



For Immediate Release

ZERO1 Biennial Announces

International Co-Curators, 2012 Theme & Bay Area Wide Expansion

*2012 Marks the ZERO1 Biennial's Expansion into the Greater San Francisco Bay Area
New Partners Include SFMOMA, Berkeley Art Museum, Intersection for the Arts, and more*

Biennial Theme "Seeking Silicon Valley" Transforms the Influential Region into a Network of Art Activity

Five Women Curators Shape 2012 Biennial Exhibition and Programs

San Jose, CA. October 25, 2011 – ZERO1: The Art & Technology Network is pleased to announce the 2012 ZERO1 Biennial theme, the team of four internationally renowned women guest curators led by ZERO1's Jaime Austin, and the expansion of the Biennial's partners and programming throughout the greater San Francisco Bay Area.

The 2012 ZERO1 Biennial is the 4th iteration of North America's most significant contemporary art biennial at the nexus of art and technology. Opening events are scheduled to take place September 12th through 16th, with Biennial programming and exhibitions continuing through December 8, 2012. The list of selected artists will be announced in Spring 2012.

The ZERO1 Biennial's 2012 theme, *Seeking Silicon Valley*, proposes that contemporary art practices can re-imagine the idea, the place, and the experience of Silicon Valley. Using the region as a physical and virtual backdrop, the ZERO1 Biennial will transform a region synonymous with technology into a publicly accessible network of activity, exploration, and provocation – one that looks and feels like people imagine Silicon Valley to be.

Taking the curatorial lead for the 2012 ZERO1 Biennial is ZERO1 staff Curator and Director of Programs, Jaime Austin. The Biennial's 2012 international guest curators, Dooeun Choi of South Korea, Gisela Domschke of Brazil, Michelle Kasprzak of Canada, and Regina Möller of Germany, will co-curate the Biennial's exhibition alongside Austin, as well as act collaboratively as Biennial advisors to shape the artistic vision of the upcoming ZERO1 Biennial within the rubrics of the 2012 theme, *Seeking Silicon Valley*.

Notes ZERO1 Curator and Director of Programs, Jaime Austin, "Silicon Valley is an idea as much as a place—it's about entrepreneurship, innovation, collaboration, technology, and creativity. Like the technologists who have helped make the region famous, artists are innate risk-takers. Therefore, the artworks featured in the 2012 ZERO1 Biennial will challenge our notions of place and identity as they investigate the role Silicon Valley has played in changing the ways we work, live, and communicate globally. "

Operating as a network of creativity connecting Silicon Valley to the broader region as well as an international community, the 2012 ZERO1 Biennial will feature work by a diverse group of local, national, and international contemporary artists working at the frontier of technology. Centered in San Jose, the Biennial's expanded footprint for 2012 includes institutions throughout San Francisco, the East Bay, and the Peninsula, as well as partnerships with international arts organizations.

Commenting on the ZERO1 Biennial, Joel Slayton, Executive Director of ZERO1, states, "Place is critical, and the ZERO1 Biennial is about place-making, about being global, and about our reach beyond the actual event. The ZERO1 Biennial is not about the geographical region of Silicon Valley, it is about investigating how the process of seeking can create a platform for creativity and experimentation centered in Silicon Valley by inviting contributions from around the world. Most importantly, the Biennial is about using the arts as a lens to define and re-architect place in order to contribute to a culture of innovation that will continue to change the world."

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2012 ZERO1 Biennial Curator Bios

2012 ZERO1 Biennial Lead Curator and Director of Programs

Jaime Austin is the Curator and Director of Programs for ZERO1: The Art and Technology Network and the lead curator of the 2012 ZERO1 Biennial. In 2010, she was Assistant Curator of the 2010 O1SJ Biennial, co-curating the event's central exhibition, "Out of the Garage Into the World." She established ZERO1's *Art/Technology: In Conversation* speaker series and is leading ZERO1's year-round programming initiative. She has contributed to *ASPECT* magazine and her writing has appeared in *Curating Now*. She has presented at Elektra and the MediaModes Conferences and was invited to participate in Independent Curators international's Curatorial Intensive. Growing up in Silicon Valley, Jaime has sought to link art and technology throughout her career. Before shifting to a full-time focus on the arts, she held product development and marketing positions in the tech industry at companies such as Macromedia and Adobe. She received her M.A. in Curatorial Practice from California College of the Arts, and holds joint bachelor degrees in Art History and Computer Information Systems from Santa Clara University.

