
WONG, VIRGIL C. BIOGRAPHICAL SKETCH

POSITION TITLES

- Chief Executive Officer, Medical Avatar LLC
- Medical Cognition and Intelligent Technologies Researcher, Columbia University
- Adjunct Assistant Professor in Media Studies, The New School for Public Engagement

EDUCATION/TRAINING

| INSTITUTION AND LOCATION | DEGREE | YEAR | FIELD OF STUDY |
|---|--------|--------------|--|
| Columbia University Teachers College, New York, NY | PhD | 2014 | Medical Cognition and Intelligent Technologies |
| Transart Institute , Danube University, Krems, Austria | MFA | 2008 | New Media |
| Rhode Island School of Design , Providence, RI European Honors Program, Institute of Human Anatomy, University of Rome Medical School, Rome, Italy | BFA | 1995 | Illustration, Fine Arts Human Anatomy |
| Harvard Medical School , School of Continuing Education, Cambridge, MA | | 2000 | Clinical Medicine and Technology |
| New York University , Center for Advanced Digital Applications, School of Continuing Education, New York, NY | | 2001 2003 | Interactive Media Medical 3-D Modeling |

BIOGRAPHY

Virgil Wong is the Cofounder and Chief Executive Officer (CEO) of Medical Avatar LLC, a mobile health company that generates personalized 3-D anatomical bodies to visualize health information in the past, present, and future. As a researcher in medical cognition and intelligent technologies at Columbia University, he is studying how time travel simulations of patients' bodies can increase engagement, motivate disease prevention, improve chronic disease management, optimize patient physician communication, reduce misdiagnoses, and decrease hospital readmission rates.

As a visual artist working with concepts in medicine and technology, Professor Wong has exhibited interactive installations, films, paintings, drawings, and prints in galleries and museums around the world – including the State Hermitage Museum in St. Petersburg, Russia; the Museum of Contemporary Art in Taipei, Taiwan; and Deitch Projects in New York City. He produced and co-directed *Murmur*,

a cardiovascular dreamscape film that premiered at the 2002 Sundance Film Festival. In the previous year, he received a grant from the National Endowment for the Arts (NEA) for an art and medicine exhibition called *Corporeal Landscape*.

In 1996, Professor Wong founded the Web & Multimedia division at NewYork-Presbyterian Hospital and Weill Cornell Medical College. Over 15 years, he defined the Internet strategy for both institutions based on one central principle: informed and engaged patients will help reduce costs, increase efficiency, and improve outcomes. As co-chair of Weill Cornell's Clinical & Translational Research Science Center (CTSC) Cross-Institutional Web Portal Working Group, Professor Wong supported researchers in their lifesaving efforts to quickly bring new treatments to patients with incurable diseases.

Since 2000, he has also been teaching photography, film, and interactive media as an adjunct Assistant Professor in The New School's Masters in Media Studies Program. Professor Wong has also served as Vice President of Interactive Media at Element Solutions, a company that creates strategic technology solutions for over 50 hospitals across the United States.

POSITIONS AND HONORS

POSITIONS

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|----------------|---|
| 1996 - 2011 | Head of Web and Multimedia, Weill Cornell Medical College and NewYork-Presbyterian Hospital; Co-chair of the Clinical & Translational Research Science Center Cross-Institutional Web Portal Group |
| 2000 - Present | Adjunct Assistant Professor of Media Studies, The New School for Public Engagement, New York, NY. Teaches photography, film, and interactive media in a course called <i>Media Practices: Concepts</i> . Recipient of The New School Faculty Mentor Award for Outstanding Teaching. |
| 2011 - 2013 | Vice President, Interactive Media, Element Solutions (www.elementsolutions.com) |
| 2011 - Present | CEO and Cofounder, Medical Avatar LLC (www.medicalavatar.com) |

