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<http://www.ny1.com/content/news/199041/mayor-announces-new-science-program-focused-on-media>

## **Mayor Announces New Science Program Focused On Media**

By Jeanine Ramirez



*Mayor Michael Bloomberg visited the Brooklyn Navy Yard on Wednesday to announce a new applied sciences program in New York City by Carnegie Mellon University. It's the fourth program to come to the city as part of the Applied Sciences NYC competition and this one focuses on technology's impact on media and entertainment. Jeanine Ramirez filed the following report.*

With massive 1940s radio towers on top, an industrial art deco building at the Brooklyn Navy Yard was recently renovated by Steiner Studios to expand its film and TV production space.

Now Steiner will be turning it into a college campus of sorts. It's teamed up with Carnegie Mellon University to create a media arts technology program at the site.

"The convergence of media and technology is real and its epicenter belongs in New York."

The Integrative Media Program will offer six masters degrees including in emerging media and game design. The Carnegie Mellon Provost talked about some of the coursework.

"Animation, social media, game design, mobile apps, visual effects and sound design, additive manufacturing, smart spaces among others," said Carnegie Mellon Provost Mark Kamlet.

This Carnegie Mellon partnership is the fourth in the city's applied sciences initiative, which kicked off in 2011 to develop, operate or expand academic campuses here. The city offers space and money, among other incentives.

"The city, through our economic development corporation will invest \$3.5 million of taxpayers' funds to help get the program off the ground and support its ongoing operations," said Mayor Michael Bloomberg.

The mayor said it's an investment that will help the city's economy in the long term and grow its status as a media arts technology hub. Currently film and TV production is a \$5 billion industry in the city, employing more than 100,000 people.

"This is the future of content creation and we couldn't be more thrilled that it's happening right here in Brooklyn," said Katherine Oliver, commissioner of the Mayor's Office of Media and Entertainment.

"There was a time when we were known as Hollywood East, however, now we're known, really L.A., la-la land, is known as Brooklyn Far West," said Brooklyn Borough President Marty Markowitz.

The Carnegie Mellon program is expected to be up and running by August 2015.