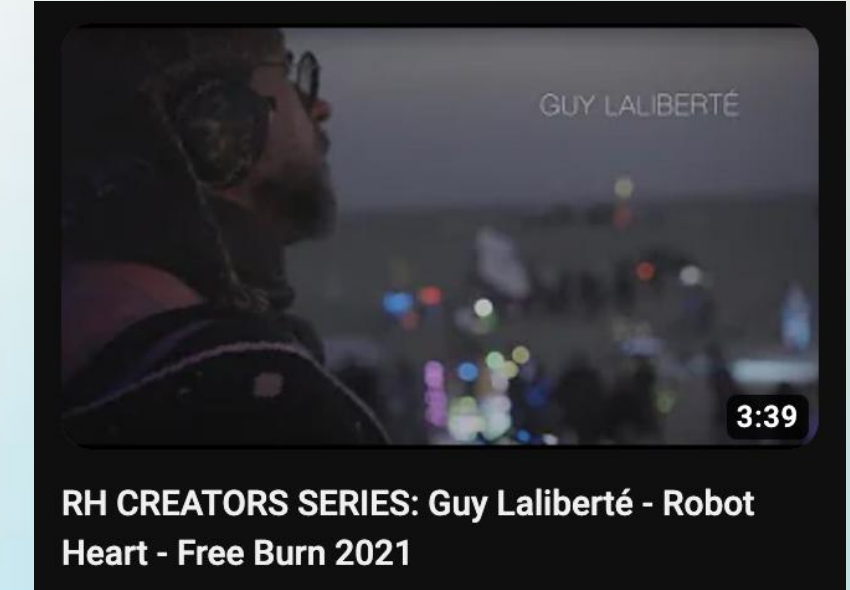
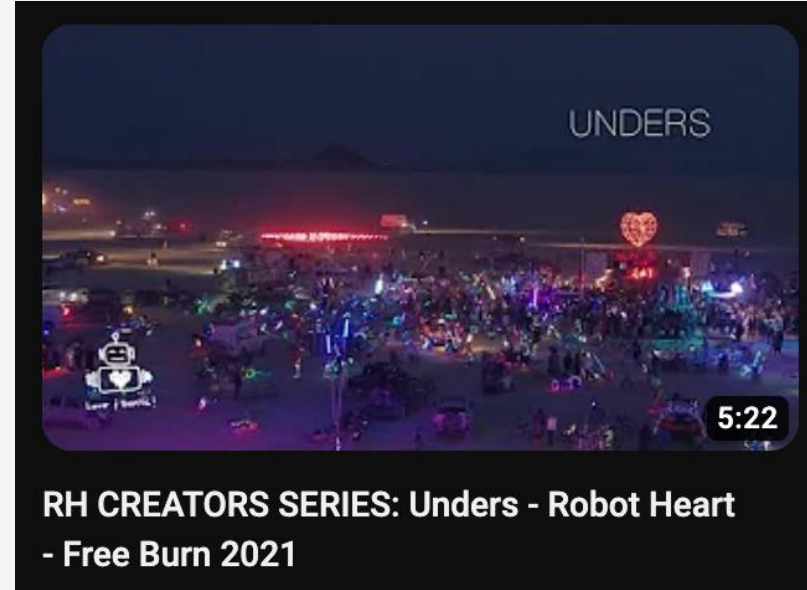


Gallery

Laolu NYC



Media



Creator Series

Mixing music and interview content, the Creator Series offers an intimate look into the relationship between Robot Heart and its contributing artists.