HONORS

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|-----------|--|
| 1991 | Cornell University Tradition Fellow |
| 1991 | Rhode Island School of Design Scholarship Award |
| 1996 | National Showcase Winner, sponsored by <i>Manhattan Arts</i> magazine |
| 1996 | National Telly Award, Gold Statue for Outstanding Film/Video Production |
| 1998 | Best in Show Award, New York Medical Complex Art Exhibition |
| 1999 | INVISION New Media Award, Silver Medal, sponsored by <i>NewMedia Magazine</i> |
| 2000 | INVISION New Media Award, Gold Medal, sponsored by <i>NewMedia Magazine</i> |
| 2002 | <i>Murmur</i> (co-director), Official Selection of the Sundance Film Festival |
| 2002-2007 | eHealthcare Leadership Awards, over 30 awards received for web sites created for Weill Cornell Medical College and NewYork-Presbyterian Hospital |
| 2005 | Faculty Mentor Award for Outstanding Teaching, Department of Media Studies and Film, New School University |
| 2007 | Best-in-Class Hospital Web Site Award for NewYork-Presbyterian Hospital (www.nyp.org) by Greystone.net |
| 2009 | Columbia University Teachers College Scholarship Award |
| 2010 | Fellowship Award by the Association of American Medical Colleges (AAMC), Group on Information Resources (GIR) Leadership Institute. |

ART, MEDICINE, AND TECHNOLOGY EXHIBITIONS

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|------|--|
| 2002 | "BioVision: In vitro-In vivo" at the World Human Rights Art Festival in Athens, Greece. Featured artist. |
| 2003 | "Gene(isis): Contemporary Art Explores Human Genomics" at The Berkeley Art Museum. Solo exhibition entitled "G-commerce" as part of the larger exhibition, lectures and film series. Curated by Alla Effimova. |
| 2004 | "AC (Anatomically Correct)" at the 473 Broadway Gallery in SoHo, New York City. Curated by Kóan Jeff Baysa, MD, curatorial fellow at the Whitney Museum of American Art. |
| 2004 | "ReproTech: Building Better Babies" at The New York Academy of Sciences, Gallery of Art and Science, New York City. Curated by Suzanne Anker. |
| 2005 | "Put On Your Blue Genes", Neue Gesellschaft für bildende Kunst (New Society for Fine Arts) in Berlin, Germany. The exhibition focused on art and biotechnology and includes installations by the Critical Art Ensemble, Symbiotic A / The Tissue Culture and Art Project, Paul Vanouse and others. |
| 2005 | <i>Corporeal Self</i> , screened at the Bronx Academy of Arts and Dance (February 18). |

- 2006 “Metabodies: Medicine and Media”, two artist exhibition at the Elizabeth Stone Harper Gallery, Harper Center for the Arts in Clinton, South Carolina. Presented in collaboration with the Annual Arnold Symposim, “Brave New World: The Effects of Media on Medical Research and Development”.
- 2006 “The Days of Science and Biotechnology”, group exhibition at the Czech Academy of Sciences in Prague, Czechoslovakia. Curated by Denisa Kera, Center for Global Studies, Charles University, and the International Center for Art and New Technologies.
- 2007 “Geo/Genome”, exhibition at the Puffin Cultural Forum, curated by Tim Blunk.
- 2007 “HIV Law Project”, group exhibition at Moti Hasson Gallery in New York City, curated by Kóan Jeff Baysa, MD.
- 2007 “Orion’s Belt: Health, Technology, and Mythology”, group exhibition in Reno, Nevada, curated by Marjorie Vecchio, PhD.
- 2008 “RYT Hospital-Dwayne Medical Center”, solo exhibition at John Jay College Gallery, New York City, curated by Mary Ting.
- 2009 “Cardiorobonoplasty: Billions of Robots Heal the Human Heart,” solo exhibition at the International House gallery in Philadelphia, Pennsylvania, curated by Sean Stoops.
- 2009 “Medicine Meets Virtual Reality (MMVR) 17,” group exhibition in Long Beach, California, curated by Kóan Jeff Baysa, MD.
- 2009 “HomeBase IV,” group exhibition at an abandoned medical center in Manhattan’s Lower East Side, curated by Anat Litwin.
- 2009 “The Immunological Paradox of Pregnancy and the Art of Biomedical Realism,” featured project for an event at the Exit Art gallery in New York City, presented by Irina Aristarkhova, Ph.D.
- 2009 “A Celebration of the Arts” at the Macy Gallery of Columbia University, curated by Jonathan Lewis.
- 2009 “2009 Cyberfest: Sonic Self” at the State Hermitage Museum in St. Petersburg, Russia, curated by Anna Frants and Kóan Jeff Baysa, M.D.
- 2010 “ADHD (Art Diagnostics and Healing Devices)” at the JAUS Gallery in Los Angeles, CA, curated by Kóan Jeff Baysa, M.D.
- 2011 “Medicine Meets Virtual Reality (MMVR) 18” in Newport Beach, California, curated by Kóan Jeff Baysa, M.D.
- 2012 “Seeing Ourselves,” exhibition on art and neuroscience at the Center for Photography and the Moving Image in New York, NY, curated by Kóan Jeff Baysa, M.D.
- 2012 “Portrait of the Artists with Black Glasses” at the Not Festival exhibition at the Dansehallerne in Copenhagen, Denmark, curated by Luis Lara Malvacias.
- 2013 “Pulse: Art and Medicine, A Not-So-Clinical Study of Medicine as Inspiration for Art, Creative Processes and Art Forms” at Strathmore Fine Arts in North Bethesda, MD, curated by Harriet Lesser.

