



MEDIA ALERT:

01SJ Biennial, September 16-19

SAN JOSE, CA

INTERNATIONAL PIANO PHENOMENON 'PLAY ME I'M YOURS'

Comes to San Jose for the 01SJ Biennial



01SJ Biennial artist Luke Jerram has installed 273 pianos in 11 cities worldwide
and now comes to Silicon Valley for West Coast debut

August 1, 2010 – Internationally acclaimed British artist Luke Jerram comes to the Bay Area for the 01SJ Biennial. As one of the 100 plus 01SJ Biennial artists, Jerram's 'Play Me I'm Yours' project (<http://www.streetpianos.com/>) temporarily places 20 tuned and ready

to play pianos throughout the city in a variety of public outdoor locations. The pianos will be installed in San Jose on August 29, 2010 and will remain in their public locations throughout the 01SJ (September 16–19).

Making street pianos appear in cities across the world, 'Play Me I'm Yours' is an internationally touring artwork by Jerram conceived of in 2008. Located in parks, squares, bus shelters and train stations, outside galleries, markets and on bridges and ferries, the pianos are for any member of the public to enjoy and claim ownership of.

Reaching an audience of over 1,000,000 people worldwide, Jerram has installed 273 pianos in 11 different cities so far.

As it has moved from city to city, Jerram's project has been picking up press like a hurricane picks up power over a warm ocean—including such prominent worldwide publications as Vanity Fair, BBC World Service, The Guardian, Wall Street Journal, ABC Australia, and NPR—and in the process has become a true art phenomena with broad public appeal.

The 01SJ Biennial is his next stop and the only appearance of the project on the West Coast.

Who plays the pianos and how long they remain is up to each community. Each piano acts as sculptural, musical, blank canvas that becomes a reflection of the communities it is embedded into. Questioning the ownership and rules of public space 'Play Me I'm Yours' is a provocation, inviting the public to engage with, activate and take ownership of their urban environment.

www.01JSpianos contains a map of where all the pianos will be in San Jose. The website is also an online space for the public to upload and share their films photos and stories.

Previous 'Play Me I'm Yours' cities include:

- [New York 2010>](#)
- [London 2010 >](#)
- [Bath 2010>](#)
- [Barcelona 2010 >](#)
- [Bristol 2009 >](#)
- [London 2009 >](#)
- [Bury St Edmunds 2009 >](#)
- [Sydney 2009 >](#)
- [Sao Paulo 2008 >](#)
- [Birmingham 2008 >](#)

*Luke Jerram will be in the Bay Area and available for interviews August 31st–September 5th.

More info on Luke Jerram's artistic practice available at www.lukejerram.com

More info on the 01SJ artists and events available at - <http://01sj.org/>

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For media information, visuals, or interviews please contact:

ZER01: The Art and Technology Network

Doniece Sandoval

(415) 846-4988

doniece@zero1.org

press@zero1.org

NORRIS COMMUNICATIONS

Wendy Norris

(415) 307-3853

wendy@norriscommunications.biz

Liam Passmore

(415) 865-0860; (415) 218-1544 (cell)

liam@shaveandahaircut.biz

About ZER01: The Art and Technology Network

ZER01, a 501 (c) (3) nonprofit arts organization whose mission is to inspire creativity at the intersection of art, technology, and digital culture, is a platform for the exploration and presentation of work dealing with the critical issues of our time by some of the most creative minds in the world. And, as a result, is Silicon Valley's best bet for creating a global cultural relevance for the region that mirrors the creativity and innovation for which Silicon Valley is recognized. ZER01 is the producing organization for 01SJ Biennial, North America's newest and largest multi-disciplinary, multi-venue event of visual and performing arts, the moving image, public art, and interactive digital media. By creating pathways for both artists and technologists to come together in collaboration and act as catalysts for further technological and artistic advances, ZER01 fulfills a self-proclaimed mission, to stimulate corporate and public interest in the possibilities afforded by intersecting the arts and technology. For more information about ZER01, visit www.zero1.org.

Funding for ZER01's 01SJ Biennial is provided by:

1st ACT Silicon Valley, Adobe Foundation, Applied Materials, Cisco Systems, Federal Trust Realty/Santana Row, Intacct, James Irvine Foundation, National Endowment for the Arts (NEA), and Target Corporation.

Key Partners for the 01SJ Biennial include:

The Banff New Media Institute at The Banff Centre, CADRE New Media Lab at San Jose State University, California College of the Arts, Canadian Film Centre New Media Lab, Catharine Clark Gallery, Children's Discovery Museum, City of San Jose Office of Cultural Affairs, City of San Jose Public Art Program, Commonwealth Club, Creative Capital,

DANM Program-UC Santa Cruz, EMPAC, Euphrat Museum, Eyebeam, Gray Area Foundation for the Arts, Leonardo, Montalvo Arts Center, MediaLAB Prado, Northern Lights.mn, Rhizome, Streaming Museum, Sundance Film Festival, Swissnex, Team San Jose, The Tech Museum, Natalie and James Thompson Gallery at San Jose State University, Togonon Gallery, San Jose Stage, SF Shorts, SF Fine Art Fair, Tech Shop, White Walls SF, Worth Ryder Gallery, University of California, Berkeley.

ZER01 receives additional support from:

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