

## Post focus on a revolution

# THE TECHIES

By KATHERINE CAVANAUGH

They call it Silicon Alley — Manhattan's techie-type corridor which expands from trendy TriBeCa, through SoHo to neighborhoods in corporate Midtown.

Whether you're talking about online giant Prodigy — which just announced it is quitting staid White Plains in Westchester for SoHo — or its rival Delphi (which like The Post is owned by News Corp. and will soon be based at 1211 Sixth Ave.) one thing's for certain: New York is the center of the new media universe.

No one has written a song yet to sing the praises of New York City's expanding Silicon Alley district.

But corporate, creative, academic and government types all have positive things to say about the fact that it overcomes many obstacles to emerge, is creating jobs and is expected to grow for many months to come.

The most visible signs of growth have been announcements from online services companies such as Prodigy and Delphi about relocating their operations to New York City to take advantage of the city's vast pool of multimedia talent. The Big Apple is home to countless software designers, technical experts, filmmakers, multimedia producers, artists and writers.

Many of New York's multimedia entrepreneurships like Tom Nicholson Associates and Crossover Technologies can be found in the so-called Silicon Alley area stretching from 23rd Street to SoHo, with a clustering near the New York University Center for Digital



**PIONEERS:** Two of Manhattan's cybertechies are Jamie Levy, (left), creative director for IcoNet and her colleague Marissa Bowe, managing editor of Word Magazine, owned by IcoNet.

New York Post: Stephen Hirsch

tal Multimedia along lower Broadway and Lafayette Streets.

In fact, NYU has become a nationally known center for training new media professionals such as Jamie Levy, the creative genius behind IcoNet, a publishing company that

plans to publish a web-based magazine this month. The company already produces Word Magazine on the web, edited by Marissa Bowe. Multimedia pioneers in New York such as Tom Nicholson Associates and Crossover Technologies say they have

seen a significant increase in business in the last 6 to 12 months, with new assignments from major publishing houses, entertainment corporations and online services firms.

"New York is fast becoming the center for the part of the multimedia indus-