LECTURES AND PRESENTATIONS

- 2003 Faculty lecturer, “Digital Media Aesthetics: The Human Body in Medicine and Technology,” New School University, New York City
- 2004 Lecturer/panelist, “Embryonic Visions: Social Implications of Reproductive Technologies” with Suzanne Anker, Ph.D. (School of Visual Arts), Lee M. Silver, Ph.D. (Princeton University), Susan Squier, Ph.D. (Penn State University), and Frank Chervenak, M.D. (Weill Cornell Medical College) at the New York Academy of Sciences, New York City
- 2006 Lecturer/panelist, “The Days of Science and Biotechnology” at the Czech Academy of Sciences in Prague, Czechoslovakia. Curated by Denisa Kera, Center for Global Studies, Charles University, and the International Center for Art and New Technologies
- 2008 Faculty lecturer, “The Future of Healthcare and Medicine,” New School University, New York City
- 2008 Keynote speaker, “12th Annual Healthcare Internet Conference,” in Orlando Florida. Sponsored by Greystone.net, Staywell Communications in cooperation with the Forum for Healthcare Strategists
- 2009 Plenary speaker, “Medicine Meets Virtual Reality (MMVR) 17” and Salon Exhibition Artist, Long Beach, California
- 2009 Featured speaker, “Creating Effective Patient and Physician Portals: Setting the Stage for eHealth 3.0,” lecture at the J. Boye Conference in Philadelphia, Pennsylvania
- 2009 Lecturer/panelist, “Social Media,” moderated by Anne O'Brien, Director of Client Solutions for Health Central at the American Cancer Society
- 2009 Featured Grand Rounds speaker, “From Male Pregnancy to Medical Nanotechnology: Art, Medicine, and the Human Body in Cyberspace,” at the Faculty Club of Columbia University Medical Center for the Program in Narrative Medicine.
- 2010 Lecturer/panelist, “Social Media: Tweeting, Linking, Blogging, Liking, Diggin,” moderated by Bonita Enochs for the Ivy League Medical Alumni Magazine Association conference at the Columbia University Medical Center, New York City.
- 2010 Lecture/panelist with Kóan Jeff Baysa, M.D., “SofaLab2: Scientists Visualize/Artists Experiment,” sponsored by the Krasnow Institute for Advanced Study at George Mason University.
- 2011 TED Talk speaker, “Introducing the Medical Avatar,” Full Spectrum event on May 24, 2011 at the Hiro Ballroom, Maritime Hotel, in New York, New York.
- 2011 Plenary speaker, “Medicine Meets Virtual Reality (MMVR) 19” and Salon Exhibition Artist, Newport Beach, California.
- 2012 Featured speaker, “Art, Medicine, and Design” on October 22, 2012 in conjunction with the Not Festival exhibition at the Dansehallerne in Copenhagen, Denmark, introduced by Luis Lara Malvacias.
- 2012 Featured speaker, “The Future of Design, Healthcare, and Mobile Technology” on April 21, 2012 for the Interaction Design Association at Bloomberg headquarters in New York, New York.

