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01SJ

build your own world
san jose, california

presented by **ZER01**

ZER01 PRESENTS:

01SJ Biennial
September 2010



2010 01SJ Biennial
Silicon Valley
San Jose, California
September 16–19, 2010

Question:

What do

Rockwell Group, video memento mori, artist Rigo23, multimedia opera, collector Dennis Scholl, robotic sculpture, Adobe Systems Inc., inter-species food, the sound of climate change, DIY practice, cellist Zoë Keating, complex biological systems, tomato-based audio emissions, interactive architectural systems, Zoropathians, and Blast Theory all have in common?

Answer:

**They're Building New Worlds of Experience
at the
01SJ Biennial**

March 2010 - San Jose, CA – ZER01: The Art and Technology Network announces the **01SJ Biennial**—“**Build Your Own World**”, which will take place from September 16-19, 2010, in San Jose, CA., the heart of Silicon Valley. The 3rd 01SJ Biennial is a multi-disciplinary, medium agnostic contemporary art festival that focuses on the nexus of art,

technology and digital culture. Curated by Artistic Director Steve Dietz, the 01SJ Biennial brings together a selection of artwork that not only changes the way a city looks, but changes how it responds to the behavior of a city's inhabitants.

Comprised of artists, designers, engineers, filmmakers, marketers, data miners, architects, non-profit organizations and corporations, the 01SJ Biennial will present nearly 50 new art commissions, exhibitions, public art, street celebrations, music, film, performances, symposiums, panels, and parallel exhibition programs at partner institutions throughout Silicon Valley and San Francisco during this 4 day Biennial.

ZER01's 2010 01SJ Biennial programming is geared around the notion that artists can, and do, act as change-agents through the use of technologies in their artwork. Whether these technologies are natural resources, simple or advanced tools, they all have the capability to challenge the norm, raise public awareness, encourage curiosity, and influence societal actions and perceptions. At its core, the 01SJ Biennial is about what artists can do at the intersection of art, technology and digital culture to build a better world. This year's Biennial will feature work by such renowned artists as **David Rockwell and Rockwell Group, Rigo23, Blast Theory, Futurefarmers, Teddy Cruz, Natalie Jeremijenko, Chico MacMurtrie, Luke Jerram, Tim Hawkinson, Grahame Weinbren**, and many others. Together, their participation will express how individuals and communities have the power to build their own world and change everyone's in the process.

Launched in 2006 in conjunction with the 13th International Symposium of Electronic Art (ISEA2006), the 01SJ Biennial, led by Executive Director, Joel Slayton, and Artistic Director, Steve Dietz, is the largest art and technology biennial in North America and — with over 45,000 attendees at the 2nd Biennial in 2008 — it is emerging as one of the most significant events of its kind worldwide.

ZER01, the producer of the 01SJ Biennial is an incubator of artistic and technology driven creativity, was established as a means to instigate collaborative endeavors among the world's agents of change, primarily artists, architects, engineers, designers, scientists, filmmakers, environmentalists, and technologists. Located at the epicenter of Silicon Valley, ZER01 celebrates the spirit of creativity and innovation that defines the region through its 01SJ Biennial, which, through judicious partnering with celebrated artists, groundbreaking technologists, museums, cultural non-profits, creative think tanks and corporations, presents a conscientious and creative perspective on the world through the connections of art, technology and digital culture.

During 2010, the Biennial curatorial team (comprised of ZER01 and partnering arts organizations) will create opportunities for artists to transform San Jose into a citywide exhibition venue featuring hundreds of projects over a period of 4 days, including nearly 50 new art commissions, live performances, exhibitions, panels, concerts, film, participatory projects, public art, multimedia opera, public workshops and much more.

2010 01SJ Biennial: BUILD YOUR OWN WORLD

The theme of the 2010 **01SJ Biennial** is "**Build Your Own World.**" The 2010 01SJ Biennial is predicated on the notion that as artists, designers, engineers, architects, corporations, and citizens we have the tools to (re)build the world—in both large and small ways. Notes Biennial Artistic Director Dietz, "This year's Biennial is about how

powerful ideas and innovative individuals from around the world can make a difference and come together to build a unique, citywide platform for creative solutions and public engagement. It is about imagination feeding the inspiration needed to build a world we want to live in and are able to live with.”

Among 2010 01SJ Biennial projects that endeavor to build new worlds and thus lend credence to the concept of art as useful change-agent, are Rockwell Group, which examines what public space means in a hybrid age, to Luke Jerram’s North American debut of *Play Me I’m Yours*, which strategically places dozens of pianos throughout the city for participatory play, to the City of San Jose’s Public Art Program project *ColoniaTechne* by the BIO Design Collective that explores the qualities shared between complex biological systems like coral, to collaborative distribution networks found in digital culture.

HOW IT ALL COMES TOGETHER: 01SJ BIENNIAL

Theme: “Build Your Own World”

01SJ Biennial Opens: September 16, 2010 in San Jose, California

Opening Ceremony: September 16, 2010 at San Jose City Hall

Closes: September 19, 2010

Total Expected Attendance: 50,000

In the art biennial tradition, the 01SJ Biennial, with “Build Your Own World” as the Biennial’s central curatorial theme, will take place in a variety of locations that extend beyond the classic gallery, museum, and cultural spaces, to public and private venues that permeate the landscapes of Silicon Valley. The focal point of these activities will be housed in the San Jose Convention Center’s South Hall. Featuring nationally and internationally recognized contemporary artists, designers, architects, and engineers, 01SJ Biennial Artistic Director, Dietz notes, “The 2010 01SJ Biennial is slated to be the most provocative and relevant Biennial that ZER01 has produced. Beyond the fact that we’ll be presenting new commissions from some of the world’s most creative artists, the Biennial theme will shape a fascinating and revealing exploration of how we as individuals can choose to use technology, as both producers and consumers, in creative ways that make a difference in the future of our society as a whole. And of course, the collaborative curatorial model and extensive partnerships for the 2010 Biennial make it a true community partnership with a global impact.”

01SJ BIENNIAL HIGHLIGHTS

The upcoming 2010 01SJ Biennial includes extensive programming taking place during the core dates of the festival—September 16-19. Prior to the festival and, in the case of some exhibitions, programming continues through the fall of 2010. The focal point of the Biennial is the 80,000 square foot South Hall exhibition space. Additional Biennial programming and events will take place in public and private spaces throughout Silicon Valley, as well as neighboring San Francisco.

All of the Biennial’s commissioned artworks utilize some form of technology, be it experimental, advanced or seemingly simple tools, and address—from a variety of vantage points—the ways and means with which we can build our own worlds, including through the utilization of technologically-enhanced capabilities ranging from amorphous

robotics, ecological locomotion, bio-music, locative storytelling and interactive signage, to more futuristic visions of life through a multimedia opera, and radically re-imagined architecture.

