

For Immediate Release



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Fellowship/x

ZERO1 Inaugural Fellows Debut Prototypes

January 16, 2014 – On January 22, 2014 at The ZERO1 Garage the first class of Fellows will debut the prototypes and results of their 2013 fellowship challenges. ZERO1 is proud to present the results of the Fellows' year-long journeys.

Tapping a new source for disruption and recognizing the inherent innovative power of the artistic process, ZERO1 launched its Fellowship Program in January of 2013. This inaugural class of Fellows was presented with individual innovation challenges, which were determined by ZERO1 in collaboration with the Fellows' individual sponsors. Each Fellow developed a line of creative research before formulating a response to their challenges and building their prototypes (some of which have patents pending), all in continuous conversation with both ZERO1 and their designated sponsor.

2013 Fellows' projects include a cooperative urban experience, a new messaging App, a web platform facilitating Social Practice Art, and an unveiled presence of public network connections.

2013 ZERO1 Fellows

- **Cecilia Galiena**, supported by The Christensen Fund
- **Simon Geilfus (AntiVJ)**, supported by the City of San Jose Public Art Program and additional support by KDDI Group and residency support by the Montalvo Arts Center.
- **Paula Levine**, supported by Google Inc.
- **Daniela Steinsapir**, supported by Adobe's Creative Technologies Lab

About the Fellows and Projects

Cecilia Galiena's clearing house / web platform *Adaptnet* is fully rooted in the field of Social Practice Art. The platform aims to bridge information exchange as well as the production process for social change by connecting social practice artists, scholars, social advocates, social justice NGOs, arts and social justice foundations, and cultural institutions. Detailed information on the participating individuals and agencies, along with easy cross-referencing, is combined in an elaborate multi-tiered database bringing about relevant opportunities for collaboration.

Social Practice Artists are at the center of this process for social change built on inquiry, problem-solving and social empowerment. By creating an online community to instill the interaction between diverse intellectual environments, traditional knowledge and disruptive thinking pave the way for creative solutions to promote social shifts and enhanced community building within already established entities. Galiena's prototype combines the means of financial support and a network of additional expertise within the same realms. The *Adaptnet* platform can equally serve as a tool for assessing the value of social projects, producing valid arguments to undertake the project and facilitating buy-in from stakeholders as well as additional funding.

Six institutions that have already acknowledged the importance of this tool, including Arizona State University Art Museum; CEC Artslink, NY; California College of the Arts, San Francisco; the Bronx Museum of the Arts, NY; and the Queens Museum, NY.

Simon Geilfus' (AntiVJ) project proposes an illuminated navigation system for the City of San Jose. Through a prototype video on display Geilfus shows a simulation of an intricate web of large-scale projections that lure the commuter, the pedestrian, and the random flâneur through downtown streets, encouraging him or her to physically connect and (re)discover the city. The projections themselves are conceived as a cooperative urban experience, with an invitation to the audience to participate in the creation of the ever-evolving visuals through their mobile devices. The use of open city data as the driving force behind this interaction suggests a bridge between the physical and the digital downtown world and makes the street-level engagement even more meaningful.

San Jose's urban environment is being repositioned as a place of open exchange and community-building between those already familiar and those about to become familiar with the city's inner core. This project is the way-finding component of the *Illuminating Downtown Initiative* from the San Jose Public Art Program. In addition to the City of San Jose Public Art Program, support for the AntiVJ Project comes from KDDI Group and their residency support from the Montalvo Arts Center.

Paula Levine's project *City-to-City* places the individual into the global interactive system as a conscious, active participant by visualizing network traffic in the form of a topographic map. Viewers are invited to use ZERO1's wireless system and track their own data streams in real time as they email, browse a website, or carry on other online activities. Depicted in color and sound on a large projected digital map, the trajectory of each individual's inquiry emerges from the point of entry to its final destination, from city to city en route. The emerging maps depict a unique local-to-global landscape from the ZERO1 Garage in downtown San Jose to elsewhere.

In addition to the peer-to-peer connection we are most familiar with, Levine's project focuses on the more widely available open public wireless systems to bring

awareness to the relevance of the city-to-city connections that are most often overlooked. Questions arise around the value and necessity of empathy as a common good in our current interconnected world. At the core, however, are challenges and opportunities to imagine new platforms for community building based on ideas of global citizenship in which the individual recognizes his and her role as an inherent element of the bridge between local and global, and the responsibilities suggested by this notion.

City-to-City was developed in collaboration with William Hsu, Magee Mooney, and Lee Periolat.

Daniela Steinsapir's messaging App *SparkChat* augments interpersonal communication from your mobile device. As a means to enhance the inherent quality of daily conversations already in place, Steinsapir researched the art of storytelling in the digital age, and developed custom technology to extract relevant data input from the fragmented stories of our lives as already stored on our personal phones, social networking sites, cloud applications, etc. The result is a more personal, customizable, creative, emotional experience in which to stand out and stay connected --- a brand new way of messaging communication.

Through topic detection, mood detection and message carts, *SparkChat* suggests message feeds based on social context, preferences and emotional states. This results in a message exchange sparked with emotional value, instilling what Steinsapir believes is a more meaningful conversation. The display of content-relevant, popular and/or trending imagery to illustrate shared experiences from the past, instantly creates increased connections in the present. The personal is re-introduced to interpersonal interactions by replacing standard emoticons with ones own facial expressions to serve the exact same function. Positioning the user as its central component, *SparkChat* brings together the different elements of the individual's digital life into one single place in order to facilitate the element of sharing as the renewed cornerstone of interpersonal communication.

SparkChat was developed in collaboration with Holger Winnemoeller at Adobe's Creative Technologies Lab. A patent is pending for *SparkChat*.

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About ZERO1 Fellowship Program

At ZERO1, it is our goal to impact the ecosystem of innovation by creating a collaborative center for the best artists, creatives, and thought leaders of our times to co-contaminate, disrupt and catalyze the new. Working in collaboration with partner companies, such as Google, Adobe, and Cisco, cultural institutions, and academic research centers, ZERO1 Fellows are charged with developing lines of artistic research and cultural production in response to specific innovation

challenges. ZERO1 Fellows are supported for a one-year period to research, prototype and exhibit their outcomes at the ZERO1 Garage.

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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. 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. Visit www.zero1.org