- 2012 Featured speaker with Akshay Kapur, "The Future of Design, Healthcare, and Mobile Technology" on February 2, 2012 for the Interaction Design Association's Interaction12 conference in Dublin, Ireland, sponsored by GE and Google.
- 2013 Keynote speaker, "Future of Human Health: How Art and Technology Will Transform Your Brain" on March 28, 2013 from 7-9pm as part of Strathmore's annual *Art and the Brain* lecture series in North Bethesda, Maryland.

UPCOMING PUBLICATION

Wong, V. C., Baysa, K. J., DasGupta, S., & Black, J. (2014). *Body Story: mHealth and Cognitive Psychology*. In S. Adibi, *Mobile Health (mHealth): Multidisciplinary Verticals* (1st ed.). London, England: Taylor & Francis.

PRESS

TELEVISION

- 2001 National television coverage, "Who's Fooling Who?," ABC News
- 2001 National television interview about net.art, "Electric Shocks: Virgil Wong," Channel NOW (www.now.com), London, England
- 2001 National television interview about art & genetics, "Wem gehort der Mensch? Warum Gentechnik?," Channel TV ZDF, Berlin, Germany
- 2002 National television interview, "Live from Sundance 2002," RES TV
- 2006 European television interview feature, "When Men Have Babies," ARTE Channel

RADIO

- 2000 "One of the net's most avant garde artists, PaperVeins' Virgil Wong," Sue Braiden, MorningWatch CBC Radio
- 2001 "Male Pregnancy" as spokesman for Lee Mingwei, WCHM FM Radio (additional radio interviews by phone and in studio for the Male Pregnancy and GenoChoice art projects throughout the U.S.)
- 2005 "Bio-Art or Bio-Terror" on WPS1 Museum of Modern Art (MoMA) radio talk show with former Whitney Museum of American Art director David Ross, Steven Henry Madoff (art journalist and onetime editor of ARTNews), and artist Virgil Wong about the federal government's against the activist artist Steve Kurtz and the Critical Art Ensemble.
- 2013 "Art and Medicine" on NPR's The Kojo Nnamdi Show broadcast on WAMU 88.5:
<http://thekojonnamdishow.org/shows/2013-03-27/art-and-medicine>

PRINT & WEB

- 1999 "Genochoice," by Bill Pannifer, *The Independent*, London, England.
- 1999 "Web Works no.8: GenoChoice," by Valérie Lamontagne and Sylvie Parent, *The Electronic Telegraph* Newspaper for the International Center of Contemporary Art in Montreal, Canada.
- 1999 "GenoChoice," by Sylvie Parent, *Convergences of Gender, New Media, and Art*, Montreal, Canada.
- 1999 "The Cutting Edge," by Robert Burns, *The Los Angeles Times*
- 1999 "Gender and Society," by Michael C. Kearl, *A Sociological Tour Through Cyberspace*.
- 1999 "Custom Kids," by Jules Allen, *St. Petersburg Times*
- 1999 "Transgenic Art," by Eduardo Kac, *Life Science Magazine* for *Ars Electronica 99*, Linz, Austria
- 1999 "GenoChoice," *China Now* (People's Republic of China)
- 2000 "Art Museum Abandons Its Real-World Space", *The New York Times*
<http://theater.nytimes.com/library/tech/00/06/cyber/artsatlarge/08artsatlarge.html>
- 2000 "Hot Sites Year in Review," by Sam Vincent Meddis, *U.S. News and World Report*
- 2000 "Mr. Mom," by Janice Versalius, *Yahoo! Internet Life Magazine*
- 2000 "...A Genetic Dare," by Simon Crerar, *The Sunday Times*, United Kingdom
- 2000 "Genes Geniales: Artistas de la Red se Lanza a Investigar en el Ciberespacio y Realizan Espectaculares Avances en el Campo de la Biología, como el Embarazo Masculino," by Roberto Bosco and Stefano Caldana, *El País* (The Daily National Newspaper of Spain)
- 2000 "GenoChoice," by Paul R. Billings, MD, PhD, *GeneLetter* (GeneSage), San Francisco, California
- 2000 "GenoChoice and Male Pregnancy: The Next Step..." by Hugh Warwick, *Splice: The Magazine of the Genetics Forum*, London, England