2012 ZERO1 Biennial Co-Curators

Dooeun Choi is creative director of Art Center Nabi, opened in 2000 as the first media art center in Seoul, South Korea. In 2002 she produced a wireless art project called *Watch Out!* using mobile SMS and public screens. The following year she organized the Wireless Art Competition with Resfest Digital Film Festival Korea, was art director for the Uijeongbu International Digital Art Festival, and ran a mobile gallery called mgallery on SK Telecom's mobile service. In 2004 she launched an art blog-zine project called *love virus*. Since then, she's curated public art programs on the urban screen gallery COMO in cities such as New York and Melbourne, and co-curated "Container Culture" for the O1SJ Biennial/ISEA 2006 Symposium; "Intermediae_Minba" for ARCO 2007 in Madrid; and "Printemps Perfume" at Centre des Art Enghien-les-Bains in France in 2010. The same year, she curated "WAVE" and "Sense Senses" for INDAAF 2010 (Incheon International Digital Art Festival) in Korea. She's currently a visiting scholar at Parsons The New School for Design in New York.

Gisela Domschke is a Brazilian media artist and curator. She has led the media lab of Goldsmiths, University of London, where she was also a lecturer in the MA Interactive Media program. She founded and managed the media lab of the Museu da Imagem e do Som in São Paulo, where she was responsible for exhibitions, workshops, artistic residencies, groups of research, festivals, and partnerships with international institutions. She has worked in several cultural organizations and published a number of

media magazines and catalogues. Her artwork has been exhibited in the Whitney Biennial (New York), Stedelijk Museum (Amsterdam), ICA (London), Johnson Museum of Art (Ithaca, New York), Centre d' Art Contemporain (Geneva), and São Paulo Biennial. She is a guest lecturer at FAAP, Belas Artes, and Escola São Paulo.

Michelle Kasprzak is a Canadian curator and writer based in Amsterdam, the Netherlands. She has appeared in Wired UK, on radio and TV broadcasts by the BBC and CBC, and lectured at PICNIC. In 2006 she founded Curating.info, the web's leading resource for curators. She has written critical essays for Rhizome, CV Photo, Mute, and many other media outlets, including one anthology and essays for two books currently in production. Michelle is curator at V2_ Institute for the Unstable Media; project director at McLuhan in Europe 2011; and a member of IKT (International Association of Curators of Contemporary Art). Her most recent independent project was co-curating "Constellations" (Cornerhouse, Manchester), an exhibition featuring the work of Felix Gonzalez-Torres, Takahiro Iwasaki, Kitty Kraus, and Katie Paterson.

Regina Möller is a German artist and writer based in Berlin who studied art history, art education, and history of Middle Ages and received her M.A. from the Faculty of Philosophy at the Ludwig Maximilians University in Munich. Her cross-disciplinary projects have been shown internationally. In 1994 she founded and published the magazine regina, an answer to mainstream women's fashion and lifestyle magazines that draws from public and professional expertise. The same year, she started the art label embodiment, which creates works and prototypes related to the interior, environment, and clothing, designing limited edition works. More recently she has focused on artistic research; from 2006 through 2008 she was a visiting associate professor in the Visual Arts Program at Massachusetts Institute of Technology (MIT). Since 2009, she has been teaching at the Trondheim Academy of Fine Art, part of the Faculty of Architecture and Fine Art at Norwegian University of Science and Technology (NTNU) in Trondheim.

About ZERO1: The Art & Technology Network

ZERO1 is where art meets technology to shape the future. As a 21st century arts nonprofit, ZERO1 works with some of the world's most fertile and creative minds from the fields of art, science, design, architecture, and technology to produce the ZERO1 Biennial, an international showcase of work at the nexus of art and technology. ZERO1 is also the force behind the ZERO1 Garage, where principles of artistic creativity are applied to real world innovation challenges. Part incubator, part research lab, part think tank, the ZERO1 Garage informs strategies for research, development, and creativity. To find out more about ZERO1, visit www.zero1.org

About the ZERO1 Biennial

The ZERO1 Biennial, centered in San Jose and distributed throughout Silicon Valley and the greater Bay Area, is North America's most significant showcase of work at the nexus of art and technology. Through curated exhibitions, public art installations, performances, and speaker events the ZERO1 Biennial presents work by a global community of innovative artists who are reshaping contemporary culture. Established in 2006, the ZERO1 Biennial has presented the work of over 500 artists from 50+ countries; commissioned 80 original works of art (making ZERO1 one of the largest commissioning bodies in the United States); attracted over 100,000 visitors from around the world, and contributed \$20 million in economic revenue to the region. For more information, visit www.zero1biennial.org

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