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## **Biennial 01SJ Festival, Team San Jose, and Salas O'Brien Announce First Ever Green Prix Award for Environmental Art *Winner to be Recognized at 01SJ Festival in San Jose June 4, 2008***

SAN JOSE, CA (March 25, 2008) -- As part of the 2nd Biennial 01SJ, Global Festival of Art on the Edge, Salas O'Brien is sponsoring the first-ever Green Prix Award for an outstanding work of art that creatively uses technology to support or reflect on environmentalism or sustainability. The winner will be recognized during opening ceremonies on June 4, 2008.

"We believe that sustainability and energy efficiency are critical aspects of the overall equation for a successful design and construction project," said Carl Salas, president of Salas O'Brien. "We are a certified green business, which is just one of the many reasons why we are supporting the Green Prix Award. This is our way of commending the amazing individuals who are making a sustainable difference, by challenging the norm and melding ideas, art, and technology."

The Green Prix Award will recognize a creative piece that uses new technologies to carry a strong artistic concept to engage environmental issues, develop or transform ecological models, or encourage concrete action in the area of environmentalism or sustainability.

An international group of eight invited curators and experts in the field will each nominate two projects created within the past two years to be eligible for the prize. A jury of three will then choose the winner from the nominees. The winner of the Green Prix award will be flown in to receive the award at the opening ceremony of the 01SJ Festival in San Jose on June 4, 2008. The winner will receive a \$10,000 prize, and his or her art will be showcased at the Festival.

"San Jose is proud to be the home for this award and 01SJ," said Dan Fenton, President & CEO of the San Jose Convention & Visitors Bureau and Chairman of Team San Jose. "Both the Festival and Silicon Valley exemplify the true spirit of technological innovation. Team San Jose, which helps host the festival, is also dedicated to using green practices in our business to support meetings and conventions in San Jose. The Green Prix Award is a significant way to recognize and bring awareness to the convergence of art, technology and environmental sustainability."

### **About Salas O'Brien**

Salas O'Brien is a full service engineering and architectural consulting and design firm. Founded in 1975, the 70-person firm has offices in San Jose, Oakland, Monterey, Bloomington, and Orange County. Since its inception, the company has been deeply rooted in the practice of sustainable design and energy efficiency. Unlike most firms that focus on particular disciplines exclusively, Salas O'Brien is an integrated firm where Engineering, Architectural,

Construction and Financial practices and perspectives meld together to deliver sustainable buildings and campuses of all types. For more information about who we are and what we do, call 408-282-1500 or visit [www.salasobrien.com](http://www.salasobrien.com).

### **About The 01SJ Festival**

01SJ is North America's newest and largest festival of digital arts featuring transformative and provocative new works from world-renowned artists and performers at the cross-section of contemporary art, technology, and culture. The five-day Festival, June 4-8, will incorporate exhibitions, films, concerts, performances, happenings, and nightlife occurring throughout downtown San Jose's parks, public streets, museums, theaters, and clubs. From a hip-hop, multi-media meditation on Antarctica to robot art, from conversations with artificial intelligence to operatic performances of Google headlines about the environment, from avant-garde cinema to new musical forms – more than 100 projects will be featured at the Festival. 01SJ is produced by ZER01, a nonprofit organization whose primary mission is to conduct a biennial festival that offers attendees compelling experiences at the intersection of art and digital culture. For more information about the Festival, visit [www.01SJ.org](http://www.01SJ.org).

### **About Team San Jose**

Team San Jose's mission is to ensure that San José's Convention Center and Cultural Facilities are effectively managed to reduce costs, improve the local economy, and add value for our customers, residents, workers, and businesses within the City of San Jose. Team San Jose's board includes local hoteliers, organized labor, the arts and the Convention & Visitors Bureau.

### **About The San Jose Convention & Visitors Bureau (SJCVB)**

The San Jose Convention & Visitors Bureau (SJCVB) mission is to enhance the image and economic well being of San Jose by marketing San Jose as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a wide range of services to ensure a successful event and fun visit to San Jose. To receive a copy of the Bureau's Meeting Planning Guide or Official Visitors Guide, contact the SJCVB at 1-800-SAN-JOSE (1-800-726-5673) or visit [www.sanjose.org](http://www.sanjose.org).

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