



**ZERO
ONE**
SAN JOSE

A GLOBAL FESTIVAL OF ART ON THE EDGE
AUGUST 7-13 2006



October 6, 2005

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Press Release ZeroOne: The Art and Technology Network

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**ZeroOne: The Art and Technology Network Announces ZeroOne San Jose:
A Global Festival of Art on The Edge at Creativity Matters Summit**
*Held in Conjunction with 13th Inter-Society for the Electronic Arts (ISEA) Symposium
The First Biennial Art and Technology Festival will Premier in August 2006*

October 6, 2005: ZeroOne: The Art and Technology Network formally announces the debut of ZeroOne San Jose: A Global Festival of Art on The Edge at 1st Act's Creativity Matters Summit in Santa Clara today. ZeroOne San Jose is an innovative, new biennial art festival in Silicon Valley targeted to the general public and slated for August 5 through 13 in downtown San Jose. The festival explores four themes—Interactive City, Community Domain, Pacific Rim and Transvergence—that will offer attendees compelling experiences made possible at the intersection of creativity and technology including performances, exhibitions, keynote lectures, performative cinema, interactive art and dance, night culture, games, awards and a symposium.

Held in conjunction with the 13th Inter-Society for the Electronic Arts (ISEA) Symposium, ZeroOne San Jose is a week-long participatory celebration of art and technology. ISEA is an international non-profit organization fostering interdisciplinary academic discourse and exchange creativity and technology including performances, exhibitions, keynote lectures, performative cinema, interactive art and dance, night culture, games, awards and a symposium.

Held in conjunction with the 13th Inter-Society for the Electronic Arts (ISEA) Symposium, ZeroOne San Jose is a week-long participatory celebration of art and technology. ISEA is an international non-profit organization fostering interdisciplinary academic discourse and exchange among culturally diverse organizations and individuals working with art, science and emerging technologies. The ISEA Symposium is an international conference on electronic art that is held every two years in different locations around the world. A consortium of eight Silicon Valley-based organizations (the City of San Jose, San Jose State University CADRE Laboratory for New Media, the San Jose Convention and Visitor's Bureau, the San Jose Museum of Art, the Tech Museum of Innovation, ZeroOne: The Art and Technology Network, Cultural Initiatives Silicon Valley and Montalvo) competed for and won the bid to host ISEA in 2006. Prior host cities include Paris, Sydney, Montreal, Chicago, Manchester and Nagoya.

ZeroOne San Jose offers international exhibitions of hundreds of artists at dozens of locations throughout the city, nightly featured performances, industry-sponsored artist residencies, behind-the-scenes tours and workshops as well as special summits focused on the Pacific Rim, Creative Community, Artist-Industry Collaborations, and the Interactive City.

Adobe Systems Incorporated has stepped forward as the first major corporate Visionary Sponsor of the festival and will support the Emerging Artist Award. Adobe is also the Festival Education Sponsor, enabling programming that engages youth worldwide in the creation and exhibition of projects during the festival and throughout the year.

“ZeroOne San Jose illustrates the innovation and creativity that drives Silicon Valley,” said Michelle Mann, Senior Group Manager of Corporate Affairs/Community Relations at Adobe Systems. “We at Adobe are excited to be part of this first-of-its-kind event in the United States. This festival will inspire and enrich our community.”

Other sponsors include Knight Ridder, IDEO, Sun Microsystems, Divco West Properties, City of San Jose, San Jose State University, the David and Lucille Packard Foundation, the Computer History Museum and Arts Council Silicon Valley. In addition, the Festival has received over \$200,000 from individual donations.

Around the globe, major digital media festivals are attracting new and large audiences including Ars Electronica in Europe, FILE in South America, and the Multimedia Art Asia Pacific in Asia. In startling contrast, the United States has few organizations dedicated to the art and technology movement and no similar international festivals to explore and celebrate the transformative potential of art

and technology. Silicon Valley, the home of world-changing technology and creativity is the logical venue in America for such a gathering. ZeroOne San Jose: A Global Festival of Art on The Edge, will take its place alongside the other major worldwide art and technology festivals and give the United States a significant presence in this genre.

“ZeroOne San Jose will present the most significant selection of artists working in the digital domain ever to appear in North America at one time,” asserts Steve Dietz, Festival Director. “The city will be transformed into a creative and interactive environment for people of all ages and interests to enjoy.” Steve is an internationally acclaimed new media art curator, theorist and former director of new media initiatives at the Smithsonian and the Walker Art Center in Minnesota.

The Festival is produced by ZeroOne: The Art and Technology Network and is affiliated with the following organizations: the City of San Jose, Cultural Initiatives Silicon Valley, the Inter-Society of Electronic Art (ISEA), the Lucas Artists Programs of Montalvo Association, the San Jose Convention and Visitors Bureau, the San Jose Museum of Art, San Jose State University, and the Tech Museum of Innovation. The first biennial ZeroOne San Jose will take place in downtown San Jose August 7 through 13, 2006. For more information on the Festival please visit our website at 01sj.org or contact Beau Takahara at 650.810-1057 or beau@zero1.org.