



For Immediate Release

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U.S. State Department and ZERO1 Introduce Innovative International Program for Artists

SAN FRANCISCO, January 22, 2014 — The U.S. Department of State and ZERO1 are proud to pilot a new international arts exchange, the American Arts Incubator program. Four U.S. artists will be recruited to conduct a project using art and technologies skills with artists and young people in Mongolia, Laos, Papua New Guinea, and the Philippines. Young artists will give voice to their community’s social challenges through their projects.

The ‘American Arts Incubator’ program is a hybrid training lab, production workshop, and tool for public engagement. Artists will use creative digital practices and engage members of their community to create socially significant artworks.

Designed to generate innovation, the program aims to:

- Address social challenges through the arts and art-making;
- Encourage citizen engagement;
- Promote cross-cultural understanding and collaboration;
- Serve as a platform to connect artists and participants from different countries.

Inspired by the “business incubator” model made popular by technology companies and start-ups, the American Arts Incubator program will select four American artists to travel to Mongolia, Laos, Papua New Guinea, and the Philippines. These four artists will team up with youth and underserved populations to spark new ideas for community engagement through art programs. Approximately twenty microgrants will be awarded (five in each country), to digital media and mural arts projects proposed by artists residing in these overseas communities.

“By marrying the oldest sorts of technology—the paintbrush, for example—with some of the newest in the hands of artists and entrepreneurs, we start new kinds of conversations and new ways to act together to be successful in a more

interconnected world,” said Evan Ryan, Assistant Secretary of State for Educational and Cultural Affairs.

“The challenge of navigating an increasingly complex and unknown world demands new creative ideas, strategies and solutions,” explains Joel Slayton, Executive Director, ZERO1.

Artists can shape community-led approaches to pressing social issues. The international ‘American Arts Incubator’ will showcase artists as engaged and innovative partners in addressing social issues, in addition to creating a cross-cultural exchange of ideas.

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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. ZERO1 presents a year-round program of exhibitions, talks, and events at the ZERO1 Garage, their arts space in downtown San Jose’s downtown cultural district, and produces the ZERO1 Biennial, an international showcase of work at the nexus of art and technology. ZERO1 is also the force behind the ZERO1 Fellowship program, where principles of artistic creativity are applied to real world innovation challenges.

Visit www.zero1.org

About U.S. Department of State’s Bureau of Educational and Cultural Affairs

The Bureau of Educational and Cultural Affairs (ECA) promotes international mutual understanding through academic, cultural, private-sector, professional, and sports exchange programs. The Bureau’s exchanges engage youth, students, educators, artists, athletes, and emerging leaders from all fields to increase global understanding of U.S. policies and values and to help American citizens engage with the world. More than a million people are alumni of ECA exchanges, including more than 50 Nobel Laureates and more than 320 current or former heads of state and government. Visit exchanges.state.gov.