

Marc Horowitz

CREATIVE STRATEGY, CONCEPT AND DIRECTION

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PROFILE	Strategist, director and artist who turns unexpected premises into experiences people choose to join. Campaigns and original series for Nissan, Nike, Sony, Louis Vuitton and Persol, and my own creative agency. For the past decade, a painting practice now in the collections of the Getty and Fondation Louis Vuitton, alongside participatory, AI and Web3 projects. Currently in OpenAI's Artist Program. Selected press The New York Times, The New Yorker, The Economist, Artforum, NPR, CNN, TODAY, Los Angeles Times, Fast Company, Adweek, The Art Newspaper, Vogue Italia, Interview, People and CNBC	
TRACK RECORD	– Now: OpenAI Artist Program, 2026 cohort (Sora alpha artist since 2024); commissions for Art Market Productions' San Francisco and Atlanta art fairs, where the work sold out (2025); Getty Research Institute lecture on art after AI (2025). – 30,000 calls from one line in a Crate & Barrel catalog, turned into a year-long dinner tour featured on TODAY, CNN and hundreds of outlets, plus People's 50 Hottest Bachelors. – Early, repeatedly: 24/7 livestream (2008), first virtual road trip (2009), Creative Time's first fully funded digital project (2010), hCoin, one of the first artist-issued digital currencies (2015), one of the first NFT video series (2023), AI-voiced archive (2025). – \$55 million Nissan campaign with TBWA\Chiat\Day, built on my week living in a Sentra. – 19-city original series for Sony, from pitch to final cut with my own crew. – Founded IRL, a Los Angeles creative agency that wrote campaign strategy for Playboy, Mikasa, Renault and others. Still running, now as my solo practice. – Brand partners drawn by my projects' reach, including Native Shoes and Knockaround. – First digital client of the William Morris Agency, now WME. – Collected by Fondation Louis Vuitton, the Getty, Travis Scott, Matt Damon and Kevin Hart.	
CAPABILITIES	Creative strategy / Concept development / Creative direction / Experiential and participatory campaigns / Social and content strategy / Pitch decks, treatments and proposals / Workshops and facilitation / Film direction and production	
SELECTED WORK	2026	Worst.travel ↗ Created the concept, brand voice and site for a satirical travel agency selling disappointing trips. It takes real inquiries.
	2024–	OpenAI · Artist Program Selected for the 2026 cohort after the 2024 Sora alpha. Early access to OpenAI's image, video and Codex tools, with feedback to the teams building them.
	2025	Verse · Shockline ↗ 130 hybrid digital paintings, my first digital works, released with a new sale format for Verse: collectors made offers and I chose who got each work, not necessarily the highest bidder.
	2025	Art Market Productions · Atlanta Art Fair ↗ Commissioned to bring something unexpected to the fair: a booth four feet wide, nine portraits 70 inches tall and two inches wide, presented by Quarter Gallery with me selling the work myself. All nine sold on opening night.
	2025	Art Market Productions · San Francisco Art Fair ↗ <i>HANG</i> , a commissioned four-day performance. Playing an overwhelmed gallerist, I hung my own booth as visitors watched and joined in, with my actual gallerist working as my assistant. The paintings sold out; covered by The Art Newspaper.
	2017–	1833MARCIVE ↗ Turned nearly three decades of work into a phone line, covered by Fast Company at launch. Since 2025, callers hear each story in an AI clone of my voice.
	2024	NOW ART · LUMINEX 3.0, Los Angeles ↗ <i>Extremely Limited</i> , built to pull crowds into the event, as one of eight featured artists alongside Refik Anadol: three minutes to make, package and serve a sculpture through a window, or a powerful fan hits the room. Sponsor Panasonic interviewed me for its own marketing. Invited back for LUMINEX 4.0 in 2026.

