



FOR IMMEDIATE RELEASE

## SuperRare Announces Offline, a New Gallery in Downtown NYC Bringing Together Multidisciplinary Artists, Collectors, Futurists and Technologists

*Offline by SuperRare Opens on April 3 with the Inaugural Exhibition  
'Digital Decadence: The Art of Falling Apart'*



A rendering of the new Offline by SuperRare gallery space, located at 243 Bowery in New York City.  
Image courtesy of SuperRare.

**March 20, 2025, New York City - SuperRare**, the premiere curated marketplace for unique digital artworks that ushered notable releases from artists David Lynch, Madonna, and Interpol, is pleased to announce **Offline by SuperRare**, a new physical gallery space in New York City dedicated to a new class of artists responding to the major technological shifts of today. Opening in **New York City** on **April 3**, the inaugural exhibition ***Digital Decadence: The Art of Falling Apart*** will be on view through April 24, 2025. The exhibition will showcase new works by

pioneering digital artists, such as Reben Wu, Sasha Stiles, and FVCKRENDER, exploring what it means to be human in an era of rapid technological innovation.

*“With Offline by SuperRare, we’re re-imagining the traditional gallery model and building a space to elevate the next generation of artists and bring digital art into the heart of the New York art scene,”* said **SuperRare Co-Founder and CEO John Crain**. He continues, *“the Lower East Side has always been a cultural epicenter, where art movements are born and incubated.”*

As technology advances and machines increasingly mirror, and sometimes surpass, human abilities, we are forced to confront the fundamental and ancient question: What makes us human? Machines are programmed not to stop, to keep going, to be hard. The exhibition is a meditation on the unique human art of falling apart. When machines outpace human skill, and the body is inevitably born to decline, there is perhaps nothing more human than the act of falling apart. In these moments, all that remains is human will, which holds the power to rebuild.

*“Art, much like code, is a universal language. Bridging the gap between art and technology isn’t just about lofty ideas; it’s about connecting people, having fun, and maybe even sparking a few debates,”* says **Mika Bar-On Neshet, Director, Offline by SuperRare**. *“Our world is evolving quickly, and the art world is only beginning to catch up.”*

Throughout history, artists and patrons have played a crucial role in preserving channels of creative expression, helping us navigate societal shifts. As we enter a new digital age, art institutions and galleries are grappling with the rapid pace of technological change. Offline by SuperRare’s first exhibition investigates the promises of the digital age—from doom scrolling and brain rot, to the boom and busts of cryptocurrencies, to the commodification of digital identities and assets. Highlighting artists on the frontlines of this digital frontier—crypto collectors, artists, and self-proclaimed “degenerates”—are the modern pioneers reshaping the landscape of art, ownership, and value in ways that echo historical movements of radical resistance and reinvention.

Offline by SuperRare is dedicated to celebrating a new class of artists who reflect and respond to technological shifts defining our time. In partnership with FRMD displays, the gallery will hold regular panels, exhibitions, and social events. Offline by SuperRare will serve as a cultural hub for artists, collectors, futurists and technologists eager to shape the future of art through community engagement.

*Digital Decadence: The Art of Falling Apart* will be on view from April 3 through April 24, 2025.

## NOTES TO EDITORS

### Media Contacts

For media inquiries, please contact:

FITZ & CO | Lizzie McNamara | [emcnamara@fitzandco.com](mailto:emcnamara@fitzandco.com) | +1 917 432 4765

FITZ & CO | Sarah St. Amand | [sstamand@fitzandco.com](mailto:ssstamand@fitzandco.com) | +1 929 202 7339

### Opening Reception

April 3, 6 - 8 PM

243 Bowery, New York, NY

RSVP essential: [SuperRare@fitzandco.com](mailto:SuperRare@fitzandco.com)

### Featured Artists, *Digital Decadence: The Art of Falling Apart*

All Seeing Seneca

Jack Kaido

Zhuk

Cowboy Killer

FVCKRENDER

Pho

Terrel Jones

Reuben Wu

Sasha Stiles

Andrea Chiampo

Omentejovem

### About Offline by SuperRare

Offline by SuperRare is dedicated to celebrating a new class of artists who reflect and respond to technological shifts defining our time. With regular panels, exhibitions, and events, the gallery serves as a meeting point for artists, collectors, futurists and technologists eager to shape the future of art and technology through community engagement.

[offline.superrare.com](http://offline.superrare.com)

IG: [@offllinenyc](https://www.instagram.com/offllinenyc)

### About SuperRare

Since 2018, SuperRare has been at the forefront of the digital art movement, providing artists a platform to showcase and sell their work while giving collectors access to some of the most sought-after pieces in contemporary culture. More than just a marketplace, SuperRare has helped establish digital art as a serious artistic medium, curating groundbreaking exhibitions and fostering a community redefining what ownership and creativity mean in the digital age. As a prestigious and ever-evolving brand, SuperRare continues to shape the future of art.

<https://superrare.com/>

X: <https://x.com/SuperRare>

IG: [@superrare.co](https://www.instagram.com/superrare.co)