

For Immediate Release



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ZERO1 Fiscal Sponsors of The Bay Lights

March 5, 2013, San Jose, CA- ZERO1: The Art & Technology Network is pleased to be the official fiscal sponsors of [The Bay Lights](#). *The Bay Lights* is a monumental LED light sculpture, 1.8 miles wide and 500 feet high, inspired by the 75th anniversary of the Bay Bridge. ZERO1 alumnus artist Leo Villareal will network 25,000 individually programmable, white LED lights made by Philips Color Kinetics to create complex algorithms and patterns across the western span. Leo Villareal, is a pioneer in the use of LED lights and computer driven imagery. Illuminate the Arts, the presenting organization formed to produce *The Bay Lights*, believes the piece to be the world's largest LED light sculpture. The energy-efficient lights will be mounted in single strands on the bridge's vertical cables. Together, the lights will use 150 to 175 kilowatt hours (kWh) of energy while operating for approximately seven hours each night. It is a monumental tour de force eight times the scale of the Eiffel Tower's 100th Anniversary lighting. <thebaylights.org>

The role of fiscal sponsor was critical to the success of *The Bay Lights* with ZERO1 providing financial services to Illuminate the Arts including budget oversight, fund tracking and disbursement, payroll, maintenance of financial records, auditing and sponsor reporting.

ZERO1's involvement in the monumental project goes beyond our capacity as *The Bay Lights*' fiscal sponsor, as Leo Villareal is a 2010 Biennial alumnus and *The Bay Lights* was a partner in the 2012 ZERO1 Biennial, Seeking Silicon Valley.

Recent coverage of *The Bay Lights*

NBC Nightly News:

<http://www.nbcnews.com/video/nightly-news/51074447#51074447>

Today Show:

<http://www.today.com/id/49063771/ns/today-video/#51064096>

New York Times

<http://www.nytimes.com/2013/03/05/us/light-sculpture-is-set-for-bay-bridge.html? r=2&>

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For more information, images, or interviews contact:

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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 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.

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