- 2023–24 **Nouns DAO** · commission Wrote, directed and produced *Don't Tell Peanut*, an animated short funded by a 50 ETH community grant and released on Zora. Official Selection, Aesthetica Short Film Festival.
- 2022–23 **Zora** · Worst Case Decision ↗ One of the first episodic video series released as NFTs, with seasons, collectible unlocks and a Discord community.
- 2017 **Stella McCartney** ↗ Handed the collection and free rein; made the film with artist Petra Cortright.
- 2014 **Moving** Director and screenwriter. Official Selection, Slamdance Film Festival.
- 2013– **IRL** · Founder ↗ Started as a creative agency and production studio in Los Angeles. In 2013–14 our team wrote strategy and proposals for Playboy, Mikasa, Renault and others: audience and competitive landscape, concepts, social and influencer plans, timelines, KPIs and budgets. Now my solo practice.
- 2012 **Louis Vuitton** · New Now ↗ Concept through delivery of branded web content for the launch of Louis Vuitton's new digital hub. Directed and appeared, with my own production team.
- 2012 **Persol** · 8 Days of Persol ↗ Created, directed and produced the commercial with my own team, from concept to finished film.
- 2011 **MTV** · Marc Saves America Created the pilot.
- 2010 **Creative Time** · The Advice of Strangers ↗ Creative Time's first fully funded digital project: online voters ran my life for a month.
- 2009 **Nike** · Mr. Tracktown · Crispin Porter + Bogusky ↗ Creative collaborator and on-camera talent for a national campaign, with improvised scenes and social videos.
- 2009 **Google Maps Road Trip** · with Peter Baldes ↗ The first virtual cross-country road trip, broadcast live. NPR, The New York Times.
- 2008 **Sony** · Signature Series ↗ Pitched, created and hosted a 19-city original series with my own team of producers, cinematographers, sound, editors and writers, and community activations at every stop.
- 2008 **Hayward Gallery** · The Me & You Show ↗ Hosted a live talk show in the gallery for seven weeks; that year I also broadcast my life 24/7 for three months.
- 2006 **Nissan** · 7 Days in a Sentra · TBWA\Chiat\Day ↗ Co-created and starred in a \$55 million TV and web campaign credited as "a film by Marc Horowitz," an early social-first launch built on my blog posts, YouTube videos and staged public events.
- 2004–05 **Crate & Barrel** · National Dinner Tour ↗ Slipped my number into their catalog, then spent a year having dinner with the people who called.
- Television** · E!, Fremantle, G4 Created E!'s *I Need to Stop Soon* pilot; co-directed and developed Fremantle's *Parking Lot Talk Show*; talent on G4's *Effin' Science*.

TALKS, WORKSHOPS AND TEACHING

Getty Research Institute, *Art After AI: The Future of Art and the Self* (2025). Also TEDxLakeComo (2012), Yale, Stanford, UC Berkeley, CalArts and the Hammer Museum.

Lectures often turn into workshops. At Portland State (2009), the social practice class went out into the city to stage small public performances, like applauding a store employee at work.

Taught at USC, Otis College of Art and Design and California College of the Arts.

PAINTING AND EXHIBITIONS

Painting has been the center of my studio since 2014. **Exhibitions** include Hayward Gallery, London; Espace Culturel Louis Vuitton, Paris; ARoS Museum, Aarhus; and BANK/MABSOCIETY, Shanghai.

Collections: Fondation Louis Vuitton; The Getty; Berggruen Collection.

EDUCATION AND RECOGNITION

MFA, Studio Art, USC Roski School of Fine Arts (2012). BS, Marketing, Indiana University Kelley School of Business. Studied New Genres, San Francisco Art Institute.

This Will Work, career-spanning monograph, Hat & Beard Press (2024). Certificate of Recognition, Mayor of Los Angeles and U.S. House of Representatives (2024). AOL Emerging Artist Grant, one of 25 chosen from 9,000+ applicants, and Creative Time Project Grant (2010).