- 2000 "GenoChoice at The Alternative Museum," by Jacqueline Gallo, *Flyer New York*
- 2000 "To Jest Mozliwe! Nikt Juz Sie Nie Smieje," by Christine Reilly, *Aktivist Magazine*, Warsaw, Poland
- 2000 "Brave New World," by Celeste McGovern, *REPORT: Canada's Independent Newsmagazine*, Edmonton, Alberta, Canada
- 2001 "Art Museum Abandons Its Real-World Space" by Matthew Mirapaul, *The New York Times*
- 2001 "Male Pregnancy," by Houssam Abd Rabo, *Egyptian Weekly Magazine*, Cairo, Egypt.
- 2001 "It takes more than genes to make a baby," by Heather Brack, *Medical Design News*
- 2001 "If you're partial to challenging, thought provoking and sometimes disturbing art then prepare to enter... Paperveins," by Katherine Harvey, *The Web Review*
- 2002 "For New York Filmmakers, Utah's the Spot: Three young directors pin hopes on Sundance," by Jill Dearman, *New York Daily News*
- 2002 "They're Sundancing on Air: New York directors make mark at festival, and one signs a big deal," by Jill Dearman, *New York Daily News*
- 2003 "Virgil Wong: An Interview", *Boquinana*
- 2003 "Weird Science ... one of the most stylist sites online," *USA Today*
- 2005 "Art Imitates Tabloids – The World's First Human Male Pregnancy", *About.com*
- 2006 "Artstar' on Gallery HD: The Art World Tries Realism (the TV Kind)", *The New York Times*
<http://www.nytimes.com/2006/05/28/arts/design/28kenn.html>
- 2006 "Artstar", *Flaunt* magazine
- 2006 "Art Talk: Famous in Eight Episodes?", *ARTnews* magazine
- 2006 "Art world Idol", *TimeOut New York*
- 2009 "At a Clinic, Artists Reflecting on Home", *The New York Times*
<http://www.nytimes.com/2009/05/11/arts/design/11home.html>

ART AND RESEARCH SUPPORT

- Date: 2001
 Source: National Endowment for the Arts (NEA)
 Title: "Corporeal Landscape"
 Grant award for art and anatomy curatorial project with The Alternative Museum, New York City
- Date: 1995
 Source: Experimental Television Center
 Title: "Corporeal Self"
 Artist residency support for art and anatomy film project
- Date: 2001
 Source: Experimental Television Center
 Title: "Murmur"
 Artist residency support for art and medicine film project
- Date: 2001
 Source: JGS Foundation (New York City)
 Title: "RYT Hospital-Dwayne Medical Center"
 Grant award for art and medicine interactive media project
- Date: 2002
 Source: Lower Manhattan Cultural Council (LMCC)
 Title: "New Views: DUMBO"
 Residency support for various art, medicine, and technology projects
- Date: 2002
 Sources: WebLab, Howard Gilman Foundation, The Sundance Institute, The Rockefeller Foundation
 Title: "Crossover: Studio A"
 Residency support for research with film and interactive media
- Date: 2009
 Sources: Columbia University
 Title: Full financial support for PhD studies and research