The Biennial consists of 4 basic sections:

- 1) **Exhibitions:** Features ***Out of the Garage Into the World***, presented in San Jose Convention Center's South Hall, an 80,000 square foot space serving as the 01SJ Biennial's main exhibition venue. *Out of the Garage Into the World* includes commissioned Biennial art projects and a series of public workshops; ***Future Films***, featuring a drive-in theater of salvaged cars for screenings; plus 01SJ Biennial **partner exhibitions** and **parallel programming** in galleries and other cultural venues throughout Silicon Valley and San Francisco
- 2) **Interactive City:** 01SJ Biennial projects are located in multiple places throughout the city, and in one manner or another all of the artworks interact with the environs within which the artists have installed them, including dramatic large-scale art commissions by Rockwell Group and by artist Ken Gregory at San Jose's City Hall; **Participatory Play**, think gaming on a city-wide scale permeating the streets, and Biennial and City of San Jose commissioned **Public Art Projects** in both traditional and unexpected locations
- 3) **Events:** Throughout the Biennial, programmed events will include **music & performance**, ***AbsoluteZERO*** the Biennial's DIY evening street festival, ***Green Prix*** a ZER01 curated eco-conscious transportation rally, as well as ticketed events
- 4) **Ideas Track:** Featuring a keynote, symposium, artist talks, a collector's panel, and lectures.

In summary the 01SJ Biennial will present:

- Over 20 exhibits, with works by more than 100 artists, including nearly 50 new art commissions by art, design, and music luminaries Rockwell Group, Blast Theory, Natalie Jeremijenko, MTAA, Randall Packer, and many others
- A virtual interactive city of more than 20 commissioned projects from cascading waterfalls and interactive city plazas, to outdoor "piano bars" and *Still Life with Banquet* an epicurean dinner and video memento mori
- Dozens of performances and events by nearly 100 artists, including *Future Films* in the DIY *Empire Drive-In*, a SoFA district *AbsoluteZERO* evening event, and an all-day eco-locomotion *Green Prix* with projects that include a mobile park and electric Porsche
- Keynote speaker, a 2-day symposium, a collector's panel, and dozens of artist talks in the *Speak Hard* lounge located in South Hall

01SJ BIENNIAL – PRELIMINARY FESTIVAL SCHEDULE

September 16-19

(The complete 01SJ Biennial catalog will be available in advance of the Biennial opening and will be provided in the final press kit.)

01SJ Biennial Official Opening Ceremony

City Hall Rotunda

September 16 @ 8:30PM – (Time Tentative)

The opening ceremony on the evening of September 16 at San Jose City Hall will feature the ceremonial debut of the lighting of Rockwell Group's commission *Plug-in-Play*, as well as a keynote lecture and a musical performance (*to be announced in early Spring*).

OUT OF THE GARAGE INTO THE WORLD

South Hall

PROCESS:

September 4– 14

EXHIBITIONS:

September 16– 19

Many of Silicon Valley's largest companies were first established in their founder's garage. To celebrate these home laboratories and acknowledge the contributions garage hacking and citizen science have made to the Bay Area and the world-at-large, ZER01 has invited a range of artists, designers, architects, research groups, and DIY laboratories to publicly work in San Jose's 80,000 square foot South Hall, creating projects for exhibition, performance, provocation, and interaction. *Out of the Garage Into the World* is rooted in the ethos of creating and inventing for the common good and strives to build a place where the general public can observe and even participate in the process. The intent of *Out of the Garage Into the World* is not to be prescriptive in terms of design goals, yet point to examples such as the United Nations Millennium Goals as an existing brief that broadly identifies critical issues in the world today.

Out of the Garage Into the World's 80,000 square foot location will be master planned by 2010 Biennial architect Angel Borrego Cubero, whose international exhibition design projects include Reina Sofia Museum in Madrid and Laboral in Gijon.

Out of the Garage Into the World features two areas of participation, including Biennial commissioned projects and public workshops. South Hall will be open to the public starting on September 4, 2010. All *Out of the Garage Into the World* projects will be conducted publicly to emphasize the spirit of inquiry and experimentation that is at the heart of the Biennial theme, "Build Your Own World." Public workshops offer opportunities for individuals to observe the artists as they create their works, and in many cases participate in their creation. Projects will be on exhibition in South Hall during the core Biennial dates of September 16-19, 2010.

Selected Projects and Workshops:

Adobe Youth Voices

Adobe Youth Voices (AYV) aims to empower youth in underserved communities around the globe with real-world experiences and 21st century tools to communicate their ideas, exhibit their full potential, and take action in their respective communities. Local Silicon Valley schools and youth organizations will be invited to participate in a half to full day workshops in which participants will learn green screen video production, writing, narration, and sound, as they produce animated shorts that respond to the question: "What does the future of San Jose/Silicon Valley look like?" Final animated works will be featured in a dedicated viewing station in South Hall.

Pilar Agüero-Esparza and Dio Mendoza, *El Shop*

Collaborators Pilar Agüero-Esparza and Hector Dionicio Mendoza share an interest in materials and rock-en-español. Mendoza recently completed his MFA at Yale University and teaches art at Cal State Monterey. Agüero-Esparza has an MFA from San Jose State University and teaches art at The Harker School in San Jose. Agüero-Esparza and Mendoza will set up a traditional Mexican huaraches sandal, shop inside South Hall. During the Biennial residency, the artists will create a footwear line and other products inspired by their contact with the public. They envision building a workshop in which the public will have the opportunity to see into the nature of a specialized labor, take part in a creative design process, and reflect on the social issues involved.

CADRE, San Jose State University, *Trading Voices*

The CADRE Laboratory for New Media is an interdisciplinary academic and research program at San Jose State University dedicated to the experimental use of information technology and art. *Trading Voices* asks the question: What happens when someone switches voices with another person unlike themselves and retells the other person's story verbatim? This project will be centered inside South Hall where stories related to gender equality will be actively collected, remixed, and presented.

Chris Chafe, Greg Niemayer, Sasha Leitman, and Curtis Tamm, *Tomato Quintet*

The *Tomato Quintet* team is made up of farmer/musician Chris Chafe, a composer, cellist, music researcher and director of Stanford University's Center for Computer Research in Music and Acoustics, artist/chef Greg Niemeyer, Associate Professor for New Media at the UC Berkeley, as well as foreman/engineer Sasha Leitman and builder/designer Curtis Tamm. Together, the collaborators will create an environment for tomatoes to ripen within South Hall, and then generate music in real time using computer algorithms influenced by CO2, temperature and light readings from sensors inside each ripening vat. After the ripening, a new musical work will be created and debuted during a closing meal where the tomatoes will be ceremoniously eaten.

Canadian Film Centre Media Lab, *Project HoodiePlay*

CFC (Canadian Film Centre) is Canada's leading institution for advanced training in film, television, and new media. *Project HoodiePlay* is based on a wearable game by artists Rose Bianchini, Kathleen Climie and David MaCallum, which was created during their residency at CFC Media Lab's Interactive Art and Entertainment Program. The series of public workshops led by CFC artists will culminate in a participatory "zombie-tag" game at *AbsoluteZERO*.

Todd Chandler and Jeff Stark, *Empire Drive-In*

Todd Chandler is a filmmaker and musician, he plays in the bands Dark Dark Dark and Fall Harbor; his first feature-length film, *Flood Tide*, premieres in 2010. Jeff Stark is the editor of Nonsense NYC and a variety of projects in unusual spaces. *Empire Drive-In* is a large-scale multimedia installation and platform built out of used and salvaged materials. In its simplest description it is a drive-in movie theater made out of wrecked cars. At the center of the project are 25 cars rescued temporarily from a San Jose auto wrecker. Audiences will be able to

climb into cars to watch film programs throughout the festival. Low-power radio will beam stereo audio directly to each car, just like a real drive-in.

DANM, UC Santa Cruz, *Unpacking Social Cost at 01SJ*

UCSC's Digital Arts and New Media Program's Participatory Culture research group explores the role of information and communication technologies in the shift from "top-down" culture to a culture of participation and social engagement. The group is led by new-media documentary artist Sharon Daniel and Computer Science Professor James Davis. The Social Cost Tracker project addresses the crisis of truth that the Internet represents when consumers are trying to search for reliable product information by creating ways for consumers to receive on-the-spot stories about the social cost of the products they buy as they are still contemplating their purchase.

Eyebeam Roadshow

The Eyebeam Roadshow is a touring event consisting of talks and interactive workshops organized by the Eyebeam Art + Technology Center.

fabric | ch, *i-weather*

Combining experimentation and production, Switzerland-based fabric | ch formulates new architectural proposals and produces radical livable spaces. Since 1999, the architects and scientists of fabric | ch have investigated the field of the contemporary environment, from network related spaces to the manipulation of dimensions, including recent works on "spatial interferences." Inside South Hall, fabric | ch will create an immersive space out of light and sound that investigates how humans relate to their environment.

Futurefarmers, *Sunshine Still*

Futurefarmers is a group of artists and designers who have been working together since 1995. Their design studio serves as a platform to support art projects, an artist in residency program, and research, which is focused on creating work that challenges current social, political and economic systems. *Sunshine Still* is a traditional moonshine still that Futurefarmers has re-engineered to pre-produce engine-ready ethanol fuel and drinkable ethyl alcohol. The (non-operational) still will be housed in an establishment reminiscent of a speakeasy, entitled *Speak Hard* that will serve as a platform to provoke public discussions on the subject of the future of fuel.

Ken Gregory, *wind coil sound flow*

Winnipeg-based artist Ken Gregory has been working with audio, video, hardware hacking, and computer programming for more than 20 years. Ken Gregory will construct his sculpture based on an Aeolian Kite within South Hall as part of *Out of the Garage Into the World*, and then transfer the completed work to City Hall where it will be installed inside the Rotunda from September 16-19, 2010.

Monica Haller, *War Veteran Book Project*

Monica Haller is an artist based in Minneapolis. Her work most often involves collaborations with individuals and small groups of people using traditional and digital media, including photography, video and writing. Haller will run a workshop for war veterans from Iraq, Afghanistan and other current conflicts to compile

their own images and journals from combat into books that allow them to create and re-invent their own world based on personal memories. After the workshop, the books will be presented as an entire collection inside South Hall.

Usman Haque, *Pachube.com Call to Action*

Usman Haque designs interactive architecture systems and researches how people relate to each other and their spaces. *Pachube.com* is a web-based sensor data storage and brokerage system that makes it easy to publish geolocated time-series data in real-time. For this project, Haque is collaborating with Natalie Jeremijenko's xClinic, which facilitates lifestyle experiments to improve environmental health, to issue a call for proposals for environmental health projects and lifestyle experiments that make use of *Pachube*. One project will be selected and featured at the 01SJ Biennial.

Natalie Jeremijenko, *xFLIGHT*

Artist Natalie Jeremijenko's Environmental Health Clinic (xClinic) develops and prescribes locally optimized and often playful strategies to effect remediation of environmental systems. As a centerpiece to South Hall, Jeremijenko will construct a landing strip across South Hall that will serve as the site for a workshop, as well as an investigation into the environmental importance of wetlands areas and how new modes of personal transportation such as electric planes might support them.

Chico MacMurtrie, *Inflatable Architecture Growth*

MacMurtrie is the Artistic Director of Amorphic Robot Works (ARW), a collaborative group of artists, technicians, and programmers who create multi-faceted machine-sculptures that interact in their uniquely designed environments. *Inflatable Architecture Growth* consists of large arches, each five meters tall that, when triggered, begin to inflate and grow out of their bases until they take their final form: a complex geometrical architecture. This sculpture will be constructed inside South Hall and then moved on September 17 to a public location on South First Street in San Jose.

Medialab-Prado, *Interactivos?*

A team from the Madrid-based Medialab-Prado will lead a research and production workshop generated from an open call for projects related to the topic of neighborhood science. Medialab-Prado is a program of the Department of Arts of the City Council of Madrid, aimed at the production, research, and dissemination of digital culture and examination of the area where art, science, technology, and society intersect.

MTAA, *All Raise This Barn*

MTAA (artists Michael Sarff and Tim Whidden) was formed in 1996 and has presented work at The New Museum, P.S.1, The Whitney Museum, The Walker Art Center in Minneapolis, The Getty Center in Los Angeles, and the San Francisco Museum of Modern Art. MTAA will conduct an old-fashioned barn-raising using high-tech techniques. First, they will invite the general public to collectively (via the Internet) design, architectural, structural and aesthetic choices using a commercially available barn-making kit as the starting point. The duo will then conduct this 21st century barn-raising with volunteers on September 11 in San Jose's South Hall.

Nancy Nowacek, *Office for Movement Advancement and Research*

Nancy Nowacek's *Office for Movement Advancement and Research* seeks to relocate the body into all nodes of experience and transform passive environments into sites of activation and imagination. In this installation, Nowacek will construct an office environment that playfully explores how to integrate principles of exercise into common day-to-day tasks.

Project H, *\$300 Fluorescent Microscope*

Project H Design is a nonprofit team of volunteer designers, architects, and builders that connects the power of design to the people who need it most and to the places where it can make a real and lasting difference. The San Francisco Chapter will design and develop an inexpensive, effective microscope for traveling doctors and clinics in the developing world.

Sabrina Raaf, *Meandering River*

Sabrina Raaf is a Chicago-based artist working in experimental sculptural media and photography. Raaf will create and install a 600' long meandering river sculpture that will serve as a thermal curtain and vertical garden at the entrance and an interior wall of South Hall.

Victoria Scott and Scott Kildall, *Gift Horse*

San Francisco-based artists Victoria Scott and Scott Kildall started their collaboration in 2006, and together create installations, objects, prints, and relational performances that physically materialize the psychological spaces of online social networks and simulated worlds. *Gift Horse* is a large-scale sculpture of the mythological Trojan Horse, which will be presented to the San Jose Museum of Art in a public ceremony during the 01SJ Biennial. Inside South Hall, the artists will construct the giant horse sculpture out of green and recyclable materials, and conduct workshops where the public is invited to build their own paper-craft sculptures and place these inside the hollow body of the horse.

Studio for Urban Projects, *Public Orchard*

Founded in 2006, the Studio for Urban Projects is an art and design collaborative based in San Francisco that perceives art as a means of advancing civic engagement and furthering public dialogue. The Studio for Urban Projects will build a public orchard—made up of heritage fruit trees, a horticultural reference and seed library, a community kitchen, and hands on workshop space—that will serve as a public classroom where talks, screenings, and an urban policy think tank can inspire new ways of seeing the city.

TechShop

TechShop is a Bay Area membership-based workshop that provides access to tools and equipment, instruction, and a supportive community of "makers." TechShop will install a workshop inside South Hall where artists will gain access to a selection of tools and machinery during the construction of their projects, and the public will have access to workshops and demonstrations.

Future Films

South Hall

September 16– 19

A series of daily film programs will take place in South Hall, where artists Todd Chandler and Jeff Stark have fashioned a drive-In theater out of salvaged automobiles and recycled materials that will become the screening center for the Biennial's *Future Films*.

Empire Drive-In Theater Film Screenings:

- **Domain**
In collaboration with Rhizome, Domain is a series of four nightly performances given by an international group of contemporary Internet artists who will perform remotely via live streaming video broadcast directly from the artist's personal computer to the theater screen. Artists include Petra Cortright, JODI, Jeremy Bailey, and Constant Dullaart.
- **Todd Chandler, *FLOOD TIDE***
FLOOD TIDE is an experimental narrative film about a journey down a river in the midst of ongoing economic and ecological collapse. The film was shot amid the *Swimming Cities of Switchback Sea*, a project dreamed up by the artist Swoon that involved an eclectic group of artists and performers building and floating seven boat sculptures down the Hudson River, putting on performances in towns along the way.
- **Live Cinema**
Live Cinema is a performative presentation of cinema that will take place on Thursday, Friday, and Saturday evenings of the Biennial at the *Empire Drive-In* inside South Hall.

Stephanie Rothenberg, *Best Practices in Banana Time*

Best Practices in Banana Time is an ongoing multi-part project by artist Stephanie Rothenberg in conjunction with REV that explores the immaterial labor of online cultures and the virtualization of the global workplace with regard to “banana time” and its historical precedents. The mixed reality talk show will feature an intriguing group of virtual guests, a live co-host, mixed reality entertainment, and a streaming web-cam Q&A for the real life and *Second Life* audiences. In addition, the Best Practices team will conduct mixed reality public workshops in conjunction with the show topics.

Grahame Weinbren, *Letters*

Letters is a series of one-minute films that builds on the performative aspect of the independent film tradition by allowing viewers to determine the sequence of the films during the presentation.

Zoë Keating and Robert Hodgin

Zoë Keating is a cellist whose self-released albums have been #1 on the iTunes classical and electronica charts several times. For this Live Cinema performance, she is collaborating with programmer Robert Hodgin, who has created a series of animations that respond dynamically to her movement and sound.

- **Mobile Media Shorts**
In a joint project with SF Shorts: The San Francisco International Festival of Short Films, ZER01 is inviting artists and filmmakers to submit 5-

minute shorts interpreting the theme “Build Your Own World” that are created using cell phones, flip video cameras, or other mobile media devices. Screenings will take place during the 01SJ Biennial in the *Empire Drive-In*, as well as at SF Shorts on September 10-12, 2010 in San Francisco.

- **Canadian Film Centre Media Lab**
Art for Commuters is an artist collective in Toronto, Canada that provides contemporary artists the opportunity to showcase their work in the public spaces frequented by urban travelers. As part of *Future Films*, CFC will present a series of commissioned shorts created under the theme “Build Your Own World.”
- **Streaming Museum**
- The Streaming Museum presents *We Write This To You From the Distant Future*, a multi-media exhibition of work by visionary creators in the arts and sciences that focuses on a future world both imagined and possible to build. The exhibition is on view throughout the Streaming Museum’s network in cyberspace and public space on seven continents.

City Hall Commissions

San Jose City Hall September 16–19

A central element of the 01SJ Biennial is the San Jose City Hall, which will serve as both an artistic backdrop as well as an exhibition space when transformed by two major 01SJ Biennial commissions.

- **Rockwell Group’s LAB**, the interaction technology studio within the acclaimed architecture and design firm, will turn San Jose’s City Hall into a monumental multi-media living landscape that responds to and is defined by a large network of connections and interactions. As part of the Biennial commission called *Plug-in-Play*, the building’s elevator façade will be turned into a kind of multicolored reverse waterfall of light, where all the activity will be filtered and translated, appearing to flow upwards to create a city “pattern” based on physical and virtual input from devices situated in City Hall plaza. Children’s Discovery Museum of San Jose will serve as a site for remotely located physical input to *Plug-in-Play*.
- Canadian artist **Ken Gregory** will construct *wind, coil, sound, flow*, an electro-mechanical sound installation based on an Aeolian Kite, within South Hall as part of *Out of the Garage Into the World* pre-biennial workshops and then transferred to San Jose City Hall where it will be installed from September 16–19.

Music & Performance

South Hall & Citywide September 16– 19

Music and performance events will feature a variety of forms including concerts, *Night Culture*, a set of citywide musical performances, a curated series of three midnight concerts, as well as a requiem, in this case for fossil fuels, and a multimedia opera.

Schedule Includes:

- **KarmetIK Collective featuring Ajay Kapur and Curtis Bahn**

This performance group merges Indian classical music with unexpected elements such as robotics and artificial intelligence, sonic mosaics, and electronica. Multiple performances will take place on Friday, September 17 at the MACLA Theater.
(This is a ticketed event.)
- **Midnight Concerts**

Three midnight concerts by contemporary sound artists will take place on Thursday, Friday, and Saturday night inside San Jose's historic Trinity Cathedral. The Midnight Concerts are curated by Stephen Vitiello.

 - Thursday, September 16: Olivia Block**

Olivia Block is a Chicago-based sound artist who incorporates electronics and acoustic elements, such as crackling leaves, rocks, and strings into her performances.
 - Friday, September 17: Steve Roden**

Steve Roden, based out of Los Angeles, uses simple electronic processes to abstract source materials including objects, architectural spaces, and field recordings to create new audio spaces.
 - Saturday, September 18: Stephen Vitiello and Molly Berg**

Stephen Vitiello and Molly Berg's performance will draw on materials from the duo's CD, *The Gorilla Variations* as well as new material related to Vitiello's trip to Fort McMurray, Canada in search of the elusive Aurora Borealis.
- **Night Culture**

Taking place Friday and Saturday evenings of the Biennial after 10pm is *Night Culture*, a collection of live music, DJ, VJ, and performance events hosted by clubs throughout downtown San Jose.
- **O+A, Requiem for fossil fuels**

The culmination of twenty years of work by Bruce Odland and Sam Auinger, this performance poses the idea that how we live is a radical political act, and that through listening one can actually *hear* the climate changing. The materials for the performance come from O+A's collection of recordings and mixed sounds such as helicopters, jets, traffic, and horns that will be accompanied by trained vocalists singing live.
(This is a ticketed event marking the culmination of the Green Prix activities on Saturday, September 18.)
- **Randall Packer, A Season in Hell**

This multimedia opera created by Randall Packer, in collaboration with San Jose Stage, provides a historical portrait of political and social turmoil in the post- 9/11 era. Integrating music-theater, installation, and telematics it promises to be an experience that evokes "awe, horror, the inexplicable, the bizarre, the grotesque, and the unimaginable."
(This is a ticketed event. Matinee and evening performances will take place at San Jose Stage on September 16th-19th.)

Participatory Play

Citywide

September 16-19

Staging festival activities throughout the city in interesting locales, the Biennial curatorial team has selected four site-specific participatory art projects, which extends the Biennial and its theme beyond the confines of South Hall and into the city streets. These projects allow artists and participants to not only build their own worlds, but define their world's physical parameters as well.

- **Blast Theory, *A Machine to See With***
The Locative Cinema Commission is a joint project of ZER01, Banff New Media Institute at The Banff Centre, and Sundance Institute's New Frontier Initiative. *A Machine to See With* is a new work by Blast Theory for pedestrians with mobile phones. Mixing documentary materials, stolen thrilled clichés, and the films of Jean-Luc Godard, Blast Theory's project invites participants to become someone else, and to step inside a film as they walk through the city receiving phone calls.
(The Locative Cinema Commission will be realized via a residency at the Banff New Media Institute, and the new work will be presented at the 2010 01SJ Biennial, the 2011 Sundance Festival, and the 2011 Banff Summer Arts Festival.)
- **Canadian Film Centre Media Lab, *Project HoodiePlay***
Project HoodiePlay is based on a wearable game by Rose Bianchini, Kathleen Climie and David McCallum, which they created during their residency at CFC Media Lab's Interactive Art and Entertainment Program. A series of public workshops led by CFC artists will culminate in a participatory 'zombie-tag' game at *AbsoluteZERO* on Friday, September 17.
- **Brody Condon, *Level Five***
Brody Condon will be staging a multi-day, live action role-playing game based on self-actualization seminars from the 1970's, such as the Erhard Seminars Training, otherwise known as EST.
- **Ken Eklund and Annette Mees, *ZOROP***
For the 2010 01SJ Biennial, ZER01 is commissioning an urban game that will play out within downtown San Jose and invite widespread participation during the Biennial. As it unfolds, *ZOROP* asks participants to discover connections between themselves and others. *ZOROP* is integrated with other Biennial activities and is fun, competitive and appropriate for participants of all ages.

Public Art

City Wide

September 2010

Pervading public spaces and taking over public and private buildings, Biennial artists will debut works, which through subtle and direct methods, provoke curiosity, spearhead environmental dialog, provide new modes of awareness building, and challenge notions about public art.

- **Christopher Baker, *Project at 300 Santana Row***
Throughout September 2010, through a projection cycle that interacts with architectural façades, Baker will create a breeding ground, utilizing a downtown San Jose building, for thousands of animated, playful letters or "typographical characters" that when cued by external data 'escape' the

building's 'interior', at times devouring the façade, and organizing themselves on the 'outside' of the building, turning their individual characters into a singular legible message.

- **CCA URBANlab, School of Architecture, California College of the Arts, *CITY/SPACE/SHARE: the architecture of urban insertions***
CCA URBANlab is an Advanced Research and Design Unit supporting project-based initiatives in Architecture at California College of the Arts in San Francisco. *CITY/SPACE/SHARE* is a pilot project conceived by Mona El-Khafif, Project Lead and Coordinator of the CCA URBANlab. The project is intended to revitalize vacant storefronts and transform urban activity in the City Center of San Jose through spatial strategies that recuperate the street frontage, promote productive inhabitation, and initiate micro-urbanisms that support the local neighborhood.
- **Luke Jerram, *Play Me I'm Yours***
In September 2010, between 20 and 30 pianos will appear throughout downtown San Jose as part of Luke Jerram's internationally traveled art project *Play Me I'm Yours*. Community members will have the opportunity to become temporary caretakers for pianos and local artists, schools, and community groups will be invited to paint the pianos to make them their own. Throughout the Biennial the public will be invited to post and view photos and videos on a website dedicated to the project.
- **Shepard Fairey, Public Mural, *Title TBD***
San Francisco-based White Walls SF has commissioned street artist Shepard Fairey to create a large-scale mural located along San Fernando Street between 1st and 2nd Streets in downtown San Jose.
- **Chico MacMurtrie, *Inflatable Architectural Growth***
MacMurtrie will install his *Out of the Garage Into the World* workshop project—an inflatable robotic outdoor sculpture—in public space at South First and San Carlos Streets from September 17-18 during *AbsoluteZERO* and the *Green Prix*.
- **San Jose Public Art Program, *San Fernando Corridor Initiative***
For the 01SJ Biennial, the San Jose Public Art Program has commissioned five temporary, site-specific public artworks that will be installed along the San Fernando Corridor from June through October 2010. The Corridor is the main thoroughfare connecting downtown San Jose to the Diridon Station—Northern California's future high-speed rail hub.

**BIOS Design Collective, *ColoniaTechne*
Greenway in front of Diridon Station**

BIOS Design Collective will construct an interactive pavilion that explores the qualities shared between complex biological systems such as coral, and the collaborative distributed networks found in electronic culture.

**Peter Foucault and Chris Treggiari, *The Mobile Arts Platform*
Hwy 87 to Market Street**

This project is comprised of two large-scale interactive sculptures that will be activated by mobile exhibitions programs—such as concerts, mural painting workshops, or outdoor projections—that will take place along the San Fernando Corridor.

**Robin Lasser and Marguerite Perret, *A Camping Ground/Tent City for Displaced Humans and Bird Songs*
Highway 87 Underpass at San Fernando**

Lasser and Perret will install twenty-four miniature disaster relief tents that contain light and audio components along the railing of the bridge that crosses over the Guadalupe River to draw attention to water issues and local bird species.

**Patrick Manning, *The Poetics of Dis-Communication*
San Fernando and other VTA stations**

This project is a distributed video and text installation that translates abstract images and patterns of movement recorded by cameras placed at VTA platforms into characters and words that slowly coalesce into random works of abstract poetry.

**Andrea Polli and Chuck Varga, *Making the Invisible Visible*
AT&T Building Facade**

Polli and Varga's project will monitor particulate pollution in downtown San Jose and then visualize the data within a large-scale projection on the corner of the AT&T building.

Leo Villareal, *Horizon*

San Jose Museum of Art

In conjunction with the Biennial exhibition of Villareal's work at the museum, the artist will create a work on the exterior of the museum building in partnership with the San Fernando Corridor Initiative.

○ **Rigo23, *Title TBA***

Large-scale projection piece slated for presentation in downtown San Jose.

○ ***Small Wonders***

San Jose International Airport, North Concourse Through 2012

As part of the public art series, ZER01 has curated a wunderkammer—or a modern day cabinet of curiosities—that consists of an amazing collection of disparately juxtaposed artworks at the intersection of art, technology, and digital culture. Designed by Silicon Valley-based designer Shona Kitchen, *Small Wonders* features an array of work by national and international artists including: Saul Becker, Jim Campbell, Peter Chilvers, Beatriz da Costa, Amy Franceschini, Ken Goldberg and Karl Bohringer, Tad Hirsch, Misako Inaoka, Natalie Jeremijenko, Eduardo Kac, Robert J. Lang, Christopher Locke, Richard Pell, John Simon, Stephanie Syjuco, Daina Taimina, Gail Wight and others.

In conjunction with the 01SJ Biennial, ZER01 has commissioned a second wunderkammer by the Seattle-based, multidisciplinary artist collective SuttonBeresCuller comprised of John Sutton, Ben Beres, and Zac Culler. They will transform the display case and its intersecting column into an actual cabinet of curiosities using components drawn from the materials and technologies that have made Silicon Valley what it is today. Elements such as computer chips and parts, radios, military technology, solar cells and the element Silicon (Si) itself will be transformed from their past functions into something curiously new.

Symposium

San Jose City Hall Council Chambers

Thursday and Friday, September 16 & 17

ZER01 Symposium: GLOBAL WARNING – Artists, Scientists and Environmental Activism

This two-day symposium examines the interconnectedness of ideas and actions, and the relationships between art-making, science, and ecology. A group of distinguished artists, scientists, and policy-makers will present and examine case studies of collaborative environmental art projects. Symposium participants will be invited to help advance this cross-disciplinary enterprise through their active involvement in the dialog.

The *GLOBAL WARNING* symposium is organized by ZER01: The Art and Technology Network, City of San Jose Public Art Program and CADRE Laboratory for New Media at San Jose University in collaboration with Leonardo/The International Society for the Arts, Sciences and Technology, and with additional support from the Montalvo Arts Center.

AbsoluteZERO

SoFA District, San Jose - South First Street

Friday, September 17

6:00 pm to midnight

AbsoluteZERO is a vibrant street festival where the public can engage with art, music, science, and technology in new and interesting ways out on city streets. Growing out of the success of previous SubZERO festivals, *AbsoluteZERO* celebrates the creativity and technological virtuosity that are the hallmarks of Silicon Valley by showcasing art projects for public exhibition, performance, provocation, and interaction related to theme of the 3rd 01SJ Biennial, "Build Your Own World."

AbsoluteZERO is **free and open to the public** and is presented in collaboration with the San Jose Institute Contemporary Art, the San Jose Museum of Quilts + Textiles, MACLA/Movimiento de Arte y Cultura Latino Americana, and Anno Domini Gallery. The street festival will take place in the SoFA District along South First Street between San Carlos and Reed Streets in downtown San Jose.

Collector's Panel

San Jose City Hall Council Chambers

Date and Time - TBD

ZER01 Collector's Panel: *Collecting the Impossible*

Collecting the Impossible is moderated by Richard Rinehart, Digital Media Director & Adjunct Curator Berkeley Art Museum and Pacific Film Archive and features prominent multimedia artists, collectors, gallerists and art critics who will explore the historical dynamics of collecting digital art and building an art market for challenging work.

01SJ Green Prix

Downtown San Jose & SoFA District

Saturday, September 18

Green Prix is many things, including a parade, a festival, and a participatory community event, all of which contribute to the Biennial's "Build Your Own World" theme by celebrating creative, sustainable, ecologically friendly, and fun modes of transportation. Think of it as artful "eco-motion."

Unfolding as a free, daylong event, *Green Prix* is made up of a series of imaginative activities that provide an opportunity for artists and the public alike to produce, participate in, and cheer on innovative projects related to eco-themed transportation. Combining the ingenuity of the Kinetic Sculpture Race with the absurdity of the Iditarod and the celebrated single-mindedness of Red Bull's Flühtag, the *Green Prix* will provide a creative forum where participants and spectators alike can re-think the means of their voyages and redefine the sustainable transportation of the future.

The *Green Prix* will include a variety of exciting projects such as Stanford's Newest Solar Car Apogee, an entourage of creative and unique altered bicycles produced by artist group Cyclecide, and an Aeolian Bike where 52-people ride together in wind-inflated suits. Visitors will also see T-Zero, one of the first electric muscle cars; San Jose State's Formula Hybrid, San Francisco-based group rebar's pedal powered Parkcycle, and many more fantastic projects that challenge how we view our current means of transportation.

Biennial Exhibitions: "Build Your Own World"

San Jose

Dates Vary

For the 3rd 01SJ Biennial, ZER01 created a curatorial committee with the local arts and culture organizations listed below. The curatorial committee commissioned and selected the artworks for the Biennial exhibitions. In addition to curatorial selection, each curatorial committee organization will install a related exhibition, including at least one commissioned work that directly responds to the Biennial theme of "Build Your Own World."

Anno Domini, Alex McLeod

September 3 – October 16, 2010

Alex McLeod uses 3-D modeling software to create three-dimensional looking fantastical landscapes that exist entirely in digital form.

City of San Jose Public Art Program, San Fernando Corridor Project

June – October 2010

For the 01SJ Biennial, the City of San Jose Public Art Program is commissioning five temporary, site-specific public artworks that will be installed along the San Fernando Corridor from June through October 2010. Selected projects will be installed by the following artists: BIOS Design Collective, Peter Foucault and Chris Treggiari, Robin Lasser and Marguerite Perrot, Patrick Manning, and Andrea Polli, Chuck Varga, and Leo Villareal in conjunction with the San Jose Museum of Art.

MACLA/Movimiento de Arte y Cultura Latino Americana, *Lineas: New Modes of Contemporary Urbanism*

August 25 – October 16, 2010

MACLA 's exhibition features recent work by furniture designer Tanya Aguiniga and architect Teddy Cruz that explore the relationship between high tech and low tech. Both Aguiniga's work and Cruz's work are both informed by border experiences. This two-person exhibition explores a triangulation of global borders, local resources, and sustainability.

Aguiniga examines the interconnectedness of societies, the beauty in struggle and the celebration of culture. The exhibition will highlight the process and stories that come from Aguiniga's in Chiapas, Mexico collaborating with craftspeople, along with the completed MACLA commissioned new large-scale work that responds to the new techniques and experiences developed in Chiapas.

Cruz will present, *From the Global Border to the Border Neighborhood* a visual narrative animation focused on specific housing projects located on both the San Diego side and Tijuana side of the border.

San Jose Institute of Contemporary Art, *Bernie Lubell: Conservation of Intimacy*

July 3 – September 19, 2010

Bernie Lubell, San Francisco-based installation artist, has created a world that is adamantly low-tech. Instead of relying on computers, cyberspace or electronics, his interactive and large-scale wood installations are entirely powered by humans. As exhibition visitors pedal, crank and play together, they become active participants in the installation.

San Jose Museum of Art, *Retro-Tech*

July 22 – December 5, 2010

The artists represented in this exhibition grapple with the potential of technology as they "build their own world." They re-purpose and manipulate technologies of the past and present in ways that range from playful to ironic to analytical. As these artists explore the 'craft' of technology, they often investigate the very notion of obsolescence. Here, with the benefit of our 21st-century hindsight, the historical course of technology becomes a vehicle for understanding both our present context and our visions for an augmented future.

Artists include: Jennifer Allora & Guillermo Calzadilla (Puerto Rico), Katya Bonnenfant (Lyon, France), Tim Hawkinson (Los Angeles), Scott Kildall & Victoria Scott (San Francisco), Aleksandra Mir (Palermo, Italy), REBAR (Blaine Merker, John Bela, and Matthew Passmore; San Francisco), Camille Scherrer (La Tour-de-Peilz, Switzerland), Xu Zhen (Shanghai), and Ricardo Miranda Zuñiga (New York).

San Jose Museum of Quilts and Textiles, *Silicon Valley Textiles, Corinne Okada and Colleen Quen*

August 17 – October 31, 2010

Corinne Okada Takara and Colleen Quen will collaborate to create a site-specific installation that plays with the notion of "techstyle software." Okada will invite the community to join her in building a new world by imagining a visual vocabulary

for techstyle textiles that evoke the Silicon Valley experience. Contributing images in person at the Museum or online, the 01SJ Biennial community can help fashion a new design vocabulary. Okada will then synthesize the elements of this newly invented vocabulary in a series of textile designs that will be digitally printed onto fabric. The fabric yardage will be handed off to Quen, who will design and create artwear sculpture that—like the fabric—will seek to conjure and comment on the Silicon Valley experience.

Natalie and James Thompson Gallery, San Jose State University, Miguel Palma

August 31 – September 24, 2010

Miguel Palma is a Portuguese artist who creates large-scale installations out of industrial and used objects that often take the form of intricate, self-sustaining systems.

ZER01, *Out of the Garage Into the World*

Process: September 4 – September 14, 2010

Exhibition: September 16 – September 19, 2010

ZER01 has invited independent artists, designers, architects, engineers, programmers, and corporate and academic research programs to publicly work in the San Jose Convention Center's 80,000 square foot South Hall to create projects for exhibition, performance, provocation, and interaction, which build on the dynamic histories of garage hacking and citizen science. *Out of the Garage Into the World* includes opportunities for public participation with artists and their projects during both the process workshops beginning two weeks in advance of the Biennial, and throughout the Biennial.

Parallel Programming

San Jose & San Francisco

Parallel programming for the 2010 Biennial by partners and collaborators has been informed by the Biennial 'Build Your Own World' theme and mounted in order to coincide with the opening of the 01SJ Biennial.

Catharine Clark Gallery

Teen Age: You Just Don't Understand

September 2010

A group exhibition guest-curated by artist Ken Goldberg that aims to illuminate and challenge the shifting roles of new media in contemporary life, from Facebook to Flickr to texting to Twitter, through an open call for submissions from collaborative artist teams including at least one person under 18 years old and one person over 21 years old. Teenagers push the boundaries of accepted behavior in every era. Teenagers will define the future of new media.

Children's Discovery Museum of San Jose

Imagination Playground

September 16 – 19, 2010

In conjunction with the Biennial, CDM is collaborating with Rockwell Group to investigate the future of play. An interactive play space will be created within the museum, featuring hundreds of biodegradable foam blocks designed by Rockwell Group as an integral part of their *Imagination Playground* initiative. The

activity of the visiting public engaging in creative, self-directed free play with the *Imagination Playground* blocks will serve as a remotely located physical input to Rockwell Group's commission, *Plug-in-Play*, in the City Hall Plaza.

Euphrat Museum, De Anza College

Learn to Play

September 2010

Learn to Play is an exhibition and a challenge where the community is invited to experience and create games that express social and emotional relevance. The challenge is an open contest to develop a game with limited time and resources. In addition, a one-day symposium and extended exhibition will create a dialog around contemporary storytelling by presenting selected luminaries at the intersection of art and games.

Gray Area Foundation for the Arts

Milieux Sonores

September 2010

This exhibition focuses on five different artistic approaches to working with sound and the visualization of imaginary space. Participating artists include Daniel Bisig/Jan Schacher/Martin Neukom, Jason Kahn, Yves Netzhammer/Bernd Schurer, Felix Profos, and Jeroen Strijbos/Rob van Rijwsijk.

San Jose Institute of Contemporary Art

Exposed: Today's Photography / Yesterday's Technology

July 17 – September 19, 2010

Even with the advances in digital photography many contemporary artists are continuing to use photographic technologies from the past. From daguerreotypes and tintypes to gum prints and platinum prints, the exhibition will highlight how artists use these foundational processes and techniques in their practices today.

San Jose Museum of Art

- *"New Stories from the Edge of Asia": Plastic Life*
March 13, 2010 - September 19, 2010
This new exhibition features recent work by artist from Pacific Rim countries and cultures who explore new narrative territory using animation, digital techniques, video, and film.
- *Leo Villareal*
August 21, 2010 - January 9, 2011
This is the first museum survey of the groundbreaking work of Villareal, who creates mesmerizing, stunning environments using custom software, light, and pattern recognition
- *New Media Art from the Permanent Collection (working title)*
June 15, 2010 - December 5, 2010
SJMA has a long history of collecting new-media work. This installation features pivotal works by Andrea Ackerman, Jim Campbell, Gail Wight, Bill Viola, and others.
- *Photography from the Permanent Collection (working title)*
July 22, 2010 - March 14, 2011

San Jose Museum of Quilts and Textiles

International TECHStyle Art Biennial

August 17 - October 31, 2010

Serving as a platform for introducing the emerging work of artists exploring the intersection of fibers and technology to the global community that assembles for 01SJ, *ITAB* is a juried exhibition that seeks to expose and examine the tensions between and among artists using fiber media in a variety of artistic disciplines.

San Jose Public Art Program: San Jose International Mineta Airport

June 2010

Through a range of projects from permanent, architecturally integrated to temporary this program of technology-related artworks will give visitors an immediate sense of the City of San Jose as a place where ideas are born. Projects include works by Christian Moeller, Deborah Aschheim, Bjorn Schulke, Camille Utterback, Gorbet + Banerjee, Angela Filo, Ben Hooker + Shona Kitchen, Bill Fontana, Gregory Kucera, and UeBERSEE with Nik Hafermaas, Dan Goods, and Aaron Koblin.

SF Shorts: San Francisco International Festival

September 10-12, 2010

SF Shorts is a non-profit film festival focused on bringing short films from around the globe to the Bay Area. For the 2010 01SJ Biennial ZER01, collaborating with SF Shorts, issued an open call for 5-minute shorts interpreting the theme "Build Your Own World" and shot using a cell phone, flip video camcorder, or other mobile media device. Selected films will be featured during the Future Films program in the *Empire Drive-In* at the 01SJ Biennial, as well as at SF Shorts.

Tech Museum of Innovation

The Tech Museum's new Silicon Valley Innovations Gallery opens in mid-September and will showcase the amazing range of Silicon Valley technological innovation and creativity through interactive installations. The Tech's Microchip Exhibits, which allow visitors to experience the backbone of today's creative engines, will also be on display.

Togonon Gallery, San Francisco

Instructions For Peace

September 7-30, 2010

This multimedia, interactive exhibition of commissioned new media works and sculptural time capsules, informed by and containing people's instructions for peace in the 21st century, is guest curated by Marlina Gonzalez. Highlighting multiple areas for public interaction including a gallery run blog for the collection of peace instructions, as well as a gallery installed exhibition and a Biennial exhibition featuring the commissioned sculptural time capsules, the exhibition sets forth to combine raw material and digital technology as literal vehicles for people's aspirations for peace.

US Lumber (New Jersey), the firm providing the construction materials for the building of the new 1WTC (Freedom Towers) in New York, has agreed to provide lumber (scraps/unused lumber from the Freedom Towers construction) for the creation of the sculptural time capsules.

Worth Ryder Gallery, University of California, Berkeley

Knowledge Hacking (working title)

September 15 - October 16, 2010

A group exhibition of collaborative artworks made by artists and thinkers in the Bay Area community working with artists, scientists, technologists and researchers at the University of California.

***Pre-Biennial Ticketed Dinner Event**

Downtown San Jose

September 15th – Dinner: Time - TBD

Still Life with Banquet – In Partnership with Montalvo Arts Center

Still Life with Banquet is a collaborative project between chef Katherine Greenwald and media artist Grahame Weinbren, which investigates the contradictions present in 17th and 18th Century Dutch still-life paintings by translating them into a contemporary context. During the event a multi-course meal that is prepared using local, organically grown ingredients, accompanied by high resolution projections modeled after Dutch still lives, of those very ingredients and table decorations used during the meal, naturally returning to the soil in an ecological process of decomposition.

(This is a ticketed event that will take place on the evening of Wednesday, September 15th, and will include a “sneak peek” of the Rockwell Group City Hall Projection project.)

ART, TECHNOLOGY, DIGITAL CULTURE, AND THE 01SJ BIENNIAL

Central to ZER01’s mission is the belief that the technological innovations emerging from Silicon Valley will not only expand our notions of the boundaries of art, but also illuminate how to become more socially and culturally responsible. Working with some of the most fertile and creative minds from the worlds of art, design, architecture and technology, the 01SJ Biennial provides a forum for transcending traditional boundaries and disciplines, provoking a critical understanding of contemporary culture, and inspiring new ways of looking at—even operating in—the world.

“ZER01 is a 21st century arts non-profit and a catalyst for global cultural relevancy for Silicon Valley,” states Joel Slayton, ZER01’s Executive Director. “ZER01 mirrors the region’s reputation as a world-class center for creativity and innovation, and is the platform in Silicon Valley for artistic experimentation that engages the world.”

Punctuated by the real and conceptual landscapes of San Jose and Silicon Valley—and the premium it puts on talent, creative thinking, intellectual risk taking and unbridled innovation—ZER01 and the Biennial are both humbled and proud to be part of a tradition capable of making such enormous contributions to the cause that is modernity.

01SJ BIENNIAL LEADERSHIP -

The 01SJ Biennial is lead by ZER01: The Art and Technology Network Executive Director Joel Slayton. Andrea (Andy) Cunningham serves as Founder and Chair of the Board of Trustees. The 2010 01SJ Biennial Artistic Director is Steve Dietz.

Joel Slayton has served as Executive Director since 2009. With more than 25 years of experience in the arts and technology sector, Slayton is responsible for the day-to-day

operations of ZER01 and for guiding the organization's artistic vision. Under his leadership, ZER01 has increased its profile as an organization that encourages and fosters collaborative dialog and actions through a wide array of artist-in-residencies, public programs, and the 01SJ Biennial.

Andrea (Andy) Cunningham is the Founder of ZER01 and has served as Chair of the Board of Trustees for ZER01 since 2001. An accomplished leader in the technology sector, with many years of experience with local, national, and international organizations, Cunningham has long been dedicated to championing the collaborative intersection between the arts and technology as meaningful and relevant to people of all ages and backgrounds.

Steve Dietz is the Artistic Director of the 01SJ Biennial and executive director of Northern Lights.mn. He founded the new media art department and Gallery 9 at the Walker Art Center. Past exhibitions he has curated include: *Beyond Interface: net art and Art on the Net*, *Art Entertainment Network*, *Telematic Connections: The Virtual Embrace*, and with Sarah Cook, *The Art Formerly Known As New Media* among others.

ZER01's Board consists of 11 Trustees representing a wide range of professional backgrounds and experience, all of whom brings significant leadership and expertise to ZER01 and to the 01SJ Biennial, including Lisa Goldman who has served as a member of the Board since 2009 and Mike Nevens, Board and Executive Committee member, as well as the organization's three newest members, Franklin Boyd, founder and CEO of Boyd Level art consultancy in New York City, Victor Friedberg, former Executive Director of *Wired's NextFest* whose recent projects include orchestrating the unveiling of Sir Richard Branson's latest venture *Virgin Galactic*, and Camille Utterback, visual artist and winner of a 2009 MacArthur Award.

The **01SJ Biennial Curatorial Team** includes ZER01 Artistic Director Steve Dietz, Assistant Curator Jaime Austin, and *Green Prix* Coordinator Sarah Beth Nesbit, as well as 01SJ Curatorial Partners Brian Eder and Cherri Lakey of Anno Domini, Anjee Helstrup Alvarez and Lisa Rameriz of MACLA/Movimiento de Arte y Cultura Latino Americana, Cathy Kimball and Susan O'Malley, curators from the San Jose Institute of Contemporary Art, Kristen Evangelista of San Jose Museum of Art, Jane Przybysz of the San Jose Museum of Quilts and Textiles, and Barbara Goldstein and Mary Rubin of the City of San Jose Public Art Program.

–end–

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About ZER01's 01SJ Biennial

San Jose-based ZER01 has served as a catalyst and platform for the world's most innovative artists since 2000. The nonprofit focuses on inspiring creativity at the intersection of art, technology and digital culture.

As producer of the 01SJ Biennial, a multidisciplinary, multi-venue event of visual and performing arts, the moving image, public art and interactive digital media, ZER01 has showcased the work of 350 artists from more than 40 countries using such media as GPS-equipped pigeons, interactive platform shoe devices, mobile phone and surveillance technologies.

A celebrated success in the region, the 2008 01SJ Biennial attracted 65,000 visitors and generated \$15 million in economic revenue for San Jose. Between biennials—the 3rd 01SJ Biennial takes place Sept. 15-19, 2010—ZER01 nurtures Silicon Valley's cultural landscape with events such as the *SubZERO Festival*, produced in partnership with SoFA, which drew 10,000 people to downtown San Jose.

About ZER01: The Art and Technology Network

ZER01, a 501 (c) (3) nonprofit arts organization whose mission is to inspire creativity at the intersection of art, technology, and digital culture, is a platform for the exploration and presentation of work dealing with the critical issues of our time by some of the most creative minds in the world. And, as a result, is Silicon Valley's best bet for creating a global cultural relevance for the region that mirrors the creativity and innovation for which Silicon Valley is recognized. ZER01 is the producing organization for 01SJ Biennial, North America's newest and largest multi-disciplinary, multi-venue event of visual and performing arts, the moving image, public art, and interactive digital media. By creating pathways for both artists and technologists to come together in collaboration and act as catalysts for further technological and artistic advances, ZER01 fulfills a self-proclaimed mission, to stimulate corporate and public interest in the possibilities afforded by intersecting the arts and technology. For more information about ZER01, visit www.zero1.org.

Funding for ZER01's 01SJ Biennial is provided by:

1st ACT Silicon Valley, Adobe Foundation, Applied Materials, Cisco, Federal Trust Realty/Santana Row, Intacct, James Irvine Foundation, National Endowment for the Arts (NEA), and Target Corporation.

Key partners for the 01SJ Biennial includes:

The Banff New Media Institute at The Banff Centre, CADRE New Media Lab at San Jose State University, California College of the Arts, Canadian Film Centre New Media Lab, Catharine Clark Gallery, Children's Discovery Museum, City of San Jose Office of Cultural Affairs, City of San Jose Public Art Program, Commonwealth Club, Creative Capital, DANM Program-UC Santa Cruz, EMPAC, Euphrat Museum, Eyebeam, Gray Area Foundation for the Arts, Leonardo, Montalvo Arts Center, MediaLAB Prado,

Northern Lights.mn, Rhizome, Streaming Museum, Sundance Film Festival, Swissnex, Team San Jose, The Tech Museum, Natalie and James Thompson Gallery at San Jose State University, Togonon Gallery, San Jose Stage, SF Shorts, SF Fine Art Fair, Tech Shop, White Walls SF, Worth Ryder Gallery, University of California, Berkeley.

ZER01 receives additional support from:

Bank of America, William and Flora Hewlett Foundation, John S. and James L. Knight Foundation, The David and Lucile Packard Foundation, and individual donors.

In-Kind 01SJ Biennial Sponsors include:

Bauer's Transportation, The Fairmont San Jose, Santa Clara Valley Transportation Authority (VTA), and YourTour.com.

Media Sponsors for the 01SJ Biennial include:

7x7, Art in America, Art Ltd., Artillery, Metro Newspapers, SF Station, Visual